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THE INFLUENCE OF ONLINE SHOPPING CONVENIENCE AND SHOPEE LIVE ON PURCHASE DECISIONS THROUGH CONSUMPTIVE BEHAVIOR OF GENERATION Z STUDENTS AT UNIVERSITAS NEGERI JAKARTA

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Abstract

This research is conducted to examine the influence of Online Shopping and Shopee Live on Purchase Decision through Consumptive Behavior among Generation Z students at Jakarta State University. The rapid growth of e-commerce platforms accompanied by live streaming features has changed digital consumption patterns, especially among the younger generation who are known to be responsive to technology. This research adopts a quantitative method employing an explanatory research framework. The research sample involved Generation Z students who had shopped through Shopee and used the Shopee Live feature, determined selected through a purposive sampling technique based on specific research criteria. Data collection was carried out through data were collected using a Likert-scale questionnaire and further processed using SmartPLS to test the relationship between variables. This study is expected to clarify both direct and indirect relationships among the examined variables, including the mediating function of consumptive behavior. The results of the present study provide contributions to digital marketing literature and can be a reference for e-commerce players in designing relevant strategies for young digital consumers.

1. INTRODUCTION

The accelerated development of digital technology, especially the internet, has substantially changed consumer behavior through increasingly accessible e-commerce platforms. Generation Z, who grew up with digital technology, has high adaptability in online shopping. According to We Are Social (2024) data, more than 80% of e-commerce users in Indonesia are 18–25 years old, using the internet and social media not only for entertainment but also as a reference in making purchasing decisions.

Interactive features such as live streaming further enhance the online shopping experience. Shopee Live allows sellers to display products directly, provide detailed product information, and offer special promotions, thereby encouraging impulse purchases. For Gen Z, visual interaction and the ability to ask questions directly to sellers make the shopping experience more engaging than just the convenience of regular transactions.

This phenomenon is closely related to consumptive behavior, which is the tendency to buy goods due to emotional urges, trends, or FOMO (fear of missing out) rather than rational needs. Although the ease of online shopping and the Shopee Live feature influence purchasing decisions, previous studies have tended to focus on direct effects without examining the role of consumptive behavior as an intervening variable. Therefore, this research aims to analyze

how the ease of shopping and Shopee Live interactivity affect purchasing decisions through consumptive behavior in Gen Z students at Jakarta State University.

2. LITERATURE REVIEW

This section discusses the theoretical and conceptual basis used to support research on the influence of the ease of online shopping and Shopee Live on purchasing decisions through consumptive behavior in Generation Z students at the State University of Jakarta. By examining relevant theories and previous research findings, the research establishes a coherent conceptual framework to explain the interconnections between variables and support hypothesis formulation.

2.1 Theoretical & Conceptual Background

The development of research variables ease of online shopping, Shopee Live, consumptive behavior, and purchase decisions is based on established theories and models. Understanding this concept helps explain how each variable works and its interaction in the context of digital consumer behavior, especially Generation Z who are very familiar with digital technology and platforms.

2.1.1 Online Shopping Convenience

The ease of online shopping is the consumer's perception that the process of searching, assessing, and buying products online can be done quickly and efficiently (Davis, 1989). This concept is an important part of the Technology Acceptance Model (TAM), where ease of use drives technology adoption. In e-commerce, convenience includes a simple interface, clear product information, and a fast checkout process. Research shows that Generation Z emphasizes efficiency and convenience, which affects their purchase intent (Rahmawati & Hidayat, 2022).

2.1.2 Shopee Live

The Shopee Live feature allows sellers to interact with consumers through video broadcasts in real-time. Consumers can view product demonstrations, ask live questions, and take advantage of limited promotions. Live streaming reduces uncertainty about product quality, increases consumer confidence, and can trigger impulse purchases through two-way interactions and limited time elements (Chen & Lin, 2018; Wongkitrungrueng & Assarut, 2020).

2.1.3 Consumptive Behavior

Consumptive behavior refers to the tendency to buy excessively or spontaneously influenced by social, emotional, or psychological factors (Sumartono, 2017). Generation Z, who are often exposed to interactive digital content, discounts, and trends, tend to be more susceptible to impulse purchases. The phenomenon of FOMO (fear of missing out) also reinforces this impulse, especially when participating in live streaming sessions (Przybylski et al., 2013).

2.1.4 Purchase Decision

Purchasing decisions are the concluding phase of the consumer decision-making sequence, where a person chooses a particular product based on needs, information, alternatives, and preferences (Kotler & Armstrong, 2018). In the digital context, this decision is influenced by rational considerations as well as interactive stimuli such as application displays, product ratings, recommendations, and real-time features, so that purchases can occur in a planned or spontaneous manner.

2.2 Empirical Review and Research Gaps

Previous research has shown that the ease of use of interactive digital apps and features significantly influences consumptive behavior and online purchasing decisions. For example, Langie & Yuwono (2023) found that ease of access and various digital stimuli encourage students to make impulse purchases, while Husna et al. (2023) emphasized that clarity of information, data quality, and ease of transaction play an important role in purchasing decisions. These findings confirm that the functional factors of digital platforms are one of the main determinants in Gen Z consumer behavior.

In addition, a study by Devi, Saleh, and Rahmat (2024) shows that the Shopee Live feature and hedonic browsing activities can increase the desire to buy spontaneously. Real-time interactions, product demonstrations, and exclusive offers during live streaming encourage consumers to buy without much rational consideration. These results support the importance of the Shopee Live variable in this study and confirm that visual-interactive experiences can trigger consumptive behavior.

However, existing research is still limited to direct effects without examining the psychological mechanisms that link digital stimuli to purchasing decisions. Yuniasanti & Nurwahyuni (2023) highlight that psychological factors, such as low self-concept, affect a person's consumptive level, especially Generation Z who are easily driven by online trends and promotions. There has been no study that combines the ease of online shopping, Shopee Live, and consumptive behavior in one mediation model. Therefore, this study seeks to fill these gaps and provide a more comprehensive understanding of modern digital consumer behavior.

2.3 Research Hypothesis

Based on theoretical foundations and empirical findings, the following hypotheses are proposed :

H1: Online shopping convenience positively influences consumptive behavior.
H2: Exposure to Shopee Live is positively associated with consumptive behavior.
H3: Online shopping convenience positively affects consumer purchasing decisions.
H4: Shopee Live features exert a positive influence on purchasing decisions.
H5: Consumptive behavior contributes positively to consumers' purchasing decisions.
H6: The ease of online shopping and Shopee Live influences purchasing decisions through the mediating role of consumptive behavior.

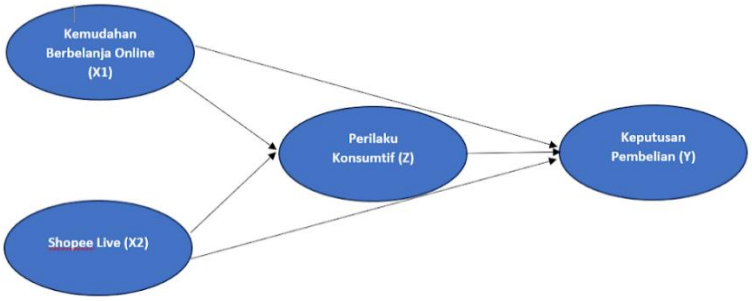


Figure 1. Frame of Mind Chart
Source: Authors (2025)

3. RESEARCH METHODOLOGY

3.1 Research Design

This research employs a quantitative approach grounded in the positivist paradigm, as outlined by Sugiyono (2019), to study certain samples and populations, with data collected through research instruments, aiming to test predetermined hypotheses. The source of research data is a questionnaire that is distributed to respondents who meet the criteria. The results of this questionnaire data are research data for the researcher to process. This research is designed to analyze causal linkages among the Ease of Online Shopping (X1) and Shopee Live (X2) on Purchase Decision (Y) through Consumptive Behavior (Z) as a mediating variable, according to the theoretical framework that has been described in the literature review.

3.2 Population and Sample

Population refers to the entire group of individuals or units sharing specific characteristics that are the main focus of research (Sari et al., 2023). The population of this research consists of all Generation Z students at the State University of Jakarta aged 17–26 years old who have made purchases through the Shopee platform and watched Shopee Live.

This study uses the purposive sampling technique is a method of selecting respondents based on specific criteria that align with the objectives of the study. The sampling criteria applied in this research include:

- Active student of the State University of Jakarta.
- Included in the Generation Z category (18–26 years old)
- Shopee E-Commerce users and using the Shopee app in the last 1 month

3.3 Data Collection Methods

Primary information ware obtained through an instrument in the form of a Likert scale questionnaire of 1–5, namely:

Score	Remarks
1	Strongly Disagree
2	Dissenting
3	Neutral
4	Agree
5	Strongly agreed

Table 1. Likert Scale
Source: Authors (2025)

The questionnaire was developed according based on indicators representing each research variable and distributed using Google Forms to UNJ students. This technique was chosen because it is efficient, accessible, and suitable for quantitative research that requires large amounts of data.

3.4 Data Analysis Techniques

This study uses SmartPLS 4 to test the interrelationships among variables within the research model. SmartPLS was chosen because it was able to analyze models with mediation variables, dual indicators, and a sample of at least

100 respondents. SmartPLS can also test for direct, indirect, and significant influences through bootstrapping. The analysis of this study follows a two-step approach: first, evaluation of measurement models (outer models) for validity and reliability; Second, testing structural models (inner models) to assess the relationships between variables according to the hypothesis.

3.4.1 Measurement Model (Outer Model)

To test the relationships between variables in the research model, SmartPLS 4 was used. It was chosen because it can analyze models with mediating variables, multiple indicators, and a sample of at least 100 respondents. SmartPLS can also test for direct, indirect, and significant influences by bootstrapping. The analysis of this research was carried out in two steps. External models are evaluated for validity and reliability; After that, the inner model is tested for the relationships between the hypothetical variables.

a. Convergent Validity

The SmartPLS processing results showed that all indicators for the variables of Ease of Online Shopping, Shopee Live, Consumptive Behavior, and Purchase Decision had an external load value above 0.70. The Average Variance Extracted (AVE) value for each variable also surpasses the minimum limit of 0.50. This indicates that the measurement tool is sufficient to describe latent variables.

b. Reliability Test

To test reliability, Alpha Cronbach as well as Composite Reliability (CR) are used. All constructs have Cronbach's Alpha and CR values exceeding 0.70, which indicates that each variable is considered reliable. This indicates that indicators are used consistently to evaluate each latent variable.

3.4.2 Structural Model (Inner Model)

Structural models are used to see how latent variables relate to each other, either directly or indirectly. The purpose of this analysis was to evaluate the extent to which exogenous constructs affect endogenous structures in the research model. Several main criteria, namely R-Square (R^2), Q-Square (Q2), Effect Size (f^2), and path coefficient significance test were used to evaluate the internal model. A bootstrapping procedure is used to perform this evaluation.

R-Square (R2) measures how well exogenous variables can explain endogenous variables. The value of R^2 is categorized as follows:

1. $R^2 \geq 0.75$ indicates a substantial level of explanation,
2. R^2 of about 0.50 medium explanatory level
3. R^2 of about 0.25 indicates a weak level of explanation.

With greater R2 values, the model's capacity to explain endogenous variables constructor variations increases.

The predictive relevance of the model is measured by Q-Square (Q^2). A Q^2 value of > 0 then the model has good predictive relevance, and if the Q^2 value of ≤ 0 then the model is not able to predict the observed data.

In addition, Effect Size (f^2) is employed to evaluate the contribution of each exogenous variable to the endogenous variable. The value of f^2 is classified into small (0.02), medium (0.15), and large (0.35). Effect size gives an idea of how important a variable is in influencing other variables in the model. Internal model evaluation of the model also includes the examination of multicollinearity through the value of the Variance Inflation Factor (VIF), where VIF value below 5 indicates the absence of multicollinearity problems.

Using bootstrapping, the final stage of the model's structural analysis is conducted to examine the significance of relationships between constructs through path coefficients. Direct and indirect influences, including the mediating role of Consumptive Behavior, were measured by t-statistical values and p-values.

3.5 Hypothesis Testing

Hypothesis testing was performed on SmartPLS to find out if the relationship between latent variables was statistically significant. This is done using path coefficients and p-values. The t-statistic and p-value estimates are generated by bootstrapping.

Path Coefficient indicates the strength of the relationship and direction:

1. The positive coefficient of endogenous variables increases with exogenous variables.
2. The negative coefficient shows the opposite relationship, namely an increase in exogenous variables actually decreases endogenous variables.

P-Value determines statistical significance:

1. If $p < 0.05$, the relationship between the variables is declared significant.
2. If $p > 0.05$, the relationship is declared insignificant.

This study investigated the direct influences (such as the ease of online shopping generating consumptive behaviors) and the indirect influences mediated by consumptive behaviors.

3.6 Mediation Analysis

Mediation analysis was used to determine whether Consumptive Behavior affected the relationship between Ease of Online Shopping and Shopee Live on Purchase Decisions. Using bootstrapping in SmartPLS, the evaluation is done through indirect effects. The mediating relationship is significant if $p < 0.05$. The measure of the mediating effect (f^2) is also used to measure the strength of the mediation; A greater f2 value indicates a stronger mediating role.

Interpretation of Effect Size (f^2) according to Hair et al. (2021):

1. 0.02 = weak effect
2. 0.15 = moderate effect
3. 0.35 = strong effect
4. < 0.02 = very small/meaningless effect

This analysis shows how consumer behavior affects the influence of Online Shopping Convenience and Shopee Live on purchase decisions.

4. RESULTS AND DISCUSSION

4.1 Results

This research involved 117 Generation Z students originating from Jakarta State University. Based on demographic characteristics, the majority of female respondents, as many as 88 (75.2%), and male respondents, as many as 29 (24.8%). This composition suggests that women are more involved in the study, consistent with previous findings reported by several previous studies that showed that women are more likely to engage in online shopping activities. Among respondents, 72 (61.5%) consisted of students aged 18–20 years, followed by 40 (34.2%) from the age group of 21–23 years, and only 5 (4.3%) from the age group over 23 years old. This shows that most of the respondents are teenagers who are actively using digital technology and e-commerce platforms.

Based on the distribution of faculties, respondents came from various faculties at UNJ. The Faculty of Economics and Business was the faculty with the largest contribution, namely 60 respondents (51.3%), followed by the Faculty of Engineering with 15 respondents (12.8%), FMIPA with 11 respondents (9.4%), and the Faculty of Social Sciences and Law with 10 respondents (8.5%). The Faculty of Education contributed 7 respondents (6%), the Faculty of Sports Sciences as many as 4 respondents (3.4%), the Faculty of Languages and Arts as many as 4 respondents (3.4%), and the Faculty of Psychology as many as 3 respondents (2.6%). The diversity of the faculty shows that the interest in e-commerce is not limited to economics and business students, but extends to various disciplines at UNJ.

Furthermore, the results obtained from the questionnaire showed that almost all respondents were active users of Shopee e-commerce. A total of 114 respondents (97.4%) stated that they used Shopee in online shopping activities, while only 3 respondents (2.6%) did not use it. Regarding the intensity of use, respondents showed a fairly high frequency of use in the past month, where 36 respondents (30.8%) used Shopee 1-3 times, 39 respondents (33.3%) used 3-5 times, and 42 respondents (35.9%) used more than 5 times in a month. This shows that Shopee is a platform preferred by Generation Z. Therefore, this research context is suitable for analyzing the influence of consumptive behavior and the ease of online shopping, Shopee Live, on their purchase decisions.

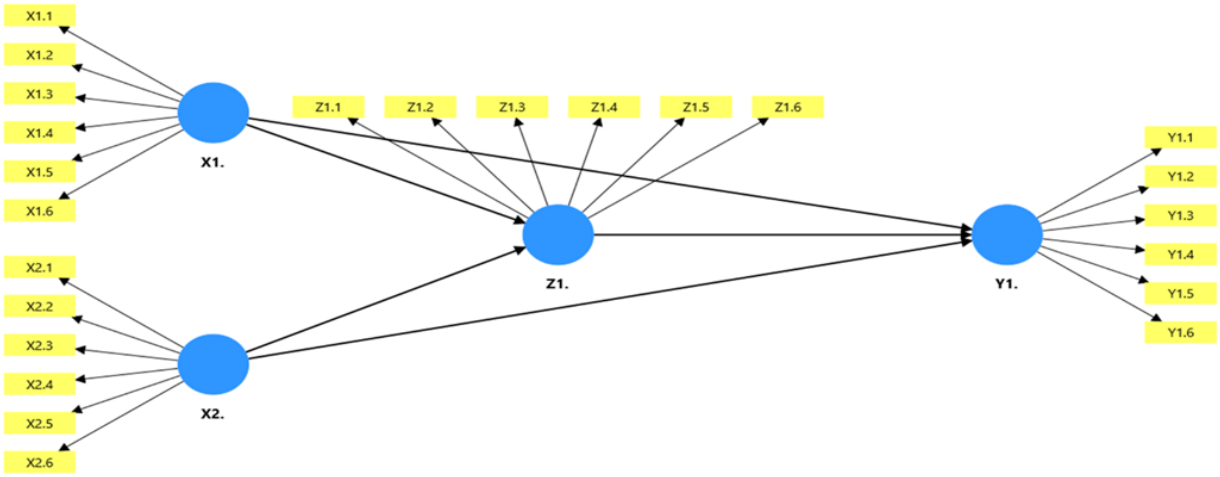


Figure 2. Outer LoadingEvaluation

Source: Authors (2025)

After analyzing the characteristics following the description of respondent characteristics, the next stage involves evaluating the measurement model (outer model) using SmartPLS. This procedure aims to confirm that each indicator accurately and reliably represents the research construct. Based on the outer loading results, all indicators within each construct have values above the minimum limit of 0.70. In the Ease of Online Shopping (X1) construct, six indicators (X1.1–X1.6) show loading values ranging from 0.776 to 0.872, indicating that these indicators are able to strongly reflect the construct. Construct Shopee Live (X2) also showed good performance with loading values between 0.827 to 0.871. Meanwhile, the Purchase Decision construct (Y1) has a loading value between 0.720 to 0.824, and the Consumptive Behavior construct (Z1) is in the range of 0.754 to 0.878. All indicators meet the criteria of convergent validity.

The convergent validity test was also strengthened through the Average Variance Extracted (AVE) value, where the entire construct had an AVE value above 0.50. This shows that more than 50% of the variance of the indicator can be adequately explained by each latent construct, so that it can be declared to be convergently valid and have good internal consistency.

Next, reliability testing was conducted using Cronbach's Alpha and Composite Reliability (CR). test results showed that the entire construct had a value above 0.70, indicating that the research instrument demonstrates satisfactory consistency and reliability in measuring the research variables.

The discriminant validity test was carried out using the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT) approaches. The square root of the AVE for each construct exceeds its correlation with other constructs,, thus meeting the Fornell-Larcker criteria. In addition, all HTMT values fall below the 0.85 threshold, which indicates that there is no overlap between constructs and that each variable has different characteristics.

Structural model evaluation was carried out to determine ability to explain exogenous constructs endogenous constructs. The results of the analysis show that the R-Square value (R^2) for the Purchase Decision construct (Y1) is 0.676, which means that 67.6% of the variation in Purchase Decision can be explained by Online Shopping Ease, Shopee Live, and Consumptive Behavior. Based on Chin's (1998) criteria, this value is included in the strong category, so the model has good predictive capabilities.

Furthermore, result of the effect size (f^2) analysis indicated that the Ease of Online Shopping (X1) construct had the greatest influence on Purchase Decisions with an f^2 value of 0.411, whereas Shopee Live (X2) had an f^2 value of 0.070 and Consumptive Behavior (Z1) of 0.056. These findings show that the entire construct contributes to the model, with the dominant influence coming from the ease of online shopping.

Moderation Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1. -> Y1.	0.521	0.525	0.092	5.672	0.000
X1. -> Z1.	0.024	0.029	0.110	0.221	0.825
X2. -> Y1.	0.214	0.214	0.108	1.971	0.049
X2. -> Z1.	0.373	0.382	0.119	3.148	0.002
Z1. -> Y1.	0.187	0.185	0.085	2.202	0.028

Table 2. Relationship Between Variables

Source: Authors (2025)

Table 3 presenting the outcomes of testing the relationships between variables the research model that show how each variable affects each other. Based on the results of this test, it shows that not all relationship paths show significant influences, so the strength of influence between variables within the varies.

Based on the test outcomes, the X1 → Y1 lines have a coefficient of 0.521 with a value of p = 0.000, which shows a positive and statistically significant influence of the Ease of Online Shopping on Purchase Decisions. On the other hand, the X1 → Z1 lines show a coefficient of 0.024 with a p-value of 0.825, so it can be concluded that the Ease of Online Shopping does not exert a significant influence on Consumptive Behavior.

Furthermore, the test results on the X2 → Y1 lines showed coefficient of 0.214 with a p value = 0.049, which means that Shopee Live has a positive and significant influence on Purchase Decision. In addition, the X2 → Z1 pathway also showed significant results with a coefficient of 0.373 and a p value = 0.002, which indicates that Shopee Live has a strong influence on Consumptive Behavior.

In the Z1 → Y1 path, a coefficient of 0.187 was obtained with a p value = 0.028 indicating that Consumptive Behavior has a positive and statistically significant effect on Purchase Decisions. These results confirm that consumptive tendencies plays a role in influencing consumer purchasing decisions.

Overall, the results of testing the relationships between variables showed that not all paths in the model had a significant influence. Some relationships proved to be significant, while others did not show any significant influence. These findings indicate that the role of each variable in the research model is different, thus providing a deeper understanding of the dynamics of consumer behavior in the context of e-commerce

4.2 Discussion

1. The Influence of Online Shopping Facilities on Purchase Decisions

The results showed that the Ease of Online Shopping (X1) has of positive and significant influence on Purchasing Decisions (Y) with a path coefficient value of $\beta = 0.521$ and $p = 0.000$. These findings indicate that the easier the online shopping process that consumers perceive such as simple interface navigation, fast checkout process, and clear product information, the greater the likelihood that consumers will make a purchase.

Theoretically, these findings are in accordance with the Technology Acceptance Model (TAM) framework and the e-commerce literature which shows that the perception of system usability increases the intention and behavior of using a platform. In the context of marketplaces such as Shopee, features that make transactions easier (e.g. one-click checkout, lightweight payment methods, clear return policies) play an important role in speeding up consumers' purchase decisions.

From a practical point of view, these findings confirm that platforms and sellers need to continue to optimize the convenience aspect in the entire online shopping flow. Efforts such as improving user experience (UX), simplifying the payment process, and presenting complete and transparent product information can significantly increase user conversions into buyers.

2. The Influence of Shopee Live on Purchasing Decisions

Shopee Live (X2) was empirically proven to exert a positive and statistically significant influence on Purchase Decision (Y) with a coefficient of $\beta = 0.214$ and $p = 0.049$. This means that the presence of live streaming shopping features which provide product demonstrations, real-time seller-buyer interaction, and promotions/flash sales contribute to increasing the probability of consumers buying.

From the perspective of marketing communication theory and social presence, live interactive content increases trust, reduces uncertainty about products, and encourages purchase impulses through urgency and emotional engagement. These findings are also consistent with research showing that live commerce is able to stimulate buying interest due to the combination of entertainment, information, and social interaction.

By implication, sellers and platforms are advised to utilize Shopee Live strategically, such as by presenting communicative hosts, convincing product demonstrations, clear call-to-action, and attractive promotional offers. This strategy can increase the conversion rate of viewers into buyers.

3. The Role of Consumptive Behavior on Purchase Decisions

Consumptive Behavior (Z) demonstrated a statistically significant positive impact on Purchase Decision (Y), as indicated by a coefficient value of $\beta = 0.187$ and $p = 0.028$. These findings suggest that consumptive tendencies (e.g., impulsiveness, purchases for momentary gratification, lack of delay in satisfaction) increase the probability of consumers making purchases on the platform.

Theoretically, consumptive behavior is closely related to the emotional and motivational mechanisms that drive impulse purchases. In an e-commerce environment, stimuli such as prominent advertisements, sudden discounts, or gamification elements can magnify consumptive behavior, impacting purchasing decisions.

From a policy perspective, these results provide important implications for platforms and regulators to consider ethical aspects in digital marketing practices. Promotional strategies that overemphasize impulsive impulses without adequate information have the potential to encourage excessive consumption, so there needs to be a balance between commercial goals and consumer protection.

4. The Relationship Between the Ease of Online Shopping, Shopee Live, and Consumptive Behavior (important findings related to the path to Z)

The results of the analysis of the pathway to Consumptive Behavior (Z1) show an interesting difference. Shopee Live (X2) was proven to have a positive and significant influence on Consumptive Behavior ($\beta = 0.373$; $p = 0.002$), while Ease of Online Shopping (X1) did not show a significant influence on Consumptive Behavior ($\beta = 0.024$; $p = 0.825$).

The interpretation is that live commerce (X2) activities tend to trigger consumptive behavior due to the elements of interaction, urgency of promotion, and real-time persuasion that increase impulses; This is in line with the literature that shows live streaming as a trigger for impulse buying. In contrast, ease of shopping (X1) plays more of a role as a technical factor that facilitates transactions (making the buying process easy), but does not automatically change consumers' consumptive disposition—in other words, convenience is not the same as an emotional drive to shop.

Because the X2 → Z1 and Z1 → Y1 pathways are both significant, there are indications that Consumptive Behavior (Z1) plays an indirect role (partial mediator) in the effect of Shopee Live on Purchasing Decisions. . Meanwhile, the absence of an X1 →Z relationship suggests that the possibility of mediation by consumptive behavior on the X1 → Y pathways is small or irrelevant in these data.

5. CONCLUSION

The results of this study show that hypothesis regarding the influence of Ease of Online Shopping and Shopee Live on Purchase Decisions is proven. The ease of shopping provides a strong incentive for consumers to decide to buy, while Shopee Live has proven to be effective in driving purchase decisions through direct interactions, product demonstrations, and a more persuasive promotional atmosphere. Consumptive Behavior is shown to mediate some of the relationships in the model, especially on the influence of Shopee Live, but not on the Ease of Online Shopping. Thus, this study confirms that live commerce interactive features have greater emotional power in shaping consumptive behavior than the technical convenience factor of the platform.

More importantly, this study highlights that consumptive behavior functions not merely as a mediating variable, but also as a psychological mechanism that differentiates emotionally driven purchases from efficiency-driven purchases in digital shopping environments. Ease of Online Shopping tends to encourage purchase decisions through rational considerations such as time efficiency, system simplicity, and transaction convenience, without necessarily altering consumers' consumptive tendencies. In contrast, Shopee Live stimulates emotional engagement, urgency, and impulse, which in turn strengthens consumptive behavior before influencing purchase decisions.

The contribution the contribution of this research lies in a new understanding of how the two types of digital stimulus, the convenience of the system and the live interaction affect the psychological processes of consumers differently. These findings extend the literature on digital consumer behavior by demonstrating that purchase decisions in e-commerce are shaped by both rational-efficiency mechanisms and emotional-consumptive mechanisms, depending on the nature of the stimulus encountered by consumers. The resulting model integrates the perspective of consumptive behavior and the dynamics of live commerce as a relevant theoretical framework in the digital shopping era.

This study has limitations, such as the use of cross-sectional data and questionnaire instruments that can cause perception bias. Samples that are limited to a specific group also reduce the generalization of the findings. Further research is suggested using longitudinal or experimental designs, expanding the variety of respondents, as well as incorporating a qualitative method to better explore psychological reasons behind purchasing decisions in live commerce.

The results of this research carry practical and policy implications. E-commerce platforms should continue to improve the ease of the system while ensuring that live commerce features are managed ethically so as not to trigger excessive consumptive behavior. Digital literacy education for consumers needs to be strengthened so that they are able to make more rational purchasing decisions. From the regulator's side, special guidelines are needed related to promoting transparency and consumer protection in live commerce, so that the digital shopping environment remains healthy, safe, and sustainable.

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