

THE INFLUENCE OF LIVE STREAMERS AND INFLUENCERS ON IMPULSIVE BUYING AMONG CIPUTRA SCHOOL OF BUSINESS MAKASSAR STUDENTS

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Abstract: This research analyzes the influence of Live Streamers and Influencers on Impulsive Buying behavior among Ciputra School of Business (CSB) Makassar students. Using a quantitative approach, the primary data was collected through an online survey using the Google Form tool which had 100 active students as respondents. This research focuses on how Live Streamers and Influencers can affect Impulsive Buying; with data analysis used in the research is Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results show a significant positive relationship between Influencer and Impulsive Buying. However, in contrast to previous studies, Live Streamers showed a negative relationship to Impulsive Buying. This indicates that respondents prioritize a product's value compared to the characteristics of the Live Streamer broadcasting the stream. These findings provide new insight into the impact of digital marketing strategies on student consumer behavior. Furthermore, the findings also provide guidance for businesspeople to design more effective strategies to promote their products.

Keywords: *Impulsive Buying, Live Streamer, Influencer, Digital Marketing*

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1. Introduction

In this digital era of Industry 4.0, many things have changed, including in the business world. One of the most striking phenomena is the change from traditional marketing to more dynamic and efficient digital marketing (Wahyudin et al., 2020). During this trend, Live Streamers and Influencers have become two marketing strategies that are increasingly popular, especially in influencing consumption behavior (Wahid, 2024). The digital transformation that has occurred in the business world has opened opportunities for business actors to reach consumers in a more flexible and effective way. With the increasing development of e-commerce and social media, many companies are turning to digital marketing to introduce products and increase sales volume (Nazar & Salsabila, 2024). However, although many entrepreneurs are turning to digital marketing, not all feel ready and confident with this strategy. One of the challenges faced is tight competition in cyberspace, where many similar products are offered by many parties simultaneously.

Based on interviews conducted in research regarding "The Relationship between the Marketing Transition from Traditional Marketing to Digital Marketing and Sales Volume",

several reasons were found as to why some entrepreneurs have not or are reluctant to switch to digital marketing. Many of them feel that their business is not suitable for being marketed digitally. Apart from that, informants also consider digital marketing to be inefficient and tends to be complicated to implement. Two informants from the interviews revealed that even though they wanted to sell their products online, they faced difficulties because they had to compete directly with their suppliers who also offered the same products online. This becomes an obstacle for them in penetrating the market and increasing sales volume through digital platforms (Salendar & Raharjo, 2022).

Online business and digital marketing strategies in the context of the Indonesian market require a careful approach, considering the characteristics of the market which continues to develop and consumers who are increasingly connected to digital technology (Alinda et al., 2024). In this case, students are a very relevant group to be used as research objects, because they are a digital native generation who are very active in the digital world, especially on social media and e-commerce platforms (Anjani & Irwansyah, 2020). Students are very familiar with technology, including the usage of Live Streamers and Influencers, and are often exposed to promotions and product recommendations from them on platforms such as Instagram, TikTok, and Shopee Live. Therefore, students are the right group to test the influence of digital marketing strategies on consumption behavior, especially in terms of Impulsive Buying.

Although many entrepreneurs are turning to online business strategies to reach consumers more effectively, this phenomenon shows the importance of a deeper understanding of the influence of digital marketing among young consumers such as students. On the other hand, social media and e-commerce platforms have opened new opportunities for impulsive consumption behavior, especially among students (Somsom et al., 2024). Through interactive Live Streamers and promotions from Influencers, students can be influenced to buy products spontaneously without prior planning. The use of Live Streamers and Influencers as digital marketing tools has been proven to increase sales, but their influence on Impulsive Buying behavior among students in Indonesia, especially at CSB Makassar, still needs further research.

This research aims to analyze the influence of Live Streamers and the role of Influencers in influencing Impulsive Buying among CSB Makassar students. This research will also identify factors that can strengthen or reduce this influence, as well as explore how Indonesian consumer behavior plays a role in impulsive purchasing decisions triggered by direct interactions via Live Streamers and Influencer recommendations.

2. Literature Review

2.1. Live Streamer

Live Streamer is a person who live streams which is an activity carried out in the form of broadcasting videos in real time which can be accessed online by viewers simultaneously with the original event. Live Streamers can help entrepreneurs market their products more easily and sellers and buyers can communicate directly in two directions through the live streams (Sapa et al., 2023; Kalemben et al., 2024). One of the interactive activities that can involve sellers and buyers carried out online is called live streaming which is led by a Live Streamer. Impulsive Buying behavior can occur when users watch Live Streamer broadcasts so that it can influence consumers to buy the product (Syamsiyah & Nirawati, 2024; Suhyar & Pratminingsih, 2023; Kurniawan & Nugroho, 2024).

2.2. Influencer

An Influencer is someone who has influence on customers to make purchases of the products offered. In general, Influencers have many followers, making it easier for Influencers

to reach consumers. In general, consumers believe in promotions carried out by Influencers when reviewing a product. Influencers are known as people who can be trusted and relied upon and provide accurate information to the Influencer's followers (Shpautra et al., 2024; Saprida et al., 2023). Influencer comes from the word influence, which is the ability to persuade a person or certain situation to go according to a certain way. Influencers refer to individuals or figures on social media who have many followers. Influencers can influence the behavior of their followers. An Influencer is usually an active and influential individual, and Influencers are trendsetters for their followers (Surbakti et al., 2022; Narawati & Rachman, 2024; Shadrina & Yoestini, 2022).

2.3. Impulsive Buying

Impulsive Buying is an action that encourages consumers to purchase a product spontaneously when they see the offer of a product (Afif & Purwanto, 2020). Impulsive Buying often occurs without basic planning or consideration carried out directly by consumers. Purchasing a product suddenly can be considered an attitude of Impulsive Buying (Nuryani et al., 2022; Rani et al., 2023; Pandiangan et al., 2024). Impulsive Buying is divided into three categories, the first is purchases that change suddenly without planning or unplanned purchases. The second which are purchases that are partially planned, this purchase is done with a plan in mind but not fully thought out. The third are purchases that have no plans at all (Li et al., 2022).

Based on the explanation of the three variables above, the following hypothesis can be concluded:

H1: Live Streamers have a significant and positive influence on Impulsive Buying

H2: Influencers have a significant and positive influence on Impulsive Buying

This research has three variables. The independent variables of this research are Live Streamers and Influencers. Meanwhile, the dependent variable of the research is Impulsive Buying. The indicators for each variable are as shown in Table 1.

Table 1. Questionnaire Items

Variable	Indicators	Reference
Live Streamer (LS)	<ol style="list-style-type: none"> 1. Live Streamer is attractive physically and in character 2. Live Streamer gives a friendly and fun impression 3. Live Streamer gives the impression of being honest and trustworthy 4. Live Streamer has extensive knowledge about the product 	Lee & Chen (2021)
Influencer (INF)	<ol style="list-style-type: none"> 1. Influencers used are famous figures 2. Influencers used to promote a product have physical attractiveness 3. Influencers have knowledge and expertise in communicating products 4. Influencers can convince viewers that the products offered are of good quality 	Kotler & Armstrong (2006)

Impulsive Buying (IB)	1. I like buying things in online shops without reason and without thinking 2. I can't help but feel like buying something in Online Shops 3. I find it difficult to miss special offers in Online Shops 4. Sometimes, I buy a product just because I like it, not because I need it	Verplanken & Herabadi (2001)
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Source: Authors (2025).

3. Research Methods

The methodology used in this research is Quantitative Method. Quantitative Research Method is a research approach based on the philosophy of positivism, which is used to research a particular sample, collect data through research instruments, and analyze quantitative data to test the hypothesis that has been formulated. The data used in this research is primary data obtained directly from sources. Data can be obtained through various media such as interviews and questionnaires (Sugiyono, 2019). The primary data for this research comes from distributing questionnaires conducted online via Google Forms.

The sample is a representative of a population that is to be studied. The sample for this research was active students from CSB Makassar from years one to four with a total of 100 respondents. The sampling technique used is purposive sampling which uses certain conditions and criteria to determine the desired sample according to the population to be represented (Sugiyono, 2018). The criteria for respondents in this research are CSB Makassar students who have made impulsive purchases after watching content from a Live Streamer or Influencer.

The primary data collection instrument applied was by distributing questionnaires online via Google Form. The evaluation tool used is the Likert Scale, which is an interval-based scale that can measure a person's hierarchical opinions and preferences regarding research topics. The parameter measurements are in accordance with the indicators derived from the questions asked in the questionnaire. In the Likert Scale there is a range where "Strongly Agree" is given a value of 5, "Agree" is given a value of 4, "Neutral" is given a value of 3, "Disagree" is given a value of 2, and "Strongly Disagree" is given a value of 1.

The method that will be used to analyze primary data is the SEM-PLS method. SEM-PLS examines the influence of the variables contained in the research, such as the independent variable and the dependent variable (Akter et al., 2017). This method represents variables that cannot be measured directly. So, it can facilitate the measurement of variables in research (Ghozali & Latan, 2015). This data analysis approach was implemented using the SmartPLS 4 tool which will be depicted in Figure 1.

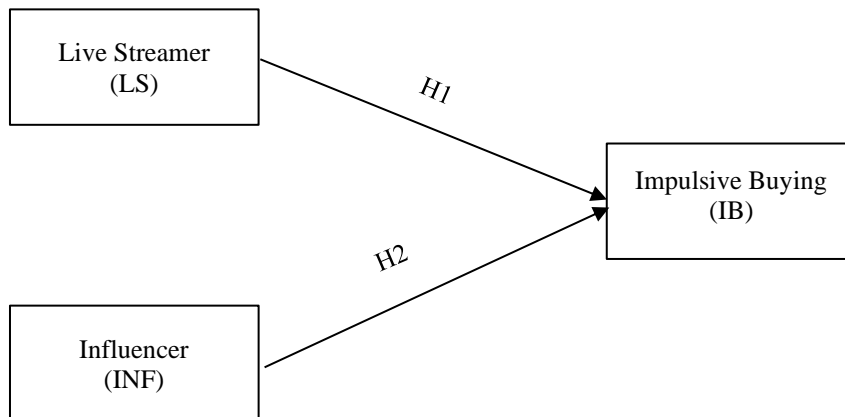


Figure 1. Research Design
 Source: Authors (2025).

4. Result and Discussion

4.1. Result

An instrument's reliability can be evaluated through various metrics such as Cronbach's Alpha Coefficient, Composite Reliability (CR) and Average Variance Extracted (AVE) (Dash & Paul, 2021). The data evaluated yields satisfactory results since it exceeds all the minimum requirements such as 0.70 for both the Cronbach's Alpha Coefficient, and CR, and the 0.5 criterion for the AVE. All items' outer loadings are above the minimum 0.5 requirement as shown in Figure 2 and Table 2. Moreover, the values of the Heterotrait-Monotrait Ratio (HTMT) yield values starting from 0.321 to 0.648 in which all individual variables' AVE are higher than the correlations with other variables as shown in the Fornell-Larcker criterion of Table 3. This indicates that the Fornell-Larcker criterion and HTMT are the two primary methods for evaluating the discriminant validity of variance-based structural equation models, such as partial least squares (Henseler et al., 2015).

Table 2. Reliability and Validity Overview

Variables	Items	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
IB	IB 1	0,836	0.866	0.908	0.712
	IB 2	0,887			
	IB 3	0,852			
	IB 4	0,797			
INF	INF 1	0,629	0,703	0.807	0.518
	INF 2	0,598			
	INF 3	0,734			
	INF 4	0,883			
LS	LS 1	0,572	0.739	0.830	0.555
	LS 2	0,824			
	LS 3	0,764			
	LS 4	0,793			

Source: Authors (2025).

Table 3. Fornell-Larcker & HTMT

Variable	IB	INF	LS
IB	0,844	0,327	0,321
INF	0,293	0,720	0,648
LS	0,284	0,490	0,745

Source: Authors (2025).

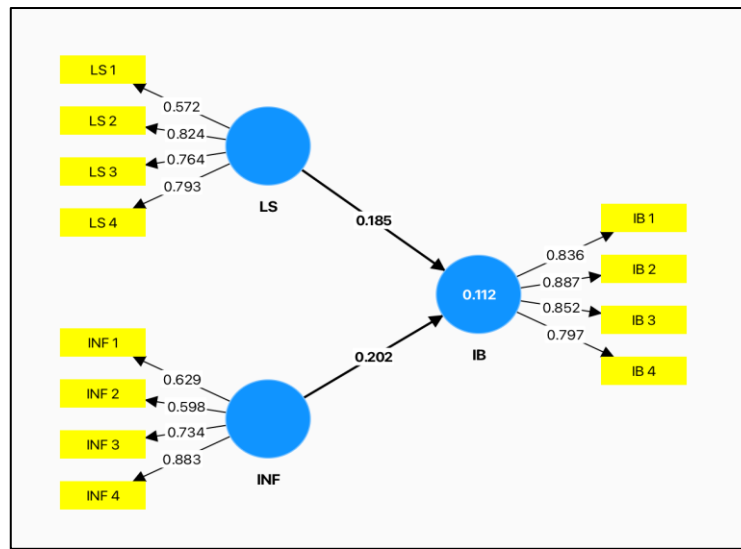


Figure 2. Algorithm Results

Source: Authors (2025)

The goal of the initial model evaluation phase was to address any collinearity issues. Collinearity was not a problem in this study because the Variance Inflation Factor (VIF) values for each construct were lower than the 3.3 cutoff (Hair et al., 2022). The bootstrapping approach with 5000 subsamples was used to evaluate the significance of the suggested relationships. To assess the hypothesis, the path coefficients (Figure 3) were examined. INF and IB ($\beta = 0.202$ $p < 0.039$) showed statistically significant positive relationship, whilst LS and IB ($\beta = 0.185$, $p < 0.061$) showed a negative relationship, according to the analysis.

The result is a new finding that has yet to be prevalent in previous studies, especially in the relationship of the variables Live Streamer to Impulsive Buying. Since previous studies have only resulted in the positive relationship between said variables, this finding is a new novelty. The negative relationship is the result of several factors originating from the respondents. Based on the responses retrieved, the responders, who are students of CSB Makassar, care little for physical appearances, attitude and product knowledge of the person hosting the stream. This results in less impulsive purchases influenced by the streamer themselves. Therefore, the variables Live Streamer towards Impulsive Buying has a negative bond.

The correlations and bootstrapping path coefficients seen in Table 4 are reflected in this finding. Cohen's criteria for the coefficient of determination (R^2) were used to assess the prediction performance of the model (Cohen, 2021). With R^2 values of 0.112 for IB, this shows that the model demonstrated a degree of predictive accuracy. Furthermore, the model's absolute fit was assessed using the Normed Fit Index (NFI) and Standardized Root Mean Square Residual (SRMR). A score between 0 and 0.08 indicates a decent model fit, while Henseler et

al., (2015) states that the SRMR score of 0.085 satisfied the criterion. That said, the NFI score of 0.725, which is near to 1, also satisfied the criterion.

Table 4. Path Coefficients

Variable	Original	Mean	Standard Deviation	T Statistics	P Values	R Square	Remarks
INF → IB	0,202	0.224	0.098	2.067	0.039	0.112	Positive
LS → IB	0,185	0,217	0.098	1.877	0.061		Negative

Source: Authors (2025).

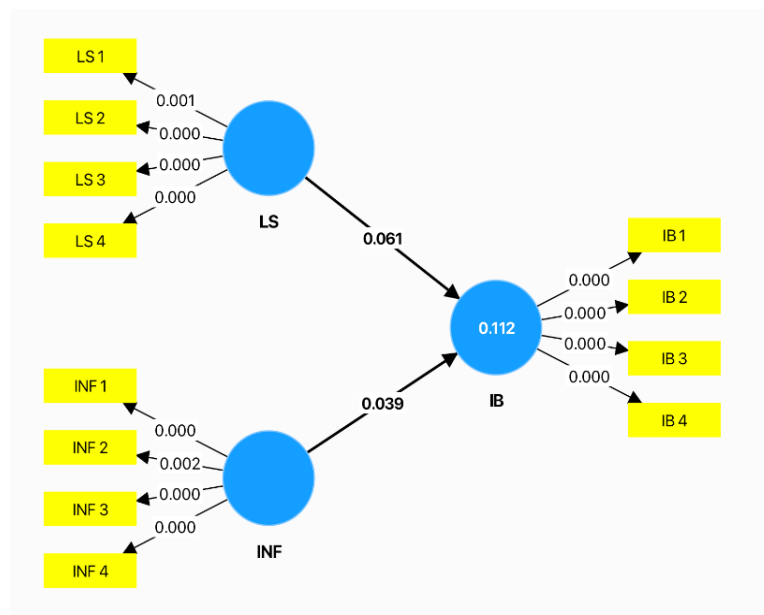


Figure 3. Bootstrapping Outcomes
 Source: Authors (2025).

4.2. Discussion

Theoretical Implications

This study enhances the literature on impulsive buying and live commerce by contesting the prevailing assumption that live streamers universally incite impulsive purchasing behavior. In contrast to previous research, the negative correlation observed between live streamers and impulsive purchasing indicates that the efficacy of live streaming as a stimulus is significantly contingent on context (Lee & Chen, 2021). From a stimulus-organism-response (S-O-R) framework, the findings suggest that live streamers may not effectively elicit the requisite internal states (e.g., arousal or trust) needed to provoke impulsive reactions in specific consumer demographics, notably students. Moreover, the divergent positive impact of influencers confirms the importance of source credibility theory, highlighting that perceived expertise and trustworthiness are essential factors in impulsive purchasing behavior. This study empirically illustrates the differing impacts of live streamers and influencers within a unified model, thereby enhancing existing theory by emphasizing the significance of audience traits and contextual relevance in influencing impulsive purchasing behavior in digital commerce settings.

Managerial Implications

The findings of this study have important implications for digital marketing managers and people who work in the field. The negative effect of live streamers on impulsive buying shows that businesses should not assume that live streaming will automatically lead to spontaneous purchases. In market segments dominated by students, marketing strategies should emphasize authentic value indicators such as price incentives, product functionality, or time-limited offers over the streamer's personal attributes. Second, the positive effect of influencers on impulse buying shows how important it is to choose endorsers who have a lot of credibility and are relevant to the target audience. Brands should work with influencers who have built trust, authenticity, and alignment with customer values. These are better at getting people to buy things on impulse than just live-stream presentations. Third, managers should actively involve influencers in live-streaming operations rather than relying solely on live streamers. Combining well-known influencers with interactive live commerce features might make people more likely to buy something and get involved. Because the model cannot predict the results very well, professionals should improve influencer and live-stream methods with community-based methods like electronic word-of-mouth (eWOM) to make people more likely to buy something.

5. Conclusion

This study investigated the impact of live streamers and influencers on impulsive purchasing behavior among students at CSB Makassar. The data reveal that live streams do not positively affect impulsive buying rather a negative correlation was shown. This outcome diverges from majority of existing literature, which primarily documents positive benefits, thus providing new empirical evidence to the live commerce field. The adverse impact may be ascribed to the traits of the respondents, who seem to assign less significance to streamers' physical appearance, demeanor, and product expertise in their impulsive purchasing choices.

Conversely, influencers demonstrated a favorable and significant impact on impulsive purchasing, underscoring their more potent persuasive influence on consumer behavior in the examined environment. This indicates that trustworthiness and perceived influence are essential factors in impulsive purchasing decisions among young consumers.

The suggested model exhibits limited explanatory power. However, the overall model fit suggests that the structural correlations are satisfactory. This study understands the results in the context of limitations, particularly the restricted sample size and the focus on a specific student demographic. Future research should utilize bigger and more diverse sample and include additional factors, such as electronic word-of-mouth (eWOM) or consumer involvement, to improve the model's explanatory and predictive power.

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