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How E-Wallet Usage Triggers Impulsive Buying in Online Live Shopping Platform: Evidence from Indonesia

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ABSTRACT

The study examines factors influencing impulsive buying in live shopping, focusing on e-wallet usage, hedonic motives, perceived risk, and celebrity endorsers. Using a quantitative, explanatory research, data were collected in 2024 from 349 respondents who had used live shopping features on Shopee, TikTok Shop, or Lazada with e-wallets in the last six months. Data analysis employed Structural Equation Modeling (SEM-PLS). Six hypotheses were tested, and results indicate that e-wallet usage positively influences impulsive buying, while hedonic motives mediate this effect. Celebrity endorsers strengthen the relationship between hedonic motives and impulsive buying, but perceived risk does not moderate the link between e-wallet usage and impulsive buying. However, perceived risk does not impact the relationship. The findings suggest that e-commerce platforms should leverage live shopping and celebrity endorsements to boost sales. Future research should explore additional moderators (e.g., cultural factors, interfaces) and longitudinal impacts of impulsive buying behavior in live commerce contexts.

Keywords: celebrity endorser, e-wallet usage, hedonic motives, impulsive buying, perceived risk

INTRODUCTION

Indonesia ranks among the top 10 countries for e-commerce growth, with a 78% growth rate, leading globally and expected to continue expanding (Kominfo, 2023). By 2024, the sector is forecasted to have 33.5 million users (+51.03%) and reach 99.1 million by 2029 (Statista, 2023). This growth contributes \$62 billion to Indonesia's digital economy by 2023 (Databoks, 2023), reflecting a large market and high purchasing power. Additionally, consumer behavior is shifting from conventional to online shopping. According to CNN Indonesia, (2023), the top five e-commerce platforms by visits are Shopee (2.3 billion), Tokopedia (1.2 billion), Lazada (762.4 million), BliBli (337.4 million), and Bukalapak (168.2 million). Highlighting the competitive landscape and the need for continuous innovation among platforms. E-commerce must innovate to enhance services and create better shopping experiences than conventional shopping, as innovation is key to gaining competitive advantages (Farida & Setiawan, 2022; Skordoulis et al., 2020; Wen et al., 2022). Companies such advantages can differentiate themselves, maintaining their market position and expanding share (Azeem et al., 2021). Innovation, in the Live Shopping feature, enables

e-commerce companies to showcase products in real-time (Y. Wang et al., 2022), offer discounts (Ji et al., 2024), or provide direct gifts, simulating physical store experience (Xin et al., 2023). Live Shopping can drive consumer interest, create urgency with limited-time offers, and encourage impulsive purchases (P. Wang, 2023).

Encouraging consumers to make impulsive purchases is one way to increase the total sales of their products. Based on a JakPat survey in 2022, live shopping on Shopee had the highest number of users in Indonesia, reaching 83.4% of users. TikTok had 42.2% of users, and Instagram had 34.1% of users (Databoks, 2024). Gulfraz et al., (2022) explained that when e-commerce can create situations that prompt consumers to make impulsive purchases, the higher the profit the e-commerce gains. However, to create situations that stimulate impulsive behavior, e-commerce must be prepared to face significant costs, such as offering large discounts, subsidizing shipping costs, and other efforts (Li et al., 2022). On one hand, impulsive buying behavior is very beneficial for companies, but on the other hand, the costs to induce such behavior are also quite substantial. Therefore, this study attempts to analyze in-depth the impulsive buying behavior in live shopping along with the influencing factors.

The increase in purchases during live shopping is partly due to integrated payment methods, which make transactions easier (Liu et al., 2022; Moghavvemi et al., 2021). Digital payment alternatives are linked to perceptions of transaction security, personal data protection, and refund ease (Chawla & Joshi, 2021). Consumers trusting e-wallets' security and convenience may lose control over spending, leading to impulsive buying behavior, as confirmed by studies (Esawe, 2022; Lee et al., 2023; Sari, 2021). These studies show that e-wallet usage often leads to unplanned or repeated purchases. However, other research (Ali et al., 2023; Khan & Abideen, 2023) found that e-wallet usage does not influence impulsive buying, with factors like perceived risk, trust, usefulness, ease of use, personal financial management, and shopping habits being more significant.

The contradictory findings on e-wallet usage and impulsive buying highlight a research gap. To address this, hedonic motives are proposed as a mediating variable. Hedonic motives reflect consumers' drive to seek pleasure, satisfaction, and positive sensations in shopping (Goel et al., 2022). Faster, unobstructed e-wallet transactions enhance pleasure and satisfaction, increasing impulsive buying tendencies (Agrawal & Gupta, 2023; Ranjith, 2021), as shown by previous studies (Coelho et al., 2023; Pacheco et al., 2022; Tarka & Harnish, 2023). Impulsive buying is further reinforced by celebrity endorsers in live shopping, who legitimize products and create emotional drives, encouraging consumers to emulate their lifestyle (Zafar et al., 2021). To comprehensively understand the phenomenon and relationships among variables, this study uses the Stimulus-Organism-Response (SOR) theory, which explains how information provided to individuals must meet their needs, both materially and non-materially (Lee et al., 2022). Furthermore, this study will focus on three e-commerce platforms that have live shopping features, namely Shopee, TikTok Shop (Powered by Tokopedia), and Lazada. The novelty of this research lies in the use of hedonic motives as a mediating variable in the relationship between e-wallet usage and impulsive buying, which has not been used in previous studies. Additionally, the novelty also includes the use of celebrity endorser as a moderating variable in the relationship between hedonic motives and impulsive buying, as well as the use of perceived risk as a mediating variable in the relationship between e-wallet usage and impulsive buying, which is still rarely used in previous studies.

The SOR theory consists of stimulus, organism, and response. Stimulus refers to external factors that influence consumer perception and act as the initial trigger of the purchasing process (Zhang et al., 2022). In the case of live shopping, stimuli can come from various sources such as product promotions, special discounts, bundling offers, or the presence of celebrity endorsers. These factors are designed to attract consumers' attention and spark their interest in participating in live shopping sessions. Organism, or consumers in this context, play a crucial role in processing the received stimulus. They will filter information, evaluate the relevance and usefulness of the products, and respond emotionally to the presented offers. Individual perceptions, motivations, and emotions will influence the extent to which the stimulus impacts purchasing decisions. Response, or the actions taken by consumers, includes purchasing the products offered during the live shopping session. This response can be impulsive, driven by emotional urges or time pressure, or it can be well-considered before finally deciding to buy.

A digital wallet is a technology that stores transaction details and other information for various user payment methods (Parameswaran, 2022). The speed and ease of transactions using e-wallets can influence consumer behavior, including the tendency to make impulsive purchases. Previous studies have shown that technological factors, such as the ease and speed of payment with e-wallets, can increase the likelihood of impulsive purchases (Lee et al., 2023). From the perspective of the Stimulus-Response Theory, certain stimuli can trigger specific responses from individuals (Gawior et al., 2022). In this context, the use of e-wallets can be considered a stimulus that influences purchasing behavior responses. E-wallets allow consumers to make instant payments without using cash. Features such as discount offers, cashback, or special promotions often associated with e-wallet usage can increase purchasing impulsiveness. Studies by Esawe, (2022); Lee et al., (2022); Sari, (2021) found that the ease of payment with e-wallets can increase the likelihood of impulsive purchases among consumers. Therefore, it is assumed that the more frequently someone uses an e-wallet, the greater the likelihood of them making impulsive purchases.

H1: E-Wallet Usage has a significant effect on Impulsive Buying.

Hedonic motives encompass feelings of pleasure, satisfaction, and other positive experiences derived from the use of a particular product or service (Goel et al., 2022). In the context of live shopping, hedonic motives are closely related to the use of e-wallets, which have seen significant growth in recent years. Previous research has shown that new technologies, such as e-wallets, can enhance user satisfaction through various attractive features and enjoyable user experiences (Chopdar et al., 2022; Gawior et al., 2022). Research by (Liu et al., 2022) found that users who experience hedonic satisfaction tend to have higher intentions to continue using the service. Therefore, it is assumed that the more frequently someone uses an e-wallet, the greater the positive impact on their hedonic motives.

H2: E-wallet Usage has a significant effect on Hedonic Motives.

Impulsive buying is the act of making unplanned purchases and doing so spontaneously (Chen & Yao, 2018; Li et al., 2022). Impulsive purchases are often triggered by positive emotions felt during the shopping process. Previous research indicates that hedonic motives play an important role in impulsive buying (Coelho et al., 2023; Tarka & Harnish, 2023). Individuals who shop with the intention of seeking pleasure and satisfaction are more susceptible to impulsive purchases. Hedonic motives include emotional aspects such as feelings of happiness, excitement, and enjoyment experienced during the shopping process (Y. Wang et al., 2020), encouraging individuals to seek more enjoyable and

satisfying shopping experiences. Prior by (Pacheco et al., 2022) shows that hedonic motives can enhance positive feelings during shopping, which ultimately leads consumers to make spontaneous purchasing decisions without thorough consideration. Therefore, the stronger an individual's hedonic motives, the more likely they are to make impulsive purchases. The use of e-wallets has become an increasingly popular trend in online transactions. Literature has shown that the use of e-wallets can facilitate faster and more impulsive purchases (Ranjith, 2021). Moreover, hedonic motives have been proven to be a significant factor in influencing impulsive buying behavior (Lavuri, 2023). The use of e-wallets can provide enjoyable and satisfying experiences for users, which can enhance their hedonic motives and trigger impulsive buying behavior (Gulfranz et al., 2022). Users tend to make quick purchasing decisions without thorough consideration. Therefore, it can be concluded that hedonic motives serve as a mediator in the relationship between e-wallet usage and impulsive buying,

H3: Hedonic Motives have a significant effect on Impulsive Buying.

H4: Hedonic Motives mediate the relationship between E-Wallet Usage & Impulsive Buying.

E-wallets have become one of the most popular payment methods, especially in the current digital era. However, along with the advantages offered by e-wallets, there are also associated risks, such as transaction security and data privacy (Rizvi et al., 2020). In the context of impulsive buying, where purchasing decisions are made without careful consideration, perceived risk becomes an important factor influencing the relationship between e-wallet usage and impulsive buying. Perceived risk refers to the extent to which consumers feel financial, security, or privacy risks associated with using digital wallets for impulsive purchases (Chopdar & Sivakumar, 2019). Previous research has shown that the use of e-wallets can facilitate impulsive buying by providing easy and quick access to products or services (Lee et al., 2023). On the other hand, perceived risk in the context of online transactions has been associated with concerns about transaction security and reliability. When perceived risk is low, consumers tend to be more confident and more likely to engage in impulsive buying behavior when using e-wallets. Conversely, when perceived risk is high, consumers tend to carefully evaluate the security and reliability of transactions, which can reduce the likelihood of impulsive purchases. Therefore, it is assumed that perceived risk moderates the relationship between e-wallet usage and impulsive buying.

H5: Perceived Risk moderates the relationship between E-Wallet Usage & Impulsive Buying.

Celebrity endorser refers to the use of a celebrity or well-known figure in a promotional campaign or advertisement to influence consumers' perceptions, attitudes, and behaviors towards a product or brand (Gong & Li, 2017). The use of celebrities as endorsers in advertisements can also affect consumer behavior. Previous research has shown that hedonic motives are positively related to impulsive buying behavior (Gulfranz et al., 2022). Moreover, the use of celebrity endorsers can enhance the influence of advertisements on consumers, as they tend to emulate or be influenced by the behavior of celebrities they admire. The use of celebrity endorsers in advertisements can increase the appeal of the product and influence consumers' perceptions of the product (Amatulli et al., 2020). When consumers see a celebrity, they admire endorsing a product, they are likely to be influenced and more inclined to make impulsive purchases, especially if the product is associated with emotional satisfaction or pleasure, referred to as hedonic motives (Zafar et al., 2021). Therefore, it is assumed that a celebrity endorser can moderate the relationship between hedonic motives

and impulsive buying, by enhancing the influence of hedonic motives on impulsive buying behavior.

H6: Celebrity Endorser positively moderates the relationship between Hedonic Motives and Impulsive Buying.

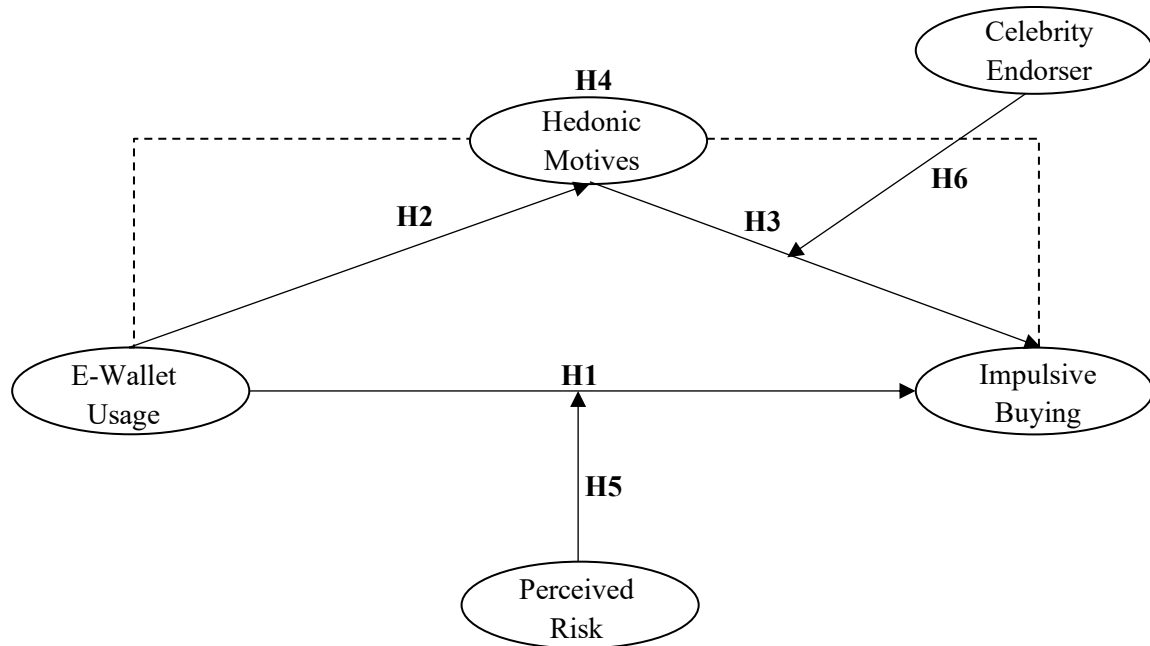


Figure 1. Conceptual Framework

Source: Adopted and modified from Research Conceptual Model, 2023

METHODS

This study is explanatory research aiming to understand the relationships between variables used in the research, namely E-wallet Usage, Impulsive Buying, Hedonic Motives, Celebrity Endorser, and Perceived Risk. This research employs a quantitative approach. The focus of this study is on consumers who have shopped using the live shopping feature on Shopee, TikTok Shop, or Lazada with payment via e-wallets. Since the population in this study is indefinite, the most relevant sampling technique to use is purposive sampling by establishing specific criteria (Sekaran & Bougie, 2016) with the following criteria: 1. At least 17 years old, 2. Have shopped using the live shopping feature on one of the platforms (Shopee, TikTok Shop, or Lazada) with e-wallet payment methods within the last six months. The determination of the minimum sample size in this study refers to the calculation set by (Hair et al., 2019) the minimum sample size in this study is 315 respondents. Data collection for this study uses online questionnaires distributed through Google Forms, using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The data analysis methods used in this study include descriptive statistical analysis and Structural Equation Modeling based on Partial Least Squares (SEM-PLS), assisted by SmartPLS 4 software. Data Analysis This study uses Partial Least Squares Structural Equation Modeling (PLS SEM) as the analysis method. PLS SEM is used to assess the

interrelationships between complex variables in the structural model (Hair et al., 2019). The main purpose of using PLS SEM in this study is to investigate the impact of identified variables on the constructs being studied and to evaluate the model's fit with the data (Hair et al., 2019). The analysis involves various techniques such as path analysis and mediation analysis to provide comprehensive insights into the relationships between variables within the scope of this study.

Table 1. List of Indicators Measurement

Variable	Question Indicators
E-Wallet Usage (EW)	I spend more money when using a digital wallet (EW1) I use a digital wallet to purchase most of my items (EW2) I frequently make payments with my digital wallet (EW3) I am more impulsive when shopping using a digital wallet (EW4)
Hedonic Motives (HM)	Shopping online gives me pleasure (HM1) Online shopping feels like buying a gift for myself (HM2) I find online shopping very interesting (HM3) Shopping online excites me (HM4)
Impulsive Buying (IB)	I am a bit careless when buying items while watching live shopping platforms (IB1) I often buy items spontaneously while watching live shopping (IB2) I frequently buy items without considering the long-term benefits while watching live shopping (IB3) I immediately buy items when there is a discount during live shopping (IB4)
Perceived Risk (PR)	I am concerned about the security of exchanging personal information in e-wallets (PR1) I worry that my personal information might be disclosed without my consent as a result of using e-wallets for purchases or bill payments (PR2) I am concerned that the information I provide to mobile vendors could be misused (PR3) I am worried about the security of financial transactions conducted through e-wallets (PR4) I fear that using e-wallets might lead to potential fraud against my bank account (PR5)
Celebrity Endorser (CE)	Celebrity endorsers in live shopping make me feel comfortable, as if I am with a friend (CE1) Celebrity endorsers in live shopping make me feel like I am with a friend (CE2) I will watch live shopping where my favorite celebrity is live shopping (CE3) I often interact with the celebrity during live shopping (CE4)

Source: Chen & Yao, 2018; Chopdar & Sivakumar, 2019; Goel et al., 2022; Gong & Li, 2017; Li et al., 2022; Parameswaran, 2022

RESULT AND DISCUSSION

The distribution of the questionnaire was carried out in to two procedural stages. The first stage involved distributing the questionnaire to 40 respondents (12.7% of the minimum sample size) for a preliminary test. The data obtained from this test were analyzed to assess the validity and reliability of the instrument using SmartPLS3. The final stage involved distributing the questionnaire to respondents in accordance with the targeted minimum sample size. In this stage, the questionnaire reached 387 respondents. Of this number, 349

respondents (90.1%) met the eligibility criteria and were included in the data analysis. This sample size exceeds the minimum required sample of 315 respondents. A detailed breakdown of the demographic data of the actual respondents can be seen in the table below.

Table 2. Demographic Respondents

Profile	Criteria	Total	%
Sex	Male	90	26
	Female	259	74
Ages	17 – 21 years	82	23
	22 – 26 years	170	49
	27 – 31 years	76	22
	32 – 36 years	10	3
	>37 years	11	3
Education	High School	176	50
	Diploma	58	17
	Undergraduate/ Bachelor	109	31
	Graduate	6	2
Occupation	Student	159	46
	Entrepreneur	70	20
	Employee	85	24
	Civil Servant	35	10
Monthly Income	<IDR 1,500,000	156	45
	IDR 1,500,000 – IDR 3,000,000	94	27
	IDR 3,000,000 – IDR4,500,000	30	9
	IDR 4,500,000 – IDR 6,000,000	54	15
	>IDR 6,000,000	15	4
Favorite E-Commerce Platform	Shopee	147	42
	Tiktok Shop	130	37
	Lazada	72	21

Source: Data processed, 2024

The majority of respondents are female in a group range of 22-26 years, which are more open to new technologies like e-wallets and online shop more frequently. Respondents generally have high school or equivalent education. Additionally, entrepreneurs are also a significant part of the sample, indicating a diversification of user professions. The majority of respondents have a monthly income of less than IDR. 1,500,000, indicating that e-wallet and live shopping users come from lower income segments. Lastly, Shopee is the preferred platform, showing Shopee's dominance in Indonesia's live shopping market. Furthermore, the data collected is evaluated through its outer and inner model.

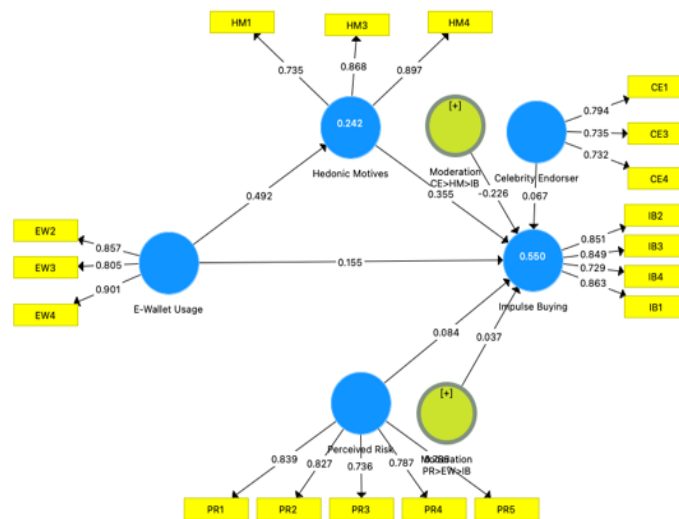


Figure 2. Outer Loading Value

Source: Authors, 2024

The first step in the PLS analysis is evaluating its validity. Method used to assess construct validity is through convergent validity. Convergent validity is measured using measurement tools (indicators) to accurately measure the concept. A loading factor greater than or equal to 0.708 (≥ 0.708) is considered valid (Hair et al., 2021). The complete test results can be seen in Table 3, where each indicator shows an exceed value of the standard.

Table 3 indicates that the indicators provide more than the minimum required percentage, which is 70%, to measure the latent variables. The loading factor values were obtained from 349 respondents who completed the questionnaire. The results for each variable—Celebrity Endorser, E-Wallet Usage, Hedonic Motives, Impulsive Buying, and Perceived Risk—have exceeded the validity threshold of 0.7, indicating that these results are valid. The indicator with the most significant contribution to the Celebrity Endorser variable is CE1, with a value of 0.794. This represents that having a celebrity endorser in live shopping makes respondents feel comfortable as if they are with a friend. The most contributing indicator for the E-Wallet Usage variable is EW4, with a value of 0.901, which relates to impulsive behavior when shopping using digital wallets. For the Hedonic Motives variable, the most influential indicator is HM4, with a value of 0.897, indicating that online shopping excites respondents. The indicator with the most significant contribution to the Impulsive Buying variable is IB1, with a value of 0.863, which addresses the recklessness in purchasing items while watching live shopping platforms. Lastly, for the Perceived Risk variable, the most contributing indicator is PR1, with a value of 0.839, which discusses the security of exchanging personal information in electronic wallets. Furthermore, to assess the validity, this study also evaluating the convergent validity.

Table 4 shows that all variables have achieved an Average Variance Extracted (AVE) value greater than 0.5 (Hair et al., 2019). This indicates that the average variance of all indicators exceeds 50%, meeting the minimum requirement to be explained by their respective latent variables (Hair et al., 2019). Therefore, the results of the convergent validity test through AVE indicate that the indicators measuring all the variables in this study are considered valid.

Table 3. Convergent Validity Through Loading Factor Value

Variable	Indicator	Loading Factor	Result
Celebrity Endorser	CE1	0.794	Valid
	CE3	0.735	Valid
	CE4	0.732	Valid
E-Wallet Usage	EW2	0.857	Valid
	EW3	0.805	Valid
	EW4	0.901	Valid
Hedonic Motives	HM1	0.735	Valid
	HM3	0.868	Valid
	HM4	0.897	Valid
Impulsive Buying	IB1	0.863	Valid
	IB2	0.851	Valid
	IB3	0.849	Valid
	IB4	0.729	Valid
Perceived Risk	PR1	0.839	Valid
	PR2	0.827	Valid
	PR3	0.736	Valid
	PR4	0.787	Valid
	PR5	0.785	Valid

Source: Data processed, 2024

Table 4. Convergent Validity Through AVE

Variable	AVE	Result
Celebrity Endorser	0.569	Valid
E-Wallet Usage	0.731	Valid
Hedonic Motives	0.699	Valid
Impulsive Buying	0.681	Valid
Perceived Risk	0.633	Valid
Celebrity Endorser	0.569	Valid

Source: Data processed, 2024

To assess construct validity in this study, an alternative approach can be used as a reference. The Heterotrait-Monotrait (HTMT) ratio, with values below 0.85 (Hair et al., 2019), is typically considered adequate to ensure construct validity, although this threshold may vary depending on the complexity of the model and the characteristics of the data used (Hair et al., 2019). Table 5 presents the HTMT values obtained in this study.

Table 5. Discriminant Validity Through HTMT

	Celebrity Endorser	E-Wallet Usage	Hedonic Motives	Impulsive Buying_	MOD CE -> HM*IB	MOD PR -> EW*IB	Perceived Risk
Celebrity Endorser							
E-Wallet Usage	0.401						
Hedonic Motives	0.720	0.623					
Impulsive Buying_	0.536	0.591	0.655				
MOD CE -> HM*IB	0.250	0.481	0.593	0.618			
MOD PR -> EW*IB	0.245	0.509	0.339	0.362	0.635		
Perceived Risk	0.313	0.384	0.469	0.367	0.194	0.308	

Source: Data Processed, 2024

Based on the results in Table 5, Based on the results presented in Table 5, the HTMT values for the variables used in this study are below 0.85. This indicates that the construct validity in this study meets the criteria established by (Hair et al., 2019). Therefore, it can be concluded that the instruments used in this study have adequate construct validity to measure the variables being studied, which are Celebrity Endorser, E-Wallet Usage, Hedonic Motives, Impulsive Buying, and Perceived Risk.

Furthermore, as to analyze the reliability of a variable in this study, two methods can be used. The Composite Reliability value must be above 0.7, However, The Cronbach's Alpha Value must exceed 0,6 (Hair et al., 2019).

Table 6. Construct Reliability

	Composite Reliability	Cronbach's Alpha	Result
Celebrity Endorser	0.784	0.755	Reliable
E-Wallet Usage	0.822	0.815	Reliable
Hedonic Motives	0.798	0.782	Reliable
Impulsive Buying	0.852	0.842	Reliable
Perceived Risk	0.884	0.858	Reliable

Source: Data Processed, 2024

Table 6 present the Composite Reliability and Cronbach's Alpha values for all variables. All variables have a Cronbach's Alpha value exceeding 0.6 and a Composite Reliability value exceeding 0.7. Therefore, it can be stated that the constructs are reliable. In other words, all variables, including Celebrity Endorser, E-Wallet Usage, Hedonic Motives, Impulsive Buying, and Perceived Risk, can be considered reliable as they all show values exceeding the minimum specified standards.

To test the significance of the construct model in this study, the R-Square value analysis was used. The quality of a model can be determined based on the R-Square value, in which a value of 0.67 indicates a substantial, 0.33 indicates a moderate model, and 0.19 indicates a weak model (Chin et al., 1998).

Table 7. R-Square

	R Square	R Square Adjusted
Hedonic Motives	0,242	0,240
Impulsive Buying	0,550	0,542

Source: Data processed, 2024

Referring to Table 7, the R-Square value for Hedonic Motives is 0.242, which is above the threshold of 0.19, categorizing it as a weak model. This means that the Hedonic Motives variable can only explain 24.2% of the variation in Impulsive Buying. On the other hand, Impulsive Buying has an R-Square value of 0.550, which exceeds the threshold of 0.33. This indicates that Impulsive Buying can be explained by Celebrity Endorser, E-Wallet Usage, Hedonic Motives, and Perceived Risk by 55%. To determine the significance of the model in predicting model fit, an analysis of the Q-Square value is necessary. The significance of the Q-Square value should be above 0 and close to 1.

Table 8. Q-Square

$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)$
$Q^2 = 1 - (1 - 0,242)(1 - 0,550)$
$Q^2 = 0,658$

Source: Data processed, 2024

Referring to Table 8, a Q-square value of 0.658 indicates that the applied model can explain approximately 65.8% of the variation in endogenous variables, such as Celebrity Endorser, E-Wallet Usage, Hedonic Motives, Impulsive Buying, and Perceived Risk. This demonstrates that the developed model has an adequate level of accuracy in prediction and provides sufficient confidence in the relationships between variables proposed in this study.

Table 9. Hypotheses Testing Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
H1: EW -> IB	0.155	0.163	0.055	2.838	0.005	Accepted
H2: EW -> HM	0.492	0.496	0.062	7.943	0.000	Accepted
H3: HM -> IB	0.355	0.346	0.057	6.213	0.000	Accepted
H4: EW -> HM -> IB	0.174	0.172	0.036	4.910	0.000	Accepted
H5: Mod CE>HM>IB -> IB	0.226	0.226	0.043	5.197	0.000	Accepted
H6: Mod PR>EW>IB -> IB	0.037	0.036	0.045	0.818	0.414	Accepted

Source: Data processed, 2024

In this study, there are three direct relationship hypotheses, one hypothesis about indirect relationships (mediation), and two hypotheses about moderation effects being analyzed. H1 tests the positive relationship between E-Wallet Use (EW) and Impulsive Buying (IB). The analysis results show that EW has a direct effect on IB of 0.155, with a significance P-Value of 0.005 and a T-Statistic value of 2.838, thus H1 is accepted. Next, H2 tests the relationship between EW and Hedonic Motivation (HM). The analysis results show that EW can influence HM, as evidenced by a P-Value of 0.000 and a T-Statistic value of 7.943, thus H2 is accepted. H3 tests the relationship between HM and IB. Based on the statistical analysis results, HM can directly influence IB by 0.355, with a significance level P-Value of 0.000 and a T-Statistic value of 6.213, thus H3 is accepted. Next, H4 tests the mediating effect of HM on the relationship between EW and IB. The analysis results show that HM can mediate the relationship between EW and IB with a significance level of 0.000 and a T-Statistic value of 4.910, thus H4 is accepted. H5 tests the moderating effect of Celebrity Endorsement (CE) on the relationship between HM and IB. It is proven that CE can positively moderate the relationship between HM and IB with a P-Value of 0.000 and a T-Statistic value of 5.197, thus H5 is accepted. Finally, this study tests the positively moderating effect of Perceived Risk (PR) on the relationship between EW and IB. The analysis results show that PR cannot moderate the relationship between EW and IB, with significance P-Value and T-Statistic values that do not meet the standard, which are 0.414 and 0.818, thus H6 is rejected.

The use of E-Wallet (EW) has a positive and significant influence on Impulsive Buying (IB). This result indicates that the more frequently consumers use e-wallets, the higher their tendency to make impulsive purchases. The justification for this result can be seen from the convenience and speed of transactions offered by e-wallets, which reduce barriers in the purchasing process and encourage impulsive behavior. This finding is consistent with studies conducted by (Esawe, 2022; Lee et al., 2022, 2023; Sari, 2021), which state that the ease and speed of transactions offered by digital wallets can increase the tendency of consumers to make unplanned purchases. The influence of e-wallet usage on impulsive buying is evident through the highest indicator for this variable, EW4, which relates to impulsive behavior when shopping using a digital wallet referring to the significant influence of transaction convenience and speed on consumer behavior. In the context of this study, the indicator shows that consumers are more likely to make unplanned purchases when using digital wallets, due to the quick and low-barrier payment process. This reinforces the finding that the ease of access and convenience offered by digital wallets play an important role in increasing impulsive buying behavior among users. In the context of SOR theory, e-wallet usage acts as a stimulus that triggers impulsive responses from consumers. Stimulus in the form of ease and speed of payment via e-wallet affects the organism (consumer), who responds by making impulsive purchases. Furthermore, digital wallets often offer various attractive promos and cashback, allowing users to shop more economically. These incentives not only increase the appeal of using digital wallets but also encourage transaction frequency.

Based on the statistical analysis results, it was found that e-wallet usage (EW) significantly and positively influences hedonic motives (HM). This relationship indicates that the more frequently e-wallets are used, the higher the consumer's hedonic motives. This finding aligns with studies conducted by (Chopdar et al., 2022; Gawior et al., 2022), which state that the ease of access and speed of transactions offered by digital wallets not only increase impulsive buying but also encourage consumptive behavior oriented towards

personal pleasure and satisfaction. E-wallet usage increases consumers' hedonic motives when shopping, where they experience greater pleasure and satisfaction when making transactions with e-wallets. This finding is also supported by the highest indicator for this variable, EW4 which discusses the level of impulsiveness felt by consumers when using e-wallets. The justification for this result can be seen from the convenience and ease offered by e-wallets, which enhance the shopping experience for consumers. In the context of this study, the use of digital wallets facilitates a smoother and more enjoyable shopping experience, making consumers more likely to pursue instant gratification through purchasing desired goods and services. In the framework of SOR theory, e-wallet usage can be a stimulus to increase the hedonic motivation of the organism (consumer). Hedonic motives reflect the positive emotional response consumers obtain when using e-wallets for Theshopping.

Based on hypothesis testing, this study found that Hedonic Motives (HM) significantly and positively influence Impulsive Buying (IB). This finding indicates that the higher the consumer's hedonic motives, the more intense the impulsive buying behavior. This study's results are consistent with Coelho et al. (2023) and Tarka & Harnish (2023), which show that individuals with hedonistic orientations are more likely to frequently buy unplanned items as a way to achieve instant satisfaction and happiness. Supporting this study's results, the highest-loading indicator for HM4 is the statement "Shopping online excites me," referring to the tendency of consumers to feel excitement and enthusiasm when shopping online. This indicator shows that the online shopping experience can provide a strong emotional boost, which ultimately increases impulsive behavior. SOR theory explains that pleasurable Thstimuli (such as positive shopping experiences) affect the organism (consumer), who responds with impulsive actions.

The hypothesis testing results in this study found that Hedonic Motives (HM) can mediate the relationship between E-Wallet Usage (EW) and Impulsive Buying (IB). Referring to the H1 hypothesis test results, which found that E-Wallet Usage can directly influence Impulsive Buying (IB), it can be concluded that Hedonic Motives (HM) play a partial mediation role. Directly, consumers using E-Wallets for transactions while shopping during live shopping may lose control over their impulsives, leading to impulsive purchases. However, in some situations, consumers using e-wallets do not immediately make impulsive purchases due to factors such as good financial management, self-control over expenses, and others. Therefore, e-commerce companies need to direct e-wallet usage to create the perception that shopping is easier and more enjoyable, ultimately leading consumers to engage in more impulsive behavior (Gulfraz et al., 2022). The euphoria and enthusiasm experienced while shopping online are further enhanced by the transaction convenience provided by digital wallets (Nanda et al., 2023). In other words, the ease and convenience offered by digital wallets increase the consumer's tendency to seek pleasure through shopping, which in turn increases the frequency and intensity of impulsive purchases. From the perspective of SOR Theory, E-Wallet Usage (EW) can be interpreted as stimuli that trigger specific reactions in consumers. These stimuli create internal conditions in consumers, namely Hedonic Motives (HM), which act as organisms. These organisms influence consumers' psychological and emotional states, such as feelings of euphoria and enthusiasm when shopping online. The reactions within these organisms then result in responses in the form of Impulsive Buying (IB). In other words, the ease and convenience offered by e-wallets as stimuli increase the hedonic motivation within consumers, which in turn encourages them to make impulsive purchases.

Referring to the statistical analysis results of this study, it was found that the use of celebrities in promotions can positively moderate the relationship between hedonic behavior and impulsive buying behavior. Celebrities have a strong appeal and are often considered role models by many consumers. When celebrities act as hosts on a livestreaming platform for online shopping, they can create a greater emotional appeal and strengthen consumers' desire to emulate the lifestyle and choices demonstrated by these celebrities, thereby increasing consumers' hedonic drive to purchase items impulsively. This study's results are consistent with Zafar et al., (2021), which revealed that celebrities not only function as effective marketing tools but also as emotional triggers that can strengthen consumers' hedonic behavior. This study's findings are also validated through the indicator with the most significant contribution to the Celebrity Endorser variable, CE1 which representing that a celebrity endorser in live shopping makes respondents feel comfortable and as if they are with a friend. When consumers see a celebrity, they admire promoting a product, they are more likely to feel excessive excitement and enthusiasm, which can ultimately drive them to make impulsive purchases (Zafar et al., 2021). Furthermore, promotions involving celebrities are often associated with exclusivity and prestige, which can be even more attractive to hedonic consumers (Amatulli et al., 2020). Consumers motivated by the desire for instant gratification and short-term happiness are more likely to be influenced by promotional campaigns involving celebrities, increasing their tendency to buy products impulsively. Referring to the Stimulus-Organism-Response (SOR) theory, celebrities as stimuli create a strong emotional appeal, especially when they are hosts on a livestreaming platform for online shopping. This influences the internal state of the consumer organism, including hedonic drive and the desire to emulate the celebrity lifestyle, resulting in consumer responses in the form of increased impulsive buying behavior. This shows that celebrities are effective not only as marketing tools but also as emotional triggers.

Based on this study's results, it was found that the understanding of risk cannot moderate the relationship between digital wallet usage and impulsive buying behavior. This result is supported by research conducted by Yang et al. (2021), which states that even though there is awareness of security risks, consumers are still more influenced by the convenience and ease offered by digital wallets. Even when consumers are aware of the potential risks, such as the possibility of sensitive information like credit card numbers, addresses, and other personal data being hacked by irresponsible parties, the assessment of these risks is not strong enough to reduce their tendency to make impulsive purchases when using digital wallets. This condition shows that although education and awareness about risks are important, they are not always effective in changing consumer behavior accustomed to the convenience and ease of financial technology. Support for this study is reflected in the lowest outer loading value, PR3 which discusses the concern that confidential information provided to mobile vendors can be misused. This means that security and privacy risks are not a significant concern for consumers.

CONCLUSIONS

This study investigates the factors influencing impulsive buying in the context of live shopping, focusing on e-wallet usage, hedonic motives, perceived risk, and the role of celebrity endorsers. The findings show that e-wallet usage has a significant positive influence on impulsive buying, with hedonic motives acting as a mediator between e-wallet usage and impulsive buying behavior. The presence of celebrity endorsers further strengthens this

relationship, enhancing the emotional drive behind impulsive purchases. Conversely, perceived risk does not moderate this relationship, suggesting that although consumers may be aware of potential risks like data theft, these concerns do not significantly deter impulsive behavior.

The study also explores innovations in e-commerce marketing, particularly leveraging live shopping features and celebrity endorsements to drive sales. E-commerce platforms must continue innovating to offer satisfying and secure shopping experiences to consumers while managing perceived risks to maintain trust. Future research should address the critique of this study by investigating the dynamics of impulsive buying on individual e-commerce platforms. While this research analyzes data from combined platforms (Shopee, TikTok Shop, and Lazada), platform-specific analyses could yield more granular insights, as consumer behavior may differ across these platforms due to variations in user interface, product offerings, celebrity involvement, and marketing strategies. Exploring each platform independently will provide a clearer understanding of the unique factors influencing impulsive buying on each platform. For instance, Shopee's dominant market share in Indonesia may drive different consumer responses compared to TikTok Shop's heavy reliance on influencer marketing.

Additionally, other variables such as app security, product quality, and user experience could be examined in more detail for each platform. Future studies could utilize qualitative methods, such as interviews or case studies, to capture the intricate and platform-specific factors driving impulsive buying. This approach could also help uncover hidden motivators and barriers to impulsive purchasing, providing a more nuanced understanding of consumer behavior across different e-commerce platforms. Furthermore, additional factors such as the role of social media influencers, gamification, and platform-specific promotional tactics (e.g., exclusive deals or live streaming features) could be explored to expand the scope of research in this domain.

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