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Study of the influence of psychological factors on women's purchasing decisions during e-commerce livestream

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Abstract. Apart from YouTube and Instagram, new e-commerce live streaming platforms have emerged (TikTok Shopping, Amazon Live), which opens new opportunities for engaging with the audience and driving sales. Women, looking for an emotional and interactive experience, tend to make impulse purchases during live broadcasts. That is why it is necessary to investigate this topic. The purpose of this study was to examine the psychological factors that influence women's impulse purchases while watching live broadcasts and to determine the psychological characteristics of women who make impulse purchases during live broadcasts. The study included questionnaires and interviews with women living in the Philippines, East Timor, Thailand, Singapore, Myanmar, Malaysia, and Laos. The key findings are that the study revealed the psychological factors of influence and psychological characteristics of women as they make purchases during e-commerce live streams. Psychological characteristics include emotionality while watching (68.3% of respondents), fear of missing out on a good deal (58.3% of respondents) and being influenced by other viewers and streamers (74.2% trust recommendations). Psychological factors include a set of technological and social components. Technological factors include interactivity and real-time communication (56.7% consider it significant); visual appeal and product display (71.7% consider it significant); and the convenience of shopping while browsing. Social factors include parasocial interaction with the streamer, a sense of community with other viewers (63.3%). The study also identified the role of hosts, which plays a significant role in building trust in the product and online platform: building trust in the product and brand (74.2% trust recommendations); influence through charisma, expertise, and attractiveness (62.5% consider them attractive, 58.3% – competent). Live broadcasts effectively stimulate impulse purchases

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among women. Emotions, trust, and social influence play a key role in this process. The practical significance of this study lies in the possibility of helping women to better understand the factors that influence impulse purchases, to avoid the influence of emotional stimuli and social pressure. The findings of this study can be used to develop recommendations on how people can effectively shop online

Keywords: impulsive spending; consumer psychology; emotions; social influence; trust; deepfake

INTRODUCTION

Live streaming has become an integral part of online shopping, especially for women. Therefore, women need an understanding of the psychological factors that influence their purchasing decisions during live broadcasts. Understanding these mechanisms can bring more awareness and protect the female audience from manipulation. Furthermore, research on this topic will help companies create broadcasts and offers that meet the individual needs and preferences of the female audience. On the other hand, if this topic is not explored, women will make purchases less consciously, which can lead to negative emotions after the purchase. The present study is relevant because it can influence how this format will be developed in the future, making it more focused on the needs and interests of the female audience.

Research shows that the influence of emotions on consumers' intention to buy during e-commerce live streams is important. L. Meng *et al.* (2021) note that emotional trust and perceived emotional value are key mediators in the influence of various factors on purchase intention. These factors include the popularity of online celebrities, homogeneity (similarity between the consumer and the presenter), product features, promotions, and the atmosphere during the live broadcast. Emotional trust and perceived emotional value fully mediate the effects of product and atmosphere, and partially mediate the effects of homogeneity and promotions. At the same time, R.Z. Morteza *et al.* (2023) note that to activate emotional states in consumers, retailers should facilitate experiences. It is necessary to optimise the purchase process so that the consumer enjoys it, which is becoming a key factor in building loyalty. Retailers should focus on creating a positive emotional experience for consumers to gain their loyalty.

Y.K. Ifs & P. Hongal (2024) noted that it is important that buyers should perceive positively a product presentation that includes a clear and relevant product for this audience and an influential broadcast presenter. C. Yu (2023) showed that there is a certain pattern in how the emotional manifestations of the seller affect sales during the presentation of the product. At the beginning and end of a presentation, emotions can be more effective because they grab the audience's attention and help build rapport. However, excessive emotion in the middle of a presentation can irritate viewers and negatively impact their purchase decisions. Therefore, the best strategy is to reduce emotional

displays in the middle of the presentation and focus on product information. A. Basit *et al.* (2024) confirmed that women are more likely to be emotionally involved in shopping than men and are prone to compulsive behaviour in this area. Notably, the role of customer trust in the seller or its employees has a considerable impact on the decision to make a purchase. W. Yan (2023) showed that positive physical and emotional experiences gained from customers' perceptions of a product can trigger positive behaviour and become the basis for trust, which is a significant factor in creating and strengthening relationships based on a cycle of guarantees and the performance of these guarantees and obligations. X. Pan (2023) identified that increasing consumer trust in a brand and product is possible through presenters demonstrating their expertise and knowledge. This can lead to an increase in impulse purchases, as consumers feel more confident in their choices after receiving additional information from the presenter.

Summarising the cited studies in the field of online shopping, aspects that are till understudied were identified. One aspect is the extrapolation of these findings to consider the gender of consumers. It is precisely the gender aspect that can provide more insight into the context of emotional impact during a product presentation. The next aspect that should be highlighted is the identification and outlining of triggers that lead to emotional shopping. Therewith, one should not forget about the level of customer trust and how it affects the purchase decision, whether the presenter's expertise and knowledge influence the consumer's choice. It is also important to include the age aspect of consumers in the analysis. All these ideas became the basis for setting the goal and objectives of this study.

The purpose of this study was to investigate the psychological factors that influence women's impulse purchases during live e-commerce broadcasts in Thailand. To fulfil this purpose, the study set and completed the following objectives: to identify the key psychological characteristics of the female audience prone to impulse purchases during live broadcasts; to investigate how online shopping experience, frequency of purchases, age, and number of platforms used contribute to impulse purchases; to analyse the role of live broadcast hosts in building trust in products and online platforms; to identify what psychological triggers are used to push women to impulse purchases during live broadcasts.

The following hypotheses were put forward in the study:

H1. The credibility and attractiveness of the presenter positively influence the perceived pleasure of watching the broadcast, which leads to impulse purchases.

H2. The emotional impact of live broadcasts (excitement, pleasure) contributes to impulse purchases.

H3. Psychological factors (emotional arousal, fear of missing out on a favourable offer, social influence) influence women's impulse purchases.

LITERATURE REVIEW

Live streaming is changing e-commerce buying decisions by focusing on Live Streaming Commerce (LSC). LSC is an e-commerce service where sellers communicate with consumers through live streaming, while consumers can place orders in the same system (Wang *et al.*, 2022). Compared to conventional commerce and social commerce, live commerce is considerably improved in terms of interactivity, visualisation, entertainment, and professionalization. Notably, this was facilitated by the COVID-19 pandemic (Ma *et al.*, 2022; Tan, 2023).

In the pursuit of visual appeal, it is important for content creators to be mindful when using deepfake technology, which synthesizes human images using artificial intelligence. While deepfake technology has the potential to create highly realistic video and audio, it also introduces complexities in how we perceive reality. The psychological impact of deepfakes is multifaceted, and its implications for individuals and society should be carefully considered (Qureshi & Khan, 2024). But on the other hand, such an innovative component of live streaming as augmented reality considerably improves the shopping experience. Augmented reality offers benefits such as enhanced product visualisation, virtual try-on, and enhanced customer engagement that build trust and reduce purchase uncertainty (Chodak, 2024). In addition, Q.-M. Ying & K.-R. Kim (2022) proved that the higher the service and interactivity of the live streaming function, the higher the consumer's purchase intention and relevance.

Deepfakes, according to Y. Chen (2024), can present significant business opportunities for brands looking to engage their target audiences in innovative ways and reduce marketing costs. Deepfake technology allows firms to create convincing but fake media, such as videos and images, by digitally manipulating a person's likeness. This can be used to extend the reach of influencer marketing campaigns, showcase products on models with different characteristics, and create personalized ads. However, the use of deepfakes in advertising also raises legal considerations around intellectual property rights, advertising rules, and consumer trust. At the same time, H.A.D.M. Arachchi & G.D. Samarasinghe (2024) suggest that creative AI technologies, such as deepfakes and generative adversarial networks, can be used to make and edit audio and video material in advertising in new ways, leading to positive consequences in the minds of target consumers. L. Whittaker *et al.* (2021), in turn, define deepfakes as

digital content created via machine learning and artificial intelligence technology that is generating interest among marketers and the general population, though often portrayed as a "phantom menace" in the media. The authors argue for a balance (i.e., situations where all stakeholders benefit) and see the development of "deep fakes" as a "new hope" for marketing.

R. Zhou & L. Tong (2022) showed that emotional trust and perceived emotional value are key mediators in the influence of factors on purchase intention. Specifically, emotional trust and perceived emotional value fully mediate the effects of product and atmosphere, and partially mediate the effects of homogeneity and promotions. L. Li *et al.* (2024) and Y. Wang (2024) found that the similarity, attractiveness, professionalism, and interactivity of presenters have a positive impact on consumer emotions. The attractiveness of the presenters has the greatest positive impact on consumer satisfaction, followed by likability, professionalism, and interactivity. However, a prominent level of viewer engagement can reduce the impact of similarity and attractiveness of the hosts on consumer satisfaction. On the other hand, there are studies that show that trust, professionalism, interactivity, and attractiveness of e-commerce sites have a considerable positive impact on the value perceived by customers and the customer flow experience. The value perceived by customers and the customer flow experience have a positive impact on the stable retention of customers in live broadcast rooms. Furthermore, these factors act as mediators between the characteristics of e-commerce anchors and sustainable customer retention (Qi & Xiaoli, 2024).

Studies by G.R. Lakhan *et al.* (2021) and H. Li *et al.* (2023) investigated the formation of consumer intentions for live e-commerce purchases. The research data support the conclusion that engaging opinion leaders and adding entertainment content to product presentations drives more purchases during live streaming. The factors that X. Pan (2023) identified in his study that:

- influence the purchase decision are product quality;
- qualifications and abilities of the hosts;
- pricing policy;
- bilingual way of selling goods;
- combination of sales with lectures during live broadcasts;
- brand trust.

W.H. Li *et al.* (2024) took a different approach to the factors of influence, suggesting that the factors influencing the purchase decision during live broadcasts include positive characteristics of the hosts; active interaction between customers during live broadcasts; high level of trust in the brand and the host; clear and straightforward product value. R. Xu & B. Ding (2023) found that the factors that influence consumers' purchase intention are the host's professionalism, product content (quality, certification), the atmosphere of the living room stage, and the third-party warranty and service (logistics service).

Y. Huang & L. Suo (2021) examined the factors influencing Chinese consumers' impulsive purchasing decisions

during e-commerce live streams. Four main factors were considered: price promotions, time pressure, interpersonal interaction, and visual appeal. The findings of the cited study showed that all the above factors have a considerable positive impact on impulsive buying decisions. Specifically, price promotions and visual appeal were the key factors. Factors that trigger impulsive consumer buying behaviour during e-commerce livestreams include marketing incentives (discounts for a promotion), scenarios (interaction with an anchor), and individual characteristics (positive emotions) (Sun, 2020). Notably, if the customer believes that the product is excellent value for money, this can evoke positive emotions and increase brand trust, which ultimately leads to a purchase.

It is important to understand customer psychology and use the S-O-R (stimulus-organism-response) theory to analyse the impact of live streaming on impulsive buying decisions. The theory suggests that external stimuli, such as visual content, interaction with the streamer, and comments from other viewers, trigger emotional and cognitive reactions in consumers, which influence their behaviour and purchase decisions (Min & Tan, 2022; Cai & Lan, 2024). X. Xu *et al.* (2020) show that consumer psychology, on which sales promotion during live broadcasts is based, is driven by an emotional component, cognitive processes, and parasocial interaction.

MATERIALS AND METHODS

The study was conducted through questionnaires and interviews. The questionnaires were distributed among the participants of the online broadcasts, among female representatives, regardless of age, income, education, and profession. A total of 554 questionnaires were collected, of which 154 were used for pilot testing and 400 – for the main study. The sample size ($n = 554$) was determined using the general statistical formula of z -value with a confidence level of 95% ($z = 1.96$) and a maximum margin of error of 5% ($E = 0.05$):

$$n = \frac{z^2 * (p) * (1-p)}{E^2} = \frac{1.96^2 * (0.5) * (1-0.5)}{0.05^2} = 400, \quad (1)$$

where: p – the probability of an event (in this case, a purchase while watching a live broadcast), which is assumed to be 0.5 for the maximum sample size.

The questionnaire was developed based on existing research and adapted to the context of the study. The respondents were women living in the Philippines, East Timor, Thailand, Singapore, Myanmar, Malaysia, and Laos. The questionnaire included questions about demographic data (age, income, education, place of residence); questions about the experience of online shopping and watching live broadcasts; questions about the perception of live broadcasts as a way of shopping (emotions, trust, purchase intention); questions about the influence of various factors on the perception of live broadcasts (host, content, prices, discounts). All variables were assessed on a 5-point Likert scale. Pilot testing was conducted to verify the reliability and validity of the questionnaire.

Age distribution:

- 18-24 years (25%) – young women actively use social media and mobile applications, which makes them prone to watching live broadcasts and impulse purchases;
- 25-34 years (35%) – the largest group of young professionals and young mothers. They are interested in a variety of products and services offered during live broadcasts;
- 35-44 years (25%) – a group of women who tend to have stable incomes and families. They are looking for quality products and convenient ways to shop that offer live streaming;
- 45-54 years (10%) – a group that is less active in online shopping, but some women in this age group may be interested in live streaming, especially for health and beauty products;
- 55+ years (5%) is the group least active in online shopping, but some women may use live broadcasts for socialising and sometimes for shopping.

Breakdown by income level:

- below average (15%) – the group is interested in live broadcasts that offer discounts and affordable products;
- average (40%) – the largest group that has enough money to make regular purchases during live broadcasts;
- above average (30%) – the group that is looking for quality and branded products that are often offered during live broadcasts;
- high (15%) – the group is interested in exclusive products and personalised offers during live broadcasts.

SPSS 22.0 software was used to analyse the data. Descriptive statistical analysis, regression analysis, and mediation test were conducted. This approach reveals a connection between the characteristics of online celebrities, the atmosphere of the live broadcast, perceived emotional value, and consumer purchase intent.

The second stage of the study included an experiment (to test hypothesis H1) and interviews (to test hypotheses H2 and H3) and was conducted with the participation of 100 women who make online purchases. The format was voice calls via WeChat. The experiment involved dividing respondents into two groups (experimental and control). The conditions of the experiment included participants in the two groups were familiarised with the study and agreed to take part; participants in the experimental group watched the broadcast with an unfamiliar presenter; participants in the control group watched the broadcast with a familiar presenter. After watching the broadcast, all participants answered a questionnaire, which included questions about the presenter's credibility and attractiveness (Do you know the presenter of this broadcast? Do you believe the presenter's recommendations? Do you find the presenter attractive? How would you rate your level of satisfaction with watching this broadcast? Have you made a purchase of the product presented in this broadcast? How would you rate your attitude towards this e-commerce platform?). Comparison of the results of the two groups using statistical methods.

The interview included questions about:

- the emotional impact of live broadcasts (What emotions do you experience when watching live broadcasts? Do

you make impulsive purchases under the influence of the broadcast atmosphere? What factors contribute to the fact that you make impulsive purchases during live broadcasts?);

- psychological factors (What psychological factors influence your purchase decision during live broadcasts? Do you feel afraid of missing a good deal during live broadcasts? Do you pay attention to the comments and reactions of other viewers during the broadcast? Do you trust the hosts' recommendations?). The study followed all provisions of the Declaration of Helsinki (2013). All survey participants were informed that the information they provided would be used to create a study and subsequently publish its findings.

RESULTS

The e-commerce space has seen live streaming become an integral part of the buying process, and consumer expectations have risen considerably. Specifically, the female part of the audience wants more than just convenience in online shopping. The audience expects an exciting, innovative, and personalised shopping experience. A personalised shopping experience means that live stream hosts interact directly with consumers, offering individually tailored content, and creating an intuitive shopping experience. Consumers can interact with the hosts in real time, ask questions, get technical clarification, and take part in conversations. This personalised approach strengthens the connection between the customer and the presenter, which leads to increased trust and a higher probability of purchase.

Thus, a personalised shopping experience implies that presenters understand the needs and preferences of their viewers. They can use this information to recommend products that are likely to appeal to consumers and create a more engaging and enjoyable shopping experience. Personalised content for a female audience should have three aspects: it should be engaging, innovative, and feature celebrities or experts relevant to the female audience as hosts. E-commerce content creators need to create engaging content. Women are no longer satisfied with static product presentations. They crave dynamic, interactive content that captures their attention and evokes an emotional response. This can include live product demonstrations, unboxings, reviews, and even entertainment segments that make the live stream interesting and engaging. It is also worth paying attention to innovation and modify live broadcasts dynamically according to the trends of interesting content for the female audience. As live streaming becomes increasingly popular, consumers are constantly looking for new and innovative formats. This can include using augmented reality (AR) technology for virtual clothing try-on, interactive polls and games, and collaborating with influencers or experts to provide unique insights.

Women consumers appreciate a personalised approach. They want to feel that the live streamers understand their individual needs and preferences. This can be achieved by recommending products based on previous purchases or interests, addressing viewers by name, and creating a sense of community during the live stream. A

personalised shopping experience not only satisfies consumer desires but is crucial to the success of e-commerce platforms. When women feel valued and heard, they are more likely to return to live streams, trust the hosts' recommendations, and ultimately make purchases. One notable effect of deepfakes is the potential impact on trust in information. As deepfake technology becomes more advanced, distinguishing between genuine and fabricated media can become challenging. This may lead to increased scepticism about the authenticity of various video and audio content. Such scepticism could contribute to a broader climate of uncertainty, affecting how people perceive and interpret information and potentially impacting public discourse. Additionally, deepfakes have the ability to influence emotions and perceptions by depicting individuals in scenarios they have never experienced, which can lead to misunderstandings and misconceptions. When deepfakes involve public figures, they can sway public opinion and affect reputations and mental well-being. In the realm of online commerce, it's important to address how deepfakes might influence consumer trust in hosts, products, or companies, potentially affecting sales dynamics.

The following factors influence the intention of the female audience to purchase a product during a live broadcast: homogeneity, promotions, product, and atmosphere. Homogeneity is defined as the consumer's perception of similarities between themselves and the live stream host (e.g., shared interests, values, demographic characteristics). Promotions work through incentives to act by creating unique offers that have certain restrictions. Targeting the female audience through various incentives and offers used to encourage purchases during live streaming (e.g., discounts, gifts, limited offers) can help boost sales. There-with, the product should be interesting and of high quality, meeting the preferences of the target audience. Finally, the most influential factor that influences women to make purchases during live streams is the overall feeling or mood created during the live stream, including visuals, music, audience interaction. However, the impact of these factors on purchase intention is indirect. It is mediated by two key emotional factors: emotional trust (the feeling of trust and connection that the consumer develops towards the live stream host) and perceived emotional value (the consumer's perception that the product or service promoted during the live stream can evoke positive emotions or satisfy emotional needs). In other words, if the product and atmosphere do not evoke positive emotions and build trust, they will not influence the consumer's desire to buy the product.

In the context of the present study, it is necessary to highlight the key psychological factors that influence women during live shopping. These include the emotional factor, trust and authority, and practical aspects. The emotional factor is reflected in the excitement and satisfaction of viewers during the live broadcast, in the fear of missing benefits, in increased communication with other live viewers. The atmosphere of a live broadcast can be dynamic and exciting, creating emotional excitement and a sense of satisfaction. This can lead to impulsive purchases. Fear of

missing out (FOMO) is created by offering limited-time deals, exclusive discounts, and an artificial sense of urgency, which are often used during live events. They can cause fear of missing out on a profitable purchase. These conditions encourage women to make impulsive purchases to avoid missing out on a “bargain”. The comments and reactions of other viewers, as well as the hosts’ recommendations, can considerably affect women’s purchasing decisions. It can be difficult for women to resist the pressure of the environment when they see other people buying the same products.

Another group of psychological factors is trust and credibility, which can include the influence of the presenter and a sense of community. Live stream hosts often become authoritative figures whom women trust. Their recommendations, charisma, and attractiveness can have a significant impact on the purchase decision. A sense of community is vital. Live broadcasts can create a sense of community and unity with other viewers. This can make women feel more inclined to buy to be part of a group. The third group of psychological factors is practical aspects. They include convenience and time saving; variety and exclusivity. Live shopping can be convenient and can save time because there is no need to leave the house and look for products in the store. Live streams often offer exclusive products that are not available in other stores, which can be of interest to women looking for unique items. Notably, not all women are equally prone to impulse buying during live broadcasts. Individual factors, such as age, personality, income level, and online shopping experience, can also influence their behaviour.

Live e-commerce is becoming increasingly popular, and more companies are using it to engage consumers. The characteristics of live streaming hosts are an essential factor influencing consumers’ impulsive buying behaviour. Emotional contagion plays a key role in this process, as the emotions of the presenters can be transmitted to the viewers and influence their purchasing decisions (Fig. 1).

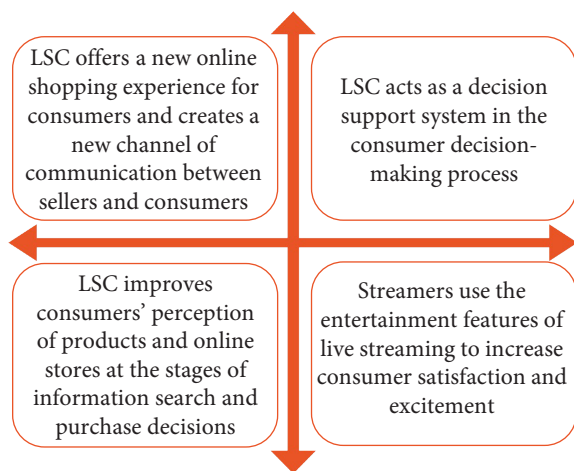


Figure 1. Advantages of LSC

Source: compiled by the authors of this study based on Q.-M. Ying & K.-R. Kim (2022), L. Ma et al. (2022) and G. Chodak (2024)

Thus, LSC allows merchants to exchange information with consumers based on their needs and provide additional services to customers. Consumers are willing to buy goods in LSCs because of the relevant product information and pleasant shopping atmosphere. Streamers, as intermediaries between sellers and consumers, use their independent identity to increase consumer awareness of shopping and persuade them to make online purchasing decisions. In other words, the entertainment component encourages consumers to make purchases. Entertainment content in live broadcasts, such as humour, music, and interactive elements, creates positive emotions among consumers. Therewith, consumers satisfy their emotional needs. Positive emotions promote relaxation and stress relief, which is important for modern consumers and for presenters to increase consumers’ propensity to buy. Not to forget, entertaining content also helps to create a more trusting relationship between consumers and the brand, which increases the probability of a purchase. Entertainment not only makes live broadcasts more interesting, but also increases the perceived value of the product, both functional (quality, characteristics) and emotional (pleasure, joy).

The essence of the content is no less important than the person who delivers it. This statement is true regarding the professionalism, authority, and popularity of the live broadcast host. Influential opinion leaders (bloggers, celebrities, experts) considerably influence consumers, which significantly increases the probability of consumers making purchases. The recommendations and opinions of such presenters are perceived as more reliable, which increases the credibility of the product. An opinion leader can emphasise the benefits of a product and evoke positive emotions in consumers, which increases the perceived value. Thus, entertainment and opinion leaders are effective tools to stimulate purchases in LSCs from a psychological standpoint. Businesses and brands can use these factors to create more engaging and compelling live streams that will drive consumers to purchase. Emotions, such as excitement and pleasure, play a key role in purchasing decisions during live broadcasts. In terms of cognitive processes, cognitive assimilation is important, but it has less impact on consumer behaviour than emotions. Parasocial interaction means that feeling connected to the live stream host can considerably affect viewers’ emotions and behaviour. Therefore, it is important for live streaming hosts to be attractive, create parasocial interaction, and provide quality information to influence the emotions and behaviour of viewers. For platforms, it is important to create an environment that promotes positive emotions and viewer engagement. From a psychological standpoint, this will help to stimulate purchases in live broadcasts.

The theoretical study identified four categories of incentives that influence women’s impulse purchases during live broadcasts: profitability, emotionality, quality, and sociality. To determine the psychological characteristics of women who make impulsive purchases during live broadcasts, a study was conducted among residents of Southeast Asia (Philippines, East Timor, Thailand, Singapore, Myanmar, Malaysia, Laos). The empirical study revealed the following factors that influence the purchase of live products (Table 1).

Table 1. Influence of various factors on the perception of e-commerce and live streaming

No.	Signs	Average value of indicators	
1	Online shopping experience	Under a year of online shopping experience (4.01)	Many years of experience (3.82)
2	Frequency of purchases	Make a purchase over 3 times a week (4.05)	Make a purchase less than once a week (3.81)
3	Frequency of viewing live broadcasts	Watch broadcasts more than 3 times a week (4.11)	Watch broadcasts less than once a week (3.82)
4	Age and positive perception of online shopping	Positive attitude towards online shopping: under 18 years (4.04); 26-35 years (4.01)	Neutral or negative attitude towards online shopping: over 55 years (2.25); 45-54 years (2.39)
5	Age and level of engagement in online shopping	More engaged: 18-25 years (4.08); 36-45 years (4.06)	Less engaged: over 55 years (2.25); 45-54 years (2.39)
6	Number of platforms	Attracting customers who use more than 3 platforms for online shopping (4.21)	Attracting customers who use one platform for shopping (3.56)

Source: compiled by the authors

Table 1 shows that women with less experience of online shopping (under a year) demonstrate a more positive perception of e-commerce compared to those with many years of experience. This may be due to the “novelty effect” or the fact that consumers with more experience have higher expectations. According to the frequency of purchases, the more often women shop online, the more favourably they evaluate various aspects of the online shopping experience. Therewith, the frequency of viewing live broadcasts affects positive attitudes, as women who watch broadcasts more often demonstrate more positive perceptions. This confirms the idea that frequent interaction with an e-commerce platform pushes women to make impulsive purchases. In terms of age ratios and positive attitudes and engagement, the most positive perceptions of online shopping are observed in two age groups: under 18 and 26-35. At the same time, the highest level of customer engagement is demonstrated by the 18-25 and 36-45 age groups. This may be explained by the different life stages and consumption habits of these groups. This confirms the idea that product usefulness and ease of purchase have a positive impact on the perception of product usefulness and encourage impulse buying. Therewith, women who use more live streaming platforms demonstrate a more positive attitude towards all aspects of online shopping. This shows that viewers do not stay on a single platform but actively move between them. This can be related to the search for better offers or a variety of content. This supports the idea that different content and price of a product affect the perception of satisfaction or usefulness, and therefore influence impulse purchases.

The second stage of the study was to conduct interviews with respondents to confirm or refute the three hypotheses:

H1. The credibility and attractiveness of the presenter positively influence the perceived pleasure of watching the broadcast, which leads to impulse purchases.

H2. The emotional impact of live broadcasts (excitement, pleasure) contributes to impulse purchases.

H3. Psychological factors (emotional arousal, fear of

missing out on a favourable offer, social influence) influence women's impulse purchases.

In addition, this stage of the empirical research made it possible to make a detailed description of the shopping experience in LSC.

The interview was conducted after watching live e-commerce broadcasts. To test the H1 hypothesis, an experiment was conducted. The study participants were divided into two groups. The first group of participants watched the broadcast with a presenter they did not know and therefore did not trust. The second group of participants watched the broadcast with a presenter they knew and trusted. After watching the broadcast, the participants were asked to rate their satisfaction with the broadcast; indicate whether they made a purchase of the product presented in the broadcast without planning it; and evaluate their attitude towards the e-commerce platform. The results of the study showed that participants in Group 2 (with a familiar presenter) rated the level of satisfaction from watching the broadcast 57% higher than participants in Group 1. Participants in Group 2 made impulse purchases 62% more often than participants in Group 1. Group 2 participants rated their attitude towards the e-commerce platform 48% more positively than Group 1 participants.

Respondents tend to believe that hosts play a key role in shaping the perception of products and brands, with the majority of women trusting the recommendations of streamers – 74.2% and influencing purchase decisions through personal charisma, a significant number of women (62.5%) consider hosts attractive, 58.3% of women consider them competent. Therewith, 25% value social proof, i.e., they are guided by the comments and reactions of other viewers. The results of the study confirm the H1 hypothesis that the credibility and attractiveness of the host positively affect the perceived enjoyment of watching the broadcast, which encourages impulse purchases and leads to a more positive attitude towards the e-commerce platform itself. In this case, the theory of social influence and the theory of emotional value are at work.

Social influence theory states that people tend to adopt the thoughts and behaviour of people they respect and trust. A presenter whom viewers trust is perceived as an expert, which makes their opinion more authoritative. An attractive presenter can evoke sympathy and an emotional connection with viewers, making them more likely to be influenced by the former. Emotional value theory states that people seek emotional connection and positive experiences when consuming content. A presenter who is trustworthy and attractive can create a positive atmosphere, which makes watching the broadcast more enjoyable and emotionally charged. Positive emotions associated with watching a broadcast can lead to a more positive attitude towards the advertised product and e-commerce platform.

The results of the survey in relation to other blocks of questions, namely the emotional impact of live broadcasts. Live streams create an atmosphere of excitement and fun, which is conducive to impulse purchases. 68.3% of women said they feel positive emotions when watching live streams, and 52.5% admitted to making impulsive purchases under the influence of the atmosphere. Therefore, they confirm the H2 hypothesis. The psychological factors that push women to make impulsive purchases during live broadcasts are emotional excitement, fear of missing out on a good deal, and social influence (Fig. 2).

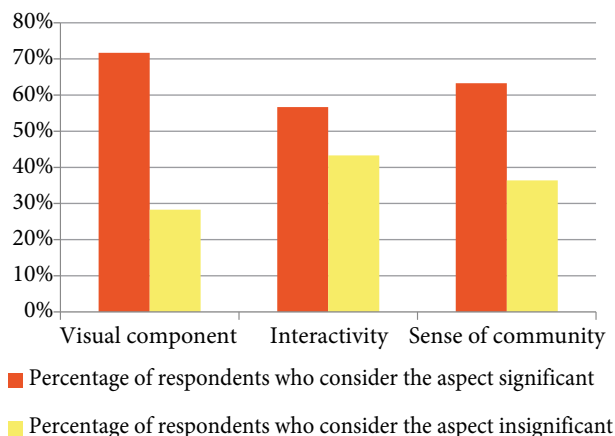


Figure 2. The significance of live streaming aspects

Source: created by the authors

For women, the emotional component is important, and the emergence of positive emotions during live e-commerce broadcasts helps to encourage women as buyers. This is influenced by the vivid presentation of goods (71.7% of respondents noted the significance of the visual component), interactivity (56.7% consider it important to communicate with the streamer), and a sense of community with other viewers (63.3% feel part of a community while watching) create positive emotions that encourage impulse purchases. Fear also reflects the psychological portrait of a woman who makes impulsive purchases during live broadcasts. This is the fear of missing out on a lucrative offer (Fear of Missing Out (FOMO)). When limited offers are offered during live broadcasts (58.3% of respondents

admitted that they buy goods out of fear of missing out on a discount), discounts and promotions create an artificial sense of urgency and FOMO.

Social influence also complements the psychological portrait of women who are prone to impulsive purchases during live broadcasts. Comments and reactions from other viewers (72.5% of respondents read comments during the broadcast), as well as recommendations from streamers (74.2% trust streamers' recommendations), create social pressure and confirm the correctness of the purchase decision. Thus, women are more susceptible to the influence of marketing incentives due to their greater emotionality and social activity. These results confirm the H3 hypothesis. The results of the study suggest that online shopping experience, frequency of purchases, age, and number of platforms used are significant factors that influence the perception of e-commerce and live broadcasts. The psychology of women is focused on an interesting and convenient shopping format that has emotional elements: trust in the products, attractiveness, and expertise of the host.

Among the factors influencing impulse purchases are external (discounts, special offers, free delivery) and internal (fear, curiosity, psychological perception). Therefore, the psychological traits of women that influence impulse purchases are emotionality, curiosity, and social influence – they evoke a desire to purchase impulsively. Therewith, one should not forget about convenience and benefits. Shopping during a live stream saves time and effort. In other words, an effective combination of marketing incentives aimed at arousing the emotional component and well-designed promotional offers (time constraints, limitations on the number of goods, price reductions) encourage women consumers to make unplanned purchases under the influence of the above-mentioned mental properties.

DISCUSSION

The growing popularity of LSC requires an in-depth understanding of the psychological factors that influence consumer behaviour. This study analysed the factors that influence the behaviour of women who make impulse purchases during live broadcasts. This study identified how live broadcasts and presenters stimulate impulse buying in women using a mixed methodology including online surveys and interviews. The female audience of e-commerce live streams expects an immersive, innovative, and personalised shopping experience. Therewith, psychological feelings are important. Women, feeling positive about themselves, are more likely to return to shopping during live broadcasts and trust the presentations of the hosts. The intention of a female audience to purchase a product during a live broadcast depends on several factors, including homogeneity, promotions, product, and atmosphere. A sense of commonality with the presenter (shared interests, values, demographic characteristics), which is confirmed by a positive correlation between the number of platforms used and all ten constructs studied.

The conclusions of this study about the key role of the presenter were confirmed in other scientific studies.

C.-W. Ki *et al.* (2024) believe that the involvement of on-line celebrities can stimulate consumers' emotions and thereby increase their intention to purchase recommended products. Y. Wang (2024) identifies a positive effect of the influence of Internet stars on impulsive consumer buying behaviour. Streamers play a vital role in stimulating impulse purchases during live broadcasts. X. Li *et al.* (2024) concluded that the personal qualities and professionalism of presenters contribute to the formation of consumer trust, especially cognitive trust. Interactivity and entertaining content help to create a flow effect, especially concentration, which encourages impulse purchases. Incentives and offers, such as discounts, gifts, and limited-time deals, can encourage impulse purchases. A quality and relevant product is also a principal factor, as it forms the basis for arousing the desire to buy. The overall experience of a live stream, including visuals, music, and audience interaction, also influences purchase intent. Notably, the impact of these factors is mediated by emotional trust in the presenter and the perceived emotional value of the product.

The conclusions of the present study about the cases when the product and the atmosphere of the broadcast do not evoke positive emotions and do not build trust, the broadcast does not affect the consumer's desire to make a purchase are also consistent with the findings of other studies. J. Cao *et al.* (2022), who examined the impact of self-efficacy and perceived value on customer engagement in a live streaming commerce environment, found that overall self-efficacy positively influences perceived usefulness, perceived entertainment, and live streaming self-efficacy; perceived usefulness, perceived entertainment, and live streaming self-efficacy have a positive effect on perceived value; perceived value has a positive effect on customer acquisition behaviour; and live streaming self-efficacy has a positive effect on perceived value and customer acquisition.

It is important to understand customer psychology and use the S-O-R theory. In the LSC context, the S-O-R theory can be applied as follows: stimulus (S): live streaming with all its elements (visual content, streamer, comments, limited offers). Organism (O): the psychological processes of the consumer, such as emotional arousal, fear of missing out (FOMO), social influence, perceived value, and trust in the streamer. Reaction (R): impulsive purchase of a product. Thus, the S-O-R theory helps to understand how a woman's psyche reacts to various aspects of live broadcasts and how they influence and encourage her to make impulsive purchases. C.-H. Lee & C.-W. Chen (2021) and Y. Qu *et al.* (2023) also concluded that this stimulus-organism-response (S-O-R) model explains how external stimuli (stimuli) affect internal states of a person (organism), leading to certain behaviours (responses). Therewith, the attractiveness and expertise of the host has the greatest impact on consumers' propensity to make impulse purchases during live broadcasts.

Sales promotion during live broadcasts relies on the psychological aspects of consumers, such as emotions, cognitive processes, and parasocial interaction. While cognitive

processes, such as rational product evaluation, play a role in purchasing decisions during live streaming, emotions, such as arousal and pleasure, have a more considerable impact on consumer behaviour. Moreover, parasocial interaction, i.e., a sense of connection with the presenter, can considerably increase the emotional response and encourage impulsive purchases. Thus, the emotional component is key, and these findings are confirmed by other studies. The main conclusion of the study by S. Cachero-Martínez & R. Vázquez-Casielles (2021) is that to activate emotional states in consumers, retailers must facilitate experiences. The findings of N.B.O. Alvarado *et al.* (2020) suggest that positive and negative emotions can trigger impulsive buying behaviour, but negative emotions are stronger and more prone to such an impulse.

The psychological factors that encourage women to make impulse purchases during live broadcasts include emotional excitement, fear of missing out on a good deal (FOMO), and social influence. This is confirmed by the study of the model of marketing strategies based on the use of discounts and limited offers in C. Qing & S. Jin (2022). Marketing strategies such as the use of discounts, limited offers, and other tactics to encourage spontaneous purchases. The findings of the study suggest that women's perceptions of e-commerce and live streaming are influenced by a range of factors, including their previous online shopping experience, frequency of online shopping, age, and the number of platforms they use. Therewith, women prefer an interesting and convenient shopping format that has an emotional impact, including trust in the products, attractiveness, and expertise of the host. The study found that live broadcasts create an emotionally charged atmosphere, which is reinforced by the fear of missing out on a good deal (FOMO) and social influence. The role of presenters is particularly important, as their charisma, expertise, and attractiveness influence the perception of products and brands, stimulating impulse purchases.

The above conclusions are partially consistent with the study by B. Lu & Z. Chen (2021) in terms of the significance of presenters and their values. Consumers who share the values of broadcasters are more likely to trust them and are more likely to buy the products they recommend; the significance of trust. Trust in the presenter is a key factor in making a purchase decision. The theses of this study refer to reducing uncertainty. Presenters help to reduce consumer uncertainty about the product and the seller, which increases the probability of a purchase; physical characteristics of broadcasters. Consumers who feel physical likeness to broadcasters are more likely to buy the products they recommend. This is inconsistent with the findings of the present study. Interactivity, visual appeal, and ease of shopping during live broadcasts are also crucial factors. The study found that women who watch live streams more often and use more platforms are more likely to make impulse purchases. The conclusion of this study on the significance of the visual component is confirmed by E.M. González *et al.* (2021), which emphasises the

importance of visual presentation of products for female consumers. Contextual saturation increases the perceived emotional value of a product for women, which is a key factor in shaping purchase intent.

This study provides valuable insights into understanding the psychological mechanisms underlying women's impulse purchases during live broadcasts. Marketers and business owners can use these findings to develop effective strategies for attracting and retaining female customers in the LSC industry.

CONCLUSIONS

The study found that live streaming in e-commerce substantially changes consumer behaviour, especially for women, by promoting impulse purchases. The study tested three hypotheses, which were confirmed during the study. The credibility and attractiveness of the presenter positively influence the perceived pleasure of watching the broadcast, which leads to impulse purchases. Participants who watched the broadcast with a familiar presenter rated their satisfaction with the broadcast 57% higher than participants in Group 1. Participants in Group 2 made impulse purchases 62% more often than participants in Group 1. Group 2 participants rated their attitude towards the e-commerce platform 48% more positively than Group 1 participants. The emotional impact of live broadcasts (excitement, pleasure) contributes to impulse purchases. 68.3% of women said that they experience positive emotions while watching live broadcasts. 52.5% admitted to making impulse purchases under the influence of the created atmosphere.

Psychological factors (emotional arousal, fear of missing out on a favourable offer, social influence) influence women's impulse purchases. Emotional factor: Vivid presentation of goods, interactivity, and a sense of community with other viewers create positive emotions that encourage impulse purchases. Limited offers, discounts, and promotions create an artificial sense of urgency and fear of missing out on a bargain. Comments and reactions from other viewers, as well as recommendations from streamers, create social pressure and confirm the correctness of the purchase decision.

This phenomenon is explained by a combination of psychological, social, and technological factors, which are triggers for impulse purchases. Psychological aspects include emotionality, fear, social influence, and trust. Live broadcasts evoke positive emotions in viewers, such as excitement, pleasure, and a sense of community, which leads to impulse purchases. Limited offers, discounts, and promotions create a sense of urgency that increases impulsive behaviour. Comments and reactions from other viewers, as well as recommendations from streamers, confirm the correctness of the purchase decision and encourage action. The personal charisma, expertise, and attractiveness of streamers build trust in the product and brand, which is an essential factor in making a purchase decision.

Emphasising the technological aspects that encourage women to make impulse purchases during live broadcasts, the study identified the following: interactivity, visual appeal, and convenience. The ability to communicate with the streamer and other viewers in real time increases engagement and drives impulse purchases. High-quality product presentation, demonstrations, and reviews stimulate an emotional reaction and a desire to own the product. The ability to make a purchase while watching the broadcast simplifies the process and prevents impulsive decisions. Social aspects that were identified in the study: parasocial interaction, sense of community. A sense of connection with the streamer creates the illusion of a friendly relationship and increases trust in recommendations. The feeling of belonging to a community of viewers enhances emotional response and promotes the adoption of group norms, including impulse purchases. The study had certain limitations, such as the small sample size and focus on the Southeast Asian market. Further research could be aimed at investigating impulse buying in different cultural contexts, as well as developing more detailed psychological models of this phenomenon.

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CONFLICT OF INTEREST

None.

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Дослідження впливу психологічних факторів на прийняття жінками рішень про покупку під час прямого ефіру в електронній комерції

Анотація. Окрім YouTube та Instagram, з'явилися нові платформи для прямої трансляції електронної комерції (TikTok Shopping, Amazon Live), що відкриває нові можливості для взаємодії з аудиторією та стимулювання продажів. Жінки, шукаючи емоційного та інтерактивного досвіду, схильні здійснювати імпульсивні покупки під час прямих трансляцій. Саме тому необхідно дослідити цю тему. Метою даного дослідження було вивчити психологічні чинники, які впливають на імпульсивні покупки жінок під час перегляду прямих ефірів та визначити психологічні характеристики жінок, які здійснюють імпульсивні покупки під час прямих ефірів. Дослідження включало анкетування та інтерв'ю з жінками, які проживають на Філіппінах, у Східному Тиморі, Таїланді, Сінгапурі, М'янмі, Малайзії та Лаосі. Основні висновки полягають у тому, що дослідження виявило психологічні фактори впливу та психологічні характеристики жінок, які здійснюють покупки під час прямих ефірів у сфері електронної комерції. Психологічні особливості включають емоційність під час перегляду (68,3 % респондентів), страх пропустити вигідну пропозицію (58,3 % респондентів) та піддаватися впливу інших глядачів та стрімерів (74,2 % довіряють рекомендаціям). Психологічні фактори включають набір технологічних та соціальних складових. Технологічні фактори включають інтерактивність та спілкування в режимі реального часу (56,7 % вважають це важливим); візуальну привабливість та демонстрацію товару (71,7 % вважають це важливим); зручність здійснення покупок під час перегляду. Соціальні фактори включають парасоціальну взаємодію зі стрімером, відчуття спільності з іншими глядачами (63,3 %). Дослідження також визначило роль ведучих, яка відіграє значну роль у формуванні довіри до продукту та онлайн-платформи: формування довіри до продукту та бренду (74,2 % довіряють рекомендаціям); вплив через харизму, експертизу та привабливість (62,5 % вважають їх привабливими, 58,3 % – компетентними). Прямі ефіри ефективно стимулюють імпульсивні покупки серед жінок. Ключову роль у цьому процесі відіграють емоції, довіра та соціальний вплив. Практичне значення дослідження полягає в можливості допомогти жінкам краще зрозуміти фактори, які впливають на імпульсивні покупки, уникнути впливу емоційних стимулів та соціального тиску. Результати дослідження можуть бути використані для розробки рекомендацій щодо того, як ефективно здійснювати покупки в Інтернеті

Ключові слова: імпульсивні витрати; психологія споживача; емоції; соціальний вплив; довіра; deepfake