Determinants Of Generation Z Behavior Towards Impulsive Buying In Celebrity Live Streaming Using A Stimulus-Organism-Response Approach

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ABSTRACT

This research explores the influence of live streaming factors by celebrities on the impulse buyingbehavior of Generation Z in Indonesia. The current phenomenon of live streaming shops is not only carried out by sellers from ordinary people but is also carried out by celebrities both as affiliates and as owners and can generate exposure of up to billions of rupiah. Live streaming shop, as a form of social commerce that combines elements of e-commerce and social media, has grown rapidly on e-commerce platforms such as Shopee, Tokopedia, and TikTok Shop. Indonesian celebrities, including Nagita Slavina, Ruben Onsu, and Raffi Ahmad, managed to generate significant sales through their live streaming sessions, which proved to attract the interest of Generation Z. This generation, which grew up in the digital era, showed high interest in celebrity live streaming and The characteristics of generation Z have the potential to give rise to impulsive buying behavior . The aim of this research is to determine the influence of streamer attractiveness, para-social interaction, perceived scarcity, trustworthiness and expertise on arousal and the influence of arousal on impulsive buying on celebrity shop live streaming . Type research used is approach quantitative with spread questionnaire . Population in research This is Gen Z ever do purchases made on live streaming celebrity . Retrieval technique sample use non-probability sampling and Through a survey method involving 190 Generation Z respondents, this study examines the influence of these factors on emotional arousal and its impact on

impulsive buying.Deep data analysis techniques research This use Structural Equation Model (SEM) based Partial Least Squares (PLS). Result of study This show that streamer attractiveness , social interaction , perceived scarcity , trustworthiness influential to shopping arousal , and shopping arousal influential to impulsive buying , temporary expertise No influential to shopping arousal .

Keywords: Expertise, Impulsive Buying, Social Interaction, Perceived Scarcity, Shopping Arousal, Trustworthiness.

INTRODUCTION

Massive development technology and communication side by side with development increasingly social commerce advanced . Social commerce is combining concept e-commerce and social media as marketing media . Live streaming shop is tool marketing a new product that is increasingly popular throughout the world, including Indonesia. Live streaming shop is a possible marketing medium customer see product more close and listen streamer describe taste, appearance , or smell from product (Putri and Maryam, 2023). Besides that , customer No only see message text and images but also watch videos and interact with seller in a way directly (Ming et al., 2021). Implementing e-commerce platforms feature live streaming among them is Shopee, Tokopedia, TikTok Shop, Lazada and other e-commerce . According to Lin et al., (2023), with popularity live streaming and maturity technology , quantity businesses that take advantage live streaming for sale the more develop fast . phenomenon that occurs moment This live streaming shop No only carried out by the seller from circles public normal but also done by celebrities Good as affiliates or as owner . Celebrity live streaming shop is activity sales live via an e-commerce platform carried out by celebrities . Celebrity famous Indonesian seller product via live streaming such as Nagita Slavina , Ruben Onsu , Sarwendah , Lesti Kejora , Aurel Hermansyah , Raffi Ahmad, and Baim Wong with turnover sale reach billions of rupiah in a matter of hours. Research results about Understanding Live Streaming Shopping Ecosystem in Indonesia carried out Populix in 2023 stated that category most products purchased at the time live shopping are fashion and accessories by 85%, beauty , care & health by 54%, style life by 41%, needs House ladder by 33%, product daily /FMCG by 32%, electronic by 25%, and mother and child / needs baby by 6%. The survey results are also revealing that in a month public can shop two to four times the budget spent around IDR 200,000 in very transaction . the data reflect live shopping has become part important in behavior shopping Indonesian society . Polling Institute Opinion in 2023 released revealing statistical data profile viewer live shopping based on generation . Generation Z is most generations watch live shopping with percentage reached 87%. Generation Z is generation born between 1996-2012 . Generation Z is growing up big in the era of technology and the internet, enter in category addicted users with access various various social media

platforms during more than 7 hours a day . No surprising that generation Z has trend For always want to accepted in a way social on social media , so they are very enthusiastic follow trend online like live streaming shop . Moreover Again If streamer originates from circles celebrity or public figures who become idols and have great exposure . Characteristics possessed Generation Z has potential give rise to behavior impulsive buying. Impulsive buying is attitude predisposed individuals For buy things done in a way spontaneous or No planned before and less involve thought . Usually impulsive buying can happen when somebody have a strong sense of desire For own items seen in time fast (Liska and Utami, 2023). Behavior purchase impulsiveness that occurs in the live streaming shop become matter interesting For studied more carry on . There is a number of research previously studied factor affecting purchase impulsive . However , research about celebrity live streaming shopping still very limited in Indonesia. Based on results study there is influencing factors behavior impulsive buying among them perceived enjoyment, quality service , attractiveness, para-social interaction, perceived scarcity, trustworthiness, and expertice (Kristi and Aruan , 2023; Lin et al., 2023; Putri and Maryam, 2023; Usadi et al., 2023; Xu et al., 2020) For learn behavior impulsive buying in generation Z that follows celebrity live streaming shop research This use SOR (stimulus-organism- response) approach with modify study from research This focuses on the situation emotional consumer , where purchase impulsive more Possible happen Because exists encouragement emotional consumer or arousal. Objective study This is For prove in a way empirical influence stramer attractiveness, para-social interaction, perceived scarcity, trustworthiness and expertise towards arousal on celebrity shop live streaming as well as prove in a way empirical influence arousal to impulsive buying on celebrity shop live streaming . The aim of this research is to empirically test the influence of these factors on emotional arousal in celebrity live streaming stores and how this arousal influences impulse buying. It is hoped that the results of this research will be useful for business people, both celebrities and general sellers, in formulating more effective business strategies to maximize sales through live streaming, by paying attention to the factors that influence impulse buying tendencies among consumers.

LITERATURE REVIEW

Theory *Stimulus- Organism - Response (SOR)*

SOR theory originates from the world of psychology , theory This use the concepts of stimulus (message), *organism* (communicator / receiver) and *response* (response). The stimulus is defined as factors specific to time and place observations that are not follow knowledge about attribute personal and stimulus as well own possible effects proven and systematic in behavior moment This

(Lee and Chen, 2021) . *Organism* role as connecting bridge behavioral and *organismal stimuli* For arrange behavior end as *response* to *stimulus* . *Response* is factor as response on results regulations *organism* .

Stimulus on *Celebrity Live Streaming Shop*

In do *live streaming,* celebrities who play a role as *streamer* has role key in creating a stimulus or stimulation to viewer . Stimulus used in research This is *stramer attractiveness, para-social interaction, perceived scarcity, trustworthiness* , and *expertise* . *Steamer attractiveness* defined as Power the attraction that celebrities have during *live streaming* taking place . Interesting streamer role as actor fun social , giving fantasy and fun to viewers *live streaming* . That matter can push involvement viewers in a way constantly , so Power pull *streamer* be an important stimulus in *live streaming* (Hu *et al.* , 2017) . *Para-social interaction* can interpreted as description imaginative about interpersonal involvement and closeness viewers with a *streamer* (Xiang *et al.* , 2016) . Feeling para- social interactions can appear when a streamer adjusts style communication , expression face , and language body they For create illusion two- way relationship with the audience . As results from experience interaction parasocial here , audience *live streaming* Possible feel that *streamer* is Friend near they . This matter caused by a quick and positive response from *streamer* against comment its viewers , as well attention shown to experience watching and feeling personal viewers (Xu *et al.* , 2020) *Perceived Scarcity* or perception scarcity also called *limited quantity scarcity* ie A offers are limited by a number of items and will motivating consumer One with others for compete get a number products that can purchased (Gupta and Gentry, 2019) . That matter can trigger competition between consumers are the cause they No have Lots time in the retrieval process decision purchase (Usadi *et al.* , 2023) . *Trustworthiness s* or honesty is related things with honesty , integrity , and how a celebrity steamer can trusted and constituted A character in bring up interest buy somebody . *Expertise* According to Richard, (2015) defined as something ownership Skills or deep expert knowledge field certain . An expert has optimal level for come on stage give accurate information in field certain .

Organisms on *Celebrity Live Streaming*

Arousal is one of dimensions from circumstances emotion . *Arousal* is to what extent viewers feel stimulated , active or inspired by *streamers* during *live streaming* taking place . A number of factors that become internal stimuli do consumption like *streamer attractiveness* , para- *social interaction* , *perceived scarcity* , trustworthiness and *expertise* in research previous capable give impact to functional *arousal* as organism (Kristi and Aruan , 2023; Usadi *et al.* , 2023; Xu *et al.* , 2020) Based on explanation on can formulated hypothesis as following :

H $_1$: *Streamer attractiveness* influential to *arousal*

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H₂ : *Para-social interaction* **influential to** *arousal*

H₃ : *Perceived scarcity* **influential to** *arousal*

H₄ : *Trustworthiness* **influential to** *arousal*

H₅ : *Expertise* **influential to** *arousal.*

Response to *Celebrity Live Streaming*

In *live* streaming hosted by celebrities , viewers feel interested , excited , and with experience absorb information as well as recommendation products presented . Besides that , viewers feel delighted and stimulated by highly interactive experiences , entertaining content and thrills new shopping . The result , circumstances emotional so -called as *arousal* in research This motivating viewers For do consumption . Consumption in a way No planned and unplanned think long called with *impulsive buying* . A number of research previous state that *arousal* influences significant to *impulsive buying* (Usadi *et al.* , 2023; Xu *et al.* , 2020) . Based on matter that , then can formulated hypothesis as following :

H₆ : *Arousal* **has an effect to** *impulsive buying*

METHOD, DATA, AND ANALYSIS

Study This use approach quantitative associative with method survey conducted in Banjarmasin City. Stages research includes : 1) study literature and proposal creation ; 2) drafting questionnaire ; 3) distribution questionnaire ; 4) data collection ; 5) data processing ; 6) data analysis ; 7) reporting research . Variable independent in research This consists from (X1) *streamer attractiveness* , which includes 4 indicators ; (X2) *para-social interaction* , which includes 4 indicators (Xu et al., 2020); (X3) *perceived scarcity (Xu et al., 2020)*, which includes 3 indicators (Xu et al., 2020); (X4) *trustworthiness* , which includes 3 indicators (Kristi dan Aruan, 2023); and (X5) *expertise* , which includes 3 indicators . Variable mediation (M) in research This is *shopping arousal* , which includes 4 indicators , whereas variable dependent (Y) is *impulsive buying* , which includes 4 indicators (Xu et al., 2020). Measurement variable in research This use Likert scale 1-5, where 1 represents absolutely no agree , 2 no agree , 3 are neutral , 4 agree , and 5 strongly agree . Population research This is generation Z ever buy through live streaming by celebrities on social commerce platforms . Retrieval technique sample use non-probability sampling with method accidental sampling . Taking sample taking place for 2 months , with 59 respondents from questionnaire direct and 202 of questionnaire on line . After deleted the 12 respondents who did not fulfil criteria , the total number of valid respondents is 190. Deep data analysis research This use analysis statistics descriptive and inferential . Statistics descriptive used For describes the data, incl average value , standard deviation , and variance . Analysis inferential using SEM based Partial Least Squares (PLS) which includes three stage : analysis outer model , inner model analysis and testing hypothesis .

Testing hypothesis done with compare t- statistical value with 1.96 for an alpha of 5%, as well mark probability , where Ha is accepted if t- statistic > 1.96 or p < 0.05.

RESULT AND DISCUSSION

Respondent Characteristics

Based on the results of distributing questionnaires directly, 59 respondents were obtained. The results of distributing the questionnaire online were 202 respondents, but 12 respondents did not meet the criteria because they were not part of Gen Z and had never shopped through a *live streaming shop* guided by celebrities, so their data could not be used. Thus, the total number of respondents in this research was 190 respondents. Respondents in this research were dominated by 131 respondents or 68.9% female, and 59 male respondents or 31.05%. Based on their status, the respondents in this research were dominated by students at 48.42% with 92 respondents and 35.26% were working with 67 respondents. The majority of respondents in this research had an income of IDR 500,000 – IDR 2,000,000, 98 respondents (52%), and the majority of respondents' expenditure was IDR 500,000 – IDR 2,000,000, 110 respondents 57.89%. Here are the 5 most celebrities who guide the *live streaming shop* :

Table 1. Data on *Top Five Celebrities Live Streaming Shop*

No	Celebrity Names	Frequency	Percentage
1	Nagita Slavina	23	12.11%
2	Fuji Utami	16	8.42%
3	Soimah	13	6.84%
4	Nadya Camille	12	6.32%
5	Baim Wong	10	5.79%

Source: Data processed by researchers (2024)

Based on table 1, it is known that the celebrities most watched and the products purchased were Nagita Slavina with a frequency of 23 respondents or 12.11%, Fuji Utami with a frequency of 16 respondents or 8.42%, Soimah with a frequency of 13 respondents or 6.84% , Nadya Camille with a frequency of 12 respondents or 6.32% and Baim Wong with a frequency of 10 respondents or 5.79%.

Descriptive Statistical Analysis

Table 2. Descriptive Statistics Results

Variables	N	Min	Max	Mean	Std. Deviation

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Streamer Attractiveness	190	6	20	13.73	2,796
The Social Interaction	190	5	20	12.24	2,362
Perceived Scarcity	190	5	13	9.68	1,661
Trustworthiness	190	4	15	9.32	1,836
Expertise	190	3	15	9.47	2,038
Shopping Arousal	190	6	20	13.83	2,266
Impulsive Buying	190	4	20	13.10	3,185

Source: Data processed by researchers, (2024)

Based on table 2, it is known that the number of respondents (n) is 190 people with a minimum value on the *streamer attractiveness variable* is 6 and the maximum value is 20. The average value is 13.73 and the standard deviation value is 2.796. minimum value on *the social interaction variable* is 5 and the maximum value is 20. The average value is 12.24 and the standard deviation value is 2.362. The minimum value for the *perceived scarcity variable is* 5 and the maximum value is 13. The average value is 9.68 and the standard deviation value is 1.661. The minimum value for the *trustworthiness variable* is 4 and the maximum value is 15. The average value is 9.32 and the standard deviation value is 1.836. minimum value on *the expertise variable* is 3 and the maximum value is 15. The average value is 9.47 and the standard deviation value is 2.038. minimum value for *the shopping arousal variable* is 6 and the maximum value is 20. The average value is 13.83 and the standard deviation value is 2.266. minimum value for the *impulsive buying variable* is 4 and the maximum value is 20. The average value is 13.10 and the standard deviation value is 3.185. The average value of all variables used in this research is greater than the standard deviation value, this shows that the average value of all data on these variables is able to properly describe the variations in the data used.

Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model (*outer model*) in this study aims to specify the relationship between latent variables and the indicators . This analysis is carried out to find out that the measuring instrument used is in accordance with the validity and reliability that have been determined which is useful for knowing the capacity of a measurement instrument that has been determined to be measured (Gozhali, 2021).

Discriminant Validity (Discriminant Validity Test)

Table 3. Discriminant Validity

	Sreamer Attractiveness	The Social Interaction	Perceived Scarcity	Trustworthiness	Expertise	Shopping Arousal	Impulsive Buying
X1	0.729						
X2		0.799					
X3			0.796				
X4				0.762			
X5					0.723		
Z						0.828	
Y							0.890

Source: Processed data (2024)

The indicators in the table above meet the requirements because they have a value of >0.7. So the indicators used in this research have been declared to have good *discriminant validity values* and can be seen in the respective variable tables, namely the *streamer attractiveness* variable has a value of 0.729, *social interaction* has a value of 0.799, *perceived saccharity* has a value of 0.796, trustworthiness has a value of 0.762, expertise has a value of 0.723, *shopping arousal* has a value of 0.828 and *impulsive buying* has a value of 0.890.

Reliability Test

Table 3. AVE, *Composite Reliability , Cronbach's Alpha*

Variable	AVE	Composite Reliability	Cronbach's Alpha
Streamer Attractiveness	0.532	0.819	0.711

The Social Interaction	0.639	0.876	0.812
Perceived Scarcity	0.634	0.838	0.713
Trustworthiness	0.580	0.802	0.665
Expertise	0.522	0.765	0.544
Shopping Arousal	0.686	0.897	0.847
Impulsive Buying	0.791	0.938	0.912

Source: Processed Data (2024)

Based on table 5, it is known that *the average variance extracted* (AVE) value is more than 0.5 and the *composite reliability* and *crobanch alpha values* have a value of more than 0.5. Based on this, it can be concluded that all indicators used in this research have met the requirements for reliability.

Evaluation of the Structural Model (*Inner Model*)

According to Ghozali (2021:67) structural model evaluation analysis (*inner model*) is a structural analysis used to predict causal relationships between latent variables. *The inner model* was estimated using *the R-square* (R^2) and predictive relevance (Q^2) tests.

R- *Square* (R^2)

Table 5. R- *Square Adjusted* (R^2)

Variable	R-Square	Adjusted R-Square
Shopping Arousal	0.669	0.660
Impulsive Buying	0.273	0.269

Source: Processed data (2024)

Based on the table above, it is known that the *R-square value* for the *shopping arousal variable* is 0.669, with an *adjusted R-square value* of 0.660. This shows that 66% of the variation in *shopping arousal* can be explained by *streamer attractiveness, social interaction, perceived scarcity, trustworthiness, expertise, shopping arousal, impulsive buying* , while the remaining 34% is explained by other variables that are outside this research. . The *R-square* and *adjusted R-square* values of more than 33% indicate that the influence of the independent variable on the dependent variable is in the medium category. In addition, the Q² value of 0.208 shows that this research model has predictive relevance because it is above 0.000. *The R-square* for the *impulsive buying variable* is 0.273, with an adjusted *R-square value* of 0.269. This shows that 26% of the variation in *impulsive*

buying can be explained and mediated by *streamer attractiveness, social interaction, perceived scarcity, trustworthiness, expertise, shopping arousal, impulsive buying* , while the remaining 74% is explained by other variables outside the research. This. *R-square* and *adjusted R-square* values of less than 33% indicate that the mediating variable on the dependent variable is in the weak category. In addition, the Q^2 value of 0.441 shows that this research model has very good predictive relevance, because it is above 0.35.

Predictive Relevant (Q^2)

Table 6. *Relevant Predictive* (Q^2)

Variable	Q-Square
Shopping Arousal	0.208
Impulsive Buying	0.441

Source: Processed Data (2024)

Based on the table above, it can be seen that the *Q-Square value of the shopping arousal* variable is 0.208 or 20.8%, this shows that the model in this study has a relevant predictive value, because the *Q-Square value* is > 0. Where the model used can explain the information contained in the research data was 20.8%. The same as the *impulsive buying variable* , namely 0.441 or 44.1%, this shows that the model in this research has a relevant predictive value, because the *Q-Square value* is > 0. Where the model used can explain the information contained in the research data of 44.1 %.

Hypothesis Testing

Table7 . Hypothesis testing

Variable	P-Value	Path Coefficients	t-statistics
Streamer Attractiveness -> Shopping Arousal	0,000	0.213	4,202
Para Social Interaction -> Shopping Arousal	0.002	0.150	3,065
Perceived Scarcity -> Shopping Arousal	0.016	0.115	2,408
Trustworthiness -> Shopping Arousal	0,000	0.577	12,812
Expertise -> Shopping Arousal	0.846	0.008	0.195
Shopping Arousal -> Impulsive Buying	0,000	0.522	8,879

Source: Processed data (2024)

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The results of hypothesis testing on the relationship between *streamer attractiveness* and *shopping arousal* show that the *p-value* is 0.000 so it is accepted because *the p-value* is > 0.05 and the t-statistic value of 4,202 is greater than the t-statistic of 1.96. So it is concluded that H1 is accepted, because there is a significant influence on the relationship between *streamer attractiveness* and *shopping arousal* . The results of hypothesis testing on the relationship between *social interaction* and *shopping arousal* show that the *p-value* is 0.002 so it is accepted because *the p-value* <0.05 and the t-statistic value of 3.065 is greater than the t-statistic of 1.96. So it can be concluded that H2 is accepted, because there is a significant influence on the relationship between *social interaction* and *shopping arousal* . The results of hypothesis testing on the relationship between *perceived scarcity* and *shopping arousal* show that the *p-value* is 0.016 so it is accepted because *the p-value* <0.05 and the t-statistic value of 2,408 is greater than the t-statistic of 1.96. So it is concluded that H3 is accepted, because there is a significant relationship between *perceived scarcity* and *shopping arousal* The results of hypothesis testing on the relationship between *trustwhorthiness* and *shopping arousal* show that the *p-value* is 0.000 so it is accepted because *the p-value* <0.05 and the t-statistic value of 12,812 is greater than the t-statistic of 1.96. So it can be concluded that H4 is accepted, because there is a significant relationship between *trustworthiness* and *shopping arousal* . The results of hypothesis testing on the relationship between *Expertise* and *shopping arousal* show that the *p-value* is 0.846 so it is rejected because *the p-value* is > 0.05 and the t-statistic value of 0.195 is smaller than the t-statistic of 1.96. So it is concluded that H5 is rejected, because there is no influence of the relationship between *expertise* on *shopping arousal* . The results of hypothesis testing on the relationship between *Shopping Arousal* and *impulsive buying* show that the *p-value* is 0.000 so it is accepted because *the p-value* <0.05 and the t-statistic value of 8,879 is greater than the t-statistic of 1.96. So it is concluded that H6 is accepted, because there is a significant relationship between *shopping arousal* and *impulsive buying* .

The Influence of *Streamer Attractiveness* on *Shopping Arousal*

The results of hypothesis testing on the relationship between *streamer attractiveness* and *shopping arousal* show that the *p-value* is 0.000 so it is accepted because *the p-value* is > 0.05 and the t-statistic value of 4,202 is greater than the t-statistic of 1.96. So it is concluded that H1 is accepted, because there is a significant influence on the relationship between *streamer attractiveness* and *shopping arousal* . These results are in line with the *Stimulus-Organism-Response* (SOR) theory, which states that the influence of streamer attractiveness on shopping arousal functions as a strong stimulus. A visually appealing streamer can increase audience attention and interest. The viewer's internal or organismic reactions, such as emotions and perceptions, are influenced by the streamer's appeal. This interest can trigger positive emotions such as joy and enthusiasm. These positive

emotions and interest then encourage a behavioral response, namely increased shopping *arousal* . This is also in line with research by Xu et al., (2020) which explains that *streamer attractiveness* has an influence on *shopping arousal* . His research explains that someone who feels more emotionally stimulated is more likely to make *impulse purchases* or interact more with shopping content. It can be concluded that the streamer's appeal increases the positive emotions of viewers, which then increases their desire and shopping activity.

The Influence *of Social Interaction* on *Shopping Arousal*

The results of hypothesis testing on the relationship between *social interaction* and *shopping arousal* show that the *p-value* is 0.002 so it is accepted because *the p-value* <0.05 and the t-statistic value of 3.065 is greater than the t-statistic of 1.96. So it can be concluded that H2 is accepted, because there is a significant influence on the relationship between *social interaction* and *shopping arousal* . These results are in line with the *Stimulus-Organism-Response* (SOR) theory, which states that social interaction, namely the one-way relationship that viewers feel with *the streamer* , functions as a stimulus. *Streamers* interacting with viewers create a sense of closeness and engagement. The audience's internal reactions, such as emotions and emotional involvement, are influenced by these social interactions. This is also in line with research by Xu *et al* ., (2020) which states that *social interaction* influences *shopping arousal* . Feeling para- social interactions can appear when a *streamer* adapt style communication , expression face , and language body they For create illusion two- way relationship with its audience (Xu *et al.* , 2020). Can concluded that as results from experience social interactions here , audience *live streaming* Possible feel that *streamer* is Friend near they . This matter caused by a quick and positive *response* from *streamer* against comment its viewers , as well attention shown to experience watching and feeling personal viewers .

The Influence of *Perceived Scarcity* on *Shopping Arousal*

The results of hypothesis testing on the relationship between *perceived scarcity* and *shopping arousal* show that the *p-value* is 0.016 so it is accepted because *the p-value* <0.05 and the t-statistic value of 2,408 is greater than the t-statistic of 1.96. So it is concluded that H3 is accepted, because there is a significant relationship between *perceived scarcity* and *shopping arousal* . These results are in line with the *Stimulus-Organism-Response* (SOR) theory, which states that *perceived scarcity* , namely the perception of scarcity or limitations of a product, functions as a strong stimulus. Information about products being limited or running out creates a sense of urgency. The audience's internal reactions, such as increased anxiety and excitement, are influenced by this perception of scarcity. Viewers feel pressure to act quickly before the product runs out. This anxiety and urgency then drives a behavioral response in the form of increased shopping *arousal* . This is in line with research by Kristi & Aruan (2023) which states that *perceived scarcity* influences *shopping arousal* .

This research also explains that someone who feels the product is rare is more likely to make a quick or *impulsive purchase* . That matter can trigger competition between consumers are the cause they No have Lots time in the retrieval process decision purchase (Usadi *et al.* , 2023) . It can be concluded that the perception of scarcity increases the audience's anxiety and urgency, which then increases their desire and shopping activity.

The Influence of *Trustworthiness* on *Shopping Arousal*

The results of hypothesis testing on the relationship between *trustworthiness* and *shopping arousal* show that the *p-value* is 0.000 so it is accepted because *the p-value* <0.05 and the t-statistic value of 12,812 is greater than the t-statistic of 1.96. So it can be concluded that H4 is accepted, because there is a significant relationship between *trustworthiness* and *shopping arousal* . These results are in line with the *Stimulus-Organism-Response* (SOR) theory, which states that *trustworthiness* or trust in *a streamer* or platform functions as a stimulus. When viewers trust *the streamer's integrity and honesty* , they feel more secure and confident in the information provided. The audience's internal reactions, such as feelings of security, confidence, and comfort, are influenced by this level of trust. Viewers who feel safe tend to be calmer and more responsive to recommendations or offers made. This sense of security and confidence then encourages a behavioral response in the form of increased shopping arousal. This is also in line with research by Lin *et al.* , (2023) which states that *trustworthiness* influential to *shopping arousal* . Study this also explains that someone who trusts the *streamer* is more likely to make a purchase because they feel confident in the quality of the product and the integrity of the transaction. It can be concluded that trust in *the streamer* or *platform* increases the viewer's sense of security and confidence, which then increases their desire and shopping activity.

The Influence of *Expertise* on *Shopping Arousal*

The results of hypothesis testing on the relationship between *Expertise* and *shopping arousal* show that the *p-value* is 0.846 so it is rejected because *the p-value* is > 0.05 and the t-statistic value of 0.195 is smaller than the t-statistic of 1.96. So it is concluded that H5 is rejected, because there is no influence of the relationship between *expertise* on *shopping arousal* . These results are not in line with the *Stimulus-Organism-Response* (SOR) theory, which states that the reason why *expertise* has no effect on *shopping arousal* . *The streamer's* expertise *functions* as a stimulus that provides accurate and in-depth information about the product. Although expertise may increase the audience's understanding and knowledge of the product, internal reactions such as emotions and emotional involvement may not be significantly affected. Skills are more related to cognitive aspects than emotional ones. Because *shopping arousal* is triggered more by emotional reactions such as excitement, urgency, and emotional involvement, a stimulus in the form of expertise may not trigger an increase in shopping *arousal* . Viewers may feel more informed but not experience the same

emotional drive to make a purchase. This is also in line with research by Putri & Maryam (2023) which states that *expertise* has no effect on *shopping arousal* . In his research, he explained that a person *expertise* own optimal level for come on stage give accurate information in field certain . Can concluded that expertise increases knowledge but does not significantly influence audience emotions, which is a major factor in increasing shopping *arousal* .

The Influence of *Shopping Arousal* on *Impulsive Buying*

The results of hypothesis testing on the relationship between *Shopping Arousal* and *impulsive buying* show that the *p-value* is 0.000 so it is accepted because *the p-value* <0.05 and the t-statistic value of 8,879 is greater than the t-statistic of 1.96. So it can be concluded that H6 is accepted, because there is a significant mediating relationship between *shopping arousal* and *impulsive buying* . These results are in line with the *Stimulus-Organism-Response* (SOR) theory, which states that *shopping arousal* , namely the level of excitement and emotional involvement when shopping, functions as a stimulus. The audience's internal reactions, such as increased positive emotions, urgency, and excitation, are influenced by this arousal. The audience becomes more emotionally triggered. These positive emotions and excitement then encourage a behavioral *response in the form of impulsive buying* . Viewers who experience high shopping *arousal* are more likely to make impulse purchases without much consideration. The conclusion is that shopping arousal increases positive emotions and urgency, which then encourages viewers to make impulse purchases.

CONCLUSION

This research shows that several factors in celebrity live streaming, such as the streamer's attractiveness, social interaction, perceived scarcity, and level of trust have a significant influence on shopping arousal among Generation Z, which in turn encourages impulse buying behavior. Key findings include: Streamer Attractiveness: The visual attractiveness and personality of the streamer significantly increases shopping passion, in line with the SOR theory which states that attractiveness is a strong stimulus. This resulting shopping passion encourages positive emotions such as joy, which then triggers a greater desire to shop. Social Interactions: Parasocial interactions between streamers and viewers create a sense of closeness that increases emotional engagement and, ultimately, shopping passion. This shows that viewers who feel emotionally connected are more motivated to make impulse purchases. Perception of Scarcity: Information regarding product or stock limitations increases viewers' feelings of urgency and anxiety, leading to increased shopping excitement and impulse purchases. This is in accordance with previous research which states that perceived scarcity triggers competition between consumers in decision making. Social Interactions: Parasocial interactions between streamers and viewers create a sense of closeness that increases emotional engagement and, ultimately, shopping passion. This shows that viewers who feel

emotionally connected are more motivated to make impulse purchases. Perception of Scarcity: Information regarding product or stock limitations increases viewers' feelings of urgency and anxiety, leading to increased shopping excitement and impulse purchases. This is in accordance with previous research which states that perceived scarcity triggers competition between consumers in decision making. Trust: Viewers' level of trust in the streamer's integrity and honesty has a positive impact on shopping passion. This sense of security and trust makes viewers more comfortable responding to streamer recommendations, thereby increasing the likelihood of purchase. Streamer Expertise: Unlike other factors, streamer expertise does not have a significant influence on shopping passion. This may be because the cognitive aspects provided by expertise do not trigger strong emotional responses, which are more relevant in impulse buying. Shopping Passion and Impulse Buying: Shopping passion acts as a strong mediating factor in impulse buying. Viewers who feel high shopping passion tend to make purchases without much consideration, fueled by positive emotions, urgency, and emotional involvement. Overall, this study concludes that visual appeal, social interaction, perceived scarcity, and trust are the key factors that trigger shopping passion in celebrity live streams. The resulting shopping passion has great potential to increase impulse buying behavior among Generation Z, making these findings relevant for businesses and celebrities to devise more effective marketing strategies to maximize sales through live streaming.

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