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DECODING IMPULSIVE PURCHASES: STREAMER TRAITS, PERCEIVED VALUE, AND CULTURAL TENDENCIES IN TIKTOK LIVE COMMERCE

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Abstract. *Livestreaming* commerce has rapidly evolved into a highly popular marketing channel. This study aims to reveal how streamer characteristics such as attractiveness and expertise influence consumers' impulsive buying behavior, with perceived value serving as a key mediating factor and individualism acting as a moderating variable. Based on a survey involving 200 TikTok Live Commerce users in Tasikmalaya, the findings show the streamer characteristics play a significant role shaping how consumers perceive a product's value, which ultimately affects their impulsive purchase decision. Moreover, cultural background factors particularly individualistic tendencies also play an important role, as consumers with such personalities are more easily influenced by messages emphasizing social status. This investigation's constraints encompass its exclusive concentration on TikTok Live Commerce and a cross-sectional methodology, thereby impeding definitive causal conclusions. Moreover, streamer attributes and cultural factors impacting spontaneous purchasing behaviors, as well as their moderating influence on mediating pathways, have not been sufficiently examined. Subsequent scholarly inquiry ought to integrate experimental, longitudinal, and qualitative approaches to achieve a holistic comprehension of consumer conduct. Additional streamer-related elements, such as interactivity and distinctiveness, warrant empirical investigation, alongside the incorporation or substitution of moderating variables to elevate the comprehensiveness of future research endeavors.

Keywords; *Livestreaming commerce, impulsive buying, streamer characteristics, perceived value, individualism*

1. Introduction

The rapid rise of livestreaming commerce has reshaped the digital marketplace, evolving from a niche activity into a central economic force. This shift is most evident in China, where users reached nearly 469 million by mid-2022, signaling a profound change in consumer behavior (M. Zhang et al., 2023). Livestreaming has become a major marketing channel that blends real-time interaction with emotional engagement, creating an environment where persuasive delivery often triggers unplanned, impulsive purchases (Lee & Chen, 2021). While the economic impact is clear, academic inquiry into the specific drivers of these decisions is still maturing. Current research suggests a streamer's social presence and communication style significantly affect purchase intentions (Yu et al., 2025). However, the specific role of the streamer's personality requires further exploration. Evidence indicates that sales success often relies on the individual behind the screen, with attributes like attractiveness and expertise proving critical in shaping consumer behavior (He & Jin, 2022; H. Zhang et al., 2023). Central to this process is *perceived value*, a psychological assessment where consumers weigh benefits against costs, directly fueling impulse buying (Cheng et al., 2024; Wu et al., 2023). Consequently, this study examines two key attributes: attractiveness and expertise to investigate their impact on impulsive decisions (Jiang et al., 2024; Meng et al., 2021). Specifically, the

research explores how these characteristics enhance purchase intentions through the mediating role of perceived value. This study proposes a framework integrating streamer traits, perceived value, and consumer individualism to explain impulsive buying. The model theoretically enriches understanding of purchase psychology (Luo et al., 2023) and practically informs effective livestreaming marketing strategies.

Attractiveness encompasses warmth, likability, and emotional connection with viewers (Z. Yang et al., 2025), fostering an environment that merges entertainment with purchasing (Li et al., 2025). Streamer appeal increases product value, promoting spontaneous purchases (H.-H. Cheng, 2020; Le et al., 2024).

H1: Attractiveness positively influences impulsive buying.

Expertise, defined by streamers' knowledge and accurate information delivery (F. Yang et al., 2022), builds trust through clear, credible guidance in live settings, reducing consumer hesitation (He & Jin, 2022). Increased trust enhances perceived product value, reinforcing impulsive buying (Jiang et al., 2024; X. Li et al., 2024).

H2: Expertise positively influences impulsive buying.

Perceived value, a consumer's assessment of utility balancing inputs and outputs across utilitarian, hedonic, social, and emotional aspects (Y. Li et al., 2024), is crucial in live-streaming. Here, it manifests as satisfaction, immersion, and risk reduction (X. Yang et al., 2023). Perceived value mediates streamer communication and purchase intent by framing benefits against costs (M. Li & Zheng, 2024; Ngo et al., 2023). It links streamer attributes like attractiveness and expertise to consumer behavior. Enhanced perceived value, amplified by interactivity, directly increases impulsive buying (Maojie, 2023).

H3: Perceived value positively mediates the relationship between streamer attributes and impulsive buying.

Cultural tendencies significantly influence consumer responses. Individualism, emphasizing personal autonomy and independent decision-making, moderates the conversion of perceived value into behavior (Minkov et al., 2017). Highly individualistic consumers often exhibit more impulsive purchasing due to personal satisfaction driving decisions over social influence (Kacen & Lee, 2002). For these consumers, the perceived value-impulse purchase link is stronger (Czarnecka et al., 2020). Conversely, less individualistic consumers may rely more on social cues or others' opinions for purchasing decisions (Luo et al., 2023).

H4: Individualism positively moderates the relationship between perceived value and impulsive buying.

2. Methods

This research utilizes a quantitative survey to examine the impact of streamer attractiveness and expertise on impulsive buying, mediated by perceived value and moderated by individualism. The target population comprises TikTok Live Commerce consumers in Tasikmalaya, aged 18 or older, with at least two times view *livestreaming* via the platforms. This approach allows quantitative assessment of trends and variable relationships within the sampled population (Creswell, 2018). The sample size was determined by multiplying the number of indicators by five (Sekaran & Bougie 2021). Results of minimum sample that is in line with statement above is 195 sample or respondent. Variable was assessed using a bipolar adjective scale derived from semantic differentials. Data collection employed a closed questionnaire with 1-10 rating scale (Kotler & Keller, 2021), with an even range intentionally selected to discourage central

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tendency bias. Scores 1-5 represented disagreement, and 6-10 indicated agreement. The questionnaire was distributed via social media frequented by TikTok Live users. Data analysis employed Covariance-Based Structural Equation Modeling (CB-SEM) to validate the proposed theoretical model, examining inter-variable relationship (Kline, 2015). Analysis utilized IBM SPSS Statistic 27.0.1 and IBM SPSS AMOS 24, with a conceptual model illustrating variable interdependencies.

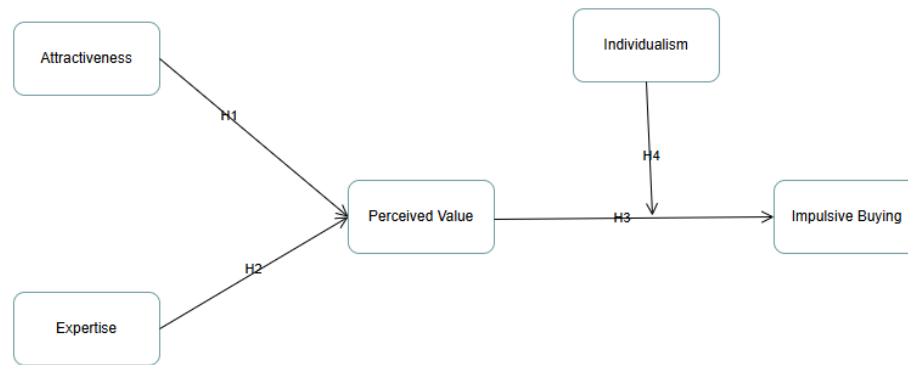


Fig 1. Research Model

Source: Research Results, 2025

Table 1. Characteristic Responden

Characteristics	Attribute	Total	%
Gender	Men	87	43,5
Gender	Women	113	56,5
Age	<18 years	38	19
Age	18–24 years	116	58
Age	25–34 years	41	20,5
Age	35–44 years	4	2
Age	≥45 years	1	0,5
Frequency of view Tiktok Live per week	1–2 times	57	28,5
Frequency of view Tiktok Live per week	3–4 times	71	35,5
Frequency of view Tiktok Live per week	5 times or more	72	36
TOTAL		200	100

Source: Research Results, 2025

From the 200 data samples obtained, it is clear that the audience is dominated by the Gen Z and early millennial groups, the majority of whom are women, who tend to actively interact in real-time and are responsive to real and clear calls to action. This study uses covariance-based Structural Equation Modeling (SEM) as the analysis method using AMOS software. The analysis process begins with the construction of a previously developed conceptual model, which forms the basis for the research hypotheses. After that, the collected data will be examined to ensure that no data is missing and to verify that the data meets the criteria required in SEM analysis. After that, validity and reliability tests are carried out to ensure that the measurement items used can accurately represent the variables in this study and have a high level of consistency. Once validity and reliability are assured, the model will be tested to ensure that it is appropriate or fits.

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Testing continues with analyzing the significance between variables, in accordance with the proposed hypothesis (Hair et al., 2019). In Model 1, the multivariate critical ratio was 1.119, which is within the acceptable range of ± 2.58 , thus confirming normal distribution for subsequent analysis. Univariate Z-scores ranged from -2.948 to 2.020, falling below the ± 3 threshold, indicating the absence of univariate outliers. The Mahalanobis distance of 28.543 in multivariate testing, though exceeding the chi-square table value of 87.901, did not signify any multivariate outliers. For Model 2, the multivariate critical ratio of 0.021 was also within the ± 2.58 range, supporting normal data distribution. Univariate Z-scores ranged from -2.948 to 2.614, and the Mahalanobis distance of 23.739, compared to the chi-square table value of 69.228, confirmed no outliers. Consequently, the data adheres to normality assumptions and is free of outliers, permitting progression to SEM analysis, as advised by Hair et al. (2019).

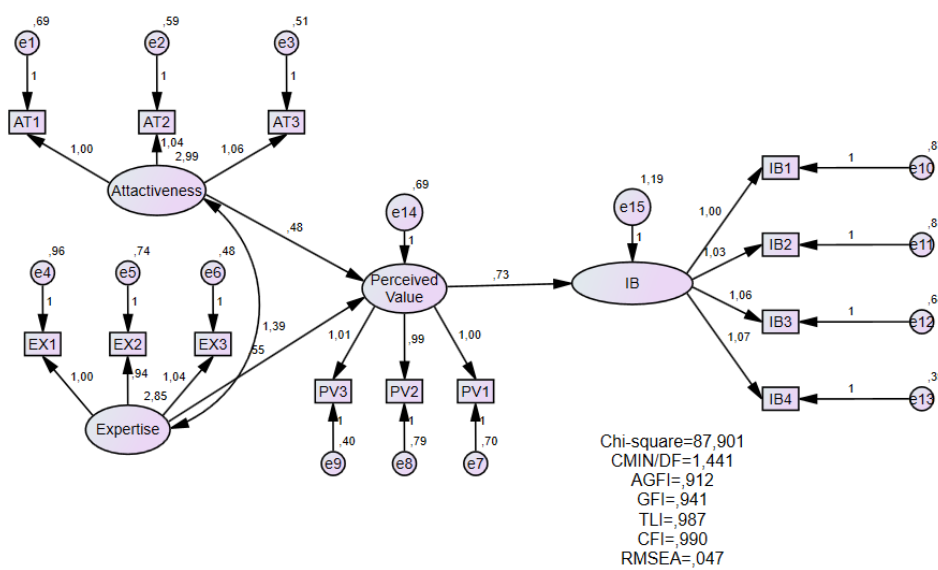


Fig 2. Model 1

Source: Research Result, 2025

This path diagram presents a Structural Equation Model depicting consumer behavior drivers. Attractiveness and Expertise positively influence Perceived Value, with expertise showing a stronger effect. This value mediates the impact on IB (Intention to Buy). The low RMSEA (.047), high CFI (.990), TLI (.987), GFI (.941), AGFI (.912) and low CMINDF (1.441) confirm excellent model fit.

Table 2. Godness Of Fit (GOF) Model 1

Goodness of Fit	Result Analysis	Cut of Value	Evaluating Model
Chi-Square	87.901	Expected to be small	Marginal Fit
CMIN/DF	1.441	< 2.000	Fit
AGFI	0.912	> 0.90	Fit
GFI	0.941	> 0.90	Fit
TLI	0.987	> 0.95	Fit
CFI	0.990	> 0.95	Fit
RMSEA	0.047	< 0.80	Fit

Source: Research Result, 2025

The data presented confirms both the reliability of the structural model and the significance of the mediated pathways. First, the Goodness of Fit table establishes that

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the model aligns robustly with the observed data; while the Chi-Square suggests a marginal fit which is often a byproduct of sample size sensitivity key indices like the CFI of 0.990 and an RMSEA of 0.047 provide strong evidence that the model is stable and valid.

Table 3. Hypotesis Testing

Parameter	Estimate	Lower	Upper	P
AT>PV>IB	,354	,264	,435	,003
EX>PV>IB	,401	,300	,513	,002

Source: Research Result, 2025

Building on that foundation, Table 3 validates the mediation hypotheses. The results show that Perceived Value (PV) successfully bridges the relationship between the predictors and the outcome. Specifically, both Attractiveness (AT) and Expertise (EX) have a significant positive impact on Intention Behavior (IB) through Perceived Value, with the *Expertise* pathway appearing slightly stronger (estimate of .401) and both p-values falling well below the .05 significance threshold.

Table 4. Hypotesis Testing Direct Effect Model 1

Influence Relationship			Estimate	C.R	Decision
AT	→	PV	0.485	9.116	0.000
EX	→	PV	0.548	9.587	0.000
PV	→	IB	0.731	11.806	0.000

Source: Research Result, 2025

Model 1 directly tested how variables influence each other. Both Attractiveness (AT) and Expertise (EX) significantly and positively affected Perceived Value (PV). Higher attractiveness and expertise lead to greater perceived value. Furthermore, Perceived Value (PV) substantially influenced Impulse Buying (IB). Increased perceived value strongly promotes spontaneous purchases. The model's relationships are statistically supported, highlighting perceived value's role in impulse buying.

The evaluation of Model 1 shows that all measurement indicators are valid and reliable across variables. For the exogenous variable Attractiveness, the results indicate strong internal consistency with a CR of 0.941 and VE of 0.842. The strongest indicator is the streamer's positive image (AT3) with a loading of 0.931, followed by an engaging communication style (AT2) at 0.919 and physical attractiveness (AT1) at 0.902, suggesting that image and communication slightly outweigh physical appearance. The Expertise variable also performs well, showing a CR of 0.921 and VE of 0.796. The highest contributor is the streamer's confidence in answering questions (EX3: 0.930), supported by clear explanations of product features (EX2: 0.879) and strong product knowledge (EX1: 0.866), indicating that confident interaction is central to perceived expertise. For the mediating variable Perceived Value, reliability is similarly high with a CR of 0.935 and VE of 0.829. The most dominant indicator is confidence in addressing product-related questions (PV3: 0.941), followed by understanding product value (PV1: 0.901) and clarity of explanation (PV2: 0.888, underscoring the importance of informative engagement. The endogenous variable Impulsive Buying also shows strong measurement quality, with a CR of 0.947 and VE of 0.817. Watching livestreams to find promotions (IB4) is the strongest indicator at 0.944, followed by preferring livestream purchases (IB3: 0.911), recommending products (IB2: 0.886), and buying with little

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deliberation (IB1: 0.873). These results confirm the instrument's accuracy in capturing impulsive buying behavior. All indicators show factor loadings above 0.40, meeting validity requirements. VE values exceed 0.50 and CR values surpass 0.70, confirming that the measurement model meets both validity and reliability standards

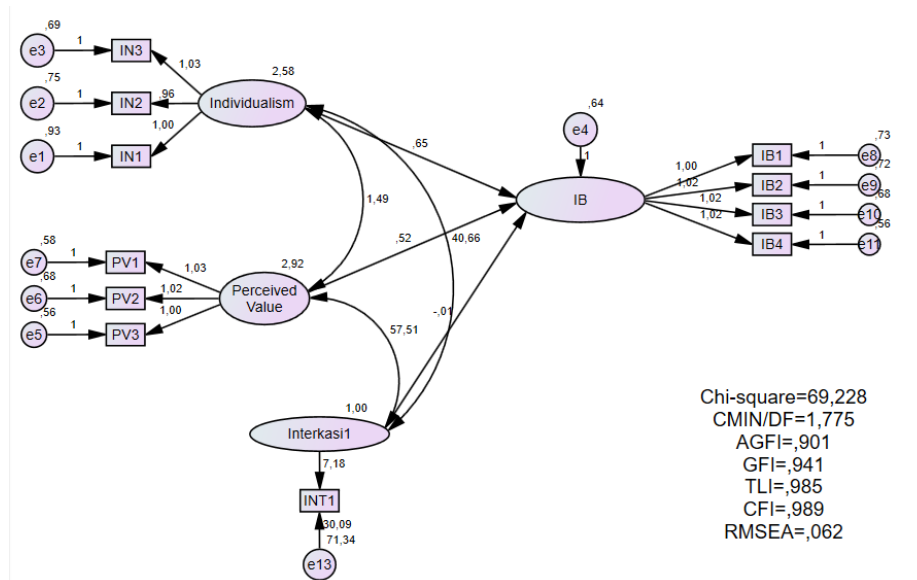


Fig 3. Model 2

Source: Research Result, 2025

Figure 3 illustrates a structural model, labeled Model 2, that introduces a layer of complexity by testing an interaction effect alongside direct predictors. The diagram maps how Individualism and Perceived Value, along with a specific Interaction term, collectively drive Intention Behavior (IB). The statistical output validates this more clear-cut approach; the model fits the data well, evidenced by a strong CFI of .989 and a solid RMSEA of .062. Essentially, this suggests that the proposed moderation framework is a reliable way to explain the nuances in the participants' behavioral intentions.

Tabel 5. Godness Of Fit (GOF)

Goodness of Fit	Result Analysis	Cut of Value	Evaluasi Model
Chi-Square	47.466	Expected to be small	Marginal Fit
CMIN/DF	1.483	< 2.000	Fit
AGFI	0.925	> 0.90	Fit
GFI	0.956	> 0.90	Fit
TLI	0.989	> 0.95	Fit
CFI	0.992	> 0.95	Fit
RMSEA	0.049	< 0.80	Fit

Source: Research Result, 2025

Table 5 shows Goodness of Fit indices, indicating the structural model fits the data well. Despite a marginal Chi-Square value, other diagnostics suggest stability. The CMIN/DF ratio (1.483), GFI, and AGFI exceeding 0.90 are favorable. Comparative

indices CFI (0.992) and TLI (0.989), along with RMSEA (0.049), confirm the model's robustness and empirical validity.

In the measurement of the second model, the validity of the indicators for the Perceived Value variable experienced a slight change in pattern but remained high. Here, the streamer's understanding of the product (PV1) became the most dominant indicator with a loading value of 0.937, surpassing confidence in answering questions (PV3: 0.903) and clarity of explanation (PV2: 0.895). This shift indicates that in a more complex model, the streamer's mastery of the product material becomes a key element of perceived value. The moderating variable Individualism is measured through three psychological indicators. Indicator IN3, which measures shopping satisfaction based on personal preferences, has the highest validity (0.893). Next, indicator IN2 (0.876) highlights the purchase motive for social recognition, while IN1 (0.855) indicates the level of independence or non-dependence on others in decision-making. Finally, for the Impulsive Buying variable in Model 2, the indicator pattern remains consistent with Model 1. Watching frequency (IB4) remains the strongest reflector of impulsive behavior with a value of 0.940, followed by shopping channel preference (IB3: 0.907), product recommendations (IB2: 0.894), and spontaneous purchases (IB1: 0.873). The high consistency of values in both models confirms the stability of the instrument in measuring consumers' impulsive tendencies. The results show that all item factor loadings exceeded 0.40 which proves their effectiveness in representing the construct. The reliability assessment requires VE values to exceed 0.50 and CR values to reach above 0.70. The analysis results show that all VE values exceed 0.50 and all CR values exceed 0.70.

Tabel 6. Hypotesis Testing Direct Effect Model 1

<i>Influence Relationship</i>			<i>Estimate</i>	<i>C.R</i>	<i>Decision</i>
PV	→	IB	0.524	9.218	0.000
IN	→	IB	0.649	9.736	0.000
Interaksi 1	→	IB	0.005	-5,276	0.000

Source: Research Result, 2025

Data indicates Individualism (IN) (0.649) and Perceived Value (PV) (0.524) are dominant predictors of Intention Behavior (IB), both highly significant ($p < 0.000$). The Interaction term (0.005) has a negligible effect, suggesting direct influence rather than combined impact.

3. Discussion

The Findings show streamer appeal and expertise elevate perceived product value, not directly driving impulse buys. This enhanced perception facilitates emotional engagement for spontaneous purchases. Individualism is critical; consumers valuing personal taste derive greater self-fulfillment, reinforcing the perceived value-impulse buy link. Managerially, brands should partner with charismatic, knowledgeable streamers to increase product value and target individualistic consumers. Theoretically, this clarifies streamer attribute impacts on consumer behavior and frames future live commerce research, particularly concerning individualism.

4. Conclusion

Streamer attractiveness and expertise enhance perceived value on TikTok Live Commerce, thereby promoting impulsive purchasing. Individualistic and collectivistic orientations also correlate with perceived value and consequential impulsive buying. Current research is constrained by its exclusive concentration on TikTok Live Commerce and a cross-sectional methodology, which limits the establishment of causal relationships. Further investigation is warranted into streamer engagement, distinctiveness, pertinent

cultural factors. and their moderating influences. Future scholarly work should incorporate experimental. longitudinal. and qualitative methodologies to achieve a comprehensive understanding of consumer behavior construct.

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