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THE INFLUENCE OF CUSTOMER BELIEF AND DESIRE TOWARD IMPULSIVE BUYING MEDIATED BY POSITIVE EMOTION IN INDONESIA E-COMMERCE LIVE STREAMING

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Abstract. *This study discusses the relationship between consumer trust and consumer desires with consumer impulse buying attitudes on live streaming e-commerce. The purpose of this study was to analyze the effect of customer trust and customer desire on positive emotions and on impulse buying. This research was conducted on 391 respondents by distributing online questionnaires. The selected respondents are Indonesian millennials who live in the JABODETABEK area who have used and shopped through live streaming e-commerce in Indonesia. This study uses the SmartPLS path analysis method with the help of SmartPLS v 3.2.6 software to perform calculations on the data. The conclusion of this study is that customer trust and customer desire have a direct influence on impulse buying but not directly through positive emotions. Only trust (customer trust) and hedonic value (customer desire) have an indirect influence on impulse buying through positive emotions.*

Keywords: Online impulsive buying, Customer belief, Customer desire, Positive emotion

1. **Introduction.** Over the past decades, technology has changed the world and people's daily lives. Technological upgrades have introduced faster channels to interact via instant messaging and social media platforms. Research records that Indonesian Internet users spend an average of 8 hours 52 minutes per day on the Internet, and 3 hours 14 minutes per day on social media [1].

This fact shows that video and entertainment content is increasingly being sought by Internet users in Indonesia. This development led e-commerce players in Indonesia to activate live streaming shopping. E-commerce has succeeded in attracting the attention of consumers in Indonesia and is one of the main drivers that makes Indonesia the country with the largest digital economy value in Southeast Asia. Bank Indonesia data shows that e-commerce transactions in August 2020 rose to 140 million transactions compared to 2019 which only reached 80 million transactions [2]. This rapid development of e-commerce shows great opportunities for the online shopping industry in Indonesia. While the top product categories that are sold the most in e-commerce include electronics, fashion, beauty products, food and beverages, and household goods.

When facing online shopping, Indonesian consumers tend to shop impulsively. Indonesians are not loyal to certain sellers or certain e-commerce platforms. Indonesian people have a trend to compare products and prices at various stores in e-commerce and even between e-commerce. As many as 35.4% of women browse first to find the products and brands they want to buy [3]. This number is higher on younger segment. As many as

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64% of Indonesian consumers, the majority of whom are millennials, admit that they do not know exactly what they want to buy when they want to shop online and they are not stuck with just one brand when they want to buy a product online [4]. The Millennials live in an era with Internet convenience and the convenience of digital payments such as electronic money, fintech loans, digital payments to credit cards, making them inclined to consumptive shopping [3]. According to the charity Money and Mental Health, one in eight adult shop for goods online, even if they do not need it. Moreover, when there is Big Sales event such as 12.12 flash sales, 13% of consumers stated that they bought impulsively when they saw a discount on a product that caught their attention and 54% of e-commerce users in the millennial generation have the habit of making impulse purchases when they find promos or offers that exist in e-commerce [4].

With the development of e-commerce and the widespread popularity and adoption of the Internet, live streaming e-commerce has become an important new retail e-commerce model. With the integration of live streaming in e-commerce, greater potential is created to provide a richer and interactive, real-time, and reality-based shopping experience in an interactive cyber-physical environment. [5] shows that over 23% of consumers are influenced by live streaming marketing, not by self-driven product demand, which leads to unplanned consumption. This ratio is even higher among consumers under the age of 30. Consumers who engage in impulse buying tend to display emotions at any time during the purchase (i.e., before, during, or after). A study conducted by [6], shows that impulse buying behavior is associated with positive emotions and feelings. Impulsive shoppers experience more positive emotions such as pleasure and thus spend more. Impulsive buyers have a strong need for arousal and experience emotional ups and downs from persistent repeat buying behavior. Such arousal may even be a stronger motive for impulse buying than product ownership [6].

In a live streaming shopping environment, consumers are faced with a new shopping environment, they are faced with various stimuli that have the potential to stimulate 'stimulated shopping' decisions. Live streaming opens new horizons for sellers and brand owners of the potential power of visuals to showcase products in detail, communicate, share messages with consumers in real time, ask questions that are answered in real time by streamers and provide personalized guidance which ultimately affects customer buying behavior [5]. Hence, consumers will be more confident about product quality and encourage them to make smart and efficient purchasing decisions without fear of receiving goods that do not match what they see.

Moreover, a strong social element, customers interacting with streamers, interacting with other viewers, giving virtual gifts, playing games builds the utility and social benefits of the audience in the buying process to enable sellers to form bonds with buyers. By adding an element of human interaction to the online buying process, live streaming shopping not only helps consumers build trust but also accelerates purchase considerations. Consumers can seek experiential and emotional benefits from live streaming shopping [6].

Grand View Research's analysis results show that the number of live streaming markets is projected to continue to increase and dominate until 2027 [2]. Leading e-commerce players in Indonesia such as Shopee, Lazada, Tokopedia have implemented promotional activities through live streaming and demonstrated increasing order conversions as well as attractive promotional experiences to increase customer interaction. In April 2020, Shopee Live was watched 120 million times and a 70% increase in viewing time from before and resulted in an average sales increase of 3.5 times the usual sales [7]. Meanwhile, Lazada, in April 2020, has scored a total GMV figure of 45% higher through Lazlive from month to month. Live streaming has provided a pleasant and conducive environment for impulse buying and impulse buying is an important aspect of social trading [8]. The new business model of live streaming for e-commerce has brought new possibilities for e-commerce platforms to solve traffic dilemmas and get new high turnover.

Regarding the phenomenon described above, we can see that live streaming provides shopping certainty, consumer social and hedonic experiences in shopping, and makes it easier for consumers who watch live streaming to get products more easily, reliably, and profitable to consumers so as to form positive consumer feelings that encourage impulsive consumer purchases because when consumers feel positive emotion from a product or activity, the less likely consumers are to make rational decisions on products and engage in impulse purchases. Hence, researchers are interested in discussing whether or not customer belief and desire will trigger impulsive buying in live streaming e-commerce in Indonesia among millennials to streamline the use of live streaming in Indonesian e-commerce.

This study will adopt the research conducted by [8] for the effect of consumers' belief, desires, and emotion on their impulse buying behaviour. However, previous research was conducted on behalf of coupon website browsing that not reflecting consumers' purchasing behaviour when they are watching a live streaming at a certain platform. Moreover, this study will also look into how consumers preference will be different when they are looking into different product categories. This research is useful for broadening the understanding of consumer behaviour and emotion effect toward their impulse buying action on e-commerce live streaming to achieving a better used and development of e-commerce live streaming for e-commerce seller and e-commerce platform in Indonesia.

2. **Literature Review.**

2.1. **Impulse buying.**

In [9], impulsive buying was defined as a consumer's tendency to make purchases spontaneously, not reflected, in a hurry driven by emotional psychological aspects of a product and tempted by marketing persuasion. Furthermore, [8] also explained that impulse buying occurs when consumers experience a sudden experience, and have a strong urge to buy something immediately.

This study will focus on pure impulse buying, which is an impulse purchase made because of an emotional outburst from consumers so that they make purchases of products outside their buying habits. According to [10], pure impulse buying is a sudden and direct online purchase without any pre-shopping intention. It was unplanned, spontaneous, and decided on the spot. Pure impulse buying is a novelty or escape purchase where the shopper rests in following the usual shopping trends.

2.2. **Customer belief.**

Customer beliefs and desires can be assumed to precede emotions. In addition, positive consumer emotions are described as a tendency relationship with impulsive buying behavior because emotions play an important role in stimulating impulse buying behaviour [8]. Belief is a description of thinking that someone holds about something [11]. Therefore, belief (belief) is the expected result that will be obtained after a behavior or action. In addition, emotional appraisal theory [11] states that emotions are produced by people's judgments of the world or situations; thus, their beliefs about the world generate emotions. In conclusion, people's beliefs influence their emotions and behavior in various contexts. In [11], there are two dimensions that can measure a person's belief, namely trust and normative evaluation.

Previous research by [12] described trust as "a willingness to rely on an exchange partner in which one has confidence". [11] defined trust as "a psychological state consisting of an intention to accept vulnerability based on positive expectations of the intentions or behavior of others". Several factors affect consumer trust, such as companies, salespeople, products, services, brands, and physical environment. Trust affects consumer perceptions, attitudes, and behavior towards retailers. It also serves to increase consumer confidence in their decision making. In addition, [13] found that because uncertainty is an indicator of online customer hesitation to make transactions, lack of trust or high uncertainty can result in negative feelings towards the product and low purchase intention. This could lead to the proposal of hypothesis that when consumers feel safe and harmless, they will

trust the seller that leads to a huge purchasing intention. In e-commerce live streaming we are suggesting that through a visual aid and direct interaction, consumer's level of uncertainty will decrease and lead to a positive emotion regarding the activity that they are doing that causes them the feeling of buying the product instantly.

H1: Consumer's trust in an e-commerce live streaming positively influences consumer's positive emotion

H2: Consumer's trust in an e-commerce live streaming positively influences consumer's impulse buying

Previous research by [14] defined normative evaluation as consumer judgment, an assessment of the appropriateness of making an impulse purchase in a given buying situation. Normative evaluation is considered as another internal factor in the formation of consumer belief in consumer impulsive buying behaviour [11]. The normative perspective on individual behavior provides general and specific guidelines for acceptable behavior in a given situation. This emphasis on the situational dimension is very important because even if consumers have a generalized normative view of impulsive buying, the most sequential effects are likely to be those that arise when a consumer experiences impulse buying in a given situation [11]. When consumers experience an impulsive stimulus, they then evaluate the appropriateness of the situation and make a consequent decision [14]. Furthermore, this study measures the importance of consumer belief at different product categories that affect consumer in the process of purchasing decision making since consumer might have different sense of importance regarding their feeling toward a product when decided to buy.

H3: Normative evaluation in e-commerce live streaming activity positively influences consumer's positive emotion

H4: Normative evaluation in e-commerce live streaming activity positively influences consumer's impulse buying

2.3. **Customer desire.** In [15], customer desire was described as a cyclical, highly pleasurable experience resulting from an internalized moral code used by consumers themselves as a means of self-management. Desire is not necessarily a need, it is generally seen as the driving force behind consumption. Desire is a fundamental source of life energy and is a major motivator for decision making and, as such, is a basic human motive. Adaptation theory also explains that when individuals achieve a desired state, they perceive the experience of relief, comfort, and satisfaction as a reward for their efforts.

Based on the description above, it can be concluded that consumer desire is a feeling of having a certain motive as the main motivator that will influence consumers to make a decision to make a purchase. Customer desire to shop is bound by the values that consumers get when shopping [14]. The shopping desire dimension is classified into 2 dimensions, namely utilitarian and hedonic values [11].

As in [16] hedonic value is defined as product consumption based on the desire to experience pleasure and happiness. Customer desire to shop is bound by the values that consumers get when shopping [11]. Hedonic value is mostly about the shopping experience itself [17]. Desire for fun, entertainment and escape is associated with hedonic shopping motivation [10]. Hedonic value is a stimulus to choose the quality of the shopping environment in terms of perceived enjoyment, visual appeal and escape [18]. So the hedonic value is a person's assessment based on the fulfillment of pleasure and pleasure when doing shopping activities. In e-commerce live streaming context, consumer will be getting other additional value such as gimmicks, interaction, and discount that will lead consumer to positive emotions of the activity and make direct impact to impulse buying.

H5: Hedonic value in an e-commerce live streaming positively influences consumer's positive emotion

H6: Hedonic value in an e-commerce live streaming positively influences consumer's impulse buying

Utilitarian values are the result of a focused and rational shopping approach that is undermined by task and goal-oriented efforts. Utilitarian value is a value that is considered objectively and rationally when doing [17]. Included in the utilitarian values are [19]:

1) Cost Savings – the cheapest price factor with the same product and service quality.

2) Services – the services offered are also considered by consumers to make a repurchase.

Consumers shop through e-commerce live streaming because they can access the stream anytime and anywhere and compare prices and find other useful information. Utilitarian values are shaped by consumers' practical desires and primarily contain the fulfillment of functional and cognitive motivators [17]. This value is closely related to the rational nature of consumers in terms of monetary value, shopping convenience, and time savings [19].

In [20] it shows that utilitarian values provide functional benefits for task-specific-based shopping activities until the fulfillment of shopping tasks will result in positive emotions that head to impulse buying. Hence, it can be concluded that utilitarian value is the value felt by consumers when doing shopping activities that consider the objective and rational factors of a consumer. Furthermore, this study will rank the importance of hedonic and utilitarian value impact toward consumer impulse buying tendency on different product categories that will directly increase customer tendency to buy impulsively.

H7: Utilitarian value in an e-commerce live streaming positively influences consumer's positive emotion

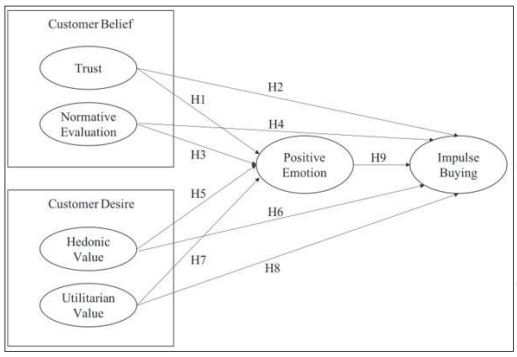
H8: Utilitarian value in an e-commerce live streaming positively influences consumer's impulse buying

2.4. **Positive emotion.** Emotion is something that is strong, and tends to be uncontrollable feelings that affect behavior. Emotions lead to recognizable, specific feelings, and influences on the likes or dislikes of those specific feelings [20]. Furthermore, [21] wrote that emotion is an effect of mood which is an important factor for consumers in purchasing decisions. Typically, emotions are classified into two orthogonal dimensions, namely positive and negative. Positive emotions come from before the occurrence of one's mood, the inclination of one's effective nature and reactions to a supportive environment such as interest in items or sales promotions.

Positive emotion is also expressed as a feeling or mood experienced by someone that has an impact on a very large desire to make impulse buying [21]. In an early impulse buying study, [20] showed that consumers who have more positive emotions show a greater tendency to buy products impulsively because they feel less in control. [22] supported the results that consumer happiness and excitement significantly affect impulse buying. Hence, consumers who have positive emotions are more likely to engage in impulse buying, because they want to respect themselves and have high energy levels.

H9: Positive emotions experienced by consumers during e-commerce live streaming positively impact their impulse buying behavior

3. **Research Methodology.** This research established a quantitative research approach that aims at measuring the data and generalizing the results from the sample to the population being studied. Data was collected in a time span of "one shoot" – cross sectional, that is, data was collected only once in a certain period and on one particular research object. The unit of analysis in this research is millenials e-commerce live streaming users who live in JABODETABEK area. In this study, the data collection techniques used were 1) literature review, the researcher conducted a literature study to obtain information related to research as a theoretical basis through literature on books, journals, and related



Fashion	Electronic	Beauty & Personal Care	Food & Beverage	Household Equipment
Trust	Trust	Trust	Trust	Trust
Normative evaluation	Normative evaluation	Normative evaluation	Normative evaluation	Normative evaluation
Hedonic value	Hedonic value	Hedonic value	Hedonic value	Hedonic value
Utilitarian value	Utilitarian value	Utilitarian value	Utilitarian value	Utilitarian value

Importance ranking of customer belief and desire in different product categories

FIGURE 1. Research model

research results, and 2) online questionnaire distribution. Non-probability sampling with convenience sampling with sample decided to be taken was 384 respondents based on [23].

There are three research methods used in this research, namely the associative method with path analysis using SmartPLS version 3 application with the path analysis method to analyze the relationship between one variable based on the assumption that the relationship between the determined variables refers to and considers the knowledge base theory, where each variable is assumed to represent a theoretical concept which is presented in the form latent variable. The purpose of PLS is to help researchers to obtain latent variable values for predictive purposes. Weight estimates for creating latent variable score components are obtained based on how the inner and outer models are specified. The result is that the residual variance of the endogenous variables is minimized. In this study, there were categories of respondents based on gender, aged, domicile, and most purchase product categories. Several questions related to the variables studies using the Likert scale were tabulated and brought to the anlysis stage.

After the results of the effect test have been carried out, an evenness difference test will be carried out using the MANOVA method to determine whether the tested variables have different levels of importance in different product categories. Then proceed with descriptive statistical analysis to rank the variables in different product categories. In this study, there were categories of respondents based on gender, age, etc. Several questions related to the variables studied using the Likert scale were tabulated and brought to the analysis stage. The amount of data collected using a questionnaire was 391 respondents.

The measurement model (outer model) consists of a validity test and a reliability test [24]. There are three criteria for assessing the measurement model (outer model), namely convergent validity (the amount of loading factor for each construct). If the loading value between each indicator is above 0.50, then the instrument/questionnaire that has been designed has good convergent validity based on the loading factor approach. The results of data processes show the results of calculating the loading factor of the instrument/questionnaire between each indicator gain above 0.05 (loading value > 0.7), so that we can conclude that the instrument or questionnaire designed has good convergent validity.

Discriminant validity was analyzed to determine the correlation between latent variables by comparing the square roots value of the average variance extracted (AVE) that usually viewed diagonally. Constructs that have good validity are required to have an AVE value that must be above 0.05. Since the square root value of AVE for each latent variable is greater than the correlation value between these latent variables and other latent variables, the designed instrument/questionnaire has good discriminant validity. And if the loading value of an indicator is > 0.7, it means that the latent variable is said to be quite good in terms of representing the indicator.

After the convergent validity analysis has been fulfilled, then the reliability testing of each dimension will be carried out. The results of reliability testing were seen from

Cronbach's Alpha value which is greater than 0.06, then seen from the value of composite reliability coefficients above 0.07 which indicated that all dimensions in this research are reliable.

Standardized root mean square residual (SRMR) is defined as difference between the observed correlation and the implied correlation matrix model. Thus, it is possible to evaluate the mean magnitude of the difference between the observed and expected correlations as a definite quantification of the fit criterion (model). Values less than 0.10 or 0.08 (in a more conservative version) are considered good fit.

The coefficient of determination (R^2) is utilized to find out how much the dependent variable construct can be described by the independent variable construct. R^2 values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak. In this research, it was found that the R^2 value of the model consumer belief and consumer desire on impulse buying is 0.677. This means that the ability to influence the variable customer belief and customer desire as independent variables in explaining the impulse buying variable is 67.7% while 32.3% is explained by other factors. And the R-square value of the influence model of consumer belief (trust and normative evaluation) and consumer desire (hedonic value and utilitarian value) on positive emotion affect is 0.667. It can be interpreted that 66.7% of the positive emotion affect constructs are explained by consumer belief (trust and normative evaluation) and consumer desire (hedonic value and utilitarian value), while 33.3% is explained by other factors outside the study.

After re-testing the trust and hedonic value variables on positive emotion and impulse buying because it was found that there was no significant influence on the normative value and utilitarian value variables in this study, it was found that the ability to influence the hedonic value and trust variables as independent variables in explaining the variables impulse buying is 75.3%. Meanwhile, 24.7% was explained by other factors outside the study. The R-square value of the hedonic value and trust influence model on positive emotion affect is 0.671. It can be interpreted that 67.1% of the positive emotion affect constructs are explained by hedonic values and trust, while 32.9% are explained by other factors outside the study. The SRMR value of 0.041 is smaller than 0.05 so that the model can be said to be fit.

4. **Result.** Analyzing the findings of the study model, it was found that the utilitarian value and normative value variables did not have a significant effect on positive emotion so that there was no path relationship between the normative evaluation variable and utilitarian value with the positive emotion mediating variable on the dependent variable impulse buying. Therefore, a re-test was carried out with the trust and hedonic value variables on positive emotion and impulse buying. It was found that there was a significant positive effect between trust and positive emotion ($t = 2.178$; $P = 0.030$), hedonic value and positive emotion ($t = 6.872$; $P = 0.000$), positive emotion and impulse buying ($t = 7.654$; $P = 0.000$). Trust with impulse buying ($t = 2.174$; $P = 0.030$) and hedonic value with impulse buying ($t = 4.950$; $P = 0.000$) also found a significant effect either through positive emotion or not through positive emotion.

In the MANOVA test, it was found that the data were not normally distributed. However, the data shows that there is no difference between the dependent variables (trust, normative evaluation, hedonic value, and utiltarian value) on the variance-covariance matrix and there is no difference in variance on the dependent variable (trust, normative evaluation, hedonic value, and utilitarian value) in the category fashion, electronics, beauty & personal care, food & beverage, and household equipment with a significance level greater than 0.05.

Based on the results of the Wilks' Lambda test, it was found that the data showed significant differences between the variables trust, normative evaluation, hedonic value, and utilitarian value in the categories of fashion, electronics, beauty & personal care, food

TABLE 1. Path coeficients (mean, STDEV, t-values)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t statistics (|O/STDEV|)	P values
Trust → Impulse buying	0.134	0.133	0.061	2.174	**0.030**
Trust → Positive emotion	0.196	0.194	0.090	2.178	**0.030**
Hedonic value → Impulse buying	0.337	0.338	0.068	4.950	**0.000**
Hedonic value → Positive emotion	0.637	0.639	0.093	6.872	**0.000**
Positive emotion → Impulse buying	0.448	0.448	0.059	7.654	**0.000**

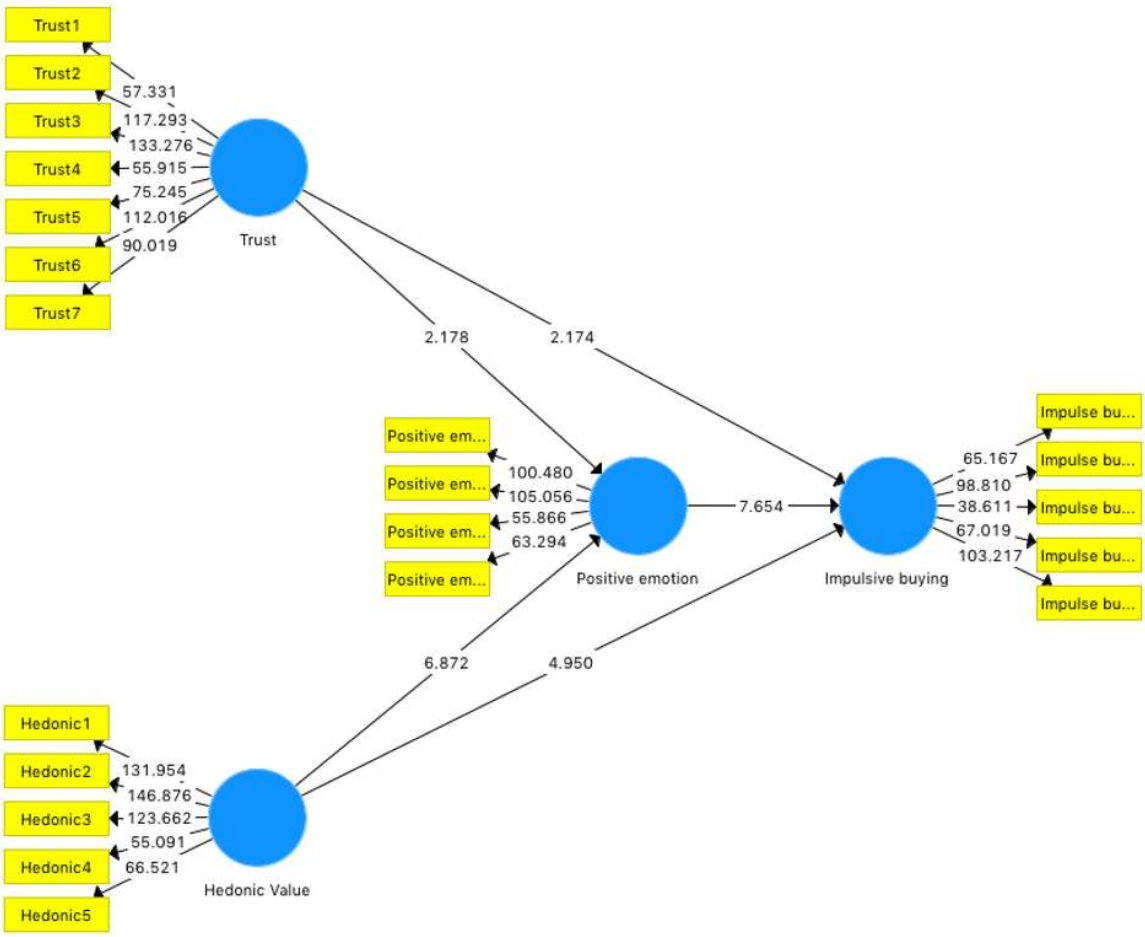


FIGURE 2. PLS bootstrapping

& beverage, and household equipment simultaneously (Sig = 0.041 < 0.05). However, it does not show significant differences between the variables of trust, normative evaluation, hedonic value, and utilitarian value in the fashion, electronics, beauty & personal care, food & beverage, and household items categories individually. This is presumably due to the data collection method used to collect respondents who have their own perceptions of shopping activities on live streaming e-commerce so that the distribution of data shows a certain skew so that no significant differences are found between the variables in the categories.

Based on the results of the MANOVA test and descriptive statistics, the average value based on the answers given by the respondents was obtained, and the rankings were obtained as follows.

Table 2. Descriptive statistics results

Fashion	Electronic	Beauty and personal care	Food and beverage	Household goods
Hedonic value (4.67)	Utilitarian value (4.93)	Hedonic value (4.96)	Hedonic value (4.95)	Normative evaluation (4.85)
Normative evaluation (4.59)	Hedonic value (4.91)	Normative evaluation (4.92)	Normative evaluation (4.93)	Utilitarian value (4.61)
Utilitarian value (4.56)	Normative evaluation (4.78)	Trust (4.85)	Utilitarian value (4.73)	Hedonic value (4.64)
Trust (4.54)	Trust (4.62)	Utilitarian value (4.85)	Trust (4.59)	Trust (4.37)

5. **Conclusion.** Trust and hedonic value have a significant influence on impulse buying either directly or through positive emotion. The relationship between these variables is positive and strong. This shows that the higher and the hedonic value influence has a greater influence than trust on impulse buying and also positive emotion with a total effect value of 0.623 and 0.637, respectively. However, normative evaluation and utilitarian value did not show an effect on positive emotion and chose a relationship with positive emotion in the opposite direction. This is presumably because the normative evaluation data was influenced by consumer dichotomies. In this study, it is dominated by young millennials who may not have negative normative evaluation perceptions or pressures so that they will act according to their hearts. If shopping can indeed awaken a sense of pleasure in themselves, then they will continue to make purchases regardless of what other parties say. When consumers see more of the utilitarian value, they will not be easily influenced by the stimulus and make purchases rationally which will reduce impulse buying behavior.

There are several limitations in this study where the sample that the researcher uses is dominated by consumers who live in the JABODETABEK area and only collect information from one generation, namely the millennial generation. However, this generation might be a good fit because today's biggest e-commerce customers are millennials. Second, this study only considers live streaming e-commerce. Third, data collection using the non-probability sampling method can be refined with the probability sampling method to obtain more accurate and comprehensive results about the impulse buying process flow because impulsive behavior is often influenced by various internal and external factors from consumers. Therefore, using qualitative methods can yield more detailed results on various emotional states and intensity of purchase intention.

In addition, the differences in the evenness of the customer belief and customer desire variables in the 5 categories that consumers buy the most on live streaming e-commerce are tested. However, in this study, the test only obtained the meaning of the difference in overall evenness and through the average value of the respondent's rating scale on the questionnaire. It can only conclude in general what are the priorities of consumers in making impulsive buying on live streaming e-commerce. However, consumers sometimes have more diverse preferences in different conditions and contexts. Therefore, this insight can be expanded by conducting more specific tests on each particular product category,

how it affects customer belief and desire differently and to what context these variables are needed in that product category.

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