

New evidence on factors influencing online shoppers' impulse purchase intentions on TikTok Live: The role of swift guanxi



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ARTICLE INFO

Article history:

Received 26 June 2024

Received in revised form

31 October 2024

Accepted 23 November 2024

Keywords:

Product quality

Swift guanxi

Live streaming richness

Impulse buying

E-activity lifestyle

ABSTRACT

This study aims to examine consumer needs related to product quality, swift guanxi-like culture, live streaming richness, e-activity lifestyle, and impulse buying intentions on TikTok Live. Using data from an online survey with 124 respondents from Universitas Pelita Harapan (UPH), the study analyzed results with the SEMPLS statistical tool. Findings indicate that product quality positively influences impulse buying intentions and enhances live streaming richness. Additionally, swift guanxi has a positive impact on both impulse buying intentions and live streaming richness. The study also reveals that live streaming richness positively affects impulse buying intentions. Furthermore, the e-activity lifestyle mediates the relationship between swift guanxi and impulse buying intentions on live platforms. A novel aspect of this research is the development of the live streaming concept into the construct of "live streaming richness." These insights can support influencers and sellers in boosting sales and promoting purchases. Moreover, marketing influencers should capitalize on changing events to engage customers, build trust, improve efficiency, and offer valuable benefits and support to their audience.

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1. Introduction

Recent research into live streaming has provided new insights into the role of virtual channels in shaping consumer demand. Online shopping influences consumer-to-consumer (C2C) online sales through the purchasing behaviors seen in business-to-consumer (B2C) interactions. [Chauhan et al. \(2022\)](#) emphasized that communication between buyers and sellers, blending casual conversation with computer-mediated interaction, plays a crucial role. They argued that this shift can enhance business growth and reduce consumer unfamiliarity with virtual shopping. Similarly, [Wei et al. \(2019\)](#) highlighted the significance of live streaming in key digital marketing research. [Liu et al. \(2022\)](#) further demonstrated the importance of mobile advertising in fostering customer trust and responsibility within the C2C framework. In C2C interactions, influencers often share stories about trending topics and new

products via social media and platforms like TikTok, which enable consumers to engage with online shopping and live streaming. When shopping online, consumers use tools to foster a mutually beneficial culture, referred to as guanxi. [Chen et al. \(2020\)](#) described guanxi as a highly sociable, interactive, and effective interpersonal relationship that is widely practiced in Chinese society. [Fraser et al. \(2021\)](#) noted that after 2020, relationship-based guanxi has become a prominent business trend and priority. [McKee and Stuckler \(2018\)](#) supported this view, stating that businesses incorporating self-management and social relationships (guanxi) evoke unique emotional responses rooted in Chinese culture.

Many studies have examined online purchases of essential electronic devices, particularly as Indonesia's electricity consumption is projected to grow by 5%. According to theory, consumers tend to prefer cheaper products or opt to repair their devices instead of buying new ones. However, mainstream research identifies key challenges in online shopping, including weak organization, inadequate customer protection, and a general lack of trust. To address these issues, e-commerce companies must focus on fostering social interactions and building mutual trust-based relationships, commonly referred to as guanxi.

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<https://doi.org/10.21833/ijaas.2024.12.018>

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Trautman (2018) highlighted that the guanxi culture simplifies online business by enabling customers to establish relationships with sellers more efficiently. This approach promotes positive social interactions and mutual benefits, contributing to higher consumption rates and increased impulse buying.

Many studies have explored the information-carrying capacity of media, considering factors such as media richness, feedback speed, message characteristics, and communication types. The influence of language can vary significantly depending on the context. According to Dainton and Zelle (2022), data from March 2019 indicates that social media advertisements from wealthy individuals are perceived as more credible and attract more viewers compared to advertisements from less affluent individuals. Consequently, when organizations use appropriate multimedia for advertising, it can significantly influence audience behavior and emotions.

Mishra and Samu (2021) noted that the relationship between advertising, wealth, online purchasing trends, and streamers remains underexplored. Drawing on social theory, their study argues that B2C communication fosters relationships that influence purchasing decisions through rich media. Katz (2022) suggested that consumers will increasingly have diverse channels to access news, products, and entertainment, with businesses gradually shifting their focus to original movies and TV shows. In response to advancements in technology and the rapid growth of networks, companies are investing more heavily in innovative communication methods, such as digital networks.

So far, most studies have only discussed the use of rich media in education. Students benefit from the use of multimedia in courses with complex and ambiguous content. However, in situations with little public information, there was no significant improvement in test scores or students' satisfaction with multimedia. According to the Wang et al. (2022), it is said that psychological issues are necessary to overcome this problem. To fill this research gap, this study also addresses the relationship between psychological issues and streamers' performance in activities to persuade viewers and audiences.

Research on the outcomes of implementing swift guanxi is essential. There are two main reasons why swift guanxi publishing can generate value. First, media richness, particularly rich advertising, minimizes distractions and enhances in-game interactions. Second, effective media richness is a key component of social networks, facilitating connections among users. According to Liao et al. (2020), media richness supports the development of guanxi through interaction and exposure. Thus, it is important to examine the impact of swift guanxi on two key variables: media richness and impulse buying.

The expansion of the conceptual swift guanxi from traditional or personal context into digital mode has attracted many researchers in online

environments. This trend is consistent with online customers' preferences when doing business. To quickly establish relationships with suppliers, guanxi conditions need to be fulfilled. However, it is difficult to enable rich real-time human interactions between buyers and sellers in live streaming marketplaces. Chen et al. (2022) showed that the implementation of guanxi in e-commerce and social media has not been well studied.

According to Fan et al. (2019), numerous studies have confirmed the importance of the quality and strength of buyer-seller relationships, particularly in societies with Confucian roots, where these relationships are shaped by guanxi activities. Moreover, guanxi plays a significant role in driving the purchase of goods for commercial purposes. However, Kuei and Thao (2019) highlighted that limited research has examined the role of guanxi in online shopping. A survey by Blackbox (2020) revealed vulnerabilities in online commerce, particularly in Indonesia, due to slow seller responsiveness. The same survey reported that 45% of online customers were dissatisfied with their purchases in 2020. From an investment perspective, this dissatisfaction is attributed to the absence of guanxi principles. For instance, Wu (2020) identified different types of guanxi relationships—ganqing, renqing, and mianzi. Based on guanxi investment theory, which emphasizes building and maintaining trust and relationships, the adoption of guanxi practices remains low in Indonesian businesses, particularly in online commerce.

Swift guanxi can help sellers and buyers achieve mutual understanding, mutual support, and relationship harmony that facilitate repurchase intention (Fan et al., 2019). Consumers generate loyalty to vendors as a result of behaviors acquired from Eastern cultures that force them to reduce the incidence of switching to other brands and increase their repurchase intention. Due to the differences in relationship operations between Chinese and Western societies, it is worthwhile to investigate the issues surrounding swift guanxi and online shopping trust in the context of the environment. Another issue that deserves further attention is the uncertainty that consumers feel about the relationship between swift guanxi and repurchase intention.

Previous studies have given limited attention to the interaction between economic and social processes that influence the speed of guanxi implementation. This study explores how the customer recommendation process unfolds on social and business platforms, offering insights into customer behavior, physical experiences, intimacy, emotions, human relationships, and the purchasing process. In response to community events, Li (2019) suggested that, with community consent, information about products and the experiences of members and friends can be shared on social networking sites. This study addresses the gap by examining how consumers integrate support from streamers with their expectations regarding

technological tools and interactions with intermediaries in cross-platform commerce, using the lens of guanxi theory. Practically, the implementation of guanxi remains influenced by other variables, such as e-lifestyle.

This study introduces e-lifestyle as a key factor influencing the role of guanxi in e-commerce interactions. While the concept of e-lifestyle has recently gained importance, its implementation has shifted from the forefront of psychological research to being overshadowed by traditional lifestyle studies. In this context, e-lifestyle refers to the way individuals live, spend their time, and allocate their financial resources online and through electronic devices. According to e-lifestyle theory, user behavior can be predicted through the interaction of social and psychological factors. Moreover, e-lifestyles are vital because they enable companies to access global markets and overcome geographical limitations. Hassan et al. (2015) identified four interrelated forces shaping e-life: e-opinions, e-interests, e-values, and e-activities. E-opinions encompass areas such as politics, economics, education, and production. E-values, or electrovalues, include elements like fulfillment, achievement, hopes, and demands. E-interests span domains such as work, fashion, media, family, jobs, home, and accomplishments. Finally, e-thinking focuses on objectives, outcomes, hopes, and audience needs, offering insights into the evolving digital landscape.

This study diverges from the findings of Longo et al. (2019), which concluded that lifestyle does not influence purchase intention. It also presents differing results from those of Jaunky et al. (2020), who argued that consumer lifestyle and purchase intention are shaped by interests and emotions, indicating a positive relationship between lifestyle and purchasing behavior. Similar findings were reported by Joghee and Alzoubi (2021), who discussed how lifestyle mechanisms influence shopping behavior. Despite these studies, there are still discrepancies regarding whether e-lifestyles affect purchase decisions. To address this gap, the present study re-examines the impact of e-lifestyle, using e-lifestyle variables as a mediator between live streaming richness and impulse buying intention.

2. Theoretical review

2.1. The differentiation effect of product quality on impulse buying intention

Smart shoppers often conduct research before making a purchase and closely compare different products. Many also read detailed product information, which influences their purchasing decisions. Wang et al. (2020) argued that streamers and marketers, from a business perspective, can enhance customer engagement, energy, and willingness to buy.

Similarly, Sohn and Kim (2020) noted that a wider variety of products increases the diversity of

the salesforce and enriches the customer purchasing experience.

This study builds on the assumptions of Wang et al. (2020) and Sohn and Kim (2020), proposing that greater differences in product quality lead to higher consumer motivation to purchase promoted products. Artanti et al. (2022) suggested that buyers evaluate sellers' promotional strategies based on the reliability of product information and the level of customer satisfaction. These factors enhance the customer journey and stimulate purchase intentions, implying that product quality differences significantly influence consumer purchase behavior.

However, this contrasts with Sani et al. (2022), who argued that product quality does not always significantly impact purchasing decisions, especially in cases where brand trust and promotional strategies dominate. Similarly, Chan (2024) found that while product quality can affect consumer behavior, its impact is often outweighed by factors like price perception and external incentives. In contrast, Cuong (2022) emphasized that product quality plays a crucial role in purchasing decisions, particularly when mediated by brand image. Based on these discussions, the following hypothesis is proposed:

H1. Product quality influences the possibility of consumers making impulse purchases.

2.2. The role of product quality and media richness of live streaming

In e-commerce transactions, most consumers seek products with comprehensive and reliable information. Effective marketing influencers aim to provide detailed product information to persuade and engage their audience. These efforts help consumers understand the product, predict its features, and assess its quality accurately. A survey by Huseynov and Yildirim (2019) found that shoppers with access to complete information are more likely to continue interacting with online shopping platforms and marketing promotions. However, as Stubb et al. (2019) pointed out, inconsistencies or gaps in product information can lead to distrust toward influencers and doubts about product quality. Therefore, marketing influencers must prioritize providing accurate and detailed information while fostering strong engagement on social media.

From a media perspective, consumers seek to fulfill their needs and achieve their goals through social and strategic interests. Lim et al. (2020) found that the public's primary motivation in understanding product quality and participating in environmental protection is to maximize value. When sellers provide detailed information about product quality differences, consumers are more likely to trust the influencer and engage with their persuasive efforts. Reliable product information fosters trust and strengthens the audience's belief in the influencer's credibility. Thus, salespeople must

ensure they provide trustworthy and valuable information on social media, as this builds consumer confidence and shapes their perception of the product.

The role of interaction in shaping purchase intent is critical, particularly when examining how differences in product quality influence consumer trust through live streaming richness. However, this contrasts with the findings of Zhang et al. (2023a), which indicated that product quality may decline as the proportion of streamer commissions increases under both streamer-dominant and producer-dominant power structures. Conversely, in a centralized decision-making model, product quality remains unaffected by streamer commissions. To explore this relationship further, the following hypothesis is proposed:

H2. Product quality influences the implementation of live streaming richness.

2.3. Guanxi culture and impulse buying intentions

Guanxi culture differs from conventional marketing, where purchasing motivation is the primary strategy. Instead, guanxi focuses on fostering a culture of exploration and rapid connections to boost purchases, reduce uncertainty, and enhance collaboration. This study posits that a fast-paced culture like guanxi can effectively promote purchasing intentions. Qin et al. (2022) demonstrated that relationships are the cornerstone of guanxi culture, evolving rapidly as customers identify sellers they trust. They argued that the distinction between recognition and awareness fosters the development of a responsive culture, as trust built through guanxi activities leads to quick responses and mutually beneficial relationships.

Chen et al. (2020) further highlighted that many buyers perceive sellers as trustworthy, which fosters the emergence of a "relationship-building" culture. This approach facilitates comprehensive differentiation, enhancing consumer engagement. According to the guanxi culture theory, it influences purchasing behavior, attitudes, and perceptions of product quality differences.

However, Chen et al. (2021a; 2021b) offered contrasting findings, identifying three primary social identification targets with varying impacts on impulsive buying across cultural dimensions in the United States and China. Building on these theoretical insights, the following hypothesis is proposed:

H3. Guanxi culture is positively related to impulse buying intentions.

2.4. Differences between guanxi culture and live streaming richness theory

According to an online marketing study by Zhang et al. (2021), the concept of "Fast Guanxi" provides a

theoretical explanation for the relationship between online transactions and purchase intentions. Both factors are crucial for promoting online business, as they align with the growing demand for customer value. Zhao et al. (2018) emphasized that new forms of social interaction—such as video, social networks, e-commerce, live streaming, speed control, guanxi, training, and digital sharing—enhance communication capacity and streamline the purchasing process. Zhang et al. (2021) further suggested that guanxi could become integral to live streaming platforms, significantly influencing purchasing behavior. However, whether guanxi events can accelerate purchase intentions, particularly in the live streaming context, remains uncertain.

The exchange of personal experiences between buyers and sellers highlights the potential connection between guanxi culture and live streaming richness. Most existing guanxi measurement scales are tailored to the Chinese context, which may not fully apply to other cultural settings, such as France. Zhang et al. (2019) pointed out that French culture differs significantly from Chinese culture, meaning that interactions between individuals in these two cultures are shaped by distinct cultural influences. Although Zhang et al. (2021) explored quality-related antecedents influencing swift guanxi in online marketplaces, they did not investigate the antecedents and outcomes of swift guanxi in live streaming e-commerce. To address this gap, we propose the following hypothesis:

H4. Guanxi culture is positively related to live streaming richness.

2.5. Differences in live streaming richness on buying intentions of the target audience

Building on Wu's (2020) research, we developed the concept of "Fast Guanxi," which adapts the complexity of traditional guanxi to the online business context. Unlike traditional guanxi, fast guanxi does not require sellers to invest significant time in traditional marketing campaigns. Instead, it emphasizes expanding interactions, which are the primary drivers of relationship-building, service, attitude, and trust. According to Kavalski (2018), the speed of fast guanxi plays a critical role in online business, shaped by the interplay of ICT and digital presence.

Previous studies indicate that traditional guanxi can predict customer behavior. For instance, Li et al. (2019) and Shang and Bao (2022) proposed that fast guanxi in e-commerce has the potential to enhance digital business performance. Similarly, Dobrucali (2020) argued that strong relationships, mutual understanding, and connections between parties encourage online customers to make repeat purchases. However, Zhang et al. (2023b) highlighted a gap in the literature, noting the absence of studies on the impact of influencer

marketing through live broadcasts on consumer purchase intentions, either online or in physical stores.

To address this gap, we propose the following hypothesis, examining the relationship between live streaming richness and impulse buying within the context of e-lifestyle activities and their divergence from existing theories on lifestyle, wealth flows, and impulse buying strategies:

H5. Live streaming richness is positively related to impulse buying intentions.

2.6. Activity of e-lifestyle as moderator variable

In a digital environment, viewers can freely interact with streamers if they find the seller's message aligned with their electronic devices and lifestyle. This interaction fosters public interest and demand, with consumers often enjoying unexpected discoveries. The theory assumes that consumers perceive the information provided by streamers as relevant to their own products and lifestyles, enhancing engagement and enabling them to receive valuable advice and information from sellers. [Liu et al. \(2022\)](#) found that viewers exposed to news about wealthy and high-income individuals are more likely to choose those individuals' associated brands.

Mainstream research on e-lifestyle activities highlights their role in fostering positive relationships between buyers and sellers, characterized by emotions such as happiness and kindness. Sellers who demonstrate a positive attitude and friendliness are better equipped to meet buyers' psychological needs, making online purchases and interactions feel important and trustworthy. Live streaming media energizes customers and provides mental support, enabling sellers to differentiate their products, provide accurate information, and maintain close relationships with suppliers. For instance, [Zhang et al. \(2021\)](#) suggested that consumers exhibit a willingness to accept impulse buying theories under certain circumstances.

However, there is limited evidence regarding customer compliance with sellers' persuasion tactics. While live streaming can offer buyers versatility and convenience, some buyers may not find the products valuable or may avoid potential risks and costs associated with sellers. Following [Zheng et al. \(2023\)](#), this study expands the theory by addressing situations where buyers are unconcerned about profit and loss or feel obligated to comply with seller terms. In such cases, sellers may become more attuned to buyers' purchase intentions. This contrasts with the findings of [Septiyani and Hadi \(2024\)](#), who noted that consumers are not solely drawn to impulse purchases during flash sales for Berrybenka products. Instead, they prefer to select products that suit their specific needs, regardless of time-limited offers. To address these nuances, the following hypothesis is proposed:

H6. E-lifestyle moderates the relationship between live streaming richness and impulse buying intentions.

3. Research methods

3.1. Sampling and data collection

In this study, careful consideration is given to the sampling method and data collection process. A purposive sampling technique is employed to select participants. Data will be collected through an online survey conducted in January 2024, targeting volunteers on an online survey platform. Participants are drawn from individuals aged 20 to 35 years old who are students at Universitas Pelita Harapan (UPH) and reside in the Special Capital Region of Jakarta. This age group was selected because it represents the demographic that most frequently utilizes online services. Additionally, the region is well-equipped with mobile and web-based communication infrastructure. Respondents are also encouraged to invite their peers from UPH to participate in the survey, further expanding the pool of participants.

3.2. Instrument development

This study developed research instruments based on previous studies, including [Hanifati and Salehudin \(2021\)](#). The variable of product quality was adapted and modified from [Chiu et al. \(2018\)](#). The concept of Swift Guanxi and its differentiation was implemented following the framework of [Ang et al. \(2018\)](#). Additionally, the study explored variations in Live Streaming Richness influenced by different lifestyle activities, modifying the variable based on [Hassan et al. \(2020\)](#). For the e-lifestyle activity variable, particularly lifestyle changes, the study drew on and adapted the work of [Li et al. \(2024\)](#). This research also synthesizes these tools and methods to address differences in their application and context. Instrument validity evaluates the extent to which a measuring instrument accurately measures the intended concept, ensuring its precision and reliability. To assess the validity of the questionnaire used in this study, the correlation between the score of each question item and the total questionnaire score was tested. The study employed construct validity, which examines whether the instrument effectively measures the conceptual understanding it aims to assess. The criteria for validity included a product-moment correlation coefficient exceeding 0.3, a coefficient greater than the r-table value at a given significance level (α) with n-2 degrees of freedom (where n is the sample size), and a significance value (p) less than or equal to α . The test results confirmed that all 21 variable constructs met these criteria, confirming their validity. The data processing technique used in this study is path analysis, a statistical method commonly applied in quantitative

research. This study adopts a quantitative approach and utilizes the Partial Least Square (PLS) method, an alternative to the covariance-based Structural Equation Modeling (SEM) approach, focusing instead on a variance-based analysis. Survey items are rated on a five-point Likert scale, ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). The survey is based on the latest version of an online questionnaire validated by three experts, including graduates, traders, strategists, e-commerce operators, sellers, and undergraduate and graduate students from UPH, Jakarta, who are familiar with social media use. The instrument was previously tested on 60 undergraduate and graduate students. The questions were revised to align with the study's context, ensuring clarity and precision to facilitate a better understanding of the underlying ideas.

3.3. Measurement model

The measurement model is used to refine theoretical evaluations and identify more precise constructs, aiding in answering the study's research questions through data analysis based on the equation model. SEM is employed, utilizing least squares ratios. According to Hair et al. (2019), this model differs from traditional equation models by enabling simultaneous testing of multiple correlations. In this study, PLS-SEM is deemed particularly suitable due to the complexity of the research sample and the study's descriptive and predictive objectives.

4. Research result

4.1. Demographic respondent

This section analyzes the responses of participants in the study. The research included interviews with online students, graduates, and doctoral candidates from UPH. UPH was chosen because it is the largest private university in Jakarta, known for its strong Gen Z representation, which embraces digital culture and views UPH as an ideal place for learning. At the time of the research, 124 UPH students voluntarily participated in the survey.

The survey had a total of 124 respondents, whose data are summarized in Table 1. The majority of respondents were between 26 and 30 years old and held higher education degrees, with approximately 73% having a high level of education. Among them, 52% provided information about their financial expenditures, and 44% reported a monthly income of 10 million or more. The profile of the interview subjects, along with its relevance to the research objectives, is presented in Table 1, providing an overview of the respondent demographics.

4.2. Discussion

This section presents the discussion about the collected data and compares the analysis results

with the theoretical explanation. In this study, we use the external reflection model to test the reliability of the indicators used. Depending on the construct reliability of the external loading, we construct validity according to Cronbach's alpha and reliability coefficients. This analysis showed the result of average variance extracted (AVE) extracted from the average variance and audience behavior. When evaluating the output of the external standard according to the Heterotrait-Monotrait Ratio, there are 22 indicators that meet the external loading requirements. We confirm the results in Table 2 with the whole model. The importance of the model in the study goes beyond the explanation and shows how reliable the theory is to be used in this study.

Table 1: Respondent profile

Demographic profile	Sample (n)	Percentage
Gender		
Female	87	70%
Male	37	30%
Age (years old)		
20 - 22	12	1%
23 - 25	45	35%
26 - 30	67	54%
Location		
North Jakarta	31	25%
West Jakarta	29	23,5%
East Jakarta	30	24,5%
South Jakarta	34	27%
Education		
Doctoral degree	8	7%
Master's degree	24	20%
Bachelor's degree	90	73%
Occupation		
Bank and finance	64	52%
Manager	15	12%
Business	21	17%
Entrepreneur	24	19%
Household expense (Rp. per month)		
< 10.000.000	54	44%
10.000.000 - 15.000.000	32	26%
15.000.001 - 20.000.000	21	17%
> 20.000.000	17	13%

As a result of the study, Table 2 shows that all the indicators have adequate external Cronbach's alpha above 0.708 and composite reliability above 0.7. This score result indicates that the internal consistency of the constructs is reliable. According to Hair et al. (2019), AVE measures convergent validity. When each value has $AVE \geq 0.50$, it means that each construct explains at least 50% of the variance of a particular item. Therefore, the construct has strong validity. Hair et al. (2019) evaluated the Heterotrait-Monotrait (HT/MT) ratio to assess discriminant validity, recommending a threshold value of 0.85. In this study, the HT/MT ratio analysis indicates that all variables have HT/MT values below the recommended threshold of 0.85, as shown in Table 3. These results confirm that all the measurement scales used in this study possess sufficient discriminant validity to effectively measure the constructs. As shown in Fig. 1, the structural model highlights the relationships among product quality, swift guanxi, live streaming richness, and impulse buying intentions. The results support the hypothesized pathways, with live streaming richness having the strongest predictive effect on impulse buying intentions (T-statistics = 16.186, $p < 0.001$).

Table 2: Construct reliability and validity

Variable and indicators	Outer loading	CA	CR	AVE
Product quality (Hanifati and Salehudin. 2021)				
PQ1 The product has an attractive appearance	0.817			
PQ2 I am confident that the product is in good condition	0.782	0.831	0.837	0.663
PQ3 Branded products are a suitable choice for me	0.820			
PQ4 The brand is well-known for its high-quality products	0.837			
Swift guanxi (Chiu et al., 2018)				
SG1 The seller and I communicate effectively	0.846			
SG2 Both the seller and I appreciate our friendly interactions	0.836	0.905	0.905	0.725
SG3 We share a humorous and trustworthy relationship	0.890			
SG4 Our mutual friendship is demonstrated through acts of kindness toward each other	0.839			
SG5 The seller offers me fair prices, including discounts	0.844			
Live streaming richness (Ang et al., 2018)				
RS1 The social media platform enables the public and media to share messages, personalities, characteristics, and opinions	0.818			
RS2 I can personalize and edit content with the assistance of my coworkers to complete the tasks	0.837	0.883	0.883	0.682
RS3 The platform helps me understand, reflect, and listen to the opinions of others	0.801			
RS4 It includes a video search feature that facilitates real-time conversations	0.794			
RS5 The platform offers a comprehensive and diverse presentation, allowing both the audience and live stream broadcasters to use rich and varied language in their messages	0.829			
E-activity lifestyle (Hassan et al. 2020)				
AL1 I enjoy exploring new information online	0.859			
AL2 I aim to stay informed about the latest advancements in electronics	0.863	0.882	0.882	0.738
AL3 I like engaging with social community networks	0.851			
AL4 The platform offers a supportive and enriching learning environment for me	0.862			
Impulse buying intention (Li et al., 2024)				
BI1 If I had the time, I would purchase this product immediately	0.836	0.840	0.843	0.677
BI2 If I have time, I would like to place a sell order	0.842			
BI3 I plan to buy similar products from this seller in the future	0.840			
BI4 If given the opportunity, I would consider purchasing from this supplier again	0.770			

PQ: Product quality; SG: Swift guanxi; RS: Live streaming richness; AL: E-activity lifestyle; BI: Impulse buying intention; CA: Cronbach's alpha; CR: Composite reliability

Table 3: Discriminant validity: HT/MT ratio

Variables	E-activity lifestyle	Impulse buying intention	Live streaming richness	Product quality	Swift guanxi-like culture
E-activity lifestyle					
Impulse buying intention	0.829				
Live streaming richness	0.838	0.823			
Product quality	0.825	0.768	0.826		
Swift guanxi-like culture	0.821	0.752	0.831	0.814	

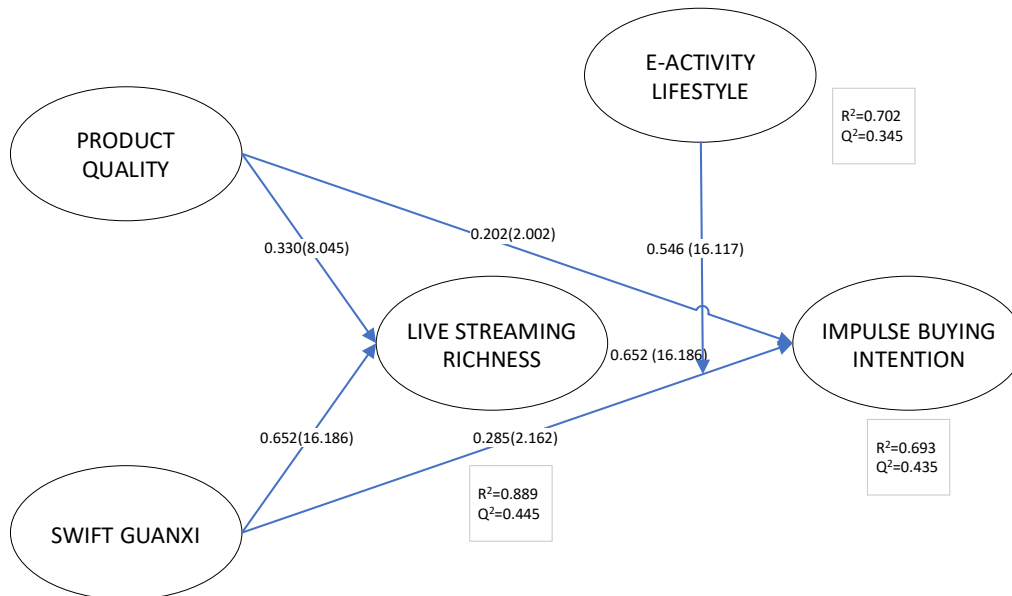


Fig. 1: Result model

This study concludes that all indicators within the research model are appropriately decomposed and their components effectively evaluated. Each scale accurately measures the constructs, ensuring clarity and precision. Reliability and validity were assessed through four key approaches: indicator reliability, trust building under external pressure, validity testing using Cronbach's alpha and reliability

coefficients, and the evaluation of differences through averaging, subtraction, and behavioral variance. According to the Heterotrait-Monotrait theory, discriminant validity is caused by differences between heterotraits and monotraits, which are measured using the Heterotrait-Monotrait ratio.

Building on Cabello et al. (2021), this study utilized R² values to measure estimation precision

and mutual redundancy, and Q^2 values to assess the predictive relevance of the sample. In general, R^2 values of 0.75, 0.50, and 0.25 are considered strong, moderate, and weak, respectively. [Haji Ali Beygi et al. \(2022\)](#) reported an $R^2 = 0.693$ and $Q^2 = 0.435$ for impulse buying intentions, indicating substantial prediction accuracy. Additionally, the relationship between live streaming richness and e-lifestyle activities showed $R^2 = 0.889$ and $Q^2 = 0.445$, corresponding to electronic lifestyle activities. The association between impulse buying intention and e-lifestyle activities yielded $R^2 = 0.702$ and $Q^2 = 0.345$, confirming substantial predictive accuracy. These results demonstrate that while impulse buying serves as a foundational construct, various factors influence the differences observed in electronic lifestyle activities ([Hair et al., 2021](#)).

The strength of the variables and the hypotheses was tested using the bootstrap method to assess data significance. The bootstrap analysis applied a T-statistic cut-off value greater than 1.645 (one-tailed) with an alpha of 0.05. The results validate the relevance of the data and confirm that the hypotheses are supported by the research framework and findings.

Research indicates that the strongest predictor of differences in impulse buying intention is live streaming richness, followed by e-activity lifestyle. The degree of interactivity significantly enhances the influence on impulse buying intention. [Table 4](#) presents the significance coefficients derived from the analysis, using T-statistics and p-values to evaluate the standardized coefficients for all studied variables and their corresponding hypotheses.

Table 4: T-statistics and p-values for the studied variables

Hypothesis	Standardized coefficient	Confidence interval		T-statistics	P-values	Result
		5%	95%			
H1: Product quality -> impulse buying intention	0.202	0.010	0.398	2.003	0.045	Hypothesis supported
H2: Product quality -> live streaming richness	0.330	0.252	0.413	8.045	0.000	Hypothesis supported
H3: Swift guanxi -> impulse buying intention	0.285	0.031	0.551	2.163	0.031	Hypothesis supported
H4: Swift guanxi -> live streaming richness	0.189	0.568	0.727	2.123	0.035	Hypothesis supported
H5: Live streaming richness -> impulse buying intention	0.652	0.392	0.771	16.186	0.000	Hypothesis supported
H6: Swift guanxi-like culture -> live streaming richness -> e-activity lifestyle	0.546	0.478	0.609	16.117	0.000	Hypothesis supported

According to Hypothesis H1, the findings indicate that product quality, which delivers exceptional results, significantly impacts impulse buying, supporting the hypothesis. Product quality is a multifaceted factor influencing consumers' satisfaction and decision-making when purchasing goods. [Gök et al. \(2019\)](#) emphasized the evolving importance of product quality, highlighting its critical role in satisfaction through product purchase reviews, which, in turn, drive impulse buying. This relationship is supported by [Rahmi et al. \(2022\)](#), who identified product quality as a primary factor influencing purchase interest. Additionally, factors such as discount status can further encourage customers to buy, aligning with their expectations. Product differentiation also positively affects customer satisfaction. [Ashfaq et al. \(2019\)](#) demonstrated that in the context of TikTok's online impulse buying, emphasizing product quality differentiation enhances both customer satisfaction and repeat purchase behavior. These findings underscore the importance of service quality and customer satisfaction in fostering customer loyalty and encouraging repeat purchases.

According to H2, Product quality influences the implementation of live streaming richness. Lifestyle differences in live streaming electronic activities have increased online consumer interest in buying products. In addition, customers need detailed product information that helps them find the right product. This also includes high-quality products. According to [São Pedro et al. \(2021\)](#), product quality

is also an important aspect of the buyer-seller relationship in essence. For example, advances in e-sports, live entertainment, and technology have enabled online retailers to present their products and new products through live streaming. This approach allows customers to get closer to the nuances of the product.

The results of the third hypothesis study test have also collected the opinions of the audience/participants. According to H3, swift guanxi is a good thing. This affects Impulse Buying Intention. This result is supported by research by [Lu et al. \(2023\)](#), which concluded that customers tend to buy ideas, participate in live streaming, and participate in the exchange process to find interesting things. In addition, they can build good relationships in the community faster. They can also negotiate with sellers. By definition, Swift Guanxi refers to the buyer's perception of the speed of personal relationships with reciprocal and friendly seller understanding. In addition, there is an argument that TikTok has a live broadcast where influencers can interact directly with their audiences. TikTok Live games are very popular because they are interactive, fun, and business-oriented.

The results of testing hypothesis 4 are discussed here. According to H4, Swift Guanxi will have a positive impact on various Live Streaming Richness. This has also been clearly shown in previous literature, where information-seeking and relationship interests motivate customer behavior

but theoretically cannot produce such a process. According to Hilvert-Bruce et al. (2018), by introducing the concept of swift guanxi, Zhao et al. (2018) found that better information and better interaction help improve swift guanxi, especially among people who engage with online retailers and marketing influencers. This result extends the results of Shi et al. (2018), who found that people who watch the program online give it the highest ratings in terms of usefulness, convenience, and service. This is beneficial to guanxi. Our results help us understand how different types of recommendations motivate consumer purchases in the context of live e-commerce. TikTok live streaming artists should communicate effectively with their audiences through product launches, attractive formats, value creation opportunities, discounts, and discounts during the testing period, etc., to stimulate customer interest and purchase intention. Many previous studies have shown that TikTok Live and streaming have a positive impact on purchasing decisions. TikTok has prioritized Beauty Product Live Video Streaming. In addition, scientific reviews have reported recent purchasing decisions through video clips. This means that the increase in video and live streaming activities can influence purchasing decisions. According to Hypothesis H5, live streaming richness has a positive impact on impulse buying intentions. This finding is supported by Susanti and Adha (2023), who demonstrated that live streaming is an effective marketing tool for building trust and motivating customers to make purchases. When a streamer broadcasts live, products initially perceived as ordinary gain a sense of urgency and concreteness when presented directly and clearly to the audience, influencing purchasing decisions. Hu and Chaudhry (2020) and Wang et al. (2022) further discussed the role of social media advertising, highlighting how real-time visualization and interactivity enhance customer engagement, ultimately increasing conversions and sales. Currently, TikTok is the most popular live streaming platform in Indonesia. According to Rahmayanti and Dermawan (2023), research by TikTok Indonesia and the Boston Consulting Group revealed that in 2023, 83% of consumers watch videos, content, and reviews before making a purchase, underlining the growing importance of live streaming in shaping consumer behavior. The research analysis test results for the sixth hypothesis (H6) indicate a significant difference between Swift Guanxi and live impulse buying intentions. These findings are supported by previous research. Hassan et al. (2020) emphasized that for companies constrained by geographic limitations, e-lifestyle plays a critical role in developing global markets. This study builds on their framework by modifying e-lifestyle through four interconnected dimensions: e-opinions, e-values, e-interests, and e-activities. E-opinions encompass areas such as politics, economics, education, and production. E-values relate to fulfillment, achievement, hope, and demands. E-interests include domains like fashion,

media, family, work, home, and personal achievements. Hu and Chaudhry (2020) and Wang et al. (2020) highlighted how mobile advertising facilitates native viewing and real-time interactions, boosting customer loyalty, conversions, and sales.

Currently, live streaming has gained immense popularity in Indonesia, with the TikTok platform emerging as a leading trend. These findings further underscore the role of live streaming and e-lifestyle in shaping consumer behavior and driving impulse buying intentions.

5. Conclusion

The hypotheses tested in this study have provided significant insights into how TikTok and live streaming influence purchase decisions. The findings reveal that product quality impacts consumers' likelihood of making impulse purchases and affects the application of live streaming richness. Additionally, guanxi culture is positively associated with both impulse purchase intentions and live streaming richness. Previous studies have highlighted the critical role of TikTok live streaming in enhancing impulse buying intentions, with success depending not only on accurate content but also on the live interaction between streamers and audiences. This study demonstrates that product quality differences positively influence purchase intentions and are linked to variations in e-lifestyle and swift guanxi. The results also indicate that e-lifestyle significantly impacts live streaming richness and impulse purchases. The study contributes by identifying dimensions such as speed, responsiveness, and cultural factors (e.g., sensitivity and adaptation) and examining their relationships with differences in impulse purchase behaviors. Furthermore, the study explores three distinct dimensions and establishes the connections between these dimensions across a variety of products, extending from specific product quality data to broader quality-related insights.

This section also addresses the limitations and potential directions for future research. One limitation is that all indicators in this study were self-reported by online shoppers. Future research could compare dichotomous perspectives and delve into additional theoretical and practical implications. Further studies should also explore other variables such as product categories, relationship dynamics, market contexts, platform features, and buyer and seller characteristics, aiming to mitigate these differences and enrich the understanding of online purchasing behaviors.

Compliance with ethical standards

Ethical considerations

This study adhered to ethical guidelines, obtained informed consent from all participants, and ensured data confidentiality and anonymity throughout.

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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