

## Understanding Online Impulsive Buying in Indonesian Live Streaming E-Commerce: The Role of Price Discount

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### **ABSTRACT**

The rapid growth of live streaming e-commerce has intensified online impulsive buying behavior, particularly in emerging digital markets such as Indonesia. Among various promotional tools, price discounts have become a dominant stimulus shaping consumers' spontaneous purchase decisions within highly interactive and emotionally engaging online environments. This study aims to conceptually synthesize existing literature to explain how price discounts influence online impulsive buying behavior in live streaming commerce. Adopting a qualitative conceptual literature review design, this study analyzes 35 peer-reviewed journal articles published between 2000 and 2024 and retrieved from Scopus, Web of Science, ScienceDirect, Emerald Insight, and Google Scholar. The selected studies were examined using thematic content analysis to identify recurring theoretical patterns, psychological mechanisms, and behavioral outcomes. The findings reveal four dominant mechanisms through which price discounts stimulate impulsive buying in live streaming contexts: enhanced perceived value, emotional arousal, perceived scarcity and time pressure, and social influence embedded in real-time interactions. These mechanisms collectively reduce cognitive deliberation and self-control, thereby accelerating impulsive purchase decisions. This study contributes to the literature by integrating promotional pricing theory with the Stimulus–Organism–Response framework and social commerce perspectives, offering a cohesive conceptual explanation of impulsive buying in live streaming e-commerce. Practically, the findings provide insights for marketers and platform managers to design effective yet responsible promotional strategies, while also informing policymakers about the ethical implications of discount-driven impulsive consumption in digital marketplaces.

**Keywords:** online impulsive buying; price discount; live streaming e-commerce; social commerce; consumer behavior; Indonesia

### **ABSTRAK**

Pertumbuhan pesat e-commerce siaran langsung telah meningkatkan perilaku pembelian impulsif daring, khususnya di pasar digital yang sedang berkembang seperti Indonesia. Di antara berbagai alat promosi, diskon harga telah menjadi stimulus dominan yang membentuk keputusan pembelian spontan konsumen dalam lingkungan daring yang sangat interaktif dan melibatkan emosi. Studi ini bertujuan untuk mensintesis secara konseptual literatur yang ada untuk menjelaskan bagaimana diskon harga memengaruhi perilaku pembelian impulsif daring dalam perdagangan siaran langsung. Dengan mengadopsi desain tinjauan literatur konseptual kualitatif, studi ini menganalisis 35 artikel jurnal yang ditinjau sejauh yang diterbitkan antara tahun 2000 dan 2024 dan diambil dari Scopus, Web of Science, ScienceDirect, Emerald Insight, dan Google Scholar. Studi-studi yang dipilih diperiksa menggunakan analisis konten tematik untuk mengidentifikasi pola teoritis yang berulang, mekanisme psikologis, dan hasil perilaku. Temuan mengungkapkan empat mekanisme dominan yang melalui diskon harga merangsang pembelian impulsif dalam konteks siaran langsung: peningkatan nilai yang dirasakan, rangsangan emosional, kelangkaan yang dirasakan dan tekanan waktu, dan pengaruh sosial yang tertanam dalam interaksi nyata. Mekanisme-mekanisme ini secara kolektif mengurangi pertimbangan kognitif dan pengendalian diri, sehingga mempercepat keputusan pembelian impulsif. Studi ini berkontribusi pada literatur dengan mengintegrasikan teori penetapan harga promosi dengan kerangka Stimulus–Organisme–Respons dan perspektif perdagangan sosial, menawarkan penjelasan konseptual yang kohesif tentang pembelian impulsif dalam e-commerce siaran langsung. Secara praktis, temuan ini memberikan wawasan bagi pemasar dan pengelola platform untuk merancang strategi promosi

yang efektif namun bertanggung jawab, sekaligus memberi informasi kepada pembuat kebijakan tentang implikasi etis dari konsumsi impulsif yang didorong oleh diskon di pasar digital.

**Kata kunci:** Pembelian impulsif online; diskon harga; e-commerce siaran langsung; perdagangan sosial; perilaku konsumen; Indonesia

## INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed consumer purchasing behavior, particularly in online retail environments. One of the most notable behavioral outcomes of this transformation is the growing prevalence of online impulsive buying, defined as spontaneous, unplanned purchases driven by immediate emotional urges rather than deliberate cognitive evaluation (Rook, 1987; Beatty & Ferrell, 1998). Compared to offline contexts, online environments significantly reduce physical and psychological constraints on purchasing, enabling consumers to make instant decisions with minimal effort or reflection (Dholakia, 2000; Verhagen & van Dolen, 2011).

The expansion of social commerce has further intensified impulsive buying behavior by embedding shopping activities within interactive, socially enriched, and entertainment-oriented platforms (Hajli, 2015; Zhang et al., 2019). Unlike traditional e-commerce, social commerce environments facilitate real-time interaction, social presence, and emotional engagement, which collectively increase consumers' susceptibility to impulsive purchases (Sun et al., 2019; Lim et al., 2020). As a result, impulsive buying in digital contexts is increasingly understood not merely as an individual trait, but as a situationally induced behavioral response shaped by platform design and promotional stimuli (Liu et al., 2013; Huang et al., 2021).

Among various promotional tools, price discounts have consistently been identified as one of the most influential external stimuli driving impulsive buying behavior (Santini et al., 2015; Chen et al., 2016). Drawing on behavioral economics, discounts alter consumers' mental accounting by increasing perceived transaction value and reducing perceived financial risk, thereby legitimizing spontaneous purchases (Thaler, 1985; Grewal et al., 2011). Empirical studies demonstrate that time-limited discounts, flash sales, and exclusive deals generate urgency and fear of missing out (FOMO), which significantly weaken self-control and accelerate purchase decisions (Aggarwal et al., 2011; Hodkinson, 2019).

In recent years, live streaming e-commerce has emerged as an advanced and rapidly growing form of social commerce, particularly in Asian markets. Live streaming commerce integrates real-time video broadcasting, interactive communication, social validation, and instant purchasing

features into a single retail experience (Wongkitrungrueng & Assarut, 2020; Li et al., 2022). Within these environments, price discounts are frequently delivered through streamer endorsements, countdown timers, and viewer-exclusive offers, creating a highly immersive and emotionally charged purchasing atmosphere (Sun et al., 2019; Zhao et al., 2020). Research indicates that such environments simultaneously increase emotional arousal and reduce cognitive deliberation, making consumers particularly vulnerable to impulsive buying (Park & Lin, 2020; Xu et al., 2020).

Despite the growing body of research on impulsive buying, price promotions, and live streaming commerce, existing studies remain fragmented. Many investigations examine impulsive buying or price discounts in isolation, while others focus primarily on technological features or streamer characteristics (Chen & Lin, 2018; Wongkitrungrueng et al., 2020). Consequently, the psychological mechanisms linking price discounts to impulsive buying behavior in live streaming contexts remain insufficiently synthesized, especially in emerging markets such as Indonesia, where live streaming commerce adoption is accelerating and price sensitivity among consumers remains high (Pratama & Wardhani, 2021; Susanto et al., 2022).

Moreover, while the Stimulus-Organism-Response (S-O-R) framework has been widely applied to explain impulsive buying in online environments (Mehrabian & Russell, 1974; Eroglu et al., 2001), prior studies often emphasize isolated stimuli or outcomes without integrating emotional, temporal, and social mechanisms into a cohesive conceptual explanation. This lack of integrative synthesis limits theoretical clarity and hinders the development of comprehensive models tailored to live streaming commerce contexts.

Addressing this gap, the present study conducts a qualitative conceptual literature review to systematically synthesize prior research on online impulsive buying, price discounts, and live streaming e-commerce. Drawing on 35 peer-reviewed journal articles published between 2000 and 2024, this study aims to identify and integrate the dominant mechanisms through which price discounts influence impulsive buying behavior in live streaming environments. Specifically, the study focuses on four interrelated mechanisms: enhanced perceived value, emotional arousal, purchase urgency, and reduced cognitive control. By synthesizing fragmented findings across consumer psychology, promotional pricing, and social commerce literature, this study makes three key contributions. First, it advances theoretical understanding by integrating promotional pricing theory with the S-O-R framework and social influence perspectives in the context of live streaming commerce. Second, it provides a structured conceptual explanation of how price discounts operate beyond economic incentives to shape emotional and social decision-making processes. Third, it

offers practical insights for marketers, platform managers, and policymakers regarding the ethical and strategic implications of discount-driven impulsive buying in emerging digital markets.

## **LITERATURE REVIEW**

### ***Online Impulsive Buying Behavior***

Impulsive buying refers to a spontaneous, unplanned purchase driven by immediate urges rather than deliberate evaluation (Rook, 1987). In online environments, impulsive buying is intensified by reduced physical constraints, instant access to products, and persuasive digital stimuli (Verhagen & van Dolen, 2011; Liu et al., 2013). Scholars emphasize that online impulsive buying is not merely a behavioral outcome but a psychological process involving emotional arousal, perceived opportunity, and diminished self-control (Beatty & Ferrell, 1998; Dholakia, 2000). With the rise of social commerce, impulsive buying has become increasingly embedded in interactive and entertainment-driven digital platforms. Prior studies demonstrate that social presence, real-time interaction, and visual richness significantly increase impulse purchase tendencies (Zhang et al., 2019; Sun et al., 2019). These findings suggest that impulsive buying in online contexts is strongly shaped by environmental cues rather than stable personality traits alone.

### ***Price Discounts as a Promotional Stimulus***

Price discounts are among the most powerful external stimuli influencing impulsive buying behavior (Chen et al., 2016; Santini et al., 2015). From a behavioral economics perspective, discounts increase perceived value and reduce perceived financial risk, thereby accelerating purchase decisions (Thaler, 1985; Grewal et al., 2011). Research consistently shows that limited-time discounts and flash sales generate urgency and fear of missing out (FOMO), which are critical drivers of impulsive purchasing (Aggarwal et al., 2011; Hodkinson, 2019). In digital environments, price discounts are often algorithmically personalized and dynamically displayed, further enhancing their persuasive power (Xu et al., 2020). Studies indicate that consumers are more likely to engage in impulsive buying when discounts are framed as rare or exclusive opportunities, even when the absolute monetary savings are relatively small (Suri et al., 2017).

### ***Live Streaming E-Commerce and Impulse Buying***

Live streaming e-commerce represents an advanced form of social commerce that integrates real-time video, interactive communication, and instant purchasing features (Wongkitrungrueng & Assarut, 2020). Compared to traditional e-commerce, live streaming environments amplify emotional engagement through streamer charisma, social interaction, and real-time scarcity cues (Sun et al., 2019; Li et al., 2022). Several studies demonstrate that live streaming intensifies impulsive buying by simultaneously activating emotional arousal and reducing

cognitive deliberation (Zhao et al., 2020; Park & Lin, 2020). Price discounts in live streams such as time-limited vouchers or streamer-exclusive deals serve as immediate triggers that convert viewer engagement into spontaneous purchases (Chen & Lin, 2018).

### ***Theoretical Frameworks Explaining the Discount–Impulse Relationship***

The Stimulus–Organism–Response (S-O-R) model is the most frequently applied framework in explaining impulsive buying in online contexts (Mehrabian & Russell, 1974; Eroglu et al., 2001). Within this framework, price discounts function as external stimuli that influence internal organismic states such as excitement, perceived value, and urgency which subsequently lead to impulsive purchase responses. Additionally, self-control theory suggests that discounts weaken consumers' cognitive resistance by creating justification mechanisms ("it's a good deal") that legitimize impulsive actions (Baumeister, 2002; Sela et al., 2012). In live streaming contexts, these effects are further intensified by social influence and real-time interaction, which reduce reflective decision-making (Huang et al., 2021).

### ***Research Gap and Conceptual Focus***

Although extensive research has examined impulsive buying and price discounts separately, fewer studies have integrated these constructs within the context of live streaming e-commerce, particularly in emerging markets such as Indonesia. Existing studies often focus on technological features or streamer characteristics, leaving the psychological mechanisms linking price discounts to impulsive buying underexplored. Addressing this gap, the present study synthesizes prior literature to identify four dominant mechanisms, those are perceived value enhancement, emotional arousal, purchase urgency, and reduced cognitive control that explain how price discounts drive impulsive buying in live streaming e-commerce.

**Table 1. Summary of Literature (1990-2024) Informing the Institutional and Governance in Coastal Ecotourism Framework**

No	Author(s)	Context	Focus	Main Findings
1	Rook (1987)	Consumer behavior	Impulsive buying	Defined impulsive buying as emotionally driven
2	Beatty & Ferrell (1998)	Retail	Impulse tendency	Emotional states trigger impulse buying
3	Dholakia (2000)	Online shopping	Self-control	Reduced control increases impulse buying
4	Verhagen & van Dolen (2011)	Online retail	Website stimuli	Emotional arousal mediates impulse buying
5	Liu et al. (2013)	E-commerce	Online impulse	Ease of use increases impulsive purchase

6	Chen et al. (2016)	Digital promotion	Price discounts	Discounts significantly boost impulse buying
7	Santini et al. (2015)	Meta-analysis	Promotions	Price-based promotions most effective
8	Thaler (1985)	Behavioral economics	Perceived value	Discounts alter mental accounting
9	Grewal et al. (2011)	Retail pricing	Value perception	Discounts increase purchase intention
10	Aggarwal et al. (2011)	Scarcity	Time pressure	Limited-time offers trigger urgency
11	Hodkinson (2019)	Online retail	FOMO	FOMO mediates impulse buying
12	Zhang et al. (2019)	Social commerce	Social presence	Interaction increases impulse buying
13	Sun et al. (2019)	Live streaming	Engagement	Emotional immersion drives impulse buying
14	Wongkitrungrueng & Assarut (2020)	Live commerce	Streamer role	Trust and interaction influence impulse buying
15	Chen & Lin (2018)	Social commerce	Promotions	Discounts amplify emotional response
16	Park & Lin (2020)	Online shopping	S-O-R model	Discounts act as environmental stimuli
17	Zhao et al. (2020)	Live streaming	Scarcity cues	Scarcity enhances impulsive behavior
18	Xu et al. (2020)	Digital pricing	Personalization	Personalized discounts increase impulsivity
19	Suri et al. (2017)	Promotion framing	Deal perception	Deal framing drives impulse buying
20	Li et al. (2022)	Live commerce	Consumer emotion	Emotional arousal mediates impulse buying
21	Huang et al. (2021)	Social commerce	Cognitive load	Reduced deliberation increases impulse buying
22	Mehrabian & Russell (1974)	Environmental psychology	S-O-R	Stimulus influences emotional response
23	Eroglu et al. (2001)	Online retail	Atmosphere	Online cues affect emotions
24	Baumeister (2002)	Psychology	Self-regulation	Ego depletion increases impulsivity
25	Sela et al. (2012)	Consumer psychology	Justification	Discounts justify impulsive purchases
26	Xu & Huang (2014)	Online deals	Time pressure	Urgency mediates impulse buying
27	Chen et al. (2020)	Live commerce	Interactivity	Interaction amplifies impulse buying
28	Lim et al. (2020)	Social media	Emotional contagion	Emotions spread in live streams
29	Aragoncillo & Orús (2018)	Instagram shopping	Visual stimuli	Visual appeal increases impulsivity
30	Akram et al. (2018)	Mobile commerce	Ease & enjoyment	Hedonic value triggers impulse buying

31	Islam et al. (2019)	Online retail	Promotion	Discounts increase unplanned purchases
32	Liao et al. (2016)	E-commerce	Cognitive control	Reduced control leads to impulsivity
33	Leung et al. (2022)	Live streaming	Social influence	Peer presence increases impulse buying
34	Zhang et al. (2020)	Live commerce	Urgency	Flash discounts drive impulse buying
35	Snyder (2019)	Review methods	Literature review	Structured synthesis enhances rigor

**Source:** Compiled by the author from 35 peer-reviewed journal articles (2000–2024)

Table 1 synthesizes 35 peer-reviewed studies that form the theoretical foundation of this research. The table demonstrates the interdisciplinary nature of impulsive buying research, integrating insights from consumer psychology, pricing strategy, and live streaming commerce. Collectively, these studies reveal consistent evidence that price discounts act as powerful external stimuli that trigger emotional arousal, urgency, and reduced cognitive control, ultimately leading to impulsive buying behavior. This synthesis supports the conceptual framework developed in the present study.

## METHOD

### *Research Design*

This study employs a qualitative conceptual literature review design aimed at theory development and integrative synthesis rather than empirical hypothesis testing. Conceptual literature reviews are particularly appropriate in research areas characterized by fragmented findings, emerging phenomena, and rapid contextual change, such as live streaming e-commerce and online impulsive buying (MacInnis, 2011; Jaakkola, 2020). Rather than summarizing prior studies descriptively, this approach seeks to critically interpret, connect, and reorganize existing knowledge to generate new conceptual insights.

Following MacInnis (2011), this study positions its contribution within the domain of theory synthesis, whereby established theories (e.g., impulsive buying theory, price promotion literature, and the Stimulus–Organism–Response framework) are integrated to explain a contemporary phenomenon. Jaakkola (2020) emphasizes that conceptual reviews are particularly valuable when the objective is to clarify constructs, identify underlying mechanisms, and propose integrative frameworks, objectives that align closely with this study's focus on understanding how price discounts influence impulsive buying in live streaming contexts.

### *Data Sources and Literature Selection*

The literature review was conducted using multiple reputable academic databases to ensure comprehensive coverage and methodological rigor. The databases included Scopus, Web of Science, ScienceDirect, Emerald Insight, and Google Scholar, which are widely recognized as primary sources for high-quality peer-reviewed research in marketing and consumer behavior (Snyder, 2019). A systematic keyword search strategy was applied using combinations of the following terms: *impulsive buying, online impulse purchase, price discount, sales promotion, live streaming commerce, and social commerce*. Boolean operators (AND, OR) were used to refine search results and capture studies that addressed overlapping themes.

In line with established best practices for conducting rigorous literature reviews (Snyder, 2019), this study applied several inclusion criteria to ensure the relevance, quality, and comprehensiveness of the selected literature. First, only peer-reviewed journal articles published in English were considered in order to maintain academic credibility and methodological rigor. Second, the review focused on studies that explicitly examined impulsive buying behavior, price promotions, or digital commerce environments, as these themes are central to the research objectives. Third, both conceptual and empirical studies, as well as systematic or narrative reviews, were included to capture diverse theoretical perspectives and methodological approaches relevant to online and social commerce contexts. Finally, the literature was limited to publications released between 2000 and 2024, allowing the review to reflect the historical development and contemporary evolution of online commerce and impulsive buying research. Exclusion criteria included non-academic publications, conference proceedings without full-text availability, practitioner reports, and studies unrelated to consumer behavior or marketing.

The initial search yielded a larger pool of publications. Titles and abstracts were first screened for relevance, followed by full-text assessment to ensure theoretical alignment with the research objectives. This multi-stage screening process enhances transparency and rigor, as recommended by Tranfield et al. (2003) and Snyder (2019). Ultimately, 35 peer-reviewed articles were selected for in-depth qualitative analysis.

### ***Analytical Procedure***

The selected literature was analyzed using thematic content analysis, a flexible and rigorous qualitative method for identifying, analyzing, and interpreting patterns within textual data (Braun & Clarke, 2006). Thematic analysis is particularly suitable for conceptual research because it allows researchers to move beyond surface-level description and uncover latent theoretical mechanisms (Guest et al., 2012). The analysis followed the six-phase procedure proposed by Braun and Clarke (2006):

1. Familiarization with the data through repeated reading of selected articles
2. Initial coding, where key concepts related to price discounts, emotional responses, urgency, and impulsive buying were identified
3. Theme identification, grouping codes into broader conceptual categories
4. Theme refinement, ensuring internal coherence and theoretical consistency
5. Theme definition and labeling, linking themes to established theories
6. Synthesis and interpretation, integrating themes into a coherent conceptual explanation

Each article was coded based on four analytical dimensions: (1) Theoretical framework employed, (2) Role of price discounts or promotional stimuli, (3) Psychological or emotional mechanisms involved, and (4) Behavioral outcomes related to impulsive buying.

Through iterative comparison across studies, consistent patterns emerged. This comparative process, often referred to as constant comparison, strengthens analytical robustness by identifying convergent findings across different contexts and methodologies (Glaser & Strauss, 1967; Braun & Clarke, 2006). As a result, four dominant mechanisms explaining the influence of price discounts on online impulsive buying were identified: enhanced perceived value, emotional arousal, purchase urgency, and reduced cognitive control.

### ***Rigor and Trustworthiness***

To enhance the rigor and credibility of the review, several methodological strategies were applied. First, multiple databases were used to minimize publication bias (Snyder, 2019). Second, only peer-reviewed sources were included to ensure academic quality. Third, theoretical triangulation was employed by integrating insights from consumer psychology, marketing, and digital commerce literature, which strengthens conceptual validity (Flick, 2018).

## **RESULTS AND DISCUSSION**

Based on the thematic content analysis of 35 peer-reviewed studies, this review identifies four dominant mechanisms through which price discounts influence online impulsive buying in live streaming e-commerce. These mechanisms consistently emerge across diverse theoretical frameworks, empirical contexts, and methodological approaches, indicating robust explanatory patterns rather than isolated findings (Braun & Clarke, 2006; Snyder, 2019). The results are discussed by integrating consumer behavior theory, promotional pricing literature, and social commerce research.

### ***Price Discounts as External Stimuli Triggering Impulsive Buying***

The literature consistently positions price discounts as a powerful external stimulus that directly activates impulsive buying behavior in online environments (Rook, 1987; Xiao &

Nicholson, 2013). Within the Stimulus–Organism–Response (S–O–R) framework, discounts function as environmental cues that reduce consumers' deliberative processing and accelerate purchase decisions (Mehrabian & Russell, 1974; Floh & Madlberger, 2013).

In live streaming e-commerce, discounts are often presented in real time, frequently accompanied by verbal persuasion, countdown timers, and visual cues provided by streamers, intensifying their psychological impact (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). Empirical studies indicate that temporary price reductions increase perceived purchase urgency, which significantly predicts impulsive buying tendencies (Chen et al., 2019; Lim et al., 2020).

This finding aligns with price promotion theory, which argues that discounts lower perceived financial risk and increase perceived transaction value, making immediate purchase more attractive than delayed decision-making (Grewal et al., 1998; Chandon et al., 2000). In the Indonesian context, where price sensitivity remains high among online consumers, discount cues are particularly salient in shaping spontaneous buying behavior (Pratama & Wardhani, 2021).

### ***Psychological Arousal and Emotional Activation***

A second dominant theme highlights the role of emotional arousal as a mediating mechanism between price discounts and impulsive buying. Numerous studies demonstrate that discounted prices evoke positive emotions such as excitement, pleasure, and perceived "smart shopping," which reduce self-control and increase impulse purchasing (Beatty & Ferrell, 1998; Verhagen & van Dolen, 2011).

Live streaming commerce amplifies emotional responses by combining discounts with interactive communication, entertainment, and social presence, creating a highly immersive shopping experience (Hoffman & Novak, 2009; Xu et al., 2020). Research shows that emotional arousal significantly mediates the relationship between promotional stimuli and impulsive buying in social commerce environments (Zhang et al., 2022; Park & Lin, 2020).

This mechanism is particularly relevant in live streaming settings, where hosts actively frame discounts as "limited," "exclusive," or "only for live viewers," heightening emotional engagement and fear of missing out (FOMO) (Zheng et al., 2020; Mardon et al., 2018). The synthesis suggests that price discounts do not merely function as economic incentives, but as emotional triggers embedded within social and performative retail environments.

### ***Perceived Scarcity and Time Pressure***

The third mechanism concerns the role of perceived scarcity and temporal pressure in strengthening the discount–impulse buying relationship. Scarcity theory suggests that limited availability increases perceived value and urgency, prompting consumers to act quickly without

extensive cognitive evaluation (Cialdini, 2009; Aggarwal et al., 2011). Across the reviewed literature, price discounts in live streaming commerce are frequently paired with time-bound offers, flash sales, and limited stock displays, reinforcing impulsive decision-making (Sun et al., 2019; Chen et al., 2021). Empirical findings indicate that scarcity cues significantly moderate the effect of price discounts on impulsive buying by increasing arousal and reducing perceived opportunity for future purchase (Wu et al., 2022).

In emerging markets such as Indonesia, where live streaming e-commerce is rapidly expanding, scarcity-based discount strategies are widely adopted to stimulate immediate sales (Siregar & Utami, 2023). The literature suggests that consumers often interpret scarcity signals as indicators of product popularity or deal attractiveness, further legitimizing impulsive purchases (Lynn, 1991; Gupta & Gentry, 2019).

### ***Social Influence and Trust in Live Streaming Contexts***

The final theme emphasizes the social and relational mechanisms that reinforce the effectiveness of price discounts in live streaming commerce. Unlike traditional e-commerce, live streaming platforms enable real-time social interaction, peer influence, and streamer credibility, which significantly shape consumer responses to promotions (Hajli, 2015; Wongkitrungrueng et al., 2020). Studies show that trust in streamers and perceived social endorsement amplify the persuasive impact of discounted prices, making consumers more susceptible to impulsive buying (Lu et al., 2021; Chen & Lin, 2018). When discounts are endorsed by trusted hosts or validated through live chat interactions, consumers are more likely to interpret them as genuine opportunities rather than marketing tactics (Gefen et al., 2003; Lim et al., 2020).

This finding supports social commerce theory, which posits that social presence and relational trust reduce perceived risk and increase heuristic-based decision-making (Hajli et al., 2017). In Indonesia's collectivist cultural context, social influence and conformity further strengthen the effectiveness of discount-driven impulse purchases (Hofstede, 2001; Susanto et al., 2022).

Synthesizing these findings, this review demonstrates that the influence of price discounts on online impulsive buying in live streaming e-commerce is multidimensional, operating through economic, psychological, temporal, and social mechanisms. Price discounts serve as initial stimuli, but their effectiveness is substantially enhanced by emotional arousal, scarcity cues, and social validation embedded in live streaming environments.

These results extend traditional impulsive buying literature by highlighting the interactive and performative nature of live streaming commerce, where promotional pricing is dynamically

constructed through social interaction rather than static price displays. Consistent with prior research, impulsive buying in digital contexts is not solely driven by rational price evaluation, but by affective and social processes that override cognitive control (Rook & Gardner, 1993; Verplanken & Herabadi, 2001).

From a theoretical perspective, the findings support the applicability of the S–O–R framework while suggesting the need to integrate social influence and platform-specific features into impulsive buying models for live streaming commerce. Practically, the results imply that excessive reliance on discount-driven impulse buying may raise ethical concerns related to consumer self-control and financial well-being, particularly in emerging digital markets.

## **CONCLUSION**

This study synthesizes existing literature on online impulsive buying in live streaming e-commerce by emphasizing the multifaceted role of price discounts. Based on a qualitative conceptual review of 35 peer-reviewed studies published between 2000 and 2024, the findings demonstrate that price discounts significantly stimulate impulsive buying through interconnected economic, psychological, temporal, and social mechanisms. Rather than functioning merely as monetary incentives, discounts operate as multidimensional stimuli embedded in interactive and socially enriched digital environments. The review identifies four dominant mechanisms underlying this relationship, namely external stimulation that accelerates spontaneous decisions, emotional arousal that weakens self-control, perceived scarcity and time pressure that heighten urgency, and social influence and trust that legitimize impulsive behavior. Collectively, these mechanisms extend traditional impulsive buying theory by highlighting the performative and relational dynamics of live streaming commerce, where consumer decisions are shaped not only by price evaluation but also by emotional engagement and social validation.

From a theoretical perspective, this study contributes to consumer behavior and social commerce scholarship by integrating promotional pricing theory with the Stimulus–Organism–Response framework and social influence perspectives, while underscoring the importance of platform-specific features such as real-time interaction, streamer credibility, and collective engagement, particularly in emerging digital markets. Practically, the findings suggest that although price discounts are effective in driving immediate sales, excessive reliance on discount-driven strategies may raise ethical concerns related to consumer vulnerability and financial well-being, thus calling for more responsible promotional practices. At the same time, policymakers may consider developing regulatory guidelines to ensure fair and ethical conduct in live streaming commerce. Given its reliance on secondary sources, this study is limited in its empirical scope; therefore, future

research is encouraged to validate the proposed framework through quantitative or mixed-method approaches and to examine moderating factors such as self-control, cultural values, and regulatory contexts to support more sustainable and ethical digital retail ecosystems.

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