

The Role of E-Commerce Live Streaming as a Stimulus for Consumptive Behavior in Online Purchases among Digital Business Students

Audina Putri Sabilla¹, Konita Nur Jasmin², Adelia Marshandra³, Ines Nur Irawan⁴, Rendika Vhalery⁵

^{1,2,3,4,5} Department of Digital Business, Faculty of Education and Social Sciences,
Universitas Indraprasta PGRI, Indonesia

(*)✉ ineznurirawan@gmail.com



Article History

Received : 10-09-2025

Revised : 22-09-2025

Published : 25-10-2025

This is an open access article under the
CC-BY-SA license

Abstract

The advancement of digital technology has led to new innovations in the e-commerce industry, one of which is the live streaming feature, which has become a widely adopted marketing strategy across platforms such as Shopee and TikTok. This feature enables direct interaction between sellers and buyers while presenting attractive product visuals, indirectly stimulating consumptive behavior, particularly among university students. This study aims to analyze the role of e-commerce live streaming as a stimulus for consumptive behavior among students in the Digital Business Study Program at Universitas Indraprasta PGRI. Using a qualitative descriptive approach, data were collected through questionnaires distributed to 50 respondents. The results show that 94% of respondents have watched live streaming sessions and admitted feeling motivated to shop afterward mainly due to limited-time promotions, trust in the host, and the high level of interactivity during live broadcasts. Furthermore, 88% of respondents found live streaming more engaging than traditional advertisements, while 86% agreed that this feature encourages impulsive buying behavior due to emotional pressure and a heightened sense of urgency. The convenience offered by live streaming effectively helps consumers fulfill their needs; however, it is essential to maintain awareness and self control to prevent such convenience from leading to excessive and uncontrolled consumption behavior.

Keywords: live streaming, e-commerce, consumptive behavior, students, online shopping

Introduction

The advancement of digital technology has driven a profound transformation across various aspects of life, including how individuals interact with the marketplace. One of the most fundamental changes observed is the shift in consumer behavior patterns, significantly influenced by the accessibility of information and online transaction convenience. This phenomenon often triggers consumptive behavior among modern society, particularly among younger generations (CNN Indonesia, 2022). Consumptive behavior is defined as the tendency to spend money without careful consideration, driven primarily by impulsive

desires or popular trends, with little regard for long-term consequences (Dian Fitri Moch Nursalim, 2013).

A recent and increasingly popular innovation in this digital landscape is live streaming e-commerce, a sales method that integrates live video broadcasting, real-time interaction with consumers, and purchasing processes within a single digital platform. This approach has been widely adopted by major platforms such as Shopee and TikTok, offering a more personalized, instantaneous, and visually engaging shopping experience.

Live streaming e-commerce addresses one of the primary challenges of online shopping

consumers limited knowledge of products, which often leads to uncertainty in making purchases. Through this feature, hosts can directly showcase their products, provide detailed explanations, and respond to consumer inquiries in real time. They frequently offer exclusive promotions or time-limited discounts during live sessions, which implicitly create a sense of urgency in decision-making. Such direct interactions foster trust, reduce uncertainty, and strengthen consumers' perceptions of product authenticity and quality. Consequently, the vivid product visualization and active engagement between hosts and viewers significantly accelerate purchase decisions (Rahmawati, 2024).

Online shopping has become a daily habit due to its transactional convenience. However, the live streaming feature adds a new dimension to the online shopping experience. For university students, this convenience is particularly relevant as it allows them to gain clearer product information, ensure product quality through direct interaction with sellers, and take advantage of promotions suited to their limited budgets. Therefore, the live streaming feature not only enhances efficiency and trust in online transactions but also provides added value, especially for students.

Given the rapid development of live streaming e-commerce and its potential impact on consumptive behavior, this topic is highly relevant to investigate particularly within a specific population segment. This study focuses on students of the Digital Business Department at Universitas Indraprasta PGRI, who are not only technologically adept but also possess both theoretical and practical understanding of e-commerce dynamics. Consumptive behavior among students can lead to poor financial management and unsustainable spending habits (CNN Indonesia, 2022). Therefore, this research aims to specifically analyze the extent to which live streaming e-commerce functions as a stimulus for consumptive behavior in online purchasing among Digital Business students at Universitas Indraprasta PGRI.

Method

This study employed a qualitative descriptive approach, selected to explore in depth how live streaming e-commerce functions as a stimulus in

shaping students' consumptive behavior in online purchasing. The qualitative method enables the researcher to capture subjective experiences, perceptions, and meanings constructed by participants within their real-life context, without manipulating any variables.

The research was conducted within the academic environment of Universitas Indraprasta PGRI (Unindra), with the participants consisting of active students from the Digital Business Study Program. These participants were chosen because they represent a generation that is highly engaged with digital technology and e-commerce platforms, making them relevant subjects for understanding behavioral tendencies in online consumption.

Data were collected using open-ended questionnaires, allowing respondents to narrate their personal experiences and perspectives related to live streaming commerce and its influence on their online purchasing habits. The questions were designed to elicit detailed reflections on emotional responses, purchasing motivations, and social influences during live streaming sessions.

The data were analyzed through three main stages, following the framework of Miles, Huberman, and Saldaña (2014):

1. Data Collection, gathering narrative responses from participants through questionnaires and organizing them according to emerging themes.
2. Data Display, presenting the data descriptively to identify recurring patterns and variations in participants' responses.
3. Conclusion Drawing and Verification, interpreting the findings by connecting the narratives to theoretical frameworks on consumer behavior and digital marketing, and validating the conclusions through iterative comparison across data sources.

To ensure the credibility and validity of the findings, the researcher applied data triangulation by comparing information obtained from various sources, methods, and theoretical perspectives. This technique aimed to build an objective and comprehensive understanding of how live streaming e-commerce stimulates consumptive behavior among students.

Results and Discussion

This study involved 50 respondents who are active university students engaged in e-commerce environments. All respondents (100%) identified themselves as e-commerce users, confirming that online shopping has become an integral part of their daily lives.

Live streaming is primarily conducted to promote products from various brands. According to Song & Liu (2021), the impact of live streaming can be measured through several dimensions, namely streamer credibility, media richness, and interactivity (Vidayat et al., 2023). Live streaming e-commerce not only facilitates transactions but also serves as a powerful psychological stimulus that drives consumptive and impulsive purchasing behaviors among university students.

Based on the results of the distributed questionnaires, 47 out of 50 respondents (94%) stated that they had watched live streaming sessions on e-commerce platforms, while only 3 respondents (6%) had never watched one. The frequency of viewing live streaming sessions is distributed as follows:

- 50% of respondents watch infrequently (1–2 times per month),
- 20% watch occasionally (3–4 times per month),
- 20% watch frequently (1–2 times per week), and
- 10% watch very frequently (more than 3 times per week).

These data indicate that although not all respondents are regular viewers, their awareness and exposure to live streaming commerce are significantly high. The dominant motivation among respondents is the desire to discover discounts and promotional offers, suggesting that price incentives and perceived economic value serve as primary drivers. Additionally, product curiosity also plays an essential role respondents reported being motivated to watch live sessions to see products in more detail, gain a realistic understanding of product features, and access information not typically available in standard product descriptions.

A strong indication of live streaming's role as a stimulus for consumptive behavior is reflected in the finding that 88% of respondents considered live streaming to be more engaging

than traditional advertisements, while 86% admitted that live streaming tends to trigger impulsive buying tendencies. This perspective underscores the effectiveness of live streaming formats in attracting and retaining consumer attention.

According to data from Ipsos, live streaming platforms have generated notable benefits for online businesses, including sales growth (73%), market reach expansion (68%), promotion cost efficiency (64%), real-time interaction with customers (60%), enhanced consumer trust (59%), transaction security (49%), and competitive advantage (37%). As stated by Andi (2024), live streaming is not merely a passing trend but rather a manifestation of evolving consumer behavior and online sales strategies. Furthermore, market competition dynamics, regulatory challenges, and strategic collaborations between major players at the end of 2023 have also been significant areas of focus in Ipsos recent research (Haryanto, 2024).

The survey on *"Trends in Live Streaming E-Commerce for Sellers"* revealed that Shopee Live is the most preferred platform among local brands and MSMEs, with a 96% preference rate, followed by TikTok Live (87%), Lazada Live (71%), and Tokopedia Play (62%). In terms of platform usage over the last three months, Shopee Live also led with 88%, followed by TikTok Live (61%), Lazada Live (35%), and Tokopedia Play (27%). Regarding transaction value (*share of value*), Shopee Live remained dominant at 44%, surpassing TikTok Live (28%), Lazada Live (17%), and Tokopedia Play (12%). These findings indicate that live streaming has become an effective marketing strategy for local brands and MSMEs to build consumer engagement in e-commerce ecosystems.

Live streaming has been proven to exert a significant influence on students consumptive behavior. One of the primary contributing factors is interactivity, which provides an authentic experience and enables consumers to obtain information directly from sources they perceive as credible. The presence of flash sales and exclusive promotional offers during live sessions also plays a critical role. Limited-time discounts generate a Fear of Missing Out (FoMO) effect, prompting rapid purchasing decisions even when products are not essential.

University students, in particular, are more responsive to such promotions due to their limited financial resources. As noted by Salsabilla et al. (2023), students tend to seek substantial discounts to acquire desired products at lower prices. However, the FoMO phenomenon has become a major factor stimulating this consumptive pattern, leading to increased expenditures driven by emotional impulses rather than genuine needs. Consequently, this behavior fosters unhealthy consumption habits, wherein students develop a tendency to purchase unnecessary items. Such patterns may negatively impact personal financial management and reduce awareness of responsible consumption in the digital era.

Moreover, product demonstrations, real-time reviews, and live feature explanations foster consumer trust. Sellers who creatively showcase their products through engaging visual settings, effective lighting, camera angles, and aesthetic presentation can significantly boost purchase intention. The interactive features of live streaming allow consumers to ask questions directly, observe sellers' responses, and engage in discussions with other viewers via live chat. This interactivity enhances the sense of involvement, authenticity, and trust in the products being promoted.

To mitigate the negative impacts of consumptive behavior triggered by live streaming, several strategic solutions are necessary:

1. For students, improving financial literacy is crucial through education on budgeting, distinguishing between needs and wants, and understanding the risks of excessive debt. Universities can play an active role by organizing seminars or workshops on personal financial management.
2. For e-commerce platforms and influencers, promoting transparency and product value rather than emphasizing temporary discounts can help reduce impulsive buying.
3. For policymakers and regulators, it is essential to encourage responsible marketing practices, particularly toward vulnerable consumer segments such as students, ensuring a healthier and more sustainable online shopping ecosystem.

Conclusions

This study aimed to examine the role of live streaming e-commerce as a stimulus in shaping consumptive behavior among students of the Digital Business Department at Universitas Indraprasta PGRI. Using a qualitative descriptive approach and collecting narrative questionnaire data through Google Forms, the findings revealed that the phenomenon of live streaming e-commerce has reached the majority of respondents (94%) with varying frequencies of viewing.

The results indicate that students are primarily motivated to watch live streaming sessions due to promotional offers and discounts, followed by interest in the featured products. The majority of respondents (88%) stated that live streaming is more engaging than traditional advertising and explicitly acknowledged that it triggers consumptive or impulsive behavior. The role of live streaming as a stimulus can be explained through the dimensions proposed by Song and Liu (2021).

First, streamer credibility, reflected through engaging and credible hosts, fosters trust and directly influences purchase decisions. Second, media richness, characterized by detailed visuals and product demonstrations, effectively captures attention and enhances purchase desire, consistent with Rahmawati (2024).

Third, interactivity, including features such as *flash sales* that create urgency through scarcity and the fear of missing out (FoMO), directly drives spontaneous and often irrational purchasing actions.

The consumptive behavior triggered by live streaming manifested through impulsive purchases made without thoughtful consideration aligns with the definition provided by Dian Fitri Moch Nursalim (2013).

This phenomenon is further supported by CNN Indonesia (2022), which highlights that excessive consumption among younger generations can potentially harm financial stability and foster unsustainable spending habits.

The effectiveness of live streaming as a marketing strategy that stimulates consumption is reinforced by Ipsos data, showing that live streaming contributed to sales growth (73%) and

improved interactive engagement with consumers (60%) (Haryanto, 2024).

In conclusion, live streaming e-commerce has proven to be a highly effective tool in shaping and stimulating consumptive behavior among university students. Its multidimensional appeal combining credibility, interactivity, and media richness creates a powerful psychological stimulus that not only influences purchasing decisions but also reflects the evolving dynamics of digital consumer behavior in the modern marketplace.

References

- Abdul, J. (2022). 470210-Tren-Live-Streaming-Di-Platform-E-Commer-06B59Cc1. 3(2), 4745–4750.
- Ardiyanti, V. D. (2023). The Effect of TikTok Live Streaming Shopping on Impulse Buying Behavior in The 2023 Global Crisis. *Asian Journal of Logistics Management*, 2(1), 1–6. <https://doi.org/10.14710/ajlm.2023.18050>
- Dian Fitri Moch Nursalim. (2013). Penerapan Strategi Pengelolaan Diri (Self-Management) Untuk Mengurangi Perilaku Konsumtif Pada Siswa Kelas X-11 Sman 15 Surabaya. *UNESA Journal Mahasiswa Bimbingan Dan Konseling*, 1(1), 26–36.
- Hafiza, N., Shoffah, S. N. A., & Saptini, N. (2024). E-Commerce Memicu Maraknya Perilaku Konsumtif Di Kalangan Mahasiswa Universitas Mataram. *Jurnal Dinamika Sosial Budaya*, 26(1), 24. <https://doi.org/10.26623/jdsb.v26i1.8939>
- Harahap, D. A., & Amanah, D. (2022). Memahami Impulsif Buying Dalam Proses Keputusan Pembelian Konsumen. *Jurnal Manajemen Dan Bisnis Performa*, 19(01), 31–55. <https://doi.org/10.29313/performa.v19i01.9719>
- Haryanto, A. T. (2024, Januari 17). *Bukti Fitur Live Streaming e-commerce Bikin Seller Makin Cuan*. Diambil kembali dari detikInet: <https://inet.detik.com/business/d-7146574/bukti-fitur-live-streaming-e-commerce-bikin-seller-makin-cuan>
- Mertaningrum, N. L. P. E., Giantari, I. G. A. K., Ekawati, N. W., & Setiawan, P. Y. (2023). Perilaku Belanja Impulsif Secara Online. *Jurnal Ilmu Sosial Dan Humaniora*, 12(3), 605–616. <https://doi.org/10.23887/jish.v12i3.70463>
- Monicha, A., Sania, F., & Febriana, P. (2023). Live Streaming TikTok Meningkatkan Penjualan dan Keterlibatan Merek di Indonesia. *CONVERSE: Journal Communication Science*, 1, 37–48.
- Oktaviani, M., Sari, I. P., & Miftah, Z. (2023). Pengaruh E-Commerce Dan Financial Technology Terhadap Perilaku Konsumtif Mahasiswa. *JABE (Journal of Applied Business and Economic)*, 9(3), 281. <https://doi.org/10.30998/jabe.v9i3.16620>
- Pramesta, N. R., Natania, C. M., Izdihar, A. H., & Rakhmawati, N. A. (2022). Analisis Pengaruh Strategi Flash Sale Terhadap Minat Beli dan Perilaku Impulsif Mahasiswa ITS. *Jurnal Sistem Informasi Dan Manajemen*, 10(3), 149–159.
- Salmah, A., & Erysa Faraby, M. (2024). Analisis Perilaku Impulse Buying Pada Diskon Live Streaming Di E-Commerce Shopee Dalam Perspektif Bisnis Syariah (Studi Mahasiswa Prodi Ekonomi Syariah Universitas Trunojoyo. *Jurnal Ekuilnmi*, 6(2), 320–329. <https://doi.org/10.36985/zz9zfp86>
- Salsabilla, R. D., Anggraini, S., & Manshur, A. L. (2023). Pemanfaatan Diskon Besar Dalam E-Commerce Bagi Mahasiswa. *Prosiding Seminar Nasional*, 1380–1389.
- Vidayat, S. R. F., & Arkansyah, M. (2023). Pengaruh Live Streaming Shopping dan E-WOM terhadap Perilaku Impulsive Buying Konsumen Online Akun TikTok@ jiniso. id. *Jurnal Pewarta Indonesia*, 5(2), 123–130.