

# STUDY ON THE INFLUENCE OF LIVE-STREAMING E-COMMERCE INTERNET CELEBRITY' PERFORMANCE MARKETING ON CONSUMERS' IMPULSIVE PURCHASING BEHAVIOUR

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**Abstract:** *Live-streaming e-commerce integrates traditional e-commerce and live video experiences, impacting consumer purchasing decisions through anchors' marketing behaviours and facilitating transactions between buyers and sellers. This study focuses on marketing behaviour, particularly performance marketing, which uniquely incorporates performance theory and practice into marketing actions, which is a key highlight of this research. Through the engaging elements of performance present in marketing, consumers can be immersed in realistic scenarios, gain easily remembered product information, and enhance their purchase intentions and brand favourability. Currently, live-streaming e-commerce, as an emerging branch of traditional e-commerce, lacks in-depth research and discussion among scholars regarding impulse buying desires in this context. Given the continuous development and improvement of live-streaming technology and platforms, the increasing integration of live-streaming into consumer lifestyles, and the growing influence of internet celebrity anchors on consumer behaviour, studying how internet celebrities' performance marketing in live-streaming affects consumers' impulse buying intentions and behaviour decisions is of significant marketing importance. This study explores the mechanism by which Internet celebrities' performance marketing in live-streaming affects consumers' impulse buying behaviour.*

**Keywords:** *Live-streaming; Internet Celebrity Marketing; E-Commerce; Purchasing Intention*

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## Introduction

The continuous fermentation of a new round of information technology revolution, such as big data, cloud computing, and artificial intelligence, coupled with the rise of short video platforms and live-streaming marketing, has driven the transformation and upgrading of traditional retail e-commerce to the live-streaming e-commerce industry, forming a new consumer trend in society. According to the National Bureau of Statistics, online retail sales across the country will reach 13.1 trillion yuan in 2021, up 14.1 per cent year year-on-year. Among them, the online retail sales of physical goods reached 10.8 trillion yuan, exceeding 10 trillion yuan for the first time, with a year-on-year growth of 12.0%, accounting for 24.5% of the total retail sales of consumer goods, and contributing 23.6% to the growth of total retail sales of consumer goods. Notably, according to data released by Coresight Research(2022), live cargo generated \$70 billion in global sales by 2021. It can be seen that the e-commerce industry occupies an important position in the field of consumption, and the rise of the live-streaming e-commerce industry has undoubtedly further improved the proportion of online consumption. In June 2023, the scale of short video users reached 1.03 billion people, accounting for 95.1% of the scale of Internet users, and the penetration rate of short video users is extremely high. Since short video platforms usually have a "live" content field, large-scale short video users can be converted into live-streaming e-commerce users. The number of live-streaming e-commerce users reached 530 million, accounting for 59.5% of the number of online shopping users, and live-streaming e-commerce has become an important way for online shopping users to buy goods. Among them, Taobao, Douyin, JD.com, and other platforms have greatly promoted the form of live-streaming e-commerce in recent years, and more than half of the online merchants have obtained "new highs" in sales through live-streaming e-commerce. In essence, live-streaming e-commerce is still a special form of sales in the e-commerce industry, and it is an online retail situation based on Internet live-streaming technology.

Internet celebrities constitute an extremely important category of sharers in influencer marketing. They have a strong fan base, and fans closely follow their lifestyles and behaviours. Therefore, they have a natural advantage in terms of attention and attractiveness. Furthermore, advertisers can conduct precise marketing based on the field in which the Internet celebrity operates, targeting user groups more accurately. In today's highly competitive environment, social media advertising has a significant impact on brand image and brand value, which can affect consumers' purchasing intentions. Advertisers are gradually shifting from one-way blind advertising to personalised, targeted advertising, which can reduce the distance between consumers and brands while stimulating word-of-mouth transmission. Here, word-of-mouth transmission refers to the fact that consumers' purchasing intentions are not only influenced by product prices but also, to a large extent, by the recommendations of purchasers, which is a form of oral sharing.

Live online celebrity marketing is a sales method with online celebrity anchors as the main body and live broadcasts as the media. The live online celebrity economy is developing rapidly. In 2023, among the top 20 live-streaming anchors, Xiao Yang Ge, Simba and Li Jiaqi rank in the top three, with total sales of live-streaming exceeding 103.9 billion yuan. Many companies value the influence of live-streaming influencers in terms of exposure, retweets, and user base, so they have invested heavily. Exploring and clarifying the underlying mechanism is helpful for enterprises to choose and use it for effective marketing.

Performing art typically refers to the art of actors using themselves as creative tools to embody characters in movies. Performance marketing, based on marketers' product endorsements,

applies to daily marketing for various clients, promoting product endorsements and customer communication. This vividly demonstrates a marketing method consistent with the product, with rich infectiousness and vitality. It can convey the essence of the product and brand itself to consumers, aiming to stimulate customer purchasing behaviour. Based on the artistic performance theory of new marketing methods, Yuanyuan proposed a new marketing concept, namely performance marketing, which is a new marketing strategy combining film art creation. Research suggests that performance marketing affects the product information that consumers encounter, enhances product attributes, increases brand beliefs, promotes consumers' favourability towards the brand, and forms brand trust and loyalty. Therefore, based on such marketing methods in the context of live-streaming, this study explores how it affects consumer purchasing behaviour, which is of unique significance.

Through the above analysis, it is of significant marketing importance to study how Internet celebrities, in the context of live-streaming, will affect consumers' impulse buying intentions and behaviour decisions, given the continuous development and improvement of live-streaming technology and platforms, the increasing integration of live-streaming into consumer lifestyles, and the growing influence of Internet celebrity opinions on consumer behaviour.

## Literature Review

### Internet Celebrity Marketing

In the era of social media, opinion leaders can influence the attitudes and behaviours of others on social networks (Yang, 2016). Unlike traditional opinion leaders, Internet celebrities, as opinion leaders can influence a broader audience, including consumers without specific labels. Past research has shown that in the era of social media, opinion leaders, especially Internet celebrities, can influence consumers.

Jiang (2019) indicated that the factors affecting the influence of brands on Internet celebrities in advertising can be summarised as matching, reliability, and the personal style and influence of Internet celebrities. With the development of the economy and society, the number of Internet celebrities is increasing, and their influence is gradually expanding (Ooi, 2024). Brands typically embed their brand or advertisements into the dynamic content shared by Internet celebrities, increasing exposure among consumers subtly. Consumers have become accustomed to associating the brand or product information mentioned in the content shared by Internet celebrities with their image or trustworthiness, thus enhancing brand image and reputation.

Research has found that customers' purchasing decisions on social media are highly sensitive to those of others. Internet celebrities not only influence purchasing decisions but also have a significant impact on repeat purchases and sharing behaviour as a medium for consumer reference in purchasing decisions. According to the study, Internet celebrities can have a greater impact by relying on their insights into products and brands (Kevin, 2012). In the process of social media marketing, opinion leaders with rich professional knowledge and central positions in the industry or subfields attract more potential customers who want to make purchases and can guide consumer purchasing decisions (Liu & Zhang, 2017). For example, interactions between Internet celebrities and the public in social question-and-answer communities, including comment replies and public interactions, are frequent. This will greatly benefit Internet celebrities in continuously enhancing their presence in consumers' lives, and consumers' sense of trust and favourability will also increase as a result. It is believed that the

relationship between Internet celebrities and fans is more solid, and ordinary consumers more accept their views.

### **Live-streaming Marketing**

Live-streaming e-commerce is a new form of e-commerce that has emerged with the rise of online live-streaming; therefore, it needs to be analysed from the perspectives of both traditional e-commerce and live-streaming e-commerce. From the perspective of traditional e-commerce, Smith and Clinton (2016) pointed out that e-commerce live-streaming is undoubtedly a revolutionary, innovative, and novel commercial shopping scenario. Abt (2019) believes that live-streaming e-commerce is a form of online live-streaming that showcases product details and discount prices to users through online promotions, live sales, product recommendations, on-site usage, and so on, maximising alignment with offline face-to-face sales models. It can be seen that live-streaming e-commerce is inseparable from the endorsement of live streamers. As organisers of live-streaming content and product sales, this group needs to continuously engage in live interaction to enable customers to enjoy immersive product experiences, thereby increasing their willingness to purchase and achieve sales goals.

From the perspective of live-streaming e-commerce, the early main models include the two commercial models of "anchor performance + fan participation + gift donation" and "anchor performance + advertising revenue." In recent years, with the rise of live-streaming e-commerce, an increasing number of anchors have made "product sales" an essential source of income. Hudson (2017) believes that although social virtual environments, such as online live-streaming, have the potential to provide greater social awareness among virtual audiences, due to current technological limitations, such live environments still struggle to convey life experiences fully. Consumers must stimulate the commercial and economic benefits of such living environments through some form of shopping or consumption activities.

### **Performance Marketing**

The concept of performance is an observable and culturally coded behavioural pattern, whether intentional or unintentional. All existence is in action, and everyone's action is essentially a performance, so the live-streaming Internet celebrity anchor itself is a performance. In the process of live-streaming, Internet celebrity anchors add exaggeration, drama, and other ingredients to bring the audience a strong sense of product promotion, a sense of urgency brought by the limited amount, and increase the possibility of audience demand through the explanation of the Internet celebrity anchors.

In the context of live-streaming marketing, the product details described in the live-streaming Internet celebrities are more vivid, the use scenarios of the products are more abundant, and the uses are more numerous. The necessity for consumers to purchase the corresponding products increases with the urgency shown in live-streaming Internet celebrities, thus helping enhance consumers' purchase intention. Impulsive buying behaviour plays a crucial role in this study.

As a real-life spice, dramatisation is always a good way to do so. The performances of reality TV actors are also arranged in a variety of shows according to the tastes and needs of the audience, and some conflicting so-called drama stories have attracted much attention, as they are powerful tools for audiences and consumers to stimulate the same joy, sadness, and joy. The highest level of marketing is to win the hearts of consumers; from this perspective, all popular TV series and shows are marketing masters. In recent years, many brands have used fun and emotional resonance to increase engagement and show consumers a good product

(Wang, 2015). Anchors in the broadcast room quickly gain attention by exaggerating, creating suspense, and turning points, which arouse the curiosity of consumers. This strong attraction and control dramatically reflects the importance of marketing (Zhu, 2020).

According to the art performance theory, scholars have proposed a new marketing concept, namely performance marketing. It refers to the artistic creation techniques of film and is shining brightly in the field of marketing with vivid expression methods and techniques. Moreover, more characteristics of marketing behaviour can be included in this scope, which is based on the gradual broadening of scholars' cognition of performance marketing, and various characteristics are explored and verified to be effective. (Zhuang, 2018)

The actors in live-streaming are Internet celebrities, who are the protagonists, while there are assistants and other supporting roles that enrich their roles in the live-streaming scene. Their words and actions are the core and most concern in a live-streaming room. Through their vivid demonstration of product use and description of the use of scenes and effects, even exaggerated scenes, they attract the audience's attention and highlight the selling points and brands of the products.

### **Impulsive Buying behaviour**

Impulse buying has always been a hot topic in the field of consumer behaviour, and many scholars have discussed it in detail from different perspectives. Dupont researchers believe that when consumers enter a store, they have a general expectation of the goods they will buy this time. However, after entering the store, because of the stimulation of the store's internal information or personal characteristics, consumers will eventually buy more goods than in the original plan, and this purchase beyond the plan is impulsive purchasing behaviour. Some scholars believe that, to some extent, this behaviour is unreasonable because it does not consider the long-term distribution of purchase demand (Chen, 2012). However, impulsive purchasing behaviour to a large extent, represents the nature of consumers as human beings and more truly reflects the characteristics of consumers, which cannot be completely rational as assumed in economics, so it is of far-reaching significance to study it.

Based on previous research, this study summarises the characteristics of impulse buying behaviour. The first is unplanned purchases, in which consumers buy products that are not within the scope of their previous plan. Second, this behaviour is influenced by both internal and external factors: internal factors, including consumers' impulsivity, emotional response, degree of self-control, time, and money, and external factors, including product attributes and price (Liao, 2016). Third, impulsive buying behaviour easily evokes positive joy and emotions in consumers. In addition, the decision-making process is very fast and very short in terms of response time, and consumers are not thinking about the practicality and other aspects of the product (Yang & Loang, 2024). Finally, consumers regret their purchases. Consumers are increasingly uncomfortable, especially if the product is regretful when left unattended for an extended period and the product proves to be of little use.

### **Flow Theory**

In marketing, experiences can be broadly categorised into three types: stimulation, immersion, and sensation. Hirschman and Holbrook(1982) defined experience as the pursuit of fantasies, feelings, and pleasures by users, which stems from the intangible benefits that consumers gain from owning services or products. Schmitt believes that experience is related to stimulation and considers it a subjective feeling that consumers experience in response to stimuli.

Csikzentmihalyi (1989), from a psychological perspective, views the experience as a state of complete immersion where individuals forget irrelevant sensations and concerns, exhibiting an immersive "flow state." Ghani and Deshpande also suggested that consumers experiencing immersion are fully engaged in the activity and derive enjoyment from it. Some scholars have argued that experience is a continuous holistic sensation. Pine and Gilmore (1999) considered experience as a process in which businesses create a memorable event for consumers by focusing on consumers, using products as props, and services as stages, which can profoundly influence consumer behaviour.

In terms of dividing and measuring user experience dimensions based on changes in user psychology, Pine and Gilmore they divided user experience into positive, negative, immersive, and engaging experiences. Schmitt divided experience into five dimensions: sensory, emotional, cognitive, relational, and action experiences. The concept of flow experience chosen in this study was based on the theory of immersion. Under the influence of performance marketing in live-streaming scenarios, consumers' focus can be enhanced by the host's words and actions, leading to an immersive feeling (Loang, 2023). Flow experience refers to when a person is completely immersed in a specific activity, temporarily forgetting the existence of others, losing self-awareness, and experiencing pleasure and enjoyment (Chen et al., 2009). The characteristics of the flow experience are as follows: sense of control, high degree of concentration, enjoyment of one's favourite activities, and deviation in perception of time. Further research found that users' flow experiences can build loyalty to online stores and encourage purchases. The study believes that when viewers watch Internet celebrities' live-streaming, Internet celebrities can create immersive experiences through long-term dialogues and provide viewers with a smooth experience. Consequently, consumers are influenced by the flow experience, become loyal to the influencer, and are willing to purchase products endorsed by them, such as those recommended by relatives and friends. Csikszentmihalyi (1989) believed that when individuals are in a state of flow experience, they experience a sense of pleasure and are completely absorbed in the present task, reducing their perception of the passage of time. He divided the characteristics of the flow experience into nine aspects: sense of control, clear goals, loss of sense of time, immediate feedback, merging of action and awareness, matching of ability and challenge, concentration, goal-oriented experience, and loss of self-awareness.

## **Research Hypothesis and Model Construction**

### **The direct effect between live-streaming performance marketing and impulsive purchasing behaviour**

Performance marketing, based on primary product recommendations, conveys the essence of the product and the brand itself to consumers with rich attraction and vitality, ultimately conveying inspiration to consumers and stimulating their purchasing behaviour (R. V, Loang, Iqbal & Shah, 2024). During the live broadcast process, performance marketing affects the product information connected with consumers, increases product attributes, enhances brand confidence, encourages consumers to increase their brand loyalty, and establishes trust and brand loyalty. Emotions in drama are an exaggeration of emotions in real life, and many factors determine the emotions expressed in drama (Loang, 2024). The performer's condition and stage environment affect the release of emotions. To create a relatively good stage atmosphere, performers simulate and express relevant emotions according to the actual needs of the performance to achieve a certain artistic effect. When applied to live-streaming, influencers must have a strong appeal as regular representatives' behaviour to attract emotional buying,

enhance the sense of dialogue with consumers, and ultimately stimulate shopping; this emotion is achieved through close communication and interaction. Interaction among consumers enhances their confidence in the product and the brand itself, and goodwill and emotion encourage the conversion of purchases.

*H1: Internet celebrity live-streaming performance marketing positively affects consumers' impulsive purchasing behaviour*

### **The Relationship between repeatability of live-streaming performance marketing and impulsive purchasing behaviour**

The repeatability and importance of classic theatrical techniques are equally important in marketing. In a semantic analysis of 97 semantic learning items, it was found that the attributes of stimuli and learning context can affect the memorisation of advertising information, and research on these factors and the impact of repetition intervals on the memorisation effect of repeated information in general public advertising. From a psychological perspective, the memory process comprises four stages: encoding, maintenance, recognition, and retrieval. Thus, repetition can effectively enhance consumers' memories of products and labels. It has been confirmed that the repetition of elements in advertisements can enhance viewers' brand memory. Using real-time positioning to repeat product selling points and brand images can effectively increase consumer awareness of products and brands, establish relevance, and increase purchase conversion rates (Hawkins, 1992). For brands, the repeated use of marketing techniques can effectively increase consumers' awareness of products or brands, establish relevance, and increase purchase conversion rates (Zhu, 2020). Nowadays, with the help of a large amount of information, whether in conventional marketing or as part of live-streaming performances, consumers can effectively access or even remember key information points about brands and companies that Internet celebrity anchors repeatedly repeat. To some extent, this information leads to the accumulation of spreadability, which can directly improve consumer interests and purchasing intentions. Constant repetition enhances consumers' ability to make impulsive purchases.

*H1a: The repeatability of Internet celebrity live-streaming performance marketing positively affects consumers' impulsive purchasing behaviour*

### **The Relationship between entertainment of live-streaming performance marketing and impulsive purchasing behaviour**

The entertainment of an art performance will greatly enhance the audience's evaluation of the performance and pleasant viewing experience, and this influence also applies to live-streaming situations. The sense of enjoyment and relaxed atmosphere brought to the audience in the performance is demonstrated through the entertainment effect. Such entertainment enhances the audience's positive emotions and the evaluation of the performance effect. The entertainment value of the host in live-streaming also positively affects the perception and behaviour of consumers.

The pursuit of happiness is based on human nature. According to the theory of use and satisfaction, research suggests that the value of entertainment largely lies in its ability to satisfy people's needs, such as achieving aesthetic enjoyment, emotional liberation, or escaping from reality (Candra, Limantoro & Loang, 2023). Entertainment is an important psychological state and perception of Internet interaction and is an integral part of online activities (Moon and Kim, 2001). Perceived entertainment represents the degree of pleasure users experience when using

the internet. Online live-streaming entertainment brings positive emotions to consumers. Consumers gradually have positive motivations for making purchases, and this emotion may exceed their initial purchase plans or needs (Yan & Loang, 2024). This not only satisfies consumers' potential needs but also promotes product sales. Emotions are a major driver of impulsive buying behaviour. When watching live-streaming, consumers typically experience more positive emotions when stimulated by a live-streaming information source (Hausman, 2009). Research has shown that a positive emotional state is conducive to increasing consumers' willingness to buy and even impulsive buying (Chang, 2012).

Online shopping allows consumers to more actively release their emotions during the online shopping process. Unlike short videos, live-streaming anchors can engage in real-time conversations and entertainment, which can affect consumers' emotions and cognition. Internet entertainment has a significant impact on consumer emotion. Specifically, through perceived pleasure and arousal, the entertainment value of live broadcasts can positively influence consumers' impulsive buying intentions (Xu He, 2020). Consumers in this state will desire to make purchases with continuous positive emotions, even if this buying intention is beyond their purchasing plans, thus satisfying or potentially satisfying consumer needs (Wang, Wang, and Sun, 2019), validating that entertainment has a positive impact on consumers' purchasing intentions.

*H1b: The entertainment of Internet celebrity live-streaming performance marketing positively affects consumers' impulsive purchasing behaviour*

### **The Relationship between interactivity of live-streaming performance marketing and impulsive purchasing behaviour**

During performance, the interactivity of actors is one of the key factors determining effectiveness. In the context of live-streaming, the interactivity of Internet celebrities with their audience exemplifies and utilises this factor. Blattherg (1991) and others defined interaction as direct communication between individuals without time and distance constraints. From the perspective of social interaction theory, interactions in online social environments create specific emotions and a sense of pleasure, showcasing unique personalities and promoting positive development. Live-streaming features interactive elements such as barrage comments and sending virtual gifts, enabling interactivity between anchors and viewers, as well as among viewers, facilitating the exchange of opinions. Viewers' enquiries can be promptly and effectively addressed through this interaction.

Live-streaming e-commerce differs from real-time TV shopping, as it involves not only simple content output but also real-time bidirectional interactivity between anchors and users facilitated by network technology (Krishna, 2012). Interactivity in live-streaming refers to effective communication between anchors and viewers, as well as among viewers, to establish emotional connections. Research indicates that interaction is a crucial factor in online marketing strategies. For consumers, interactions are reflected in their comments, questions, and eventual purchases of products and other components. For companies, anchors in live-streaming rooms directly engage with and interact with the audience, communicating and instantly answering consumer queries. Frequent interactions among Internet celebrities during live broadcasts immerse consumers in their experiences. According to pseudo-social interaction theory and flow theory, consumers temporarily disconnect from reality, forget their worries, and enhance their perceived satisfaction and value, directly affecting the uniqueness perceived by consumers. This also leads to dependency on the host or even the live-streaming room, resulting



in more customers and longer shopping durations. Therefore, based on quasi-social interaction theory and flow experience theory, the presence of interactivity improves consumers' emotional states and promotes impulsive buying when they watch Internet celebrity live-streaming performances.

*H1c: The interactivity of Internet celebrity live-streaming performance marketing positively affects consumers' impulsive purchasing behaviour*

### **The Relationship between the visual appeal of live-streaming performance marketing and impulsive purchasing behaviour**

The arrangement of the stage, elaborate costumes, and striking makeup are all important conveying elements of the performance effect that constitute the visual appeal of the stage (Zhang and Li, 2020). Research indicates that showcasing products online can provide consumers with a virtual sense, thereby motivating them to make purchases. The abundance of high-resolution photos and videos online provides users with visual enjoyment, and companies use visual marketing to increase their brand awareness and sales conversion rates (Zhao and He, 2014). In online shopping, consumers obtain information related to products through their vision and complete transactions. Therefore, visual marketing is an essential marketing tool in e-commerce. Liu et al. (2013) pointed out that visual appeal can stimulate user excitement and emotional appeal.

Zhao and He (2014) found that displaying products online can give consumers a virtual sense of touch, thereby enhancing user excitement and emotional appeal. Yang (2017) indicates that live-streaming e-commerce displays will indirectly positively affect impulsive buying behaviour through the generated virtual touch. Furthermore, companies use visual marketing to increase brand awareness and sales conversion rates. In the online shopping environment, information such as videos and photos piques consumers' interests, creates a positive association with the product, and stimulates their desire to purchase. Live-streaming e-commerce showcases products to consumers through real-time videos, which include not only product demonstrations but also stage demonstrations and makeup trials. The visual appeal provided by this positive information attracts consumers and stimulates their desire to purchase.

*H1d: The visual appeal of Internet celebrity live-streaming performance marketing positively affects consumers' impulsive purchasing behaviour*

### **Flow theory as the indirect effect between live-streaming performance marketing and impulsive purchasing behaviour**

Flow experience implies concentration, full engagement, and intrinsic satisfaction, which can lead consumers to make unplanned purchases or increase the number of unplanned purchases. If consumers enjoy their online shopping experience, they may research more online stores and pay more attention to interface-marketing activities, resulting in more impulsive purchases. Immersive consumers often ignore their sense of time and experience rich joy. They pay more attention to online retailers' marketing activities, leading to impulse buying.

Research confirms that companies can enhance consumers' flow experience and their willingness to make impulse purchases by creating engaging live-streaming environments that generate positive emotions. Exploring the online shopping process, it is found to be closely related to the sensations of "sense of time" and "shopping pleasure." This experiential process increases the number of unplanned items purchased by customers. Research on consumer flow

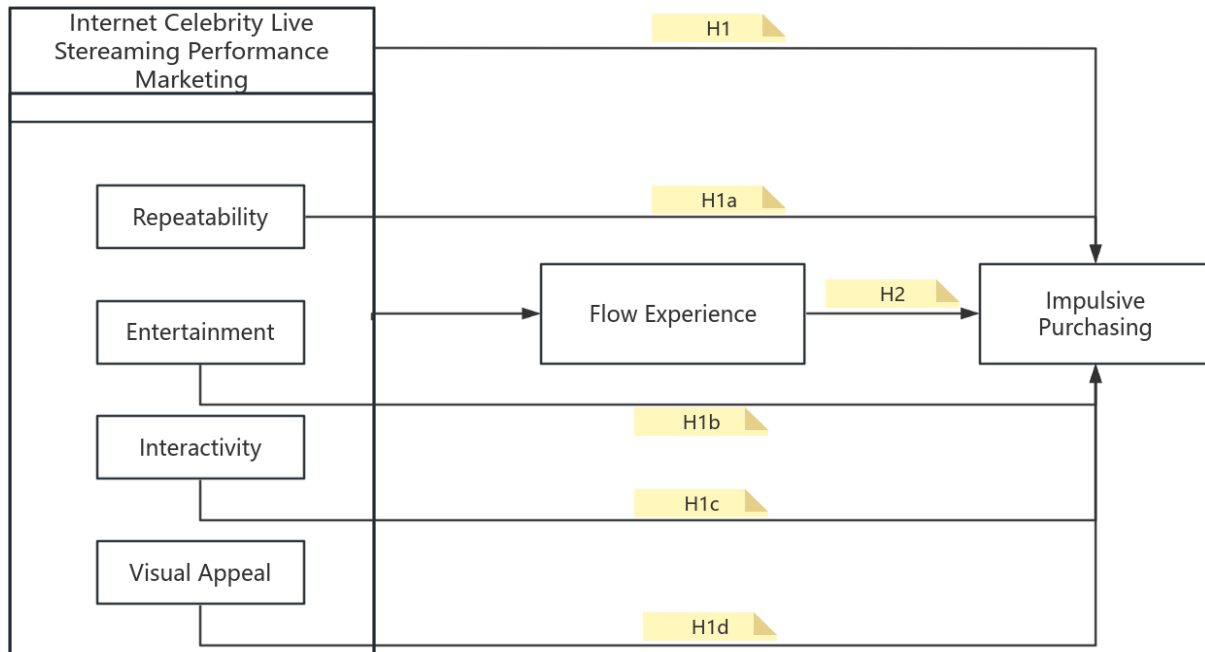
experience plays an important role in understanding their media use, online consumption, social integration, and other online behaviours (Chen, 2009). By interacting with other community members in the brand community and participating in the brand community to gain flow experience, the mediating effect of flow experience will affect the sense of integration of the brand community. In live-streaming e-commerce, the streaming experience helps consumers immerse themselves in the social interaction and spatial atmosphere created by live-streaming. In other words, having a presence is crucial for a flow experience and will continue to influence subsequent consumer behaviour.

In e-commerce live-streaming, the marketing behaviours of Internet celebrity anchors, such as repeatability, interactivity, entertainment, and visual appeal, all affect consumers' perceptions of live-streaming. A deeper sense of immersion and more pleasant emotions enhanced their willingness to purchase. Interaction and entertainment give consumers a sense of participation and provide them with a better flow experience. The flow experience helps consumers immerse themselves in the social interaction and spatial atmosphere created by the live broadcast, further influencing their subsequent consumer behaviour (Yan & Loang, 2024). This study focuses on impulsive buying, which is emotionally influenced by consumer behaviour. Therefore, flow experience plays a positive mediating role in the impact of Internet celebrity live performance marketing information sources on consumers' impulsive buying behaviour. The stronger or more apparent the flow experience, the stronger the impact of Internet celebrity live-streaming performance marketing information sources on consumers' impulsive buying behaviour.

*H2: Flow experience plays a positive mediating role in the impact of internet celebrity live performance marketing information sources on consumers' impulsive buying behaviour*

### **Research Model**

Based on Stimulus-Organism-Response (SOR) theory, the process of consumer impulse buying behaviour consists of three stages: psychological activity, consumer response, and formation. In the context of live-streaming, from the perspective of external stimuli, consumers will first be influenced by external factors, such as promotional discounts and interactive incentives. This study focuses on the performance marketing behaviour of Internet celebrity anchors, specifically including dimensions such as repeatability, entertainment, interactivity, and visual appeal. Second, consumers' psychological activities, as influenced by external stimuli, affect their willingness to purchase. The flow experience emphasised in this study is a psychological aspect of consumers that plays a mediating role. Finally, it stimulates consumers' personal responses, namely impulsive buying behaviour. The specific model is shown in the following diagram.



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