

Stimulus–Organism–Response Framework in Practice: Live Streaming Marketing, Trust, and Impulsivity in Indonesian TikTok Commerce

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Abstract - The objective of this study is to examine the influence of live streaming marketing (LSM)—defined by live streamer, product quality, and live-streaming platform—on trust and impulsivity, which in turn affect purchase intention, within the Stimulus–Organism–Response (SOR) paradigm. The research examines Aerostreet, an Indonesian local footwear manufacturer that employs TikTok live streaming as a sales platform. A quantitative, cross-sectional study was executed with 395 TikTok live viewers in Surakarta, Indonesia, aged 17 and older. Data were collected using a structured online questionnaire and analyzed using SEM (AMOS 24.0), yielding good model fit indices (e.g., RMSEA = 0.025; TLI = 0.994). Findings -- Results indicate that LSM enhances trust and impulsivity, although exerts no direct impact on purchase intention. Both trust ($\beta = 0.328$, $p < 0.001$) and impulsivity ($\beta = 0.430$, $p < 0.001$) strongly influence purchasing intention. Mediation research indicates that trust mediates the effect of the live streamer and platform on buy intention, but not product quality, whereas impulsivity mediates all pathways from live streamer marketing to purchase intention. These findings corroborate the SOR theory, emphasizing that LSM (stimulus) influences psychological mechanisms (organism), which then dictate consumer response (purchase intention). For live commerce professionals, augmenting streamer credibility, interactivity, and platform interaction features is more efficacious when integrated with techniques that foster trust and incite impulse purchasing, rather than depending exclusively on product characteristics. This study expands LSM research to the Indonesian TikTok commerce context, illustrating that its influence on purchase intention is mediated indirectly by psychological factors, hence enhancing the SOR model beyond its primary applicability in the Chinese market.

Keywords - Live streaming marketing; Trust; Impulsivity; Purchase intention; SOR model; TikTok; Indonesia.

I. INTRODUCTION

A significant innovation in Marketing 5.0 is the shift from conventional marketing methods to technology-driven approaches, granting organizations a competitive edge over those who have not embraced technological advancements in their promotional efforts (Nugraha, 2023). The emergence of live streaming marketing (LSM) has become a pivotal influence on digital commerce. In contrast to traditional e-commerce, live streaming incorporates real-time connection, social engagement, and entertainment, allowing consumers to connect with vendors in a more dynamic and personalized manner. (Sarumpaet et al., 2024). This phenomena has a notable growth tendency and increasing popularity (Ye et al., 2022), directly impacting customer sentiments and the creation of purchase intentions (Hasim et al., 2023). Live streaming is regarded as more authentic and transparent, as hosts can immediately showcase things, hence addressing the limitation of consumers' inability to physically inspect items (Feng et al., 2024). Thus, live commerce has emerged as a vital approach for vendors to enhance brand promotion and boost sales (Maghfiroh & Palupi, 2023). Platforms like TikTok Live have transformed online shopping by merging entertainment with commerce, a phenomenon termed “shoppertainment.” This integration has demonstrated efficacy in enhancing consumer engagement and shaping purchasing decisions, establishing live commerce as one of the most rapidly expanding trends in digital marketing (Sun et al., 2023; *Frontiers in Psychology*).

In Indonesia, live streaming has proliferated swiftly, especially among youthful customers who exhibit a strong responsiveness to interactive content. According to data from Business of Apps (2023), TikTok emerged as the most downloaded application in Indonesia in 2023, with 67.4 million downloads, outpacing Shopee, which ranked fifth with 42.5 million downloads. Social commerce platforms such as TikTok have achieved prominence by providing less entry barriers for sellers and enhanced involvement for consumers (Rahmayanti & Dermawan, 2023). Aerostreet, a local footwear manufacturer, has notably utilized TikTok Live to attain viral success among the youth demographic. Aerostreet has implemented an innovative strategy by conducting live streaming for up to 24 hours daily as part of its marketing approach (Muhammad et al., 2024). The brand's swift ascent exemplifies the capacity of LSM to enable local enterprises to rival larger international corporations, while also underscoring the distinctive cultural dynamics of Indonesian consumers, who prioritize trust, authenticity, and community in online transactions.

Previous studies have demonstrated that attributes of live streaming—such as streamer charisma, product presentation quality, and platform interaction features—can augment purchase intention (Cai & Wohn, 2022; Computers in Human Behavior). Nonetheless, numerous studies are predominantly focused on China, where live commerce ecosystems are more developed and closely connected with platforms such as Taobao and JD.com. The relevance of these findings in non-Chinese contexts is inadequately examined, resulting in a substantial gap in comprehending how cultural and market disparities affect consumer reactions to LSM.

A further deficiency exists in the relative oversight of trust as a vital psychological element in LSM. Trust is essential as viewers cannot directly assess the products and must depend on the credibility of both the streamer and the platform (Yang et al., 2024). Moreover, impulsivity significantly influences the shopping experience, since streamers can customize it, hence prompting viewers to engage in impulsive purchasing decisions (Cho & Yang, 2021). Although impulsivity has been extensively researched as a catalyst for live commerce behavior, there is a paucity of studies investigating the mediating role of trust in the streamer, the product, and the platform on customer decisions. Trust is especially vital in emerging countries such as Indonesia, where customer distrust towards online vendors is prevalent, and brand loyalty tends to be tenuous. Disregarding this aspect jeopardizes the complexity of the processes via which LSM influences purchasing intention.

The Stimulus–Organism–Response (SOR) framework provides a thorough method for examining these processes. This model posits that marketing stimuli, including streamer traits, product attributes, and platform dependability (stimulus), shape internal psychological states such as trust and impulsivity (organism), which ultimately affect behavioral outcomes like purchase intention (response). Prior research has consistently utilized the Stimulus–Organism–Response (SOR) framework to examine consumer behavior in live streaming marketing (Rahmadini & Masnita, 2024; Shah et al., 2023). Previous studies indicate that live streaming marketing enhances trust (G. G. Saputra & Fadhilah, 2022), impulsivity (Yang et al., 2024), and buy intention (Juliana, 2023). Furthermore, trust and impulsivity have been demonstrated to favorably affect purchase intention (N. K. A. Sari & Prianthara, 2024) and mediate the association between live streaming marketing and purchase intention (Yang et al., 2024; Zhang et al., 2023). Although SOR has been verified in several consumer behavior situations, its application to live streaming commerce in Indonesia is still restricted. This is an opportunity to enhance the model by investigating the simultaneous functioning of cognitive (trust) and affective (impulsivity) mediators.

This study examines whether LSM exerts direct effects on purchase intention or if its impact is primarily indirect through trust and impulsivity. This study contextualizes its findings into a culturally pertinent and practically meaningful framework by concentrating on Aerostreet's TikTok Live advertising. Selecting a local viral brand enhances comprehension of LSM's operation beyond the Chinese ecosystem and yields empirical insights into an overlooked market. This study's originality is seen in three principal contributions. Initially, it enhances the SOR paradigm by explicitly include trust and impulsivity as mediators, so offering a more refined comprehension of the psychological pathways in LSM. Secondly, it provides evidence from Indonesia, a rapidly expanding digital economy where local consumer behavior may diverge from global trends, so enhancing the literature with comparative insights.

Third, it underscores the significance of local branding and social virality, illustrating how indigenous enterprises such as Aerostreet may utilize live commerce to establish a competitive edge.

This research enhances theoretical understanding by improving the SOR model, provides practical insights for live commerce tactics, and underscores the necessity of cultivating digital ecosystems that benefit local enterprises. The study enhances the current literature and contextualizes the findings within Indonesia's digital market, offering both academic and management significance.

Review of Literature and Development of Hypotheses

The Stimulus–Organism–Response (SOR) framework is extensively utilized in consumer behavior research to elucidate how external stimuli activate internal psychological states, ultimately resulting in behavioral results. In the realm of live commerce, marketing stimuli, including streamer characteristics, product quality, and platform properties, can significantly affect consumer trust and impulsivity, subsequently impacting buy intention (Hardianto, 2019; Song et al., 2022; Mehrabian & Russell, 1974; Sun et al., 2023). This study applies SOR theory, indicating that live streaming marketing functions as the stimulus (Zhang et al., 2023), trust (Rahmadini & Masnita, 2024; Song et al., 2022; Z. Meng & Lin, 2023) and impulsivity act as organisms (Yang et al., 2024), while purchase intention signifies the response (Han et al., 2024; Rahmadini & Masnita, 2024; Zhong et al., 2022). Consequently, SOR theory is pertinent for examining how live streaming marketing, as a stimulus, affects trust and impulsivity, which subsequently influence buy intention. This approach offers a thorough foundation for examining the dynamics of live streaming marketing (LSM), whereby cognitive and emotive responses are crucial.

Purchase Intention

In the context of live streaming, purchase intention denotes consumers' readiness to acquire products or services during live broadcasts, acting as a crucial element for businesses capitalizing on this interactive shopping phenomenon (Mindiasari et al., 2024). Purchase intention serves as a predictor of actual purchase behavior, allowing marketers to formulate more effective strategies (Agustin & Hasyim, 2019). In the SOR framework, purchase intention is perceived as a reaction indicating customer preparedness to buy in response to environmental cues (Han et al., 2024). acquire intention indicators, as identified by Yang et al. (2024), encompass the intention to buy, the propensity to suggest, and the plan to acquire. This study formulates seven hypotheses and delineates the relationships between variables as illustrated in the research model (Figure 1), based on the theoretical arguments presented in the literature review.

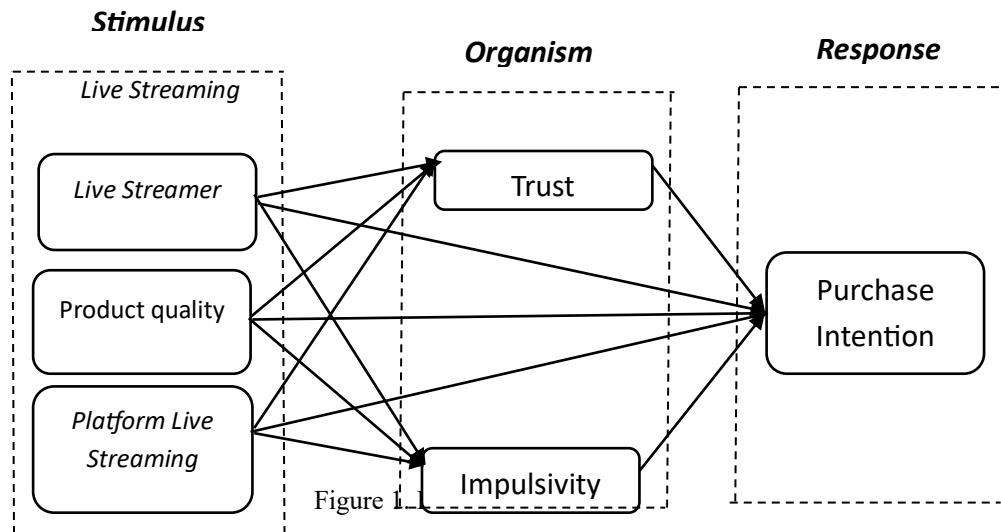
Live Streamer

The live streamer serves as the principal communicator in live commerce (Zhou, 2021). The credibility, knowledge, and interaction of streamers significantly affect buyers' faith in both the product and the sales process (Shabrina et al., 2024; Lenggihunusa et al., 2024) (Cai & Woh, 2022; Computers in Human Behavior). The streamer's entertaining and persuasive approach may incite impulsive desires, as viewers are emotionally invested in the real-time engagement experience (Addo et al., 2021; Monicha et al., 2023; Rinanda & Millanyani, 2024). In the SOR framework, live streamers serve as stimuli that affect consumer attitudes through communication and engagement, hence altering perceptions, emotions, and cognition that result in behavioral change (Z. Meng & Lin, 2023). Essential indicators of live streamers encompass professionalism, credibility, and interaction (Z. Meng & Lin, 2023). Consequently, the subsequent hypotheses are posited.

H1a: The live streaming positively influences trust.

The live streaming positively influences impulsivity.

H1c: Live streamers positively influence buying intention.



Product Quality

In live streaming, product quality pertains to the items or services shown in real-time to augment audience engagement and facilitate e-commerce expansion (Scheibe et al., 2023). Product quality encompasses the fulfillment or surpassing of consumer expectations by adhering to standards, characteristics, and attributes that satisfy both explicit and implicit needs (Ermini et al., 2023; Kotler & Keller, 2016), rendering it a vital component of marketing strategies (Kumrotin & Susanti, 2021). The assessment of quality is predominantly reliant on consumer perceptions, influenced by physical characteristics, product displays, demonstrations, and live streaming engagements that foster authentic shopping experiences (Monica & Jannah, 2024). These perceptions denote assessments of expectations (V. Susanti et al., 2020), product excellence (Minarti & Sarah, 2025), and the comprehensive information and shopping experience (M. R. Sari & Lestari, 2019), encompassing performance, durability, and the capacity to surpass expectations (Sinollah & Masruroh, 2019). Consequently, the subsequent hypotheses are proposed:

H2a: Product quality positively influences trust.

H2b : The quality of the product positively influences impulsivity.

H2c: The quality of the product positively influences buying intention.

Platform Live Streaming

The live streaming platform is essential in fostering trust and prompting impulsive behavior. Platform attributes, including interactivity, security, and simplicity, affect consumer trust levels (Teoh, 2024). Simultaneously, interactive elements—such as live chat, immediate promotions, and gamification—can incite impulsive purchasing behavior (Sembiring et al., 2023). Sun et al. (2023). Consequently, the subsequent hypotheses are posited:

H3a: Platform attributes positively influence trust.

H3b: Platform attributes exert a beneficial influence on impulsivity.

H3c : The characteristics of the platform positively influence buying intention.

Trust and Purchase Intention

Trust is an essential intermediary in online transactions, particularly in situations when consumers are unable to physically authenticate the product. Previous studies indicate that elevated trust in both the vendor and the platform markedly enhances consumers' propensity to buy (Oraini, 2024). (Gefen et al., 2003; Anindita et al., 2025). In live streaming, trust may derive from the streamer's trustworthiness and the perceived dependability of the platform (R. P. Sari et al., 2023).

Thus, it is hypothesized:

H4: Trust positively influences buying intention.

Impulsivity and Purchase Intention

Impulsivity denotes the propensity for unpremeditated acquisitions motivated by instantaneous emotional reactions (Gábor, 2014; Öğüt & Neslihan, 2022). Live streaming contexts, characterized by urgency signals, time-sensitive offers, and social persuasion, are conducive to impulsive conduct (Zhang et al., 2022). Impulsive conduct generally emerges abruptly and spontaneously, disregarding situational considerations or consequences, motivated by emotional impulses or appealing stimuli (Bagana & Raciu, 2012). It is marked by inclinations towards impulsive behavior, a need for novel experiences, and vulnerability to external诱惑 (Cyders, 2017). Impulsivity is characterized by a deficiency of foresight, leading to spontaneous acts that disregard potential consequences (Cudo et al., 2020). In the SOR model, impulsivity is defined as an organism affected by environmental stimuli, which subsequently informs swift behavioral reactions (Yang et al., 2024). Indicators of impulsivity encompass emotional experiences and impulsive dispositions (Yang et al., 2024). Research consistently indicates that impulsivity is a substantial predictor of purchase intention in live commerce (Science-Gate, 2024). Consequently, the subsequent hypothesis is posited:

H5: Impulsivity positively influences buying intention.

Mediating Effects of Trust and Impulsivity

Ultimately, trust and impulsivity are anticipated to function as mediators in the association between LSM components and purchase intention. Zhang et al. (2023). Although stimuli may not directly affect purchase intention, they might cultivate trust and impulsive inclinations that subsequently influence behavioral reactions. Recent research indicate that psychological elements frequently elucidate the success of LSM in stimulating purchasing. Trust has been demonstrated to mediate the beneficial influence of live streamers on purchase intention (F. Meng et al., 2023), the advantageous impact of product quality on purchase intention (Meriana & Irmawati, 2023), and the favorable effect of live streaming platforms on purchase intention (Aloqool & Alsmairat, 2022). The beneficial impact of live streamers on purchase intention may be mediated by impulsivity; therefore, product quality and live streaming platforms may also influence buy intention positively through impulsivity (Yang et al., 2024). Consequently, the subsequent hypotheses are posited:

H6: Trust mediates the association between LSM components (live streamer, product quality, platform features) and purchase intention.

H7: Impulsivity serves as a mediator in the link between components of LSM (live streamer, product quality, platform features) and purchase intention.

II. METHOD

This research utilized a quantitative, cross-sectional survey methodology to evaluate the proposed model and hypotheses based on the Stimulus–Organism–Response (SOR) framework. A structured questionnaire was employed to gather primary data from viewers of Aerostreet's TikTok live streaming, an Indonesian footwear company that has achieved considerable popularity among young consumers. This methodological approach aligns with other studies in live commerce that utilize surveys to assess consumer perceptions and behavioral intentions in digital contexts (Cai & Wohn, 2022; Wongkitrungrueng & Assarut, 2020).

Sampling and Data Collection

The target market was persons aged 17 and older who have viewed Aerostreet's TikTok live streaming sessions. A total of 395 valid responses were collected by non-probability accidental sampling, a technique frequently utilized in exploratory consumer research where randomization is difficult, however contextual insights are significant (Etikan, 2016). Data were gathered via an online self-administered questionnaire, facilitating respondent accessibility and reducing interviewer bias. Ethical considerations were upheld by ensuring anonymity and voluntary involvement.

Measurement and Instrument

The survey instrument was created using proven measuring scales from previous studies, modified for the live streaming commerce setting. All items were assessed utilizing a five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"), which is extensively employed in marketing and consumer behavior research owing to its simplicity and dependability (Joshi et al., 2015).

Live streamers serve as catalysts that affect customer attitudes via communication and engagement, thereby altering perceptions, emotions, and cognition that result in behavioral change (Z. Meng & Lin, 2023). Essential indicators of live streamers encompass professionalism, credibility, and interaction (Z. Meng & Lin, 2023). Product quality acts as a catalyst affecting internal consumer processes that eventually drive behavioral change (Segson & Tan, 2018). Product quality metrics encompass quality, cost-efficiency, and practicality (F. Meng et al., 2023). Live streaming platforms serve as stimuli that impact customers' cognitive and emotional dimensions, profoundly affecting behavioral change (Huo et al., 2023). Live streaming services are characterized by entertainment, promotion, and emotional engagement (Yang et al., 2024). Trust is identified as an organismic variable that mediates the link between stimulus and response, therefore affecting purchase intention (Song et al., 2022). Indicators of trust encompass cognitive trust and emotional trust (Yang et al., 2024). Impulsivity is defined as an organism's behavior shaped by external stimuli, resulting in fast responses (Yang et al., 2024). Indicators of impulsivity encompass emotional experiences and impulsive dispositions (Yang et al., 2024).

Data Analysis

The data were evaluated via Structural Equation Modeling (SEM) with AMOS 24.0, enabling concurrent evaluation of measurement and structural models. Structural Equation Modeling (SEM) is suitable for examining mediation effects and latent constructs inside intricate models like SOR (Hair et al., 2019). The model fit was assessed using various indices, including the Chi-square/df ratio, Comparative Fit Index (CFI), Tucker–Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA), adhering to the established criteria in consumer behavior research (Hu & Bentler, 1999). Reliability was evaluated using Cronbach's alpha and composite reliability, whilst validity was analyzed through Average Variance Extracted (AVE) and factor loadings.

The bootstrapping method was utilized to evaluate mediation effects. Bootstrapping is a non-parametric resampling method that produces many sub-samples from the original dataset to estimate the sampling distribution of indirect effects (Preacher & Hayes, 2008). This method is favored over conventional techniques like the Sobel test due to its lack of normality assumptions and its provision of more precise confidence intervals. An indirect effect is deemed substantial if the 95% confidence interval (CI) excludes zero.

III. RESULTS

Profile of Respondents

A total of 395 participants engaged in this study, all of them were viewers of Aerostreet's TikTok live streaming sessions. The predominant age group was 17–25 years, indicating the demographic most involved in social commerce in Indonesia. The gender distribution was quite equitable, with a marginal predominance of female responders (41.52%). This corresponds with previous studies indicating that female consumers are more prone to participate in live streaming shopping owing to greater engagement in social contact and impulsive behavior (Sun et al., 2023).

Measurement Model

Confirmatory Factor Analysis (CFA) was used to assess the reliability and validity of the constructs. All standardized factor loadings surpassed the advised threshold of 0.60 and were statistically significant. Cronbach's alpha and Composite Reliability (CR) scores exceeded 0.70, signifying robust internal consistency. The Average Variance Extracted (AVE) values exceeded 0.50, hence affirming convergent validity (Hair et al., 2019). Discriminant validity was confirmed, since the square root of each construct's AVE surpassed its inter-construct correlations.

Table 1. Measurement model

Construct	Items	Factor Loading	Cronbach's α	CR	AVE
Live Streamer	LS1–LS4	0.71–0.84	0.82	0.93	0.61
Product Quality	KP1–KP4	0.68–0.81	0.79	0.92	0.59
Platform	PLS1–PLS4	0.73–0.87	0.83	0.93	0.65
Trust	TR1–TR4	0.76–0.88	0.87	0.90	0.68
Impulsivity	IMP1–IMP4	0.70–0.85	0.85	0.90	0.64
Purchase Intention	NB1–NB3	0.74–0.86	0.86	0.93	0.67

Source : data processed 2025

These results confirm that all constructs demonstrate adequate reliability and validity, supporting their use in the subsequent structural model analysis.

Structural Model Fit

The structural model exhibited a robust fit: the Chi-Square value ($112.167 < 18,947.21$), probability ($0.057 > 0.05$), and degrees of freedom ($90 > 0$) satisfy the fit criteria. Additional indices, including GFI (0.966), AGFI (0.949), NFI (0.979), and TLI (0.994), exceed the minimum requirement of 0.90. Simultaneously, RMR (0.012) and RMSEA (0.025) are below their respective thresholds of 0.05 and 0.08. The results validated that the proposed SOR-based model sufficiently elucidated the observed data.

Direct Effects

The results of direct path analysis are summarized in **Table 2**.

Table 2 Direct effect

Hypothesis	Path	Estimate (β)	p-value	Supported
H1a	Live Streamer → Trust	0.217	< 0.001	Yes

H1b	Live Streamer → Impulsivity	0.312	< 0.001	Yes
H1c	Live Streamer → Purchase Intention	0.041	0.248	No
H2a	Product Quality → Trust	0.139	0.021	Yes
H2b	Product Quality → Impulsivity	0.128	0.037	Yes
H2c	Product Quality → Purchase Intention	0.052	0.191	No
H3a	Platform → Trust	0.241	< 0.001	Yes
H3b	Platform → Impulsivity	0.224	< 0.001	Yes
H3c	Platform → Purchase Intention	0.063	0.117	No
H4	Trust → Purchase Intention	0.328	< 0.001	Yes
H5	Impulsivity → Purchase Intention	0.430	< 0.001	Yes

Source : data processed 2025

These findings indicate that live streamer, product quality, and platform significantly influence trust and impulsivity, but not purchase intention directly. Instead, purchase intention is strongly determined by trust and impulsivity.

Mediated Effects

Bootstrapping analysis confirmed the mediating roles of trust and impulsivity. The results are shown in **Table 3**.

Table 3 Indirect Effect

Path	Indirect Effect (β)	95% CI (Lower–Upper)	p-value	Mediation Supported
Live Streamer → Trust → Purchase Intention	0.071	0.038 – 0.126	< 0.01	Yes
Product Quality → Trust → Purchase Intention	0.045	-0.010 – 0.099	0.112	No
Platform → Trust → Purchase Intention	0.079	0.042 – 0.139	< 0.01	Yes
Live Streamer → Impulsivity → Purchase Intention	0.134	0.082 – 0.198	< 0.001	Yes
Product Quality → Impulsivity → Purchase Intention	0.110	0.067 – 0.178	< 0.001	Yes
Platform → Impulsivity → Purchase Intention	0.096	0.058 – 0.154	< 0.001	Yes

Source : data processed 2025

The mediation analysis indicates that trust mediates the influence of the live streamer and platform on purchase intention, whereas impulsivity mediates all three components of live streamer marketing (LSM). This corroborates the SOR model, affirming that LSM affects consumer behavior chiefly via internal psychological processes rather than direct impacts.

IV. DISCUSSION

This study's findings validate the applicability of the Stimulus–Organism–Response (SOR) framework in elucidating consumer behavior in live streaming commerce. Live streaming marketing (LSM)—encompassing aspects of the live streamer, product quality, and platform features—was determined to significantly affect trust and impulsivity, yet not directly impact purchase intention. Trust and impulsivity emerged as pivotal mediators that convert

marketing stimuli into tangible behavioral intentions. This corresponds with the theoretical perspective that psychological states serve as essential mechanisms connecting external stimuli to consumer responses (Mehrabian & Russell, 1974; Sun et al., 2023).

Analysis of Findings

The live streamer, product quality, and live streaming platform significantly enhance viewers' trust, aligning with prior research (Huanyu et al., 2024; Rui, 2022). Live streamers cultivate trust by providing clear information, demonstrating prompt responsiveness, maintaining professional demeanor, and engaging in transparent interactions with viewers. Studies conducted by Aditiya et al. (2024), Noor (2024), and Ummah et al. (2024) indicate that consumers regard Aerostreet's products as high-quality, cost-effective, user-friendly, and readily available. Live demonstrations enhance viewers' confidence in product reliability. The interplay of quality, price, and accessibility effectively cultivates trust. Of the three attributes, the live streaming platform exhibited the most significant impact in this study. This discovery corresponds with previous research (Angelia & Basiya, 2024; E. Susanti & Adha, 2023; Zakaria & Affandi, 2024), highlighting that TikTok's interactive functionalities—such as instantaneous comments, likes, and transactions—facilitate bidirectional communication that augments engagement and trust. Moreover, inventive, engaging, and audience-specific content fosters favorable experiences. According to the SOR theory, live streaming marketing (including the live streamer, product quality, and platform) serves as a stimulus that enhances viewers' trust.

Live streamers were found to significantly impact impulsive behavior, aligning with the findings of Dong et al. (2023), Li et al. (2024), and Yang et al. (2024). Articulate, expressive, and persuasive live streamers evoke emotional responses, including enthusiasm and an impulsive inclination to engage with offers. Real-time interactions—such as question-and-answer sessions, flash sales, and countdown promotions—instill a sense of urgency that prompts immediate responses, frequently devoid of rational deliberation. The quality of the product significantly affects impulsivity, as supported by Hikmah (2020) and Massie et al. (2024). Audiences regard Aerostreet's offerings as superior, functional, and economical, eliciting emotional reactions such as enthusiasm and impulsive inclinations to act swiftly. Practicality diminishes indecision, prompting viewers to act spontaneously. Furthermore, the TikTok live streaming platform exerts a beneficial influence on impulsivity, as evidenced by previous studies (Nurhaliza & Kusumawardhani, 2023; Wang, 2023). TikTok's interactive functionalities, including real-time comments, gifts, and immediate responses, cultivate a dynamic and emotive atmosphere that encourages impulsive behavior. Promotional instruments—flash sales, limited-time discounts, and compelling content—create urgency, amplifying impulsive responses. Consequently, live streaming marketing (including the live streamer, product quality, and platform) acts as a catalyst that incites viewers' impulsivity, as elucidated by the SOR framework.

The direct impact of live streamers on purchase intention was determined to be negligible, contrasting with the results of Huanyu et al. (2024) and Iswahyuni et al. (2024). This indicates that the credibility and professionalism of live streamers during Aerostreet's TikTok live sessions are inadequate to directly foster purchase intention. Viewers are not compelled to make purchases solely by the presence of live streamers; rather, internal factors such as trust and impulsivity are necessary to enhance the relationship. The quality of the product exhibited no substantial impact on purchase intention, aligning with the findings of Antonia & Alexander (2022) and Ariyanti et al. (2021). This indicates that, despite Aerostreet's products being showcased with high quality during live streaming, such presentations alone are insufficient to cultivate purchase intention. Conversely, purchase intention is predominantly influenced by internal psychological factors. In essence, product quality serves as a catalyst, yet it does not inherently elicit the response of purchase intention. Likewise, the live streaming platform did not markedly affect purchase intention. This outcome contradicts the findings of Hermalia & Ahmadi (2023) and Hussain et al. (2021), while corroborating those of Ateh (2025) and F. Saputra et al. (2023). It indicates that although TikTok's attractive interface, immediate interactions, and promotions foster enjoyable shopping experiences, they do not directly stimulate purchase intention. Viewers' reactions are significantly influenced by internal factors, including trust and impulsivity. According to the SOR theory, live streaming marketing elements (live streamer, product quality, and platform) alone are inadequate to directly elicit

purchase intention without the mediation of internal organism factors.

Trust was demonstrated to positively affect purchase intention, aligning with previous research (Han et al., 2024; Huanyu et al., 2024; Tian et al., 2023), which underscores trust as a crucial factor in consumer decision-making. Viewers' trust is cultivated through their experiences with Aerostreet's TikTok live streams, which provide consistent, transparent, and accurate information. This cultivates a sense of security, confidence, and readiness to participate in transactions. Increased exposure to credible and informative broadcasts enhances viewers' belief in Aerostreet's products, consequently bolstering purchase intention. Similarly, impulsivity positively affects purchase intention, in accordance with Amaral & Djuang (2023) and N. K. A. Sari & Prianthara (2024) affirm that impulsivity significantly influences consumer purchase intentions. Impulsive behaviors emerge when viewers encounter emotional stimuli, including joy, enthusiasm, or curiosity, during live streaming. Interactive sessions, compelling live broadcasters, and enticing promotions like limited-time discounts or purchase incentives generate time constraints that heighten the probability of swift reactions. These spontaneous impulses serve as the principal catalyst for buying intention. Furthermore, product presentation, captivating marketing, and compelling communication techniques enhance viewers' emotional reactions. Extremely enthusiastic consumers sometimes overlook logical factors and depend more on instant urges, hence increasing the likelihood of impulsive purchases. In the SOR framework, trust and impulsivity serve as organism variables that mediate the connection between external stimuli and behavioral responses. An increase in trust and impulsivity correlates with a heightened likelihood of purchasing intention.

The mediating function of trust was validated, indicating that trust favorably mediates the influence of live streams on purchase intention. A higher level of trust in live streams correlates with an increased probability of product purchases, as supported by Huanyu et al. (2024) and Zhang et al. (2023). Trust serves as a fundamental way by which live streams affect purchasing intention. Audiences exhibit greater confidence in product information when streamers are regarded as honest, straightforward, and persuasive. Trust not only fortifies the acceptance of product facts but also fosters emotional attachment and security, hence augmenting purchase intention. Nonetheless, trust did not serve as a mediator for the influence of product quality on purchase intention, contrasting with the findings of Meriana & Irmawati (2023) and Sulistiyyono & Assyarofi (2024), while aligning with the conclusions of Mauretta et al. (2024) and Simanjuntak (2023). This research indicates that product quality alone is inadequate to establish confidence sufficient to affect purchase intention. In contrast, trust was demonstrated to mediate the influence of live streaming platforms on purchase intention, aligning with the findings of Aloqool & Alsmairat (2022) and Faiza & Rachman (2024). Trust among viewers is augmented when TikTok is seen as secure, transparent, and proficient in providing engaging purchasing experiences via features like real-time comments, live product visualization, and engagement with streamers. Within the SOR paradigm, trust operates as the entity shaped by perceptions of live streaming marketing, thereby eliciting the response of buy intention.

Impulsivity was identified as a significant mediator in the association between live streamers and purchase intention, aligning with the findings of Yang et al. (2024). Viewers' impulsivity effectively enhances the favorable impact of live streaming on purchasing intentions. Impulsive viewers are more readily influenced to make purchases when streamers exhibit credibility, interactivity, and persuasiveness, frequently engaging in spontaneous decision-making without rational consideration. Impulsivity influences the association between product quality and purchase intention, as corroborated by Yang et al. (2024). This indicates that extremely impulsive consumers are more readily motivated to buy when products are showcased as premium, evidently beneficial, and accompanied by appealing information during live streaming. Visual product displays, endorsements, and time-sensitive promotions amplify impulsive reactions. Similarly, impulsivity mediates the influence of live streaming platforms on purchase intention, consistent with Yang et al. (2024). TikTok's interactive functionalities, including real-time comments, time-sensitive promos, and efficient transaction tools, engender emotional experiences that provoke impulsive buying behavior. Within the framework of the SOR model, live streaming marketing serves as the stimulus, impulsivity represents the organism, and purchase intention constitutes the reaction. Consequently, interactive live streaming marketing strategies effectively promote impulsivity, thereby enhancing viewers' buy intentions.

This research expands the SOR framework in three distinct manners. Initially, it emphasizes the dual mediating functions of cognitive trust and affective impulsivity, indicating that both dimensions must be analyzed collectively to comprehend real commerce behavior. Secondly, it indicates that stimuli (LSM components) do not directly influence purchase intention, highlighting the need of psychological mediators in this process. Third, by concentrating on Indonesia and a popular local brand (Aerostreet), the study enhances the cross-cultural generalization of SOR theory, illustrating its relevance beyond the Chinese setting, which has predominantly been the focus of live commerce research.

The findings indicate that practitioners must implement techniques in live streaming marketing that foster trust and stimulate impulsivity. Streamer training should prioritize the enhancement of credibility, authenticity, and engagement, as these attributes foster trust and emotional connection. Platforms ought to allocate resources towards features that enhance security and promote engagement, including gamification and immediate marketing tools that encourage impulse purchasing. Although product quality is significant, it is inadequate by itself to influence intention; it must be enhanced by psychological stimuli integrated into the live commerce experience.

This research identifies deficiencies in previous studies that mostly concentrated on impulsivity, neglecting the aspect of trust. Integrating both constructs as mediators offers a more thorough comprehension of live trade dynamics. Furthermore, it addresses the geographical study deficiency by offering empirical evidence from Indonesia, where live commerce is swiftly growing yet inadequately documented in the literature. Aerostreet's case illustrates how local brands in emerging countries may utilize live streaming to compete effectively, providing insights that are both academically pertinent and practically applicable.

V. CONCLUSION

This study sought to enhance the Stimulus–Organism–Response (SOR) framework by investigating the impact of live streaming marketing (LSM) on consumer purchase intention, mediated by trust and impulsivity. Analysis of survey data from 395 viewers of Aerostreet's TikTok live sessions in Indonesia indicated that LSM components—specifically live streamer, product quality, and platform features—did not have a direct impact on purchase intention. Their effects were entirely mediated by psychological mechanisms. Trust mediated the effects of live streamer and platform characteristics, whereas impulsivity consistently mediated all three components of LSM.

The findings indicate that in live commerce settings, consumer choices are influenced less by direct marketing cues and more by the psychological states elicited by these stimuli. This demonstrates that impulsivity functions as a universal mediator in live commerce, whereas trust acts as a context-dependent variable, highlighting the significance of credibility and reliability in online purchase. This study theoretically enhances the SOR model by incorporating cognitive (trust) and affective (impulsivity) mediators, providing a more thorough elucidation of customer reactions in digital commerce.

The findings indicate that marketers ought to develop live streaming methods that concurrently enhance consumer trust and provoke impulsive behavior. Streamers must prioritize authenticity, knowledge, and interactive participation to establish trust, whilst platforms should offer secure, entertaining, and gamified features to stimulate impulsive purchases. The findings indicate that local companies such as Aerostreet can utilize live streaming as an effective strategy to compete with larger global entities by capitalizing on cultural familiarity and social virality.

Notwithstanding its merits, the study possesses limitations. The application of non-probability sampling constrains the generalizability of results beyond the cohort of Aerostreet viewers in Surakarta. Future investigations ought to include random sampling or cross-national comparison methodologies to improve external validity. This study concentrated on trust and impulsivity as mediators; subsequent research may explore alternative psychological factors, including social presence, flow experience, or subjective delight. Ultimately, longitudinal research could more effectively elucidate the dynamic characteristics of live commerce, since customer behavior may transform with continuous exposure to live streaming platforms.

This research offers theoretical and practical insights into the influence of live streaming marketing on consumer behavior. The study illustrates that psychological mechanisms are pivotal in converting stimuli into buy intentions, so enhancing the existing literature on live commerce and providing practical insights for organizations aiming to leverage live streaming in emerging countries.

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