

Social Influence and Impulse Buying Behavior: The Role of Urge to Buy and Scarcity Cues in Livestream Commerce

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ABSTRACT

In recent years, the digital commerce has seen a tremendous growth in trading activities with the help of live product presentation, known as livestream commerce. Creating a highly interactive virtual environment, livestreaming triggers consumers urge to make spontaneous purchases. To date, the different technological and emotional motivations behind consumer impulse buying have been studied, but no research has investigated the importance of social influence. In the context of the present study, however, it is important to understand the translation of consumers' susceptibility to social influence (SSI) to impulse buying behavior (IBB) through internal psychological processes, which has received little research attention. Furthermore, digital scarcity cue intensity (DSCI) has not been thoroughly studied in the context of livestream commerce as a boundary role to support IBB. The aim of this study is to go beyond these limitations and investigate the influence of SSI on IBB by considering the mediating role of urgency to buy impulsively (UBI) and the moderating role of DSCI. The study builds a research model based on the S-O-R model and then empirically test the research model. Using nonprobability convenience sampling technique, data were collected from 572 consumers having prior Facebook livestream shopping experience. The proposed relations were tested using PLS-SEM. Results indicate that SSI has a significant effect on UBI and directly on IBB of consumers. Furthermore, UBI significantly mediates the link between SSI and IBB. But DSCI has a relatively weak effect on the relationship between UBI and IBB. These results can be seen as an extension of the S-O-R framework, as they show how the social dynamics of interactions can encourage impulsive buying behavior in livestream commerce. The study also provided novel evidence on the weak impact of scarcity cues as a boundary condition in digital contexts. Furthermore, the study offers practical implications for marketers, live stream sellers, and platform operators wanting to create an environment that is socially engaging to the customer and leads to impulse purchases.

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1. Introduction

Virtual trade has a strong growth and has significantly changed the way that consumers look for information, compare options and make purchases (Indadari & Firmansyah, 2026). Live-stream commerce has risen in recent years as one of the fastest-growing digital shopping channels, as it offers real-time interaction, entertainment, and offers instant purchasing opportunities all in one place (Meng et al., 2026; Xiao et al., 2026). Consumers can interact directly with the seller, view product demonstrations, view comments from audience members, and purchase products without leaving the streaming platform via livestream sessions on platforms like Facebook, Tik-Tok, and Instagram (H. Li et al., 2025). This has resulted in a more immersive shopping experience, ensuring that consumers respond immediately in order to make their purchase.

A relevant effect of this retail shift is the increasingly common IBB behavior (Kintia & Maskur, 2026; Meng et al., 2026). Unlike conventional online shopping, livestream commerce allows customers to experience continuous social interaction, persuasive communication, and engagement with the audience, as well as time-sensitive promotional messages which could hinder the process of careful consideration, and encourage impulsive purchasing (Ong et al., 2026). Thus, the reason behind consumers' impulse buying in live-stream shopping has emerged as a noteworthy problem in both academia and digital marketing.

Based on previous studies that revealed many factors that could influence online impulse buying, the following factors were selected as antecedents: streamer attributes (Liu et al., 2023; Yu et al., 2025), hedonic motivation, emotional arousal, platform interactivity (Tang et al., 2022; Xia et al., 2024; Xiao et al., 2026), social presence (M. Li et al., 2022), and promotion incentives (X. Li et al., 2023). These notwithstanding, there are still some key areas of research that are unmet. First, the above-mentioned studies have greatly affected how the technological and psychological aspects affect IBB in digital environment. Comparatively less research, however, has been conducted on the role of susceptibility to social influence (SSI), especially in a livestream environment

where consumers are constantly exposed to the real-time opinions, reactions and buying patterns of others (Gong & Jiang, 2023). Second, impulse buying is known as one of the major psychological factors that influence spontaneous buying behavior, and there are very few empirical studies that explain the mediation in between SSI and IBB in livestream commerce (Feng et al., 2024; Khoi, 2026). Third, prior research has not examined whether or not the effect of digital scarcity cue intensity (DSCI) such as limited quantity notifications, flash-sale alerts, and countdown timers enhances the conversion of UBI to actual purchasing (Kintia & Maskur, 2026). The results of these gaps suggest that the mechanisms linking social and scarcity factors to impulse buying on livestream are still not well understood.

The study takes a Stimulus–Organism–Response (S-O-R) theoretical approach to address these gaps. In this context, SSI is used as an environmental factor that activates consumer's psychological factors in the inner, such as impulse to purchase (UBI) and then acts on IBB. Additionally, DSCI is proposed as a boundary condition that strengthens the link between UBI and IBB. Accordingly, this study pursues three primary objectives. First, it examines the effect of SSI on IBB in Facebook livestream shopping. Second, it investigates the mediating role of the UBI in the relationship between SSI and IBB. Third, it evaluates whether DSCI moderates the link between the UBI and IBB.

The study produces a significant provision to the existing literature in various ways. Firstly, it extends the application of the S-O-R framework in livestream commerce by integrating SSI and DSCI into a unified model of impulse buying behavior. Secondly, the study enhances the digital consumer behavior literature by emphasizing UBI as an important psychological mechanism linking social influence and impulse-buying intention. Thirdly, the study extended existing knowledge regarding digital scarcity cues by showing their boundary-enhancing role in impulsive purchasing processes. Finally, the above findings offer actionable insights for livestream sellers, digital marketers, and platform operators looking to develop more socially interactive and urgency-driven digital shopping experiences..

2. Literature Review

2.1 Stimulus–Organism–Response (S-O-R) Theory

This study adopted the most widely used S-O-R framework developed by Mehrabian and Russell (1974) to explain IBB within the livestream commerce landscape. The theory has been extensively adopted in consumer behavior research because it provides a comprehensive description of how external environmental stimuli trigger cognitive and emotional reactions that eventually influence purchasing behavior (Karahan, 2025; Tam et al., 2024). Within the livestream commerce environment, consumers are often exposed to multiple environmental stimuli, including social presence, interaction with live streamers, audience engagement, and scarcity-induced promotional cues (Fauzi et al., 2026). These stimuli may activate inner psychological reactions such as emotional excitement and compulsive urges. Later, such organismal reactions may lead to urgency-driven buying behavior (Chung et al., 2025).

Recent studies increasingly apply the S-O-R model to elaborate online impulse purchasing phenomena in the livestream environment (Ahmad & Lilani, 2025; Feng et al., 2024; Karahan, 2025; Khoi, 2026). Existing evidence suggests that social presence, emotional arousal, livestream interaction, and promotional cues significantly influence IBB in digital settings (Surya & Ronald, 2025; Tang et al., 2022; Xia et al., 2024; Xiao et al., 2026). Nevertheless, comparably minimal focus has been intended to understanding how SSI stimulates urgency-driven IBB under digitally induced scarcity conditions (Feng et al., 2024; Khoi, 2026). Therefore, this research expands the S-O-R model by embracing SSI as a stimulus, UBI as an organismic state, IBB as a behavioral response, and DSCI as a moderating condition.

2.2 Susceptibility to Social Influence (SSI)

SSI defines how individuals rely on others' opinions and approvals when making buying decisions (Feng et al., 2024; Hu et al., 2019; Khoi, 2026). Bearden et al. (1989) defined SSI as a personal trait that reveals individuals intention to correspond with the opinions, experiences, and preferences of significant people

(Hu et al., 2019; Oyibo & Vassileva, 2019; Sharma & Klein, 2020). In livestream commerce, consumers continuously confront viewer comments, reactions, product recommendations, and real-time interactions from streamers and fellow viewers. Such socially interactive environments may create strong psychological pressure to conform to group behavior and participate in collective purchasing experience (Sharma & Klein, 2020). Recent studies have shown that SSI significantly shapes online purchase decisions, particularly in socially interactive environments where consumers experience a heightened sense of community and participation (Feng et al., 2024; Khoi, 2026; Putra et al., 2020). Nevertheless, fewer studies have investigated SSI as a primary antecedent of IBB. This highlights the need for further investigation into its behavioral consequences

2.3 Urge to Buy Impulsively (UBI)

UBI refers to a condition of immediate and unplanned feeling when exposed to an item or product a consumer like (Utama et al., 2021). He also stated that consumers often find it difficult to deny the urge to make instant purchases when they encounter product they feel as attractive. Rook (1987) argued that UBI is an inherent motivational state that encourages consumer to make purchase and is often triggered by emotional responses. The study suggest that heightened emotional arousal, such as feeling of excitement, fun, or desire, can intensify consumers propensity to make unplanned purchases (Nguyen et al., 2025). Earlier researches have consistently showed stronger association of UBI with higher levels of spontaneous purchasing across various digital shopping contexts (Feng et al., 2024; Khoi, 2026; Utama et al., 2021). Despite its recognized importance, relatively few research has examined the UBI as a psychological mechanism linking consumers' SSI and their IBB within livestream commerce. Understanding this mechanism is therefore essential for explaining how socially interactive shopping environments stimulate impulsive consumption.

2.4 Digital Scarcity Cue Intensity (DSCI)

DSCI is defined as customer's perception of the availability of product in digital shopping, time, or quantity (Baloch & Bano, 2023; X. Li et al., 2023). Scarcity is

typically conveyed in livestream commerce via digital signals like limited quantity alert, flash sale messaging and time restricted offers. These cues convey a sense of urgency and lead to impulse purchasing before opportunities slip away (Kadek et al., 2026; M. Zhang et al., 2018). Existing studies have shown that scarcity-based promotions have an effect on consumer impulse buying behavior, but results showed inconclusive regarding the effectiveness of these promotions in various online retail environments (Aresti et al., 2026; Kadek et al., 2026). Besides, few studies have focused on the impact of digital scarcity cues on consumers' psychological urge to make an impulse purchase and their actual IBB in livestream commerce (Feng et al., 2024; Khoi, 2026). This contentious issue offers an important route of investigation.

2.5 Impulse Buying Behavior (IBB)

IBB is a spontaneous purchase that is not planned for and made without careful consideration by the buyer (Ahmad & Lilani, 2025; Lv et al., 2022). The impulsive buying has been defined as the spontaneous and affective reaction in response to environmental and psychological factors, in previous studies (S. Li et al., 2025; Ngo et al., 2025; Zheng et al., 2025). The sell-the-moments-in-the-live-stream marketing approach is always distracting customers with high-level messages, emotional connections, community involvement, and high-speed promotions that can drive up impulse buying (Ngo et al., 2025). Moreover, the distinguishing features comprising livestreaming commerce may reduce conscious evaluation while increasing emotional arousal and impulsive purchasing tendencies (S. Li et al., 2025). Therefore, recognizing the emotional and social factors that encourage IBB in livestream commerce has become increasingly crucial in digital consumer behavior research.

2.6 Research Gap and Research Objectives

The foregoing review identifies several important gaps in the existing literature. First, the fundamental role of SSI has received comparatively limited attention in livestream commerce. Second, limited empirical research has examined the mediating role of UBI between SSI and IBB. Third, existing evidence regarding

the influence of DSCI remains inconclusive, particularly whether such cues strengthen the association between consumers' UBI and their actual purchasing behavior in livestream shopping. To address these gaps, the present study pursues five objectives: (1) to examine the effect of SSI on IBB; (2) to find out the effect of SSI on UBI; (3) to inspect the effect of UBI on IBB; (4) to investigate the mediating role of UBI in this association; and (3) to scrutinize the moderating role of DSCI in the connection between UBI and IBB.

3. Hypotheses Development and Theoretical Framework

3.1 SSI and IBB

Social influence is established as an important factor in consumers' decision-making process. People will take the input from others when assessing products and buying it (Septiana et al., 2026). In digital shopping, this influence becomes even more salient due to the visibility of reviews, real-time comments, influencer recommendations, and peer interactions (Ong et al., 2026). According to Feng et al. (2024) Consumers with high susceptibility are more inclined to adopt to social values and more eager to engage in IBB during livestream sessions (Khoi, 2026). Previous literature have similarly demonstrated that social influence significantly affects the online purchasing behavior of susceptible consumers, especially in highly immersive social commerce environments (Oyibo & Vassileva, 2019; Septiana et al., 2026; Sharma & Klein, 2020). Accordingly, the study proposes that,

***H1:** SSI has positive impact on IBB in livestream commerce.*

3.2 SSI and UBI

According to Oyibo & Vassileva (2019), Consumers with high SSI are generally more responsive to peer recommendations, influencer endorsements, and social approval cues (Feng et al., 2024; Khoi, 2026; Sharma & Klein, 2020). Prior research suggested that in livestream commerce, real-time, immersive bond between live presenter and viewers may promote a sense of collaborative consumption, reducing rational evaluation and increasing emotional responsiveness, thereby deepen spontaneous urges (Hu et al., 2019; Khoi, 2026;

Sharma & Klein, 2020). Other studies showed that individuals with high susceptibility have low self-esteem as well as a high need for image enhancement or social acceptance from other people, which may intensify UBI (Putra et al., 2020; Sharma & Klein, 2020). Therefore, it can be hypothesized that,

H2: *SSI has positive impact on individual's UBI in livestream commerce.*

3.3 UBI and IBB

Foroughi et al. (2013) defined UBI as the psychological state that precedes and drives actual IBB (Putra et al., 2020; Utama et al., 2021). In livestream commerce, urgency-driven purchasing tendencies may become dominant. Consumers are continuously exposed to emotionally engaging content, rapid promotional opportunities, and real-time interaction dynamics (Meng et al., 2026; Ngo et al., 2024; Xiao et al., 2026). This real-time nature of livestream shopping often reduces opportunities for extensive cognitive evaluation while simultaneously increasing sudden emotional arousal and purchasing immediacy (Ngo et al., 2025; Tang et al., 2022). Furthermore, prior studies have shown that urgency-related psychological states frequently function as a powerful and persistent feeling linking environmental stimuli to behavioral outcomes (Meng et al., 2026; Putra et al., 2020). Additionally, Umair Akram et al. (2018) proposed that consumers experiencing stronger UBI are more prone to engage in IBB (Feng et al., 2024; Khoi, 2026). Therefore, it can be suggested that,

H3: *UBI has positive impact on IBB in livestream commerce.*

3.4 Moderating Role of DSCI

Livestream sellers often employ scarcity-oriented digital cues such as a few days or hour alert, limited quantity notifications, flash deal alerts, and messages indicating high product demand. These cues create perceptions of emergence and exclusivity that may encourage consumers to make rapid buying decisions (Baloch & Bano, 2023). Prior literature suggests that scarcity cues importantly influence consumer decision making because perceived scarcity often increases product desirability and fear of missing out (Wu et al., 2021; J. Zhang et al., 2022). In digital environments, scarcity-related messages may intensify consumers'

emotional arousal and increase their enthusiasm to capitalize the exclusive opportunity (Guo et al., 2023). According to X. Li et al. (2023), arousal is the basis of emotion and behavior. Consumers experiencing strong impulsive urges may become more eager to engage in IBB, and the perception of limited time and quantity availability heighten that behavior (Guo et al., 2023). Therefore, the study proposes that,

H4: DSCI positively moderates the association between UBI and IBB.

3.5 Mediating effect of UBI

UBI may also function as an important mediating mechanism connecting SSI and IBB (Feng et al., 2024; Khoi, 2026). Previous literature has shown that consumers with high SSI are eager to experience emotional excitement and immediate purchasing urges, especially when exposed to socially interactive shopping environments (Cui et al., 2022; Zafar et al., 2021). This emotional arousal may further translate into actual IBB (Feng et al., 2024). Within livestream shopping, consumers constantly observe the reactions, comments, and recommendations of other viewers and influencers. Such socially persuasive experiences may trigger immediate psychological arousal that reduce logical evaluation and encourage immediate purchases (Utama et al., 2021). Therefore, UBI may explain how social susceptibility ultimately leads consumers to engage in impulsive buying behavior. Prior studies similarly suggest that impulsive urges often mediate the association between social influence drivers and impulsive purchases (Feng et al., 2024; Khoi, 2026). Accordingly, the present study proposes that,

H5: UBI mediates the relationship between SSI and IBB in livestream commerce.

4. Research Methodology

4.1 Data Collection Method and Sampling Procedure

This study adopted a quantitative, cross-sectional survey method to explore consumers' impulse purchase behavior in livestream context. Data has been collected using an online questionnaire distributed through Google Forms. Respondents were Bangladeshi consumers having prior livestream shopping experience. Using a convenience sampling approach, 572 valid responses were

collected. Following the 10-times rule suggested by Hair et al. (2017), the minimum required sample size for PLS-SEM was 70; therefore, the final sample substantially exceeded the recommended threshold, ensuring adequate statistical power for the analysis.

4.2 Measurements of the Variables

The measurement items used to operationalize the constructs were adopted from established previous studies to ensure the reliability and validity of the research instrument (see Appendix 1). A seven-point Likert scale was used to assess all the measurement items. Although Likert scales are generally considered ordinal measures, it is argued that when a Likert scale is designed with equal spacing and balanced response options, the collected data can be treated as interval data. As a result, the collected data were considered suitable for advanced statistical analysis techniques such as Structural Equation Modeling (SEM). Accordingly, this study used a fully balanced Likert scale and analyzed the data using SEM with maximum likelihood estimation. In addition, demographic information, including gender, education level, and other respondent characteristics, was collected using dichotomous and multiple-category measurement variables.

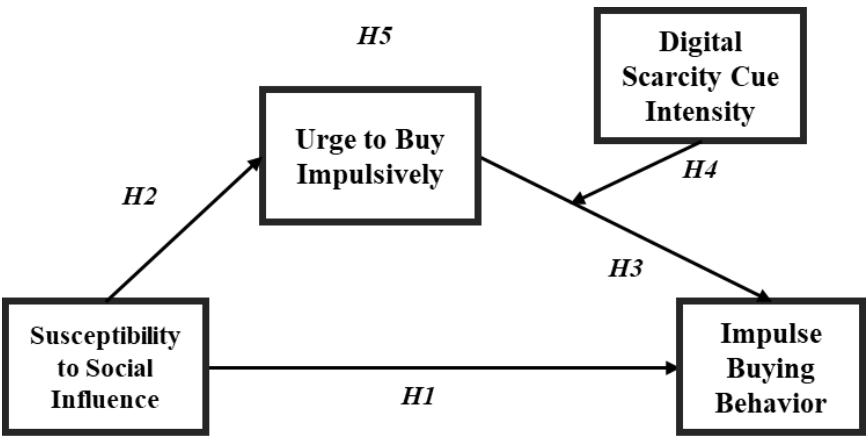


Figure 1: Conceptual Framework

4. Analysis

4.1 Demographic information

As demonstrated in Appendix 3, the demographic profile of the respondents depicted that the ratio between males and females is not very different (53.6:46.4). The highest response comes from the age group 21-25years (63.3%), studying in the undergrade level (60.7%) and they are students (76%) in occupation. This can be reasoned that people in this Gen-Z belonging to this age range, occupation, and education levels are more inclined to livestream commerce compared to other age groups.

4.2 Measurement Model Analysis

Reliability, convergent validity, discriminant validity, model fit, collinearity, and cross-loadings were used to evaluate the measurement model. Cronbach's alpha, composite reliability rho a, and composite reliability rho c were used to determine reliability. The alpha values for Cronbach's alpha ranged from 0.721 to 0.876, which is higher than the suggested value of 0.70 (Nunnally, J., & Bernstein, 1994). The composite reliability (rho C) ranged from 0.843 to 0.910, exceeding the acceptable level of 0.70 (Hair Jr, J. F., M Hult, G. T., M Ringle, C., Sarstedt, M., Castillo Apraiz, J., Cepeda Carrión, G. A., & Roldán, 2019), indicating that all constructs have satisfactory internal consistency. The average variance extracted (AVE) was used to test convergent validity. The AVEs for all constructs ranged from 0.643 to 0.753, which were above the recommended threshold of 0.50 (Fornell & Larcker, 1981), indicating that all constructs accounted for a large enough share of the variance in their indicators (for details see table 1). The Fornell-Larcker criterion was used in assessing discriminant validity. Discriminant validity was verified by the square root of AVE of each construct being larger than the correlations of the constructs with others (Fornell & Larcker, 1981). To illustrate, the square root of the AVE of DSCI was 0.841, which was greater than the square roots of DSCI with IBB (0.731), SSI (0.703), and UBI (0.742) (see table 1). The same trends were found in the other constructs. SRMR, d_ ULS, d_ G, Chi-square, and NFI were used to measure model fit. The saturated

and estimated models had SRMRs of 0.065 and 0.079, respectively, which are lower than the desired value of 0.08, indicating that the models fit well (Henseler et al., 2015). The saturated and estimated models had NFI values of 0.817 and 0.804, respectively, indicating moderate fit (table 2). Variance inflation factors (VIF) were used to measure collinearity. VIFs ranged from 1.301 to 2.569, which is lower than the generally accepted thresholds of 3.3 or 5 (Hair et al., 2010), indicating no severe multicollinearity among indicators (see table 3). The cross-loadings were further analyzed to verify the indicators' reliability and discriminant validity. All indicators loaded more strongly on their intended construct than on other constructs, further supporting the measurement model (Hair et al., 2019). In general, the measurement model demonstrated acceptable reliability, convergent and discriminant validity, model fit, and multicollinearity, indicating its appropriateness as a further structural model.

Table 1: Reliability and Validity

Factors	Items	Factor Loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
DSCI	DSCI2	0.808	0.793	0.793	0.879	0.708
	DSCI4	0.867				
	DSCI5	0.848				
IBB	IBB1	0.830	0.836	0.840	0.901	0.753
	IBB2	0.883				
	IBB3	0.889				
SSI	SSI1	0.821	0.876	0.877	0.910	0.670
	SSI2	0.850				
	SSI3	0.777				
	SSI4	0.829				
	SSI5	0.813				
UBI	UBI1	0.755	0.721	0.723	0.843	0.643
	UBI3	0.828				
	UBI4	0.820				

Table 2: Fornell-Larcker criterion

Factors	1	2	3	4
1. DSCI	0.841			
2. IBB	0.731	0.868		
3. SSI	0.703	0.688	0.818	
4. UBI	0.742	0.668	0.748	0.802

Table 3: Model Fit Indexes

	Saturated model	Estimated model
SRMR	0.065	0.079
d_ ULS	0.444	0.658
d_ G	0.262	0.301
Chi-square	880.524	942.078
NFI	0.817	0.804

Table 4: VIF Values of Measurement Items

Items	VIF	Items	VIF
DSCI2	1.452	SSI1	2.229
DSCI4	2.037	SSI2	2.569
DSCI5	1.892	SSI3	1.832
IBB1	1.727	SSI4	2.464
IBB2	2.086	SSI5	2.369
IBB3	2.222		
UBI1	1.301		
UBI3	1.541		
UBI4	1.498		

4.3 Structural Model Analysis

The results indicate that SSI had a significant and positive effect on IBI, supporting H1 ($\beta = 0.288$, $t = 5.371$, $p < 0.001$). H2 was also supported by the UBI, which was significantly influenced by SSI ($\beta = 0.748$, $t = 35.402$, $p < 0.001$). In addition, the UBI had a significant positive effect on the IBI ($\beta = 0.147$, $t = 2.682$, $p = 0.007$) for H3. In contrast, H4 was not supported as the moderating effect of DSCI on the relationship between UBI and IBI was not significant ($\beta =$

0.034, $t = 1.585$, $p = 0.113$). Lastly, H5 was supported, showing that SSI had a significant indirect effect on IBI via UBI ($\beta = 0.110$, $t = 2.660$, $p = 0.008$). Hypothesis testing results are presented in Table 5.

Table 5: Hypotheses testing results

Hypotheses	Paths	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Decision
H1	SSI -> IBB	0.288	0.288	0.054	5.371	0.000	Yes
H2	SSI -> UBI	0.748	0.749	0.021	35.402	0.000	Yes
H3	UBI -> IBB	0.147	0.147	0.055	2.682	0.007	Yes
H4	DSCI x UBI -> IBB	0.034	0.033	0.021	1.585	0.113	No
H5	SSI -> UBI -> IBB	0.110	0.110	0.041	2.660	0.008	Yes

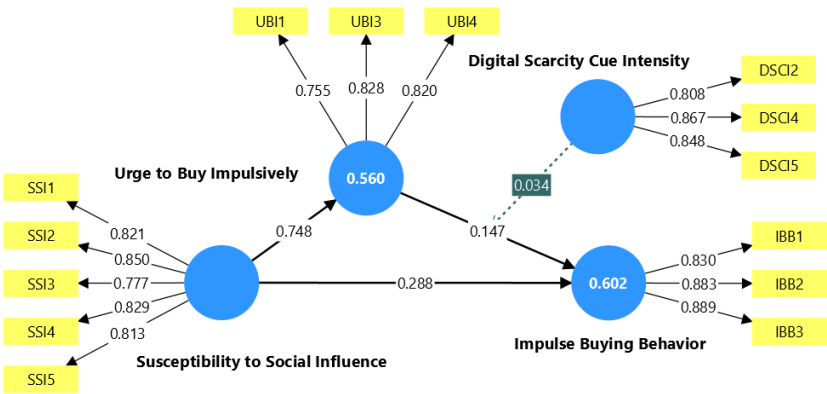


Figure 2: Path Coefficients and Structural Model Results

5. Findings and Discussion

The study's result disclosed that SSI has a meaningful positive impact on IBB, thereby strongly supporting H1. This result indicates that consumers who have high trust in others' opinions, recommendations, and reactions are eager to engage in impulse purchases during livestream shopping sessions 31. This result is similar to prior relevant studies suggesting that social influence plays a crucial role in

motivating online consumer responses, particularly within highly interactive social commerce (Hu et al., 2019; Septiana et al., 2026; Sharma & Klein, 2020). Second, the study found that SSI significantly influences UBI, supporting H2. This finding shows that consumers who are highly susceptible to social influence may experience stronger emotional responses when observing others' purchasing activities and positive product evaluations, leading to heightened impulsive purchasing urges during livestream shopping. The result is similar to that of prior studies (Abdelsalam et al., 2024; Feng et al., 2024; Khoi, 2026). This finding further supports the S-O-R framework by illustrating that social influence functions as an external stimulus capable of provoking inner psychological reactions. Accepting hypotheses H3 demonstrates that UBI has a positive impact on IBB. This finding confirms that IBB is often predetermined by a strong psychological urge to make immediate purchasing decisions. Therefore, consumers experiencing stronger UBI are more enthusiastic about spontaneous purchasing behavior. This finding is consistent with the results of (Abdelsalam et al., 2024; Feng et al., 2024; Khoi, 2026; Z. Zhang et al., 2022).

However, contrary to the projection, the moderating effect of DSCI on the association between UBI and IBB was not significant, as indicated by the rejection of H4. Although previous studies suggested that scarcity-related cues, such as time or stock-limited notifications, flash-sale offers, and so on, intensify impulsive purchasing tendencies (Baloch & Bano, 2023; Guo et al., 2023; X. Li et al., 2023), the current findings indicate that such cues may not significantly strengthen the impact of urgency on actual IBB in livestream settings. It could be because consumers might see these as a sales tactic and not as a true sign of scarcity. Thus, factors beyond scarcity conditions, such as social and psychological stimulation, might have a greater effect on consumers' impulsive buying decisions. Moreover, it has been confirmed that the relationship between SSI and IBB is mediated by UBI, so that H5 was accepted. This discovery further underscores the role of the UBI as a psychological mechanism that accounts for the effect of social influence on IBB in livestream commerce (in accordance with previous research (Feng et al., 2024; Khoi, 2026). In general, it also confirms the

S-O-R framework's organismic function of psychological responses in the context of livestream shopping due to urgency.

6. Conclusion and Implications

The study adds to the existing body of knowledge in a number of ways. Although many studies have used the S-O-R model in online consumer behavior studies before, few studies have investigated the S-O-R model in livestream environment for socially driven impulsive purchasing processes (Hu et al., 2019; Septiana et al., 2026; Sharma & Klein, 2020). The study, therefore, contributes to the literature by deepening the understanding of the effect of social stimuli on psychological states and consumer purchasing behavior in digitally interactive shopping environments.

Secondly, this study extends the impulse buying literature by highlighting the role of SSI as an important antecedent of impulse buying behavior (Sharma & Klein, 2020). The study highlights the importance of social interaction and social action in shaping digital consumer behavior, as it is evident in both direct and indirect ways that SSI influences IBB.

Thirdly, the study revealed that the impulsive buying urge is seen as a significant mediator between social influence and impulsive buying behavior, indicating that social interactive shops first trigger the consumer's strong psychological desire, which in turn leads to impulsive buying. This indicates a greater understanding of the psychological processes within the mind of the impulsive shopper in a livestream shopping environment.

Lastly, even though this moderation was not statistically significant, the results of the study are conceptually significant as it indicates that scarcity cues do not have a consistent effect on impulsive purchase in highly interactive digital contexts. The discovery provides a new way of how to understand the effectiveness of scarcity-based promotional tactics in online transactions.

6.1 Implications

The findings of the study also have some functional implications for digital marketers, livestream sellers, and platform operators. To boost consumers' social

engagement during the livestream session, digital marketers should think about creating interactive, socially engaging shopping environments, which include live comments, real-time discussions, and reviews.

Second, advertisers should invest time in creating engaging, emotional, live streaming experiences that will resonate with viewers. Activities such as interactive storytelling, energetic presentation styles, and a feeling of affection can motivate consumers to make impulsive purchase decisions.

Third, livestream merchants ought to involve influencers and solicit feedback, reactions, and buying experiences from customers during livestream broadcasts. This socially active behavior can generate a more convincing and credible shopping atmosphere. Even though the scarcity tactics might be ineffective, they may still play a role if they are supported by effective social engagement tactics. Marketers shouldn't overuse it to ensure that customers remain clear and trustful.

7. Limitations and Future Research Directions

The present study has a number of limitations, however. First, the study adopted a cross sectional research design where respondents' data were simultaneously gathered. Experimental research designs could be considered for future research to better investigate the changes in IBB over time and to make stronger causal inferences.

Secondly, that study specifically targeted commerce consumers on livestream sites in a specific geographic area. There may be differences in consumers' behaviors among cultures, countries and environments. The proposed framework needs to be explored in other cultures to increase applicability of results.

Lastly, while DSCI did not show a strong interaction effect, future research could further explore the impact of other scarcity cues in terms of product category, consumer personality or platform features. Under specific situational factors or among specific consumer segments, scarcity cues could exert a greater influence.

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Appendix 1: Constructs and Measurement items

Constructs	Measurement items	Sources
Susceptibility to Social Influence (SSI)	SSI1 You often buy popular products that are well-known to many people when watching Facebook live-stream. SSI2 You often influenced by other people's thoughts and preferences when shopping during Facebook live-stream. SSI3 If you want to be like someone, you will often try to buy the same things they do while watching a Facebook live-stream. SSI4 In the live-stream, you usually purchase products that you think others will recognize. SSI5 In the live-stream, you gain a sense of belonging by purchasing the same products or brands that others have purchased.	(Feng et al., 2024)
Urge to Buy Impulsively (UBI)	UBI1 You suddenly have the urge to shop while watching a Facebook live-stream. UBI2 You are more likely to be attracted to and buy products that are not on your shopping list when watching a Facebook live-stream. UBI3 You tend to want to buy something when watching a Facebook livestream. UBI4 You feel like buying other items besides those that meet your specific shopping needs when watching a Facebook livestream.	(Feng et al., 2024)
Digital Scarcity Cue Intensity (DSCI)	DSCI1 You are concerned about when the product shown in the live-stream will be out of stock. DSCI2 You feel worried because of the limited time to shop during the live-stream. DSCI3 You are concerned about the limited quantity of products shown in the live-stream. DSCI4 You worry that the product you want to buy from the live-stream will quickly run out of stock. DSCI5 You think the current supply of this live streaming platform is very small.	(Feng et al., 2024)
Impulsive Buying Behavior (IBB)	IBB1 You often buy something that you didn't intend to buy before watching the Live-stream. IBB2 When watching live-stream, you often buy some goods that were not in your plan. IBB3 You have noticed that many products you have recently purchased via live-streams are rarely used. IBB4 When watching the live-stream, you want to buy the product without careful consideration.	(Gong & Jiang, 2023; J. Zhang et al., 2022)

Appendix 2: Questionnaire (Survey Instrument)

Dear respondents,

I hope you are doing well. I am currently conducting a research study titled: **“Social Influence and Impulse Buying Behavior: The Role of Urge to Buy and Scarcity Cues in livestream commerce.”** The survey will take not more than 5 minutes to complete. Your responses will be kept confidential and used only for academic and research purposes. Thank you very much for your time and support.

Regards,

Rabeya Jannat

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Section A: Screening respondents (If NO to question 1 or 2, terminate survey)

1. Have you ever watched a Facebook livestream where products were sold or promoted?
 - a. Yes
 - b. No
2. Have you ever purchased a product from a Facebook page?
 - a. Yes
 - b. No

Section B: Demographic Profile of the respondents

3. Age:
4. Gender
 - a. Male
 - b. Female
5. Education level):
 - a. Secondary
 - b. Higher secondary
 - c. Undergraduate
 - d. Graduate
 - e. M.Phil.
 - f. PhD g. Other
6. Occupation
 - a. Teacher
 - b. Student
 - c. Private job holder
 - d. Govt. job holder
 - e. Businessman
 - f. Other professionals
 - g. Unemployed

7. Monthly spending in online purchasing
 - a. Below 2000
 - b. 2000-5000
 - c. 5000-10000
 - d. 10000-15000
 - e. Above 15000

Section C: Main constructs variables

7-point Likert scale format: 1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree

Stimulus variable: Susceptibility to Social Influence (SSI)

8. You often buy popular products that are well-known to many people when watching Facebook live-stream.
 1. Strongly disagree
 2. Disagree
 3. Somewhat disagree
 4. Neutral
 5. Somewhat agree
 6. Agree
 7. Strongly agree
9. You often influenced by other people's thoughts and preferences when shopping during Facebook live-stream.
 1. Strongly disagree
 2. Disagree
 3. Somewhat disagree
 4. Neutral
 5. Somewhat agree
 6. Agree
 7. Strongly agree
10. If you want to be like someone, you will often try to buy the same things they do while watching a Facebook live-stream.
 1. Strongly disagree
 2. Disagree
 3. Somewhat disagree
 4. Neutral
 5. Somewhat agree
 6. Agree
 7. Strongly agree
11. In the live-stream, you usually purchase products that you think others will recognize.
 1. Strongly disagree
 2. Disagree
 3. Somewhat disagree
 4. Neutral
 5. Somewhat agree
 6. Agree
 7. Strongly agree
12. In the live-stream, you gain a sense of belonging by purchasing the same products or brands that others have purchased.
 1. Strongly disagree
 2. Disagree
 3. Somewhat disagree
 4. Neutral
 5. Somewhat agree
 6. Agree
 7. Strongly agree

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Organism variable: Urge to Buy Impulsively (UBI)

13. You suddenly have the urge to shop while watching a Facebook live-stream.
1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree
14. You are more likely to be attracted to and buy products that are not on your shopping list when watching a Facebook live-stream.
1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree
15. You tend to want to buy something when watching a Facebook livestream
1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree
16. You feel like buying other items besides those that meet your specific shopping needs when watching a Facebook livestream.
1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree

Organism variable II: Digital Scarcity Cue Intensity (DSCI)

17. You are concerned about when the product shown in the live-stream will be out of stock.
1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree
18. You feel worried because of the limited time to shop during the live-stream.
1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree
19. You are concerned about the limited quantity of products shown in the live-stream.
1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree
20. You worry that the product you want to buy from the live-stream will quickly run out of stock.

1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree

21. You think the current supply of this live streaming platform is very small.

1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree

Response variable: Impulse Buying Behavior (IBB)

22. You often buy something that you didn't intend to buy before watching the Live-stream.

1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree

23. When watching live-stream, you often buy some goods that were not in your plan.

1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree

24. You have noticed that many products you have recently purchased via live-streams are rarely used.

1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree

25. When watching the live-stream, you want to buy the product without careful consideration.

1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neutral 5. Somewhat agree 6. Agree 7. Strongly agree

Appendix 3: Respondent’s Demographic Profile

Variables	Categories	Number	Percentage
Gender	Male	307	53.6
	Female	265	46.4
Age	20 or below	94	16.4
	21–25	362	63.3
	26–30	59	10.3
	31–35	19	3.3
	Above 35	38	6.6
Education Level	Secondary	31	5.4
	Higher Secondary	92	16.1
	Undergraduate	347	60.7
	Graduate	84	14.7
	PhD	1	0.2
	Other	17	3.0
Occupation	Student	434	76
	Teacher	7	1.2
	Private Job Holder	24	4.2
	Govt. Job Holder	9	1.6
	Businessman	29	5
	Other Professionals	33	5.8
	Unemployed	36	6.3
Monthly Spending in Online Purchasing	Below 2000	381	66.6
	2000–5000	119	20.8
	5000–10000	45	7.9
	10000–15000	12	2.1
	Above 15000	15	2.6