

# THE EFFECT OF INTERACTIVITY AFFORDANCE ON CONSUMERS' PURCHASE INTENTION IN LIVE STREAMING E-COMMERCE: THE MODERATING ROLE OF IMPULSIVENESS

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## **Abstract :**

**Objective:** Grounded in the Stimulus-Organism-Response (SOR) framework, this research seeks to investigate how interactivity affordance (S) influences consumers' purchasing intention (R) through mechanisms such as perceived value and perceived pleasure (O), while also examining the moderating effect of impulsiveness on these relationships.

**Methodology:** A quantitative approach was employed, utilizing purposive sampling method to gather data from 353 participants. Structural equation modeling was conducted to analyze the data.

**Results:** The results reveal that interactivity affordance exerts a positive effect on consumers' perceived value and pleasure, both of which subsequently influence their purchasing intentions. Furthermore, multigroup analysis indicate that impulsiveness moderates significantly the relationship between perceived value, perceived pleasure and purchase intention.

**Managerial implications:** This research provides valuable managerial contributions to managers and e-retailers in live streaming e-commerce, highlighting the relevance of integrating interactive features and real-time communication to effectively enhance consumers' perceived value and pleasure, ultimately increasing their purchasing intention. Moreover, impulsiveness, as an individual trait, can be used as a segmentation strategy to target consumers with high impulse tendencies, thereby strengthening sales performance in live broadcasting.

**Originality:** To date, empirical studies examining consumers' purchase intention in the context of live streaming e-commerce in developing countries remain limited. This study offers novel insights into how impulsiveness, as a boundary condition, shapes consumers' purchasing intentions.

**Keywords:** Interactivity affordance; impulsiveness; perceived value; perceived pleasure; purchase intention

## **Managerial summary**

Live streaming is significantly transforming the e-commerce landscape by introducing innovative opportunities for platforms and online retailers to enhance their operational performance. Live streaming represents a novel approach in online retailing, facilitating personalized experiences through real-time video content and interactive communication (Yan *et al.*, 2023). Catering to the demands and expectations of digitally adept generation seeking interaction and diverse multimedia content, live streaming is rapidly gaining momentum as a global phenomenon.

Drawing upon the Stimulus-Organism-Response (S-O-R) model, this current research aims to investigate the effect of interactivity affordance on consumers' purchase intentions in the context of e-commerce live streaming and to examine the moderating role of impulsiveness. The findings reveal that interactivity affordance (S) positively influences consumers' perceived value and pleasure (O), which subsequently affect their purchasing intention (R). Moreover, the results indicate that perceived value and pleasure serve to stimulate and amplify purchase intention, particularly among consumers with higher levels of impulsivity.

The findings of this study will be valuable to practitioners, including live-streamers and online retailers, as they provide insights into the effectiveness of interactivity as a key characteristic of live streaming and as a crucial factor influencing customer perceived value and pleasure, implying that streamers should prioritize the integration of interactive features such as live chats and feedback sessions. These elements facilitate real-time communication, enhancing viewers' sense of involvement and consequently their perceived value and pleasure. By promoting two-way communication, e-retailers can effectively shape consumers' perceptions of the experience, positioning it as both functional and enjoyable, thereby increasing the purchase intention. A high degree of impulsiveness can be strategically leveraged to target consumers who are more likely to make impulsive and unplanned purchase decisions, thus increasing the efficacy of marketing strategies and boosting sales in e-commerce live streaming setting.