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The Influence of Streamer Attractiveness, Content Marketing, and Hedonic Motives on Impulsive Buying with Utilitarian Moderation

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Abstract

This study investigates the impact of streamer attractiveness (SA), content marketing (CM), hedonic shopping motive (HSM), and utilitarian value (UV) on impulsive buying (IB) in the context of Indonesian e-commerce live streaming. It also examines how UV moderates the relationships between these factors and IB. A quantitative approach was adopted, using purposive sampling of 209 respondents who had previously participated in live shopping broadcasts. Data analysis was performed with Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that SA, CM, HSM, and UV all have a significant positive effect on IB, with HSM identified as the most dominant factor influencing impulsivity. Furthermore, UV moderates the relationship between SA and IB, but does not significantly enhance the effect of CM or HSM on IB. These results suggest that emotional drivers such as enjoyment and attractiveness are key catalysts for impulsive purchasing behavior. However, functional product value still plays a strategic role in driving purchase decisions. The study emphasizes the need for a balanced approach in content strategy, combining both emotional appeal and functional information to maximize consumer engagement and conversion. Marketers are encouraged to integrate hedonic (emotional) and utilitarian (practical) elements in their offerings to foster impulsive buying behavior. Additionally, future research should explore longitudinal and qualitative methods to capture the evolving nature of impulsive buying behavior, as well as the deeper psychological mechanisms driving consumer decisions in live commerce environments. Such research will help further uncover the dynamics of consumer decision-making in online shopping and improve understanding of the broader implications for e-commerce strategies.

I. INTRODUCTION

The rapid development of digital technology has significantly transformed the way Indonesian society engages in daily activities, communication, and shopping (Alvitasari & Karjoso, 2024). The growing accessibility of the internet has made the digital world an inseparable part of everyday life (Syahid et al., 2024), including in information consumption and purchasing decisions. E-commerce and various digital platforms have now become the main channels for marketing processes and interactions between brands and consumers (Bowo, 2024).

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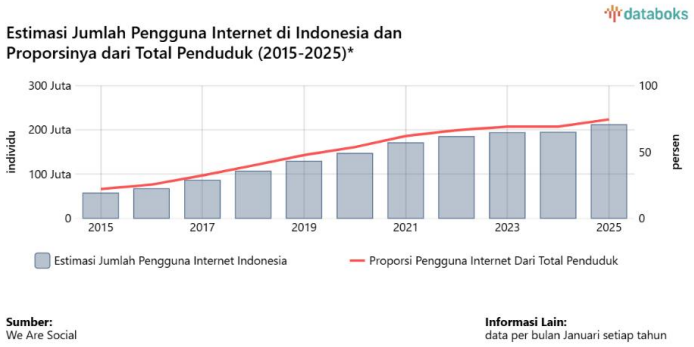

Figure 1. Number of Internet Users in Indonesia

According to We Are Social data, the number of internet users in Indonesia rose sharply from 57.4 million people (22.1% of the population) in January 2015 to 212 million people (74.6%) in January 2025 (Ahdiat, 2025a). Similarly, social media users continue to increase, reaching 143 million active accounts in January 2025, an increase from the previous year (Figure 2). Most social media users in Indonesia use these platforms to stay connected with friends and family, fill their leisure time, seek inspiration, follow the latest trends, explore content such as articles or videos, read news, search for products to buy, watch live streams, and share personal life moments (Ahdiat, 2025b).

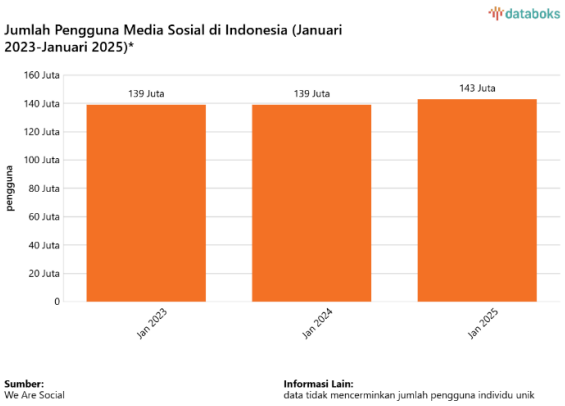

Figure 2. Number of Social Media Users in Indonesia

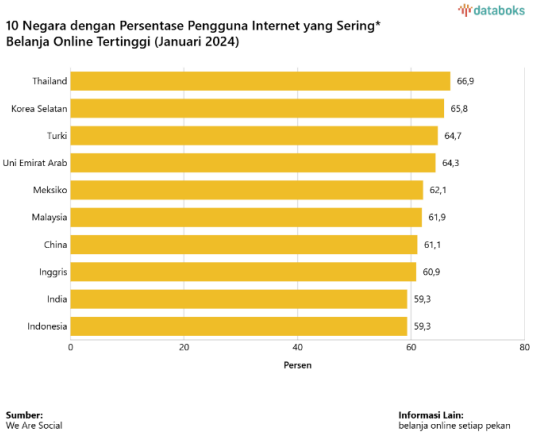

Figure 3. Countries with the Highest Frequncy of Online Shopping Among Internet Users

This condition has also stimulated the growth of e-commerce (Figure 3), where 59.3% of Indonesian internet users are recorded to shop online every week, placing Indonesia ninth globally

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alongside India. The increasing adoption of the internet and social media indicates the strong potential of digital consumerism, particularly in the context of live commerce and impulsive buying. The widespread use of the internet and social media in Indonesia has fostered a digital ecosystem that supports consumerist behavior and strengthens the role of live commerce as a marketing strategy that triggers impulsive buying. The phenomenon shows that purchasing decisions are no longer entirely based on rational considerations but are also influenced by emotional and visual factors such as streamer attractiveness, interactive content, and hedonic motivation. In this context, understanding the psychological mechanisms of impulsive buying and how utilitarian value moderates these tendencies becomes crucial for businesses in designing more effective digital marketing strategies.

A review of previous studies indicates that earlier research remains partial, focusing only on one or two variables related to impulsive buying behavior in live streaming e-commerce. For instance, Li et al. (2023) focused on the influence of streamer attractiveness on impulsive buying and found that physical appearance and real-time interaction with streamers can trigger hedonic and utilitarian attitudes that drive spontaneous purchases. However, this study only highlighted external attractiveness without considering consumers' internal motivations. Similar findings were reported by Mahendra et al. (2024), who emphasized that visual appeal alone is not effective without psychological drivers within the consumer.

Meanwhile, studies addressing content marketing aspects, such as those conducted by Xu et al. (2019) and Wang et al. (2023) found that content quality and parasocial interactions between streamers and viewers contribute to impulsive buying behavior. Xu et al. (2019) highlighted the role of content quality and relevance, while Wang et al. (2023) discovered that emotional attachment to the content is more dominant than the content quality itself. However, neither study included both emotional and rational variables in their models.

On the other hand, internal dimensions such as the hedonic shopping motive have been examined by researchers including Raizha & Kurniawati (2022) and Chen-Yu et al. (2022), who found that hedonic motivation positively influences impulsive buying, although it is not always the primary determinant of spontaneous purchases. However, these studies did not consider external stimuli such as streamer attractiveness or content quality. More recent research has introduced utilitarian value (UV) as a moderating factor that explains the interaction between emotional and rational aspects. Studies by Fu & Hsu (2023), Lee & Chen (2021), and Widyastuti (2023) collectively indicate that UV differentiates rational from impulsive consumers and can weaken the impact of hedonic impulses on impulsive buying. Despite these contributions, existing models remain limited because they exclude external factors such as streamer attractiveness and content marketing. Based on this review, there is still no research that integrates the three key variables streamer attractiveness, content marketing, and hedonic shopping motive into a single conceptual model. Moreover, although utilitarian value has been explored as a moderator, its role has not been tested within a framework that simultaneously includes both external (stimulus) and internal (emotional and motivational) elements. Therefore, this study introduces a novel integrated model positioning utilitarian value as a moderating variable to explain how the balance between emotional drives and rational considerations shapes impulsive buying in live-streaming e-commerce, where entertainment and transactions coexist.

The respondents in this study consist of active users of live-streaming e-commerce platforms aged 18–34 years in Indonesia an age group that is highly responsive to visual content, deeply engaged with digital media, and shows strong impulsive tendencies in online shopping behavior (Cuandra, 2022). This segment also represents the main target of digital marketing strategies

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employed by live commerce businesses. This study aims to analyze the influence of streamer attractiveness, content marketing, hedonic shopping motive, and utilitarian value on consumers' impulsive buying behavior in live-streaming contexts, as well as to assess the moderating role of utilitarian value in these relationships.

II. LITERATURE

The Stimulus-Organism-Response (SOR) theory developed by Mehrabian & Russell (1974) provides the theoretical foundation for explaining this mechanism. The stimulus, in the form of streamer attractiveness whether visual appeal, personality, or communication style can influence consumers' internal psychological states (organism), such as trust and pleasure, which then generate a response in the form of impulsive purchasing decisions. Studies by Lee & Chen (2021), Chen & Zhou (2022), and Chen et al. (2022) show that a streamer's visual appeal, humor, and communication skills enhance enjoyment and perceived value, ultimately leading to impulsive decisions. Meanwhile, Khoi et al. (2023), Luo et al. (2024), Makmor et al. (2024), and Zuo & Xiao (2021) found that streamer credibility and interaction create parasocial interaction that drives the urge to buy. Visual and emotional cues from streamers significantly increase emotional engagement and impulsive buying behavior. Therefore, the first hypothesis of this study is H1: Streamer attractiveness has a positive effect on impulsive buying.

The Elaboration Likelihood Model (ELM) proposed by Petty & Cacioppo (1986) explains that persuasive messages can be processed through the peripheral route, where audiences are influenced by emotional elements such as visual appeal, interactivity, and storytelling. Studies by Cui et al. (2022), Luo et al. (2024), and Makmor et al. (2024) demonstrate that visually and narratively engaging content can create a flow experience and high emotional involvement, which trigger purchases without rational consideration. Research by Zuo & Xiao (2021), Shao (2024), Hoang & Dang (2024), and Chen et al. (2022) also shows that the quality and credibility of marketing content influence consumer trust and perceived enjoyment of the shopping experience. Based on this explanation, the hypothesis of this study is H2: Content marketing has a positive effect on impulsive buying.

Hedonic motivation is categorized as part of the organism, representing an individual's psychological state shaped by external stimuli such as visual content or engaging interactions during live streaming. This affective drive then triggers spontaneous responses in the form of impulsive buying. Studies by Cui et al. (2022), Makmor et al. (2024), and Xia et al. (2024) show that flow experience and positive emotions from shopping experiences drive impulsive buying. Zhang et al. (2022), Dwitya & Hartono (2023), and Khoi et al. (2023) highlight that excitement, arousal, and affective intensity felt by consumers during shopping increase the likelihood of unplanned purchases. Therefore, the hypothesis of this study is H3: Hedonic shopping motive has a positive effect on impulsive buying.

In this model, utilitarian value is viewed as an external cognitive stimulus that can influence individuals' internal psychological states (organism), leading to a response in the form of impulsive purchasing. Studies by Cui et al. (2022), Soomro & Habeeb (2024), and Raizha & Kurniawati (2022) show that utilitarian value significantly increases the tendency for impulsive buying, especially in mobile app and e-commerce contexts. Gao et al. (2023) and Liu et al. (2024) also found that when the practical value of a product is perceived as high, the impulsive urge to buy becomes stronger. Even in more specific contexts, such as fresh food e-commerce (Kang & Namkung, 2024) and consumer cultural differences (Wang & Chapa, 2023), utilitarian value

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remains a relevant factor that reinforces impulsive buying decisions. Therefore, the study proposes the following hypothesis H4: Utilitarian value has a positive effect on impulsive buying.

The Dual Process Theory by Kahneman et al. (1982) explains that consumer behavior is influenced by two cognitive systems: System 1 (intuitive and emotional) and System 2 (rational and analytical). In this context, streamer attractiveness acts as an emotional stimulus that triggers a System 1 response in the form of impulsive urges. However, when consumers also perceive a functional value (utilitarian value) in the promoted product, such as competitive price, efficiency, or ease of access, System 2 becomes active to validate the purchase, thus strengthening impulsive buying tendencie. Studies by Luo et al. (2024), Gabriella et al. (2024), and Xia et al. (2024) also highlight that the visual and presentational appeal of the streamer is more effective when the promoted product offers rational benefits. Thus, the hypothesis of this study is H5: Utilitarian value moderation strengthens the influence of streamer attractiveness on impulsive buying.

The moderating effect of utilitarian value on the influence of content marketing toward impulsive buying is best explained through the Elaboration Likelihood Model (ELM). This theory states that content marketing primarily works through the peripheral (emotional) route, but when accompanied by utilitarian value as rational information (central route), consumers' impulsive drive becomes stronger and more convincing. Studies by (Xia et al., 2024), Shao (2024), and Makmor et al. (2024) support the importance of this combination. Additionally, Yang et al. (2021), Chen-Yu et al. (2022), and Gabriella et al. (2024) indicate that rational elements in marketing content serve as additional motivators in decision-making. Therefore, the hypothesis of this study is H6: Utilitarian value moderation strengthens the influence of content marketing on impulsive buying.

Within the SOR framework, utilitarian value strengthens the transition from organism (positive emotions from shopping experiences) to response (purchase behavior) by adding a functional justification to decisions initially driven by emotion. This has been demonstrated by Chen & Zhou (2022), Khoi et al. (2023), and Makmor et al. (2024). This is further supported by Shao (2024) and Luo et al. (2024). Thus, a purchase initially driven by emotion transforms into a rationalized decision, making it increasingly difficult to resist. Therefore, the hypothesis of this study is H7: Utilitarian value moderation strengthens the influence of hedonic shopping motive on impulsive buying.

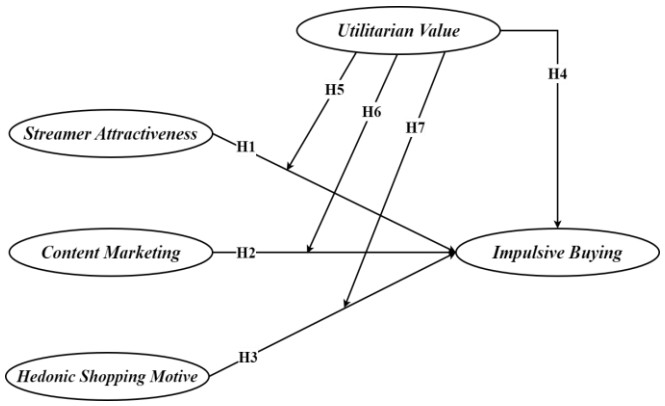

Figure 4. Framework

III. RESEARCH METHOD

The population in this study consists of all consumers in Indonesia who have made impulsive purchases through live streaming commerce platforms such as TikTok Live, Shopee Live, or

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Instagram Live Shopping. This population was chosen because impulsive buying behavior in the context of live streaming is highly relevant to the variables studied streamer attractiveness, content marketing, hedonic shopping motive, and utilitarian value as a moderator. The sampling technique used in this research is purposive sampling, which involves setting specific criteria for respondents considered suitable to address the research objectives. The criteria include: residing in Indonesia, being at least 17 years old, actively using social media (at least three times per week), and having watched a live streaming session that promotes products.

The sample size was determined using the approach of Hair et al. (2010), which recommends a minimum of five to ten respondents per indicator in the study. With an estimated total of 30 indicators, the ideal sample size ranges from 150 to 300 respondents. To maintain analytical reliability and result accuracy, the researcher targeted approximately 200 respondents.

A six-point Likert scale (1–6) was used as the measurement level, where 1 = Strongly Disagree (STS), 2 = Disagree (TS), 3 = Slightly Disagree (KS), 4 = Somewhat Agree (AS), 5 = Agree (S), and 6 = Strongly Agree (SS). Several researchers, such as Joshi et al. (2015) and Dwivedi et al. (2021), explained that omitting the midpoint can enhance the clarity of respondents' attitudes and minimize central tendency bias the tendency to choose moderate answers. Thus, respondents are encouraged to take a firmer position of either agreement or disagreement toward each statement.

In addition, Suharto & Hariadi (2021) emphasized that a six-point scale is appropriate for studies with many latent variables because it strengthens data variation without creating high cognitive load as in seven-point scales. Therefore, the use of a 1–6 scale in this study is considered appropriate because it not only prevents neutral response bias but also supports the stability and accuracy of inter-indicator measurement results. Respondents' answers were collected through an online questionnaire distributed via Google Form.

Table 1. Variable Operationalization

Variable	Code	Indicator	Scale
Streamer attractiveness (SA) Angelina & Henuk (2024)	SA1	The streamer's appearance is visually attractive	Likert
	SA2	Fashion style follows current	
	SA3	Firendly and communicative	
	SA4	Has a pleasant personality	
	SA5	Delivers information cleary	
	SA6	Has a good product knowledge	
Content marketing (CM) (Achmad et al., 2021; Rahmayanti & Dermawan, 2023; Sari & Rafida, 2024; Tabelessy, 2022)	CM1	Relevance	Likert
	CM2	Accuracy	
	CM3	Value	
	CM4	Ease to understand	
	CM5	Easy to find	
	CM6	Consistency (in timing and presentation style)	
Hedonic shopping motive (HSM) Narawati & Rachman (2024)	HSM1	Shopping to experience something new	Likert
	HSM2	Exploring unusual product	
	HSM3	Feeling better after shopping	
	HSM4	Shopping as entertainment or mood booster	
	HSM5	Desire to share experiences of mood booster	
Impulsive buying (IB) (Achmad et al., 2021; Angelina & Henuk, 2024; Narawati & Rachman, 2024; Sari & Rafida, 2024; Syahida et al., 2024)	IB1	Buying product withput much thought	Likert
	IB2	Purchase decision made very quickly	
	IB3	Strong urge to buy the product	
	IB4	Unable to resist buying	
	IB5	Not considering product benefits	
	IB6	Not comparing with other products	
Utilitarian value (UV) (Adi et al., 2024; Faruq et al., 2023; Pramita & Danibrata, 2021; Syahida	UV1	Product helps save expenses	Likert
	UV2	Price matches the benefits	
	UV3	Shopping process is fast, easy, and anytime	

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Variable	Code	Indicator	Scale
et al., 2024)	UV4	Product can be customized	
	UV5	Product has direct benefits and functional features	
	UV6	Meets expectations	
	UV7	Specifications fit the needs	

The analysis process follows the structural equation modeling approach, including validity and reliability tests, goodness-of-fit test, and hypothesis testing (Sitorus & Tambun, 2023). The validity test aims to ensure that the research questionnaire is relevant and accurately represents the studied variables. The reliability test ensures that respondents answered sincerely and that their responses are trustworthy and suitable for hypothesis testing (Tambun *et al*., 2022). The goodness-of-fit test evaluates whether the indicator–variable pairs properly fit the proposed research model (Tambun & Sitorus, 2024). Finally, hypothesis testing is conducted to determine whether the proposed hypotheses are accepted or rejected.

IV. RESULTS AND DISCUSSION

Based on the data obtained from a total of 209 participants, the majority of respondents were female, amounting to 135 individuals (64.59%), while males accounted for 74 individuals (35.41%). In terms of occupation, most respondents were government or private employees, totaling 113 individuals (54.07%), followed by students with 36 individuals (17.22%), entrepreneurs with 35 individuals (16.75%), and housewives with 25 individuals (11.96%). Regarding the frequency of watching shopping live streams, respondents who watched fairly often (1–2 times per week) dominated with 78 individuals (37.32%), followed by those who watched rarely (1–2 times per month) with 73 individuals (34.93%), and those who watched often (3–5 times per week) with 44 individuals (21.05%). Meanwhile, 10 respondents (4.78%) watched every day, and only 4 respondents (1.91%) had never watched. These data indicate that the majority of respondents have a relatively high level of engagement in shopping live-streaming activities, with diverse backgrounds in terms of gender and occupation.

Table 2. Descriptive Statistics of Research Data

Variable	Minimum	Maximum	Mean	Standard Deviation
SA	3	6	5,277	0,689
CM	3	6	5,182	0,741
HSM	3	6	5,177	0,743
IB	3	6	5,194	0,731
UV	2	6	5,211	0,727

Based on Table 2, the descriptive statistical data show that the minimum value for all variables SA, CM, HSM, IB, and UV is 3, except for UV, which has a minimum value of 2. The maximum value for all variables is 6, indicating the full use of the Likert scale range. The mean values for each variable are 5.277 for SA, 5.182 for CM, 5.177 for HSM, 5.194 for IB, and 5.211 for UV, suggesting that respondents tend to give positive evaluations for each variable. The relatively small standard deviations 0.689 for SA, 0.741 for CM, 0.743 for HSM, 0.731 for IB, and 0.727 for UV indicate that the data are fairly evenly distributed around the mean values, signifying the consistency of respondents' responses in this study.

The discriminant validity test was conducted to ensure that each construct used in the research model is statistically distinct and that there is no overlap between latent variables. The test was performed using the Fornell–Larcker criterion by comparing the square root values of the Average Variance Extracted (AVE) for each construct with the correlations among other constructs.

Table 3. Discriminant Validity Test

	CM	HSM	IB	SA	UV	UV * SA	UV * CM	UV * HSM
CM	0,760							

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HSM	0,672	0,758						
IB	0,625	0,762	0,744					
SA	0,788	0,712	0,493	0,722				
UV	0,851	0,686	0,600	0,763	0,733			
UV * CM	-0,538	-0,389	-0,260	-0,485	-0,596	1,000		
UV * HSM	-0,481	-0,358	-0,234	-0,408	-0,597	0,863	1,000	
UV * SA	-0,482	-0,328	-0,240	-0,557	-0,556	0,903	0,774	1,000

The results presented in the table above indicate that all √AVE values on the diagonal (CM = 0.760; HSM = 0.758; IB = 0.744; SA = 0.722; UV = 0.733) are higher than the correlations among constructs in their corresponding rows and columns. Thus, each construct in the model demonstrates good discriminant validity, as it can distinguish itself from other constructs measured in the model. This is considered normal and does not affect the conclusion, as the moderating constructs are derived from the combination of two main variables (independent and moderator). Overall, these results indicate that all constructs in the model meet the Fornell–Larcker discriminant validity criteria, confirming that each construct is unique and that there is no measurement redundancy among variables in the research model. In the context of this study, the outer model evaluation was conducted to measure how well the model represents the constructs being assessed.

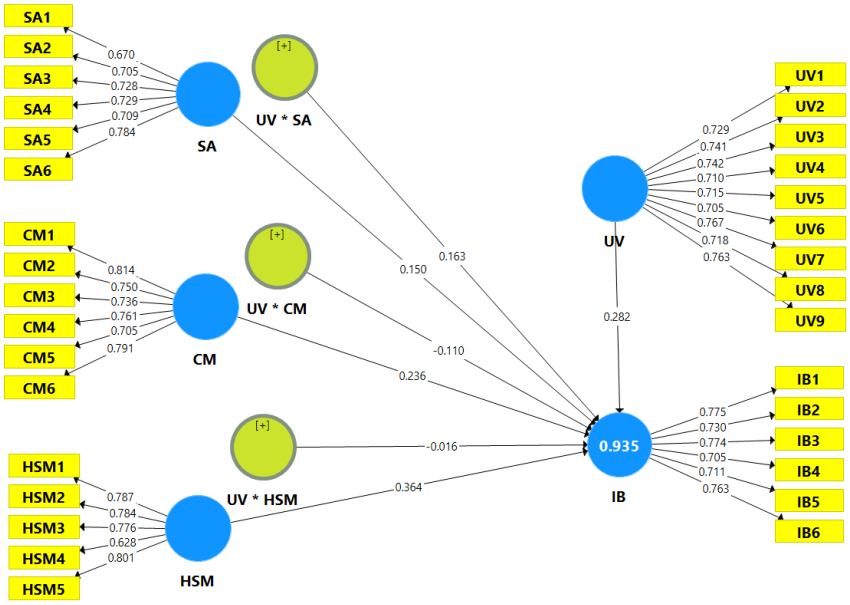

Figure 5. Result of the Outer Model Algorithm

In this study, the outer model testing aims to assess the level of validity and reliability of the model being analyzed. In general, to meet the criteria for convergent validity, the factor loading value for each indicator must exceed 0.7, while the AVE value should be greater than 0.5 (Levina, 2021). For this research, the expected AVE value for each latent construct should exceed 0.5 to demonstrate adequate validity. Further information about the results of convergent validity testing and the obtained AVE values can be seen in the following table.

Table 4. Result of Average Variance Extracted

	Cronbach's Alpha	rho_A	Composite Reliability	AVE	Description
CM	0.853	0.854	0.891	0.578	Fulfilled
HSM	0.813	0.820	0.870	0.575	Fulfilled
IB	0.838	0.839	0.881	0.553	Fulfilled

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	Cronbach's Alpha	rho_A	Composite Reliability	AVE	Description
SA	0.816	0.819	0.867	0.521	Fulfilled
UV	0.892	0.892	0.912	0.537	Fulfilled
UV * CM	1.000	1.000	1.000	1.000	Fulfilled
UV * HSM	1.000	1.000	1.000	1.000	Fulfilled
UV * SA	1.000	1.000	1.000	1.000	Fulfilled

Table 3 shows the testing results indicating that each variable has a factor loading value above 0.7 and an AVE value exceeding 0.5. Therefore, the data used in this study can be considered to meet the validity criteria.

The bootstrapping resampling method in hypothesis testing is used to evaluate the relationships between independent variables (exogenous constructs) and dependent variables (endogenous constructs), as well as the relationships among endogenous constructs (Hair et al., 2024). Thus, researchers can obtain a more accurate and representative distribution of parameter estimates. According to Cohen et al. (2018), the indicators commonly used in this method are the *t-statistic* and *p-value*. The *t-statistic* indicates the strength of the relationship among constructs, and a hypothesis is considered significant when the *t-value* exceeds the predetermined threshold. For example, at a 5% significance level for a one-tailed test, the *t-value* must be greater than 1.645. Meanwhile, the *p-value* indicates the probability that the result occurred by chance. If the *p-value* is below the significance threshold (e.g., 0.05), the null hypothesis is rejected, and the relationship between constructs is considered significant. The detailed results of the hypothesis testing in this study are presented in Table 5 below.

Table 5. Bootstrapping Results Path Coefficient

No.	Hypothesis	Original Sample	T-Statistic	P-Values	Decision
1	H_1: SA has a positive effect on IB	0,150	2,138	0,016	Accepted
2	H_2: CM has a positive effect on IB	0,236	2,499	0,006	Accepted
3	H_3: HSM has a positive effect on IB	0,364	3,671	0,000	Accepted
4	H_4: UV has a positive effect on IB	0.282	2.329	0.010	Accepted
5	H_5: UV strengthens the effect of SA on IB	0,163	2,830	0,002	Accepted
6	H_6: UV strengthens the effect of CM on IB	-0,110	1,535	0,063	Rejected
7	H_7: UV strengthens the effect of HSM on IB	-0,016	0,201	0,420	Rejected

Based on the bootstrapping results, it can be concluded that several variables have a significant effect on impulsive buying behavior. First, SA has a positive and significant effect on IB with an original sample value of 0.150, *t-statistic* of 2.138, and *p-value* of 0.016. This indicates that the attractiveness of a streamer can encourage impulsive purchase decisions. Furthermore, CM also has a positive effect on IB (original sample 0.236; *t-statistic* 2.499; *p-value* 0.006), suggesting that relevant and easily understood content can strengthen spontaneous buying impulses. The strongest effect is shown by HSM on IB, with an original sample value of 0.364, *t-statistic* 3.671, and *p-value* 0.000, indicating that shopping motivation based on pleasure or entertainment strongly drives impulsive behavior.

In terms of moderation, UV significantly strengthens the relationship between SA and IB (original sample 0.163; *t-statistic* 2.830; *p-value* 0.002), meaning that when a product is perceived as functional, the influence of streamer attractiveness on impulsive buying becomes stronger. However, a different result was found in the relationship between CM and IB, where the moderation of UV shows a negative and insignificant effect (original sample -0.110; *t-statistic* 1.535; *p-value* 0.063), indicating that consumers with utilitarian orientations are less likely to be driven by marketing content to make impulsive purchases. A similar case occurs in the relationship

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between HSM and IB, where UV moderation has no significant effect (original sample -0.016; *t-statistic* 0.201; *p-value* 0.420), indicating that functional value does not strengthen the effect of hedonic motivation on impulsive buying.

According to Ardiansyach et al. (2022), the coefficient of determination or R^2 is a measure used to evaluate the extent to which independent variables can explain the variation in the dependent variable. One way to measure the coefficient of determination is by calculating the R^2 value, which represents how much the independent variables in the model contribute to changes in the dependent variable.

Table 6. Coefficient of Determination

	R Square	R Square Adjusted
IB	0.935	0.933

Based on Table 6, the coefficient of determination test results shows that the IB variable has an R^2 value of 0.935 and an adjusted R^2 value of 0.933. This means that the model used can explain 93.5% of the variation in impulsive buying behavior, while the remaining 6.5% is influenced by other factors outside the model.

Streamer attractiveness (SA) has a significant positive effect on impulsive buying (IB) (β = 0.150; t = 2.138; p = 0.016). The streamer's visual appeal, trendy fashion style, and friendly, engaging communication style create a strong first impression. During live streaming, the streamer's ability to explain products confidently and persuasively strengthens consumer trust even without comparing other products. This finding confirms that a streamer's visual appearance, personality, and credibility are key factors influencing audience psychology. The study by Ngo & Le (2025) supports this result, stating that physical attractiveness and personal traits of streamers increase purchase tendencies, while Chen et al. (2022) showed that humor and product mastery enhance positive perceptions that drive impulsive buying.

Content marketing (CM) has a significant positive effect on IB (β = 0.236; t = 2.499; p = 0.006). Content that is relevant to audience needs, easy to understand, and consistent in presentation encourages consumers to feel that the product is right for them. This triggers rapid purchase actions, even before comparing alternatives. Moreover, consistency in content fosters familiarity, which strengthens trust, making each promotional message more likely to trigger impulsive actions. Research by Chen & Zhou (2022) and Barnabas et al. (2024) indicates that emotionally engaging and high-value content increases consumer involvement while also enhancing the likelihood of impulsive purchases.

Hedonic shopping motive (HSM) has the strongest influence on IB (β = 0.364; t = 3.671; p = 0.000). Consumers with hedonic motivation purchase not merely out of necessity but due to the desire for pleasure, entertainment, or new experiences. This creates a psychological state where decisions are made quickly without logical consideration. This explains why attractively packaged offers, such as flash sales or interactive live streams, often trigger surges in spontaneous buying. The studies by Li et al. (2021) and Ramadhani & Nugroho (2024) support that hedonic motivation is far more dominant than utilitarian motivation in driving impulsive buying, especially on digital platforms.

Utilitarian value (UV) also has a significant positive effect on IB (β = 0.282; t = 2.329; p = 0.010). This shows that impulsive purchases are not solely driven by emotions but can also arise from rational evaluations of product benefits. With confidence that the decision is not detrimental, the consideration process shortens, leading to spontaneous purchases. Another factor reinforcing UV's effect is the ease of access and transaction speed. When purchasing is simple and practical, consumers find it harder to resist. This finding aligns with Kemala & Roostika (2022), who highlighted the role of UV in encouraging the use of Shopee PayLater features; Cui et al. (2022) in

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short video applications; and Amalia et al. (2024), who emphasized that rational aspects can work harmoniously with emotional impulses to trigger impulsive buying.

Moderation analysis shows that UV strengthens the effect of SA on IB ($\beta = 0.163$; $t = 2.830$; $p = 0.002$). When consumers perceive that a product has high utility, the recommendation of an attractive streamer becomes more trusted and is directly responded to with spontaneous purchases. This phenomenon also explains why attractive streamers are more effective when promoting products with clear benefits. Research by Chen et al. (2022), Ngo & Le (2025), and Lee & Chen (2021) supports that a product's functional value amplifies the emotional impact of streamers in driving impulsive purchases.

Unlike SA, utilitarian value does not significantly strengthen the effect of CM on IB ($\beta = -0.110$; $t = 1.535$; $p = 0.063$). Consumers who are highly focused on practical value tend to engage in rational analysis, making the emotional appeal of content insufficient to trigger spontaneous buying. This is consistent with Cuandra (2022), who noted that utilitarian value plays a limited role in impulsive buying, and Prabowo & Alversia (2020), who found that although Instagram content was attractive, its impact was limited among consumers with high functional orientation. Rani et al. (2023) even asserted that utilitarian orientation has no significant influence on impulsive buying on the TikTok platform, indicating that practical value can weaken spontaneous responses to visual content. Thus, content marketing is only effective for consumers with hedonic preferences, not those oriented toward efficiency and rationality in purchasing.

UV also does not significantly moderate the relationship between HSM and IB ($\beta = -0.016$; $t = 0.201$; $p = 0.420$). Consumers with hedonic motivation are emotionally driven, but when practical orientation is high, that drive weakens. Consumers become more cautious, consider benefits, and compare products, thereby reducing impulsive decisions. This finding is consistent with Prihatiningsih & Estiasih (2020) and Shaleha et al. (2020), who found that hedonic value significantly affects impulsive buying, but utilitarian value does not. Cuandra (2022) and Amalia et al. (2024) also confirmed that focusing on functional benefits can limit the emotional drive that encourages impulsive purchases. Similarly, Octaviani et al. (2024) showed that experience- and emotion-based promotions are only effective for consumers with strong hedonic orientation, not for those emphasizing utilitarian value. Thus, when utilitarian value is strong, consumers rely more on rational judgment than on momentary emotions, leading to more controlled impulsive behavior.

V. CONCLUSION

Based on the research findings, it can be concluded that all main variables streamer attractiveness, content marketing, hedonic shopping motive, and utilitarian value have a positive and significant effect on impulsive buying, with hedonic shopping motive (HSM) being the most dominant factor. The utilitarian value also strengthens the influence of streamer attractiveness (SA) on impulsive buying (IB), but does not reinforce the relationship between content marketing (CM) or HSM and IB. This indicates that impulsive buying behavior is influenced by a combination of emotional and rational factors, although not all interactions between the two are synergistic.

This study has several limitations that may affect the interpretation of the results. First, the relatively homogeneous composition of respondents, particularly in terms of gender and age, may cause gender bias since most female respondents tend to be more sensitive to emotional and aesthetic aspects of content than male respondents. Second, the study uses a cross-sectional approach, which cannot capture dynamic changes in impulsive behavior over time, such as when

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consumers become more accustomed to repeated exposure to the same content. Third, the dominant platform context (such as TikTok Live) may lead to a platform effect, where TikTok's interactive features (real-time comments, virtual gifts, and personalization algorithms) differ from other platforms like Shopee Live, which focuses more on direct transactions.

For future research, it is recommended to expand the population scope by involving more diverse age and gender groups and to conduct comparative studies across platforms (e.g., TikTok vs Shopee vs YouTube Live) to examine whether the interaction patterns between streamers and audiences differ in shaping impulsive buying. In addition, further studies can integrate the variable of parasocial interaction as a mediating or moderating factor to assess the emotional closeness between viewers and streamers over time, which may strengthen loyalty and repeated purchasing behavior.

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