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How Livestream Commerce Stimuli Shape Repurchase Intention: The Mediating Role of Impulsive Buying and the Moderating Role of Self-Control

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Abstract

Livestream commerce is one of the fastest-growing digital retail platforms, where interactive marketing signals prompt spontaneous purchases. However, few studies have addressed purchase-promoting cues and an inhibitory consumer feature to explain how impulsive purchasing affects repurchase intention. Drawing on the stimulus–organism–response (SOR) paradigm and self-control theory (SCT), this study investigates the effects of anchor characteristics, flash sales, fear of missing out (FoMo), and price consciousness on impulsive buying in livestream commerce. It further examines the effect of impulsive buying on repurchase intention, its mediating role between the proposed antecedents and repurchase intention, and the moderating role of self-control. Partial least squares structural equation modeling was used to analyze data from 337 livestream commerce respondents. The findings indicate that anchor characteristics, flash sales, and FoMo enhance impulsive purchasing, but price consciousness has adverse effects. Impulsive buying is positively correlated with repurchase intention and serves as a mediator between the suggested antecedents and the desire to repurchase. In addition, the relationship between impulsive buying and repurchase intention is negatively moderated by self-control, suggesting that the positive impact of impulsive buying on repurchase intention is less pronounced among consumers with more self-control. The findings explain how livestream-commerce signals affect future repurchase intentions, improving the SOR framework and SCT theory. The study helps livestream platforms, providers, and hosts develop promotional and customer retention strategies.

Keywords: Livestream commerce, self-control, impulsive buying, repurchase intention, Vietnam.

1. Introduction

With the evolution of internet-based technologies, the way customers shop has changed, and online purchases have increased. Consumers opt for online shopping for its efficiency and variety of products and services. Internet retailing has been gradually emerging as the

leading force in e-commerce since the mid-1990s (Haque et al., 2026). Additionally, the livestream commerce, a fast-growing variant of e-commerce that integrates live video streaming and online shopping, enables customers to interact directly with vendors while making shopping decisions (Luo et al., 2025). Unlike traditional e-commerce, in livestream commerce, broadcasters can showcase products from multiple perspectives, answer customer questions immediately, and make personalized recommendations through interactive shows (Huang & Suo, 2021). Such a dynamic retail environment reduces information asymmetry, enhances the customer experience, and prepares the ground for immediate purchase decisions (Phang et al., 2026). Therefore, leading e-commerce platforms like Shopee, TikTok Shop and Lazada are increasingly turning to livestream shopping as a key marketing tool to connect with customers and drive sales through real-time engagement (Andika et al., 2023; Chandraa et al., 2024). Similarly, the explosive growth of livestream commerce has transformed e-commerce by merging real-time social interaction with impulse buying (Andika et al., 2026). Anchor attributes, limited-time offers, and the fear of missing out (FoMo) are some of the most common marketing tactics that encourage consumers to make quick purchasing decisions (Aqsa et al., 2025; Karunia et al., 2025; Qiu, 2024). Recent systematic reviews also indicate that livestream commerce is one of the most active research areas in digital commerce, driven by its capacity to encourage impulsive buying behaviors through real-time interactions between consumers and streamers and immersive platform environments (Lee et al., 2025; Y. Li et al., 2025). Despite these influential promotional cues, there is much variation in the customer responses to livestream commerce. Price consciousness is a significant personal characteristic, and it is the tendency of consumers to look for the best value for money by comparing prices extensively and considering alternatives before making a purchase decision (Aenaya et al., 2025; Lichtenstein et al., 1993). Highly price-conscious consumers rely on analytical judgment and economic benefit, and are less likely to make impulsive buying behaviors compared to consumers who are motivated by emotional involvement and advertising strategies (Wulandjani, 2026). In addition, compared with promotional tactics such as flash discounts and anchor features, very little attention has been paid to price consciousness in the research on livestream commerce. Therefore, studying both the purchase-increasing cues and an inhibitory customer attribute provides a more holistic understanding of impulsive purchasing behavior in livestream shopping. Besides, while flash sales and price consciousness are conceptually separate, they might be psychologically linked. Budget-minded shoppers exhibit heightened awareness of reductions and financial worth, perhaps leading to a more pronounced reaction to limited-time sale promotions. Nonetheless, price consciousness signifies a person's inclination toward cost, whereas flash sales serve as a situational buying stimulus. Consequently, each variable may independently influence impulsive purchasing by engaging distinct underlying mechanisms.

The layout of the context, including flash sales, anchor characteristics and FoMo, promotes spontaneous buying behavior and thus, impulsive buying has become a prominent subject

of investigation in livestream commerce (Aqsa et al., 2025; Martaleni et al., 2022; Qiu, 2024). Recent findings indicate that livestreaming e-commerce may profoundly affect customers' buying intentions, underscoring the significance of livestream-centric retail settings in swaying consumer purchasing behaviors (Sima et al., 2025). Most importantly, recent systematic literature reviews (e.g., Lee et al., 2025; Y. Li et al., 2025) suggest that the research stream on livestream commerce is fragmented, with substantial variations in theoretical perspectives, antecedent factors, and outcome constructs. While impulsive buying is often regarded as the ultimate dependent variable (Qiu, 2024; Zhang & Rosli, 2025; Zhang et al., 2022), customers' spontaneous purchases might also affect their subsequent purchasing behavior. Whether impulsive buying encourages consumers to continue purchasing from the same seller or platform remains insufficiently understood. Therefore, the SOR framework is a useful theoretical foundation to explain this phenomenon. Previous studies on livestream commerce have successfully applied the SOR framework to explain the formation of impulse buying, but most of them only regarded impulse buying as a dependent variable (Qiu, 2024; Zhang & Rosli, 2025; Zhang et al., 2022). As a result, little research has investigated impulsive purchasing as the organismic mechanism via which streaming shopping cues affect customers' future repurchase intentions. Expanding the SOR paradigm beyond the first purchase decision to include future buying behaviors signifies a significant theoretical prospect.

Apart from marketing triggers, individuals vary in their capacity to regulate impulsive buying behaviors. Self-control theory (SCT) suggests that people vary in their capacity to regulate emotions, postpone gratification and choose behaviors that are consistent with long-term goals (Baumeister et al., 2007). People with high self-control are more likely to make purchasing decisions with more rationality and careful consideration of future consequences than those with low self-control, who generally rely on emotional reactions and instant gratification (Fujita, 2011; Vohs & Faber, 2007). While previous studies have demonstrated that self-control decreases impulsive purchases in livestream commerce (Sim et al., 2026), the effect of self-control on post-purchase behavior remains unknown. In particular, the role of self-control as a moderator of the relationship between impulsive buying and repurchase intention has been largely overlooked in the previous research. Furthermore, self-control allows consumers to withstand temptation prior to taking action; its regulatory function may also influence later consumption choices. Following an impulsive purchase, buyers with more self-control could evaluate the need, financial implications, and enduring worth of the purchase prior to considering a repurchase (Baumeister et al., 2007). Consequently, self-regulation could diminish the beneficial impact of impulsive purchasing on the intention to repurchase.

This research aims to fill the gaps by integrating the SOR framework and SCT to examine consumers' decision-making process within the framework of livestream commerce. The research mainly investigates the effect of anchor attributes, flash sales, FoMo, and price

consciousness on impulsive buying, assesses the influence of impulsive buying on repurchase intention, investigates the mediating role of impulsive buying to explain the effect of marketing stimuli on repurchase intention, and investigates the moderating role of self-control in the link between impulsive buying and repurchase intention.

This research makes three important contributions to the body of knowledge on livestream commerce. First, it extends the SOR paradigm by investigating impulsive buying as the organismic process that links shopping stimuli to repurchase intention, thereby extending the applicability of the SOR framework to not only explain purchase formation. Second, this study investigates enabling marketing stimuli (e.g., anchor attributes, flash sales, and FoMo) and a constraining consumer trait (i.e., price consciousness) simultaneously, which is a more comprehensive explanation of impulsive buying behavior in livestream commerce than previous studies that mainly focused on the factors stimulating purchases. Third, this study elaborates on the role of self-control as a boundary condition to explain how consumers' self-control moderates the relationship between impulsive buying and repurchase intention. To summarize, the findings contribute to the growing literature on consumer behavior in online shopping and provide practical implications to the livestream platforms and retailers who seek to stimulate impulse purchases and build long-term customer relationships.

2. Literature Review

2.1 Stimulus–Organism–Response (SOR) Paradigm

The SOR paradigm was developed by Mehrabian & Russell (1974) to explain how environmental and psychological stimuli affect an individual's cognition and affect that leads to behavior. The SOR framework has been widely used in the research of consumer behavior, online retailing and livestream commerce, because of its high explanatory power to explain how marketing stimuli affect consumers' purchase decisions. The study identified three complementary antecedents of impulsive purchase in livestream commerce. First, marketing-related stimuli, such as anchor characteristics and flash sales, use interactive product demos, compelling communication, and time-limited promotional activities to motivate customers to purchase (Aqsa et al., 2025; Qiu, 2024). Second, social-psychological stimuli, particularly FoMo, create urgency and anxiety about missing out on good buying opportunities, pushing consumers to make quick buying decisions (Arizka et al., 2026; Zhang & Rosli, 2025). Third, customers have different value orientations, such as price consciousness, which is the extent to which people value price by comparing prices and carefully researching purchasing alternatives before buying (Lichtenstein et al., 1993). Consumers with price consciousness are more likely to assess the economic value of promotional offers and resist impulse buying, even when confronted with strong marketing stimuli (Rihn et al., 2018). Impulsive purchasing is the organism (O) in the SOR paradigm, representing customers' instinctive buying behavior, which is affected by marketing and psychology. The behavioral reaction (R) in the proposed paradigm is repurchase intention after this organismic response. The SOR framework is thus used in this study to examine

the effects of marketing stimuli (anchor attributes and flash sales), a social-psychological factor (FoMo) and a constraining consumer trait (price consciousness) on impulsive purchasing behavior and repurchase intention. Impulsive buying is expected to mediate the links between the indicated antecedents and repurchase intention, as the organismic mechanism linking environmental cues to consumer behavior.

2.2 Self-Control Theory (SCT)

SCT posits that people vary in their capacity to manage thoughts, emotions, and behaviors while rejecting current temptations to achieve long-term objectives (Baumeister et al., 2007). People with self-control think rationally about their purchases and avoid impulses. People with low self-control are more prone to depend on emotion and instant pleasure (Vohs & Faber, 2007). Self-regulation is important to the success of livestream commerce to mitigate customers' reactions to persuasive marketing. Self-control theory suggests that people with self-control are better able to manage urges, reject instant gratification and make long-term judgments. In livestream commerce, exciting anchor shows, time-limited discounts and interactive shopping experiences often lead to impulsive buying. But not every impulsive purchase results in a repeat purchase. Also, self-control may influence customers' future purchase decisions after an impulsive purchase. Self-regulated consumers may be more likely to re-evaluate the essentiality, fiscal consequences, and future importance of a past impulsive purchase before deciding on repurchase intentions. Thus, self-control can decrease the effect of impulse buying on the intention to repurchase (Baumeister et al., 2007; Haws et al., 2012). Therefore, SCT complements the SOR paradigm by identifying self-control as a conditional variable moderating the strength of the association between impulsive buying and repurchase intention.

2.3 Anchor Characteristics

Anchor characteristics are the attributes of the anchor that were demonstrated during the broadcasting session, including professionalism, knowledge of the item, and attractiveness (Ariffin & Fikry, 2025). Anchors have the characteristics of livestream broadcasters, including attractiveness, entertainment, and knowledge, which influence consumers' purchase decisions (Phang et al., 2026). The personal and professional traits of livestream broadcasters that influence viewers' impressions and purchases are called anchor qualities. Professionalism, interaction, credibility, and attractiveness increase the buyers' confidence in the presentation and products (R. Li et al., 2025). In livestream commerce, anchors show products, respond to queries and make personalized recommendations, which is different from traditional e-commerce. The interaction diminishes knowledge asymmetry, increases authenticity and builds trust of consumers for purchase (Nelfianti et al., 2026). SOR study posited that the positive influence of anchor qualities on consumers' purchase intention/impulsive buying behavior in livestream commerce (R. Li et al., 2025; Nelfianti et al., 2026; Qiu, 2024). For example, R. Li et al. (2025) proved that anchor features can significantly improve consumers' purchase intention, and Nelfianti et al. (2026) claimed

that anchor features are external stimuli that induce emotional responses and facilitate impulsive purchases in a livestreaming context. Prior studies have emphasized the significance of anchor attributes, but most of them consider purchase intention or impulsive buying as the outcome (R. Li et al., 2025; Nelfianti et al., 2026; Qiu, 2024). Relatively less focus has been provided to identifying anchor characteristics as precursors to impulsive purchasing, which operates as the organismic mechanism within the SOR paradigm. Besides, favorable anchor characteristics diminish customers' cognitive assessment and enhance emotional involvement during livestream buying, hence increasing the likelihood of impulsive purchase choices. Consequently, the following hypothesis is put forth:

- H1: Anchor characteristics have a positive effect on impulsive buying.

2.4 Flash Sales

Flash sales are marketing campaigns offering big discounts for a limited time and quantity. This creates a sense of urgency for customers to make fast decisions about what to buy (Indadari et al., 2026; Karunia et al., 2025). Flash sales, which alert buyers to upcoming deal expirations, are a common form of marketing in real-time commerce, making buyers feel more pressured. This, in turn, provides buyers with a feeling that they need to act fast to get deals or to stock up on products (Martaleni et al., 2022; Zhang et al., 2018). Flash sales are a kind of marketing stimulus that affects people's feelings and behaviors according to the SOR model. Time-limited discounting limits customers' ability to do detailed item assessments, moving decision-making processes from logical reasoning to emotional reactions. Consequently, individuals have become more inclined to participate in impulsive buying activities (Aqsa et al., 2025; Pratama et al., 2025). Moreover, due to the urgency generated by flash sales, they diminish customers' cognitive processing and promote prompt purchasing choices, which is anticipated to enhance impulsive buying in livestream commerce. Consequently, the following hypothesis is put forth:

- H2: Flash sales positively influence impulsive buying.

2.5 Fear of Missing Out (FoMo)

FoMo is a psychological syndrome defined by the fear of potentially missing key experiences, chances, or occurrences (Karunia et al., 2025). With time-sensitive deals, product shortages, and instant interaction between viewers and broadcasters, livestream commerce is a great way to increase FoMo. These features create psychological stress that compels consumers to make prompt decisions before the desired options are lost (Lazuardi & Usman, 2025; Mubarak et al., 2026). FoMo is a social-psychological trigger that induces emotional responses and influences customers' purchasing decisions (SOR paradigm). FoMo consumers are more likely to buy something on impulse than to think it through. FoMo therefore promotes impulse buying behaviors in the form of impulsive and emotional decisions (Jamaludin et al., 2026; Zhang & Rosli, 2025). The following hypothesis is therefore advanced:

- H3: FoMo positively influences impulsive purchasing.

2.6 Price Consciousness

Price consciousness is the degree to which customers prioritize low costs and seek optimal value for their expenditures during purchasing choices (Lichtenstein et al., 1993). Price-conscious shoppers are realistic, good mathematicians and are careful cost-benefit calculators. These consumers are not impulsive buyers as they work harder to try to find discounts, evaluate the relationship between price and quality, and confirm that the items purchased meet basic cost and quality standards (Ayyash & Ali, 2026). Price-conscious buyers are making rational, not emotional, buying decisions. Price consciousness is a limiting consumer attribute, not a promotional trigger in the SOR paradigm. Price-conscious customers are less impulsive as they spend more cognitive resources analyzing economic value before making a purchase (Rihn et al., 2018; Wulandjani, 2026). In livestream commerce, buyers who are price sensitive are expected to buy less impulsively. The following hypothesis is advanced:

- H4: Price consciousness has a negative effect on impulsive buying.

2.7 Impulsive Buying and Repurchase Intention

Impulsive buying is usually characterized as an impulsive, spontaneous and emotional purchase without prior deliberation or thorough cognitive assessment (Stern, 1962). Impulsive buying is primarily driven by hedonistic desires, emotional arousal, and instant gratification as compared to rational thought, which is the difference with deliberate purchase (Huang & Suo, 2021; Tessy & Setiasih, 2024). Repurchase intention is a consumer's tendency to have more transactions with the same seller after a positive transaction experienced from an initial purchase (Hariono et al., 2024). It is a tendency for the customer to re-purchase a product or service from the same company, influenced by the benefits obtained, costs incurred, and the chances of frequent re-purchases (Apriliani et al., 2020). Livestream commerce is highly vulnerable to impulsive buying because of exposure to persuasive anchor presentations, attractive demonstrations of the items, time-limited promotions, and social influence that allow quick purchase decisions (Qurniawati et al., 2026). Impulsive buying in the SOR paradigm is defined as the organismic response, which is the internal reaction of people to stimuli in the current commercial environment, whereas repurchase intention is a later behavioral response. Impulsive buying is spontaneous and unplanned in nature, but it does not indicate that the buyers will always make a repeat purchase. Impulsive buying may affect customers' future purchase propensity by changing their familiarity, confidence and emotional attachment to the streaming shopping environment (Du et al., 2026; Hariono et al., 2024). Thus, impulsive buying through livestream shopping can result in higher repurchase intentions from the same vendor or platform. Therefore, impulse buying could be an organismic process that translates streaming commerce triggers into subsequent behavioral intentions within the proposed SOR model. Hence, the following hypothesis is proposed:

- H5: Impulsive buying positively influences the propensity to repurchase.

2.8 Mediating Role of Impulsive Buying

Utilizing the SOR framework in livestream commerce, impulsive purchasing serves as the organismic mechanism that connects marketing stimuli to customers' intentions to repurchase. Specifically, attractive anchor attributes, short-term flash sales, and FoMo may create favorable psychological conditions to stimulate consumers' impulse purchases. Impulsive buying experiences may increase the likelihood of consumers to repurchase from the same vendor or platform, especially if the shopping experience is satisfying and the products purchased are in accordance with or above their expectations (Apriliani et al., 2020; Du et al., 2026; Sanjaya & Berlianto, 2024). In contrast, smart shoppers tend to be more critical in evaluating their purchases by looking at the economic value and price, so they are less likely to make unplanned purchases (Wulandjani, 2026). Consequently, they may be less impulsive in their buying. And less likely to want to buy again. Although there have been extensive studies on the effect of marketing stimuli on impulsive purchasing (Jamaludin et al., 2026; Martaleni et al., 2022; Qiu, 2024; Rihn et al., 2018), little attention has been paid to the mediating role of impulsive buying in explaining how the stimuli of livestream shopping influence consumers' future repurchase intentions. This study fills this gap by considering impulsive buying as the key psychological mechanism that transforms livestream marketing stimuli into subsequent transaction behaviors. The study extends the application of the SOR paradigm from simply explaining impulsive purchase behavior to exploring the possible effect of such shopping experiences on customers' long-term goals. Therefore, the following hypotheses are proposed:

- H6a: Impulsive buying positively mediates the relationship between anchor characteristics and repurchase intention.
- H6b: Impulsive buying positively mediates the relationship between flash sales and repurchase intention.
- H6c: Impulsive buying positively mediates the relationship between FoMo and repurchase intention.
- H6d: Impulsive buying mediates a negative indirect effect of price consciousness on repurchase intention.

2.9 Moderating Role of Self-Control

SCT describes self-control as an individual's ability to regulate emotions, delay immediate gratification, and make decisions consistent with long-term goals (Baumeister et al., 2007). High self-control people tend to evaluate purchase decisions rationally, consider financial implications and control their spending behavior afterward. By contrast, people with less self-control are more likely to make buying decisions based on emotional responses and immediate enjoyment. Impulsive purchases within the framework of livestream commerce tend to induce excitement, happiness and positive emotional responses, which may result in consumers making purchases again from the same seller or platform (Du et al., 2026).

In contrast, consumers with a better degree of self-control are more likely to evaluate their impulsive purchases based on the necessity of the item, financial constraints, and long-term spending goals, reducing the likelihood that impulsive buying encounters will lead to future repeat purchase intentions. However, consumers with lower self-control rely more on positive emotions of impulsive purchase, which increases repurchase intentions (Fujita, 2011; Vohs & Faber, 2007). Previous studies have recognized the importance of self-control in explaining customers' impulsive buying behaviors (Sim et al., 2026), but its effect in the post-purchase stage is unknown. Based on SCT, this study adds self-control as a boundary condition that moderates the effect of impulsive buying on repurchase intention. Therefore, the following hypothesis is proposed:

- H7: Self-control negatively moderates the positive relationship between impulsive buying and repurchase intention.

The research model is shown in Figure 1, which describes the basic structure of the study, which is based on a theoretical basis and the formation of hypotheses.

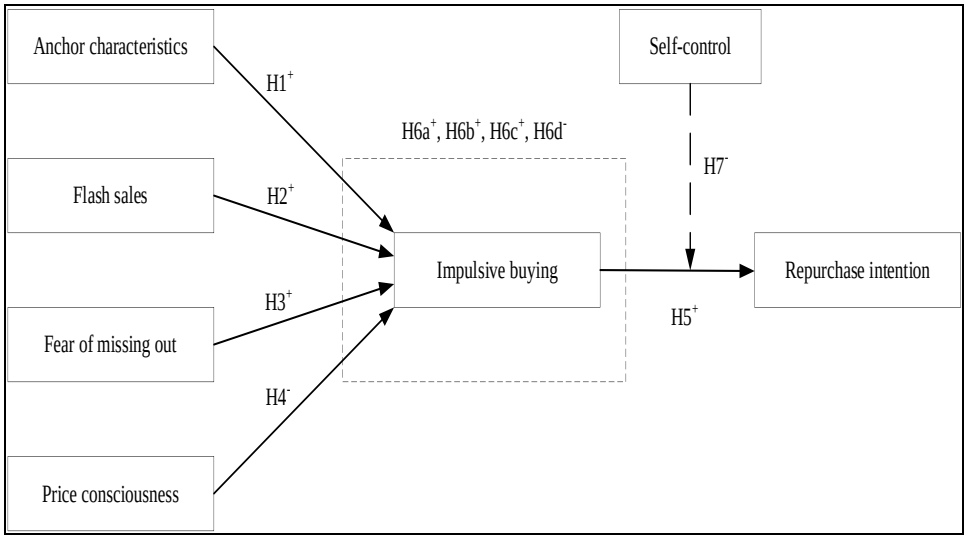

Figure 1: Research Model

3. Methodology

3.1 Sampling and Data Collection

Participants were chosen through purposive sampling to meet specific eligibility criteria relevant to the study objectives. Participants had to meet the following inclusion criteria: (1) be 18 years of age or older; (2) have prior experience with livestream commerce; and (3) have completed at least one transaction during a livestream shopping event. These

standards guaranteed that the participants had enough expertise to evaluate anchor characteristics, flash sales, FoMo, price consciousness, impulsive buying, repurchase intention and self-control in the setting of live stream commerce. Data were collected from March 2026 to April 2026 from eligible livestream-commerce consumers in Ho Chi Minh City, Vietnam, through an online survey distributed via Google Forms on social media and Zalo. The digital questionnaire gave us the opportunity to reach out to participants who fit our screening criteria. Respondents were informed of the study's purpose and the possibility of withdrawing at any time before completing the survey. Participation was voluntary, and no personal identifying information was collected. In total, we received 370 responses. A portion of the 33 responses excluded during the data screening process did not meet the predetermined criteria for eligibility and/or had incomplete responses to the questionnaire. Participants were excluded if they had no experience with livestream commerce or did not make purchases during a livestream shopping event, and if the questionnaire did not cover critical topics. After the application of these filtering procedures, 337 valid replies were left to be further investigated. Furthermore, an a priori power analysis was carried out with G*Power (Faul et al., 2007, 2009) to verify the adequacy of the sample size. The sample size was tested for moderation analysis by a linear multiple regression model with the interaction term. The analysis showed that the minimum sample size to detect a medium effect size ($f2 = 0.15$) at an alpha level of significance of .05 with a statistical power of .80 was 92. The last sample of 337 valid replies is above the minimum required sample size, assuring sufficient statistical power to assess the proposed correlations, including the moderating effect. Table 1 emphasizes the socioeconomic characteristics of the respondents.

Table 1: Socioeconomic Features

Features		Frequency	Percent (%)
Gender	Female	124	36.8
	Male	213	63.2
Age	18–24	161	47.8
	25–34	100	29.7
	35–44	41	12.1
	45–54	25	7.4
	> 54	10	3.0
Job	Student	117	34.7
	Office staff	88	26.1
	Freelancer	50	14.9
	Trader (buying and selling items)	53	15.7
	Other	29	8.6
Income (million VND/month)	< 5	118	35.0
	5 – 10	83	24.6
	11 – 16	40	11.9
	> 16	96	28.5

As shown in Table 1, out of the respondents, 213 were males (63.2%), and 124 were females (36.8%). The participants were classified by age groups. The age groups were as follows: 18–24 years of age (47.8%), 25–34 years of age (29.7%), 35–44 years of age (12.1%), 45–54 years of age (7.4%), and over the age of 54 (3.0%). Participants were categorized by their occupations as follows: students (34.7%), office staff (26.1%), freelancers (14.9%), traders (engaged in buying and selling items) (15.7%), and other (8.6%). Concerning monthly revenues expressed in millions of VND, there are four income tiers: below five (35.0%), five to ten (24.6%), eleven to sixteen (11.9%), and above sixteen (28.5%).

3.2 Measurement

The model developed in this research consists of seven factors. The scales used for measuring have been adapted to the specific conditions of this study, using scales from

previous research as a reference. Each item is measured on a 5-point Likert scale. The details of the measurement are given in Table 2.

Table 2: Measuring Scales

Construct	Item	Reference
Anchor Characteristics (ANC)	1. The anchor has expertise.	B. Chen et al. (2022)
	2. The anchor is trustworthy.	
	3. The anchor is a good communicator.	
	4. The anchor is well-versed in the promotional items.	
Flash sales (FLS)	1. Flash sales while livestream shopping enable me to discover various brands.	Pangaribuan et al. (2025)
	2. The promotions shown during streaming flash sales appeal to me.	
	3. Flash sales in streaming purchasing enhance my understanding of diverse items.	
	4. Flash sales enhance the convenience of buying during streaming sessions for me.	
Fear of Missing Out (FoMo)	1. I am concerned that other customers are enjoying more fulfilling interactions on this brand's fan page.	Zhang & Rosli (2025)
	2. Observing people reveling without my presence on this brand's fan page induces anxiety in me.	
	3. I feel uncomfortable when I lack knowledge about the activities of other customers on this brand's fan page.	
Price Consciousness (PRC)	1. During streaming commerce, I like purchasing items at the most economical price.	Aenaya et al. (2025)
	2. I meticulously evaluate pricing before finalizing a transaction while streaming shopping.	
	3. Price is a major consideration when I make purchasing decisions throughout streaming shopping.	
	4. I often choose the most affordable item that satisfies my requirements when participating in livestream purchasing.	

Construct	Item	Reference
Impulsive Buying (IMB)	1. When I watch livestreaming, I often purchase things in addition to or instead of what I had planned.	B. Chen et al. (2022)
	2. I purchase a lot of items via streaming shopping that I seldom ever use.	
	3. I often make impulsive purchases via streaming shopping.	
	4. I impulsively purchase items that anchor highlight, even if I don't need them.	
Repurchase Intention (REI)	1. I will make another purchase from the live streamer.	Sanjaya & Berlianto (2024)
	2. I am prepared to purchase more items from the live broadcaster.	
	3. I may become a frequent viewer of the live broadcaster.	
	4. I am excited to buy more live streaming products from the streamers I followed in the foreseeable future.	
Self-control (SEC)	1. I deliberate thoroughly before finalizing buy choices throughout broadcast shopping.	S. Chen et al. (2022)
	2. I am capable of resisting the allure to purchase items that are not essential when livestream shopping.	
	3. I retain control over my buying choices despite the allure of livestream promotions.	
	4. I am capable of avoiding impulsive buying when engaging in livestream shopping.	

3.3 Analytical Method

The research has been performed using the PLS-SEM technique and SmartPLS software for data analysis. The approach was used to test the hypotheses and determine the reliability and validity of each construct. PLS-SEM is particularly suitable for studies that are exploratory or predictive in nature (Hair et al., 2022). Data analysis was done in two stages: the first was inspecting the measurement model (outer model), and the second was inspecting the fit of the model, hypothesis testing, R^2, Q^2 and f^2.

4. Data Analysis and Results

4.1 Common Method Bias

Since self-reported measures may cause common method bias (CMB), which can occur in the correlations between constructs (Podsakoff et al., 2003), Harman's single-factor test was performed to examine the risk of CMB. Un-rotated factor analysis indicated that the first factor accounted for 37.77% of the total variation, which was below the normal benchmark of 50%. The results of this study indicate that no one element was responsible for the majority of the variation and that CMB was probably not a major issue in this study. Additionally, the evaluation of collinearity was conducted by the variance inflation factor (VIF) scores obtained from the SmartPLS structural model. The VIF values ranged from 1.230 to 1.718 for the structural relationships (see Table 3). The VIF values for all variables were much lower than the threshold value of 5.0, indicating that multicollinearity is not an issue in the structural model (Hair et al., 2022). The Harman's single factor test and VIF values indicate that CMB and collinearity are unlikely to influence the research results.

Table 3: VIF – Inner Model

	VIF
ANC → IMB	1.230
FLS → IMB	1.239
FOM → IMB	1.369
IMB → REI	1.518
PRC → IMB	1.492
SEC → REI	1.718
SEC x IMB → REI	1.413

4.2 Assessment of Measuring Model

The reliability of measuring scales in this study was evaluated through Cronbach's alpha (α) and composite reliability (CR). Table 4 indicates that α values span from 0.735 to 0.901, whereas CR values fluctuate between 0.736 and 0.902. These findings exceed the generally acknowledged minimal threshold of 0.7 as indicated by Hair et al. (2022). The results demonstrated robust data reliability. Convergent validity was assessed using the indicator loadings and average variance extracted (AVE). AVE values should surpass 0.5 for every construct, and the indicator loadings for all items must exceed 0.7, according to Chin (1998). Table 4 illustrates that the AVEs for the constructs varied between 0.662 and 0.772, while all indicator loadings were above the recommended minimum of 0.70, spanning from 0.794 to 0.919, hence indicating robust convergent validity in the dataset.

Table 4: Outcomes of Measuring Scales

Constructs		Loading	α	CR	AVE
Anchor Characteristics (ANC)	ANC1	0.801	0.831	0.836	0.662
	ANC2	0.816			
	ANC3	0.837			
	ANC4	0.800			
Flash Sales (FLS)	FLS1	0.863	0.886	0.894	0.744
	FLS2	0.862			
	FLS3	0.867			
	FLS4	0.859			
Fear of Missing Out (FoMo)	FoMo1	0.813	0.735	0.736	0.654
	FoMo2	0.810			
	FoMo3	0.802			
Price Consciousness (PRC)	PRC1	0.845	0.847	0.847	0.686
	PRC2	0.834			
	PRC3	0.838			
	PRC4	0.796			
Impulsive Buying (IMB)	IMB1	0.894	0.883	0.887	0.741
	IMB2	0.899			
	IMB3	0.832			
	IMB4	0.815			
Repurchase Intention (REI)	REI1	0.869	0.901	0.902	0.772
	REI2	0.858			
	REI3	0.866			
	REI4	0.919			
Self-control (SEC)	SEC1	0.794	0.853	0.876	0.693
	SEC2	0.847			
	SEC3	0.814			
	SEC4	0.873			

Discriminant validity was also affirmed; all constructs reported HTMT values less than 0.90 (as shown in Table 5), Fornell-Larcker criteria indicated that the square root of the AVE exceeds its greatest association with any other construct (as seen in Table 6). Besides, each indicator exhibited the strongest cross-loading on its corresponding concept (as shown in Table 7). Consequently, discriminant validity is established (Hair et al., 2022).

Table 5: Heterotrait-Monotrait Ratio of Correlations (HTMT)

	ANC	FLS	FOM	IMB	PRC	REI	SEC	SEC x IMB
ANC								
FLS	0.271							
FOM	0.434	0.403						
IMB	0.526	0.526	0.605					
PRC	0.452	0.459	0.590	0.626				
REI	0.551	0.585	0.694	0.691	0.656			
SEC	0.540	0.620	0.657	0.648	0.614	0.731		

Table 6: Fornell-Larcker Criterion

	ANC	FLS	FOM	IMB	PRC	REI	SEC
ANC	0.813						
FLS	0.242	0.863					
FOM	0.346	0.330	0.808				
IMB	0.460	0.470	0.489	0.861			
PRC	-0.384	-0.405	-0.468	-0.544	0.828		
REI	0.483	0.526	0.564	0.617	-0.574	0.878	
SEC	0.464	0.545	0.522	0.566	-0.526	0.654	0.832

Table 7: Cross Loadings

	ANC	FLS	FOM	IMB	PRC	REI	SEC	SEC x IMB
ANC1	0.801	0.243	0.373	0.433	-0.346	0.427	0.425	-0.333
ANC2	0.816	0.194	0.216	0.339	-0.271	0.324	0.315	-0.222
ANC3	0.837	0.168	0.282	0.329	-0.304	0.367	0.375	-0.234
ANC4	0.800	0.169	0.232	0.376	-0.316	0.436	0.379	-0.254
FLS1	0.248	0.863	0.247	0.442	-0.383	0.460	0.466	-0.258
FLS2	0.204	0.862	0.200	0.352	-0.326	0.427	0.427	-0.320
FLS3	0.244	0.867	0.387	0.444	-0.417	0.485	0.521	-0.394
FLS4	0.122	0.859	0.286	0.365	-0.249	0.436	0.455	-0.356
FOM1	0.314	0.296	0.813	0.378	-0.363	0.497	0.415	-0.376
FOM2	0.285	0.251	0.810	0.411	-0.415	0.456	0.436	-0.301
FOM3	0.241	0.255	0.802	0.396	-0.354	0.417	0.414	-0.293
IMB1	0.514	0.402	0.465	0.894	-0.512	0.564	0.563	-0.370
IMB2	0.336	0.396	0.410	0.899	-0.512	0.528	0.450	-0.330
IMB3	0.313	0.412	0.409	0.832	-0.460	0.543	0.472	-0.396
IMB4	0.412	0.409	0.397	0.815	-0.381	0.484	0.456	-0.339
PRC1	-0.321	-0.323	-0.357	-0.441	0.845	-0.448	-0.420	0.233
PRC2	-0.310	-0.340	-0.342	-0.455	0.834	-0.424	-0.460	0.266
PRC3	-0.291	-0.319	-0.397	-0.443	0.838	-0.526	-0.451	0.318
PRC4	-0.350	-0.357	-0.451	-0.462	0.796	-0.503	-0.410	0.354
REI1	0.403	0.501	0.529	0.538	-0.538	0.869	0.590	-0.465
REI2	0.456	0.488	0.483	0.535	-0.491	0.858	0.591	-0.472
REI3	0.394	0.390	0.456	0.538	-0.457	0.866	0.536	-0.419
REI4	0.443	0.466	0.513	0.555	-0.530	0.919	0.579	-0.429
SEC1	0.376	0.441	0.414	0.448	-0.410	0.455	0.794	-0.391
SEC2	0.340	0.476	0.466	0.461	-0.462	0.519	0.847	-0.456
SEC3	0.378	0.401	0.405	0.470	-0.391	0.492	0.814	-0.427
SEC4	0.441	0.490	0.451	0.503	-0.478	0.672	0.873	-0.453

4.3 Assessment of Model Fit, Hypothesis Testing, R^2, Q^2 and f^2

The evaluation of the model fit was conducted using SRMR. The SRMR value of 0.059 is within the suggested limit of 0.08, indicating a satisfactory model fit (Hu & Bentler, 1999). This result demonstrates the suitability of the model for hypothesis testing. The results of the hypothesis evaluation are presented in Figure 2 and Table 8. The results in Table 8 showed that all proposed hypotheses were supported. Specifically, ANC was found to positively affect IMB (β = 0.230, 95% CI [0.149, 0.318]), thus confirming H1. Likewise, FLS has a positive effect on IMB (β = 0.240, 95% CI [0.154, 0.318]), supporting H2, and FoMo also has a positive effect on IMB (β = 0.209, 95% CI [0.117, 0.291]), supporting H3. FLS had the strongest positive effect, followed by ANC and FOM, of these antecedents. Conversely, PRC had a significant negative effect on IMB (β = -0.261, 95% CI [-0.348, -0.166]), in support of H4. Among the four antecedents, PRC had the greatest absolute effect, which means that the more sensitive customers are to price, the less likely they are to buy impulsively during a livestreaming session. Furthermore, IMB had a positive effect on REI (β = 0.331, 95% CI [0.241, 0.416]), supporting H5. This finding indicates that consumers who make impulse purchases in livestream shopping are more likely to revisit and purchase again from the platform or vendor.

Mediation analysis results indicated that impulsive buying mediated the effect of the four antecedent variables on repurchase intention. The indirect effects of ANC (β = 0.076, 95% CI [0.045, 0.113]), FLS (β = 0.079, 95% CI [0.047, 0.117]), FOM (β = 0.069, 95% CI [0.037, 0.109]), and PRC (β = −0.086, 95% CI [−0.129, −0.050]) on REI via IMB were all statistically significant, supporting H6a–H6d. All 95% confidence intervals did not include 0, which means all of the suggested indirect effects were verified. The findings suggest that impulsive buying mediates the relationship between livestream shopping cues and consumers' repurchase intentions.

As for the moderating effect, the interaction between self-regulation and impulsive buying had a significant negative effect on repurchase intention (β = -0.131, 95% CI [-0.212, -0.059], f^2 = 0.047), thus supporting H7. The negative interaction implies that a higher level of self-discipline is associated with a weaker positive relationship between impulse buying and repurchase probability. In this study, self-control was conceptualized as a moderator and not as a direct predictor of repurchase intention. Therefore, the direct association between self-control and repurchase intention was not posited and analyzed as an independent effect.

The results in Table 8 and Figure 2 show that the proposed model has sufficient explanatory and predictive power. The model explained 46.3% of the variance in impulsive purchasing (R^2 = 0.463) and 53.9% of the variance in intention to repurchase (R^2 = 0.539), indicating a moderate level of explanatory power (Hair et al., 2022). The coefficients of predictive relevance were Q^2 = 0.335 for impulsive purchasing and Q^2 = 0.408 for repurchase intention, which were greater than zero. This confirmed that the model had enough

predictive relevance. The effect sizes were as follows: impulsive buying had a small effect on the intention to repurchase ($f^2 = 0.156$). Conversely, anchor characteristics ($f^2 = 0.080$), flash sales ($f^2 = 0.086$), FoMo ($f^2 = 0.059$), price consciousness ($f^2 = 0.085$), and the interaction effect of self-control ($f^2 = 0.047$) demonstrated minor effect sizes as per Cohen's (1988) criteria.

Table 8: Hypotheses Testing

Hypothesis		Path Coeff	P-value	95% CI	Result	f^2		R^2	Q^2
H1	ANC → IMB	0.230	0.000	[0.149, 0.318]	Affirmed	0.080	IMB	0.463	0.335
H2	FLS → IMB	0.240	0.000	[0.154, 0.318]	Affirmed	0.086	REI	0.539	0.408
H3	FOM → IMB	0.209	0.000	[0.117, 0.291]	Affirmed	0.059			
H4	PRC → IMB	-0.261	0.000	[-0.348, -0.166]	Affirmed	0.085			
H5	IMB → REI	0.331	0.000	[0.241, 0.416]	Affirmed	0.156			
H6a	ANC → IMB → REI	0.076	0.000	[0.045, 0.113]	Affirmed				
H6b	FLS → IMB → REI	0.079	0.000	[0.047, 0.117]	Affirmed				
H6c	FOM → IMB → REI	0.069	0.000	[0.037, 0.109]	Affirmed				
H6d	PRC → IMB → REI	-0.086	0.000	[-0.129, -0.050]	Affirmed				
H7	SEC x IMB → REI	-0.131	0.001	[-0.201, -0.049]	Affirmed	0.047			

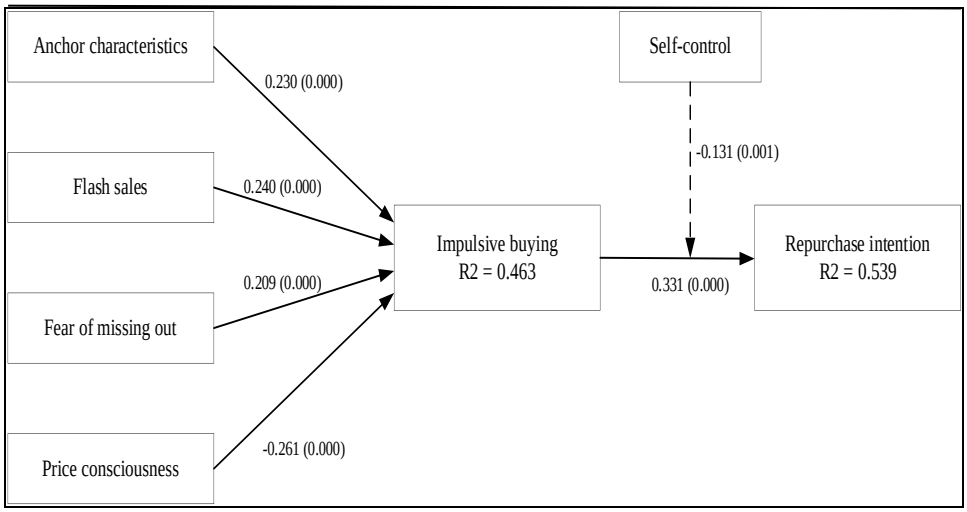

Figure 2: Structural Model

5. Discussion and Contributions

5.1 Discussion

This study investigated the association of marketing stimuli and the restraining consumer trait on impulsive buying and subsequent repurchase intention in the setting of live commerce, based on the SOR framework and SCT. The results are consistent with all the hypotheses proposed, showing a positive impact of anchor attributes, flash sales and FoMo on impulsive buying, while price consciousness has a negative impact. Furthermore, impulsive buying has a positive impact on the repurchase intention. In addition, impulsive buying mediates the relationship between the four antecedent variables and the repurchase intention. Ultimately, self-control diminishes the favorable correlation between impulsive purchasing and the intention to repurchase. These results indicate that consumers' likelihoods to repurchase in livestream commerce are influenced by external marketing triggers, internal psychological reactions, and personal variations in self-regulation.

The results indicate that anchor characteristics, flash sales, and FoMo serve as powerful external motivators that stimulate impulsive purchases. In contrast, price consciousness operates as an internal limitation that hinders spontaneous purchasing activities. These findings affirm the fundamental assertion of the SOR framework that consumer behavior arises from the interplay between external stimuli and personal cognitive assessments (Mehrabian & Russell, 1974). Flash sales demonstrated the most significant positive impact on spontaneous purchasing, indicating that scarcity and time-sensitive promotional tactics are especially persuasive in livestream commerce. In contrast to traditional digital purchasing, livestreaming offers direct contact, and it combines it with time-sensitive marketing, which increases the consumers' feeling of urgency and reduces the rational time

of evaluation (Aqsa et al., 2025; Pratama et al., 2025). Results show that anchor characteristics and FoMo have positive effects, suggesting that informational signals and social-psychological processes increase impulsive purchase. Credible and reliable anchors can reduce the information discrepancy and increase customers' trust in purchase decisions. While FoMo can arouse concerns of losing attractive opportunities, it can also promote quick actions (Nelfianti et al., 2026; Qiu, 2024; Zhang & Rosli, 2025). Highly price-conscious customers employ more cognitive resources in assessing the price and value of the item prior to purchasing it, thereby diminishing the influence of emotional and promotional drivers (Lichtenstein et al., 1993; Rihn et al., 2018). This study combines an enabling stimulus and a constraining consumer trait, which gives a more complete understanding of impulsive purchasing in livestream shopping than previous studies (e.g., Aqsa et al., 2025; Pratama et al., 2025; Qiu, 2024).

The positive relationship between impulsive buying and repurchase intention indicates that the first unplanned purchase may be associated with customers' willingness to repurchase. This finding adds to the traditional view of impulsive purchasing as a single, unpremeditated act of consuming (Stern, 1962). In livestream commerce, product demonstrations, real-time engagement with hosts and quick answers to their questions tend to lead customers to make impulse purchases. Impulsive buying was also found to be positively related to repurchase intention in online and livestream retail in previous studies (Du et al., 2026; Hariono et al., 2024). However, the present findings should not be interpreted as supporting the claim that impulsive buying directly leads to a conscious future choice via satisfaction or perceived value, as these post-purchase evaluations were not examined in the present study. The finding supports its role as the organismic mechanism proposed in the SOR paradigm and indicates that impulsive buying is statistically associated with future buying intentions. Future research needs to explore whether satisfaction, perceived value or other post-purchase evaluations explain how impulsive buying experiences convert into intentional repurchase intentions.

The mediation results enhance the explanatory power of the SOR framework. The significant indirect effects indicate that anchor characteristics, flash sales, FoMo and price consciousness are linked to repurchase intention through impulsive buying behavior. These findings suggest that the internal psychological and behavioral responses of customers are the essential mechanism that connects livestream shopping cues with repurchase intention later. Prior studies (e.g., Arizka et al., 2026; Pratama et al., 2025; Wulandjani, 2026) have focused mainly on the precursors of impulsive buying, while the potential effects of impulsive buying on future consumer behavior have been relatively neglected. Hence, the current findings extend the SOR framework by showing that impulsive buying mediates the relationship between streaming shopping triggers and intention to repurchase. However, the present study did not examine the direct impacts of the antecedent factors on

repurchase intention, so these findings should not be interpreted as supporting full or partial mediation.

Ultimately, self-control strengthens SCT, suggesting that the tendency of customers to repurchase varies depending on impulsive purchases. The self-control in this study influences the impulse to repurchase, not the streaming of commercial cues. Customers who have high self-control are more likely to take into account the financial implications, product needs and long-term goals (Baumeister et al., 2007; Fujita, 2011), hence impulsive purchases exert a smaller positive effect on repurchase intention. In contrast, low self-regulation individuals may shop similarly (Vohs & Faber, 2007). Self-control has been studied in livestream commerce as a variable that reduces impulsive buying (Sim et al., 2026). The results of this study indicate that self-control still matters after an impulsive purchase. Therefore, self-regulation is a moderator of the relationship between impulsive buying and repurchase intention.

5.2 Contributions

5.2.1 Theoretical Contributions

This research provides several significant theoretical contributions to the livestream commerce field. Initially, it expands the SOR framework by illustrating that impulsive purchasing operates not only as an instantaneous behavioral result but also as the principal psychological mechanism connecting livestream shopping stimuli to repurchase intention. Previous studies on livestream commerce have mainly studied impulsive buying as the ultimate dependent variable (Qiu, 2024; Zhang & Rosli, 2025; Zhang et al., 2022), but this study reconceptualizes impulsive buying as the organismic process that mediates the effects of marketing stimuli on consumers' subsequent purchasing behavior. This extension broadens the explanatory power of the SOR framework from the immediate purchasing decisions to the post-purchase behavioral intentions.

Second, this research contributes to the literature on livestream commerce by simultaneously examining both purchase-encouraging stimuli (anchor attributes, flash sales, and FoMo) and a constraining consumer trait (price consciousness). Previous research (e.g., Martaleni et al., 2022; Pratama et al., 2025; Qurniawati et al., 2026) mostly emphasized promotional signals that trigger impulsive purchases. Conversely, elements that inhibit impulsive purchases are relatively less considered. This research integrates various synergistic viewpoints into a unified framework to provide a more equitable elucidation of customers' impulsive purchasing in livestream commerce.

Thirdly, the current study enriches the existing literature by demonstrating the mediating role of impulse buying between the anchor characteristics, flash sales, FoMo, price consciousness, and the intention to repurchase. The notable indirect effects suggest that livestream shopping prompts affect customers' future buying behaviors via impulsive purchase reactions. This finding contributes additional empirical support to the organism

part of the SOR framework. It highlights impulsive buying as the core psychological process that connects livestream shopping stimuli to repurchase intention.

Finally, this research extends SCT by identifying self-control as a boundary condition in the post-purchase process. Prior studies mainly focused on self-control as a precursor to preventing impulsive purchases (Sim et al., 2026). Still, the current results show that self-control mitigates the positive relationship between impulsive buying and repurchase intention after an impulsive purchase. The study advances our understanding of customer self-regulation in livestream commerce and demonstrates how individual differences influence the transformation of an impulsive buying experience into subsequent purchase intentions.

5.2.2 Practical Contributions

The results offer several practical contributions to the livestream platforms, merchants, and livestream hosts. First, the positive effect of anchor characteristics on impulsive purchasing requires platforms to invest in the selection and training of professional anchors with rich product knowledge, good communication skills, credibility, and interactive ability. Well-trained anchors may reduce customer uncertainty, increase engagement and encourage impulse buying behavior.

Second, the significant impact of flash sales implies that merchants should continue to use limited-time promotions to encourage consumer purchases. Promotional strategies have to be carefully designed to make the customers feel urgency and not feel tired. Sustainable retention is about finding the right balance between being efficient at promotions and building long-term trust with your customers.

Third, the positive effect of FoMo implies that product scarcity, special offers, and immediate social ties provided through livestream platforms may enhance consumer engagement. But marketers had to use these strategies carefully so as not to put too much psychological pressure on customers, which could endanger customer happiness or trust in the long term.

Fourth, the negative effect of price consciousness implies that businesses need to identify differences in customers' buying behaviors. Consumers who are conscious of price may want more information about the product, transparent pricing, evaluations of value and proof of quality of the product before they complete transactions. As such, targeted pricing strategies and value-based messaging could improve buy conversion rates for this segment.

Ultimately, the significant moderating effect of self-control suggests that customer retention strategies should not be limited to merely prompting impulsive purchases. As individuals with greater self-control are less likely to transform the episode of impulsive buying into future purchase intention, retailers need to enhance the post-purchase relationship management by personalized follow-up communication, loyalty programs, after-sales support and customer involvement activities. Such strategies could improve

repurchase intentions through perceived value and customer relationships rather than just emotional or impulsive purchase experiences.

5.3 Limitations and Further Direction

While this study makes an important contribution, it has various limitations that indicate avenues for future research. Firstly, the application of the cross-sectional research methodology in the investigation restricted the possibility of establishing causal relationships in customers' purchasing behavior over time. Future research could utilize longitudinal methodologies to investigate the dynamics of impulsive buying and repurchase intentions over multiple livestream shopping experiences. Second, the data was collected from the participants in Ho Chi Minh City, Vietnam. This environment offers useful insights into livestream commerce. Still, findings based on one single city might limit the generalizability of the results to customers in other cities, regions or countries. Future research could collect data from multiple geographical regions and do cross-cultural or multi-group analysis to test the validity of the proposed associations across different consumer environments. Third, this study examined four precursors of impulsive buying and the moderating role of self-control. Still, it did not explore post-purchase evaluative mechanisms that could explain the relationship between impulsive buying and repurchase intention. Future research could improve the suggested paradigm by incorporating post-purchase satisfaction, post-purchase dissonance, perceived value, cognitive assessment and customer experience to evaluate the process of impulsive buying, possibly resulting in a more deliberate repurchase intention.

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Declaration of AI Use

ChatGPT was used solely to improve the readability and language of this manuscript. The authors reviewed, edited, and verified all content and take full responsibility for the accuracy and integrity of the research.

Data Availability

The datasets are available from the corresponding author upon reasonable request.

Declaration of Conflict of Interest

The authors declare no conflict of interest / no competing interests.

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