

SOCIAL LEARNING THEORY IN CUSTOMER ENGAGEMENT TO INCREASE IMPULSIVE BUYING BEHAVIOR



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ABSTRACT

This research aims to investigate the influence of social learning theory on customer engagement and its role in promoting impulsive buying behavior within the context of live-streaming commerce. Utilizing a quantitative approach, the study employed Structural Equation Modeling (SEM) analysis through AMOS software to evaluate the effects of various influencer characteristics on consumer behavior. The findings reveal that factors such as influencer attractiveness, trustworthiness, and interactivity significantly enhance customer engagement and, consequently, encourage impulsive buying tendencies among viewers. This study provides valuable insights for businesses leveraging influencer marketing strategies, highlighting the importance of creating compelling and trustworthy interactions that can stimulate consumer purchasing decisions.

Keywords: Social Learning Theory; Live-streaming Commerce; Influencer Marketing; Customer Interaction; Impulsive Purchasing Behavior

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INTRODUCTION

Digital marketing has now taken over the business industry with the help of technology implementation. It can create an attractive situation for consumers on social media (Zhao et al., 2019). Companies use digital marketing strategies to sell their products on digital media that can be accessed via internet and facilitate communication with consumers (Annisa et al., n.d.). According to Kotler and Keller (2012), social media functions as a platform where users can exchange images, audio, text, video, and information with fellow users or with companies, and otherwise. Users of social media who are actively involved will frequently encounter marketing initiatives aimed at enhancing their positive perception of the platform. Any type of marketing strategy that makes advantage of social media in its execution is known as social media marketing. Social media marketing is thought to be more focused than traditional marketing strategies like printed or electronic media advertising (Daya et al., 2022)

Social Media Influencers have developed into one of the pillars of online marketing in recent years (Cheung et al., 2022) Influencers are potential to influence consumer behavior, including impulse buying. Individuals can learn and adopt new behaviors through observation and interaction with others, including influencers (Nabavi & Bijandi, 2011). Audiences respond to shared content more actively when an influencer is really engaging. This may result in impulsive buying. The influencer and the audience's bond is strengthened by this deep interaction. Product recommendations can impact audiences more readily (Freberg et al., 2011). Influencers who show honesty and openness in their communication can strengthen the trust of the audience (Belanche et al., 2021). Furthermore, the capacity of influencers to participate in corresponding communication with their followers enhances customer engagement.

The most popular e-commerce, as determined by the top brand award for 2024, is displayed below.

Table 1
E-Commerce Market Share Research Report in Indonesia 2024

Brand	Top Brand Index	Status
Shopee.com	41.20%	TOP
Lazada.co.id	25.10%	TOP
Blibli.com	14.30%	TOP
Tokopedia.com	4.10%	
Bukalapak.com	2.30%	
Zalora.co.id	2.20%	

Source : <https://www.topbrand-award.com/top-brand-index>, 2024

Table 1 shows the ranking of online shopping platforms in Indonesia based on the Total Brand Index (TBI). TBI is used to show how dominant and popular online shopping platform brands are among Indonesian consumers. Data shows that Shopee.com leads with a TBI of 41.20%, followed by Lazada.co.id with 25.10%, and Blibli.com with 14.30%. The next rank is occupied by Tokopedia.com with a TBI of 4.10%, Bukalapak.com with 2.30%, and Zalora.co.id with 2.20%. This ranking indicates that Shopee, Lazada, and Blibli are the top three online shopping platforms most recognized and preferred by consumers in Indonesia.

When consumers find the information provided by an influencer interesting and trustworthy, they tend to feel emotionally connected to the influencer. Because the interactive aspect of customer engagement is formed from the mutual communication between the influencer and the audience (Ma et al., 2023). The influencer and customer will have a better relationship as a result of this. Following their experience with the

product's benefits, customers will behave favorably toward it. Engaging customers can encourage them to decide what to buy quickly (Luo et al., 2024). Whether they choose to purchase or not, customers who live-stream can observe how other shoppers and live-streamers interact, including how they establish credibility and communicate with the audience. This establishes a behavioral pattern that non-buyers can follow and potentially lead their decision to buy (Clement Addo et al., 2021).

This research aims to discover something new in identifying whether a live-streaming audience is a buyer or not by evaluating audience expectations of influencers by adding the variable Customer Engagement. This research discusses how the interaction and characteristics of an influencer during live-streaming marketing can stimulate impulsive buying tendencies. The findings of this study establish a connection between the Social Learning Theory and the phenomenon of impulsive purchases in live-streaming commerce. Specifically, the behavior and transparency of influencers can serve as models for consumers, influencing their actions through imitation and observation (Ma et al., 2023).

LITERATURE REVIEW

To understand how influencers impact impulsive buying behavior during livestreaming commerce, this research utilizes Social Learning Theory. According to the Social Learning Theory, seeing and copying influencer behavior during livestreaming sessions can have an impact on impulsive buying behavior (Petty & Cacioppo, 1986). When influencers offer convincing product recommendations or endorsements, particularly during livestreaming sessions, followers can pick up on this impulsive behavior and try to imitate (Nabavi & Bijandi, 2011).

Influencer's Attractiveness

Whether a person is physically appealing, their attractiveness is measured in terms of their physical attributes. A person's level of eye-pleasing qualities is referred to as their attractiveness (Wiedmann & von Mettenheim, 2020). Fauzi et al., 2024, assert that social media users' presumptions and intents might be influenced by the personalities of influencers. The reason behind social media users' devotion to influencers is the social engagement and enjoyment they provide (Wang et al., 2021). Good-looking influencers have a stronger ability to sell a product's positive message (Eagiy et al., 1991) Appealing influencers may become more well-known. Because perceived beautiful influencers tend to deliver valid information than less attractive targets, physical attractiveness can boost the correctness of some perceptions. Furthermore, viewers are more likely to focus and be encouraged to learn about appealing Influencers (Lorenzo et al., 2010).

Influencer's Trustworthiness

A source is considered trustworthy if the customer believes that it will provide accurate and truthful information, and if it has a high degree of integrity and general confidence. Credibility is mostly determined by an individual's trustworthiness, which also favorably affects consumer perceptions of influencers (Saldanha et al., 2024). Millions of followers on social media platforms are typically a sign that followers value social media influencers' knowledge, dependability, and trustworthiness, which makes their product recommendations believable (Duffy, 2017). Followers expect to connect emotionally with Social Media Influencers, so they want authenticity. Therefore, authenticity includes not only aspects of trust and honesty, but also the relational and emotional connection that develops between the recipient and the source (Lee & Eastin, 2021). Customer

perceptions of influencers' sincerity and honesty in making recommendations can be used to determine their perceived level of trustworthiness (Liao et al., 2024).

Influencer's Interactivity

In online marketing, interaction is crucial. The technical aspects of a website, such as navigation, feedback, and site speed, are all related to interaction. An important part of Interactivity is how an Influencer responds to the audience (Song & Zinkhan, 2008). This can be achieved through two factors: quality content that resembles two-way communication and timely response (Labrecque, 2014). An influencer's activity on social media comprises the frequency with which they share messages, images, and videos. Followers of an Influencer who posts frequently assume that the content is up to date. A social media-active influencer also fosters a sense of intimacy with their fans (Leung et al., 2022). The rise of social media and new media has made it easier for people to interact online (Larsson, 2018). As a result, influencers can actively promote products and communicate with their followers continuously using the internet. Influencers can now communicate directly with their followers. Followers can respond with likes or replies, both positive and negative, which can be seen by everyone. On social media, they can also message influencers directly (Jun & Yi, 2020).

Influencer's Self-Disclosure

Theoretically, broadcasting posts or social media status updates that include personal information are categorized as self-disclosure (Lin et al., 2016). The level of Self-Disclosure is often measured in two dimensions; namely the extent of the number of relevant statements made during the interaction and the level of intimacy of the disclosure (Lin & Utz, 2017). Social media browsing can foster a sense of intimacy, awareness, and knowledge of online acquaintances. It can also promote familiarity (Levordashka & Utz, 2016). A certain level of exposure to the intended person gives rise to familiarity. It is possible that the amount of self-disclosure can be considered a tangible form of openness. The process of self-disclosure involves two roles: the role of the person revealing the knowledge and the role of the person receiving it (Derlega et al., 2009). When someone self-discloses, they reveal personal information, and the person receiving it listens and accepts it. In interactions, role switching or reciprocity in self-disclosure frequently takes place (Sprecher et al., 2013).

Parasocial Relationship

The communication literature, which discusses how consumers interact with mass media like radio and television, is where the idea of parasocial interaction originated (Horton & Wohl, 1956). Consumers that engage in parasocial contact connect with a figure, a mediated representation of a presenter, celebrity, or character, as though they were in person and exchanging reciprocal messages (Rubln et al., 1985). Essentially, individuals see a direct, two-way dialogue, as though the other acting as a mediator is conversing with them directly (Labrecque, 2014). The concept of parasocial interaction is expanded upon by the term Parasocial Relationship which describes interactions between users and media characters in a range of contexts (Breves et al., 2021). According to (Tukachinsky, 2018), the formation of parasocial relationship occurs in four stages. The initial phase involves forming an impression of someone's social media persona, known as the initiation stage. Social media users build relationships with renowned figures who are physically beautiful and are thought to have a lot in common with them. This perception is created for the users by the famous figure. The second phase, known as

exploration, is when followers start to feel a social media influencer's pull. Increasing one's intensity towards a social media figure is the third step. The audience and a social media personality already have a connection at this point, which is the fourth stage.

Customer Engagement

Currently, marketing research is heavily focused on customer engagement (Brodie et al., 2011). This is because customers are able to contribute their resources (knowledge, skills, time, and effort) in an attempt to actively engage and produce shared value (Brandenburg et al., 2010). Customer engagement is a psychological condition that manifests as thoughts, feelings, and actions directed toward the subject of interest (Aledhean et al., 2021a). Consumers' collaborative and participatory interactions with others in consumer-focused service and product partnerships are reflected in customer engagement (Addo et al., 2021). One way to conceptualize this collaborative and dynamic experience is as an act of customer engagement (Lusch et al., 2010). Consumer behavior can be effectively communicated through social media. A strong and intimate bond between the consumers and influencers will result from intense customer engagement (Aledhean et al., 2021).

Impulsive Buying Tendency

Impulsive buying is an act of thoughtlessness and lack of planning that results from a strong desire to buy something right away (Ma et al., 2023). When someone has an unexpected, strong, and irresistible need to buy something without giving it any thought, they behave in this way (Yang et al., 2024). Impulsive buying is defined as a behavior that is not planned ahead of time and is characterized by a swift reaction. Impulsive buying occurs when someone looks at or reads positive product reviews on an online platform without any discernible hesitation (Fabriana & Susanti, 2023). The choice to purchase a product immediately by a customer-driven by emotional fulfillment of desires, fantasy, entertainment, and social needs is known as impulsive buying (Saputra, et al., 2021). Impulsive Buying is a natural reaction to an impulse that arises in the subconscious and is influenced by biological factors (Sharma et al., 2010).

Hypotheses

Influencers attract audiences and build parasocial relationships that can influence customer behavior, such as impulsive buying. When reviewing a product, influencers who are considered physically or socially attractive tend to be perceived as more trustworthy (Ma et al., 2023). Influencers have the ability to attract their audience's attention and develop as well as strengthen parasocial relationships (Liao et al., 2023). Therefore, the following hypothesis was formulated:

H1 : Influencer's Attractiveness positively effects Impulsive Buying Tendency

Customers' evaluation of influencers' sincerity and honesty in offering support is a factor in determining their trustworthiness. Existing studies show that changes in attitudes and emotional responses of audiences tend to be influenced by trustworthiness (Saldanha et al., 2024). The trustworthiness of an influencer contributes to cultivate a positive attitude toward a product by creating parasocial interactions (Zhang et al., 2020). Consequently, the following hypothesis is proposed :

H2 : Influencer's Trustworthiness positively effects Impulsive Buying Tendency

Influencer interactivity is the capacity and endeavor of an Influencer to interact with the audience directly and in a responsive manner (Labrecque, 2014). Social media interaction from influencers draws in followers and gives them a sense of involvement (Leung et al., 2022). The audience interacts with the influencer in a more pleasant and personalized way because to the influencer's interactive features (Aw & Chuah, 2021) Emotional attachment and affection may grow as a result. Thus, psychologically, the relationship between the influencers and the followers remains unchanged even when they are not directly acquainted (Ma et al., 2023). Thus, the hypothesis is proposed as follows:

H3 : Influencer's Interactivity positively effects Impulsive Buying Tendency

An audience can be positively affected by an influencer's self-disclosure (Lee & Johnson, 2022a) The audience can establish a stronger parasocial relationship when the influencer reveals a personal or sentimental moment (Lou, 2022). Influencers disclose their self-disclosure both in person and online, which is essential to the success of their endorsements (Lee & Johnson, 2022b). The identity of an influencer can strengthen the sense of social presence, which will enhance the parasocial relationship. influencer's self-disclosure essentially increases the feeling of intimacy and closeness and can then facilitate the formation of a parasocial relationship (Leite & Baptista, 2022). Therefore, the following hypothesis can be formed:

H4 : Influencer's Self-Disclosure positively effects Parasocial Relationship

Followers and influencers are more intimately connected. Even though they are aware of the influencer's promotional goals, when followers have built a strong relationship with them, they are more likely to believe them without reservation (Román et al., 2023). Parasocial Relationship is a one-way relationship where consumers feel personally connected to the Influencer even though it is not a two-way relationship. The more consumers feel close to the Influencer, the higher the level of Customer Engagement regarding the product promoted by an influencer (Sheng et al., 2023). Thus, the following hypothesis was developed:

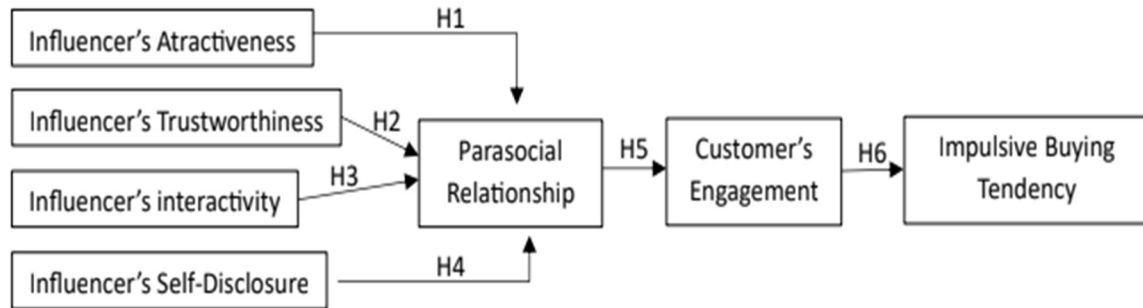
H5 : Parasocial Relationship positively effects Customer Engagement

Customer Engagement reflects social interactions such as information exchange between Influencers and their audiences (Vivek et al., 2014). Customers that participate in live-streaming commerce learn more about the suggested products. They are able to judge the Impulsive Buying Tendency favorably and feel satisfied as a result (Xu et al., n.d.). When consumers feel the benefits of these positive relationships, they tend to show positive emotions that can increase them to do Impulsive Buying (Yang et al., 2024). Thus, the following hypothesis can be put forward:

H6 : Customer Engagement positively effects Impulsive Buying Tendency

Research Framework

According to Sugiyono (2019), The research framework is a conceptual outline of how the theory relates to the factors identified as the cause of significant issues. The framework for this study can be seen in Figure 1. The research framework shows that Influencer's Attractiveness, Trustworthiness, Interactivity, and Self-Disclosure affect Parasocial Relationships, Customer Engagement, and Impulsive Buying Tendency.



Source : constructed by the authors for this study, 2024

Figure 1
Research Framework

METHOD

The type of research used is quantitative research. This method specifically chosen to address a problem discussed in research using a quantitative approach can be understood as a research method used to study a specific population and sample (Sugiyono, 2019). The data collection for this research involves primary data in the form of questionnaires. The questionnaires are distributed by the researcher to consumers who have previously shopped through live-streaming on several e-commerce platforms in Indonesia. A total of 275 respondents completed the questionnaire. The questionnaire was prepared using Google Forms to facilitate data collection and reach the respondents.

The analysis methods in this study include descriptive statistics, research instrument testing (validity and reliability tests), feasibility testing, and hypothesis testing (Hair et al., 2019). Hypothesis testing is conducted using SEM analysis to test the direct effects of the hypotheses (Hair et al., 2021). The analysis is supported by the use of AMOS software.

Table 2 is presented to provide a clear overview of the measurement items used in this study. These items reflect the constructs being analyzed, such as an influencer's attractiveness, trustworthiness, self-disclosure, and interactivity, as well as their relationship with consumer engagement and impulsive buying tendency. By displaying this table, readers can better understand how each variable is operationalized in the study, thereby strengthening the validity and reliability of the findings

Table 2
Measurement Items

Influencer's Atractiveness	This influencer has a nice appearance.
	This influencer has a lovely appearance.
	This influencer has a nice physical appearance.
Influencer's Trustworthiness	This influencer is sincere
	This influencer can be trusted.
	This influencer is genuine
Influencer's Interactivity	This influencer is reputable
	Having an interaction with this influencer felt authentic
	This influencer would reply to me in a timely manner
Influencer's Self-Disclosure	I can have direct communication with this influencer
	If I message this influencer on social media, they will respond
	This influencer makes themselves known
	This influencer opens up to their followers about their innermost thoughts

Parasocial Relationship	This influencer is forthright about their thoughts and feelings
	I feel at ease with this influencer, like I'm with a buddy
	I identify with this influencer
	What transpires with this influencer matters to me
Customer Engagement	I'd like to get to know this influencer face-to-face
	This item will make me feel something
	This product will catch my attention
	To indicate "like," I would click the "heart" button
Impulsive Buying Tendency	I would take an active part in any product-related conversations
	I make purchases while I watch live streaming that I had not planned to make
	I am an individual who engages in impulsive live-streamed purchasing purchases
	Experiencing impulsive purchases while live-streaming is enjoyable

Sources : Ma et al., (2023) and Sheng et al., (2023)

RESULTS AND DISCUSSION

Table 3 below presents descriptive data about the respondents gathered from the research results :

Table 3
Respondents Profile

Characteristics	Category	Quantity	%
Gender	Male	56	20.4
	Female	219	79.6
Age	17 - 27	52	18.9
	28 - 37	160	58.2
	38 - 47	38	13.8
	> 48	25	9.1
Educational Background	High School	26	9.5
	Diploma	20	7.3
	Undergraduate	186	67.6
	Postgraduate	43	15.6
Occupation	Private Sector	128	46.5
	State-owned Employee	15	5.5
	Civil Servant	47	17.1
	Housewives	53	19.3
	Entrepreneur	32	11.6
Monthly allowance	< Rp. 1.000.000	11	4.0
	Rp. 1.000.000 s/d Rp. 2.000.000	33	12.0
	Rp. 2.000.001 s/d Rp. 3.000.000	34	12.4
	> Rp. 3.000.000	197	71.6

Source : Data processed, 2024

The majority of respondents are female, according to the research data, indicating that the consumer base among respondents is predominantly female. In terms of age characteristics, The majority of responders are in the age range of 28 to 37 and use livestreaming for their business. The educational background perspective is dominated by respondents with a Bachelor's degree. The majority of respondents are employed in the private sector. In terms of income or monthly allowance, the most common category among respondents is those with an income above Rp. 3,000,000.

Table 4
Validity and Reliability Test

Indicator	Validity Test		Reliability Test	
	Factor loading	Conclusion	Cronbach Alpha	Conclusion
Influencer's Attractiveness				
IA1	0.870	Valid	0.869	Reliable
IA2	0.917	Valid		
IA3	0.883	Valid		
Influencer's Trustworthiness				
IT1	0.881	Valid	0.887	Reliable
IT2	0.900	Valid		
IT3	0.844	Valid		
IT4	0.835	Valid		
Influencer's Interactivity				
II1	0.742	Valid	0.868	Reliable
II2	0.872	Valid		
II3	0.872	Valid		
II4	0.895	Valid		
Influencer's Self-Disclosure				
ISD1	0.862	Valid	0.748	Reliable
ISD2	0.895	Valid		
ISD3	0.675	Valid		
Parasocial Relationship				
PRE1	0.797	Valid	0.873	Reliable
PRE2	0.887	Valid		
PRE3	0.881	Valid		
PRE4	0.845	Valid		
Customer Engagement				
CE1	0.774	Valid	0.810	Reliable
CE2	0.875	Valid		
CE3	0.792	Valid		
CE4	0.778	Valid		
Impulsive Buying Tendency				
IBT1	0.899	Valid	0.897	Reliable
IBT2	0.947	Valid		
IBT3	0.886	Valid		

Source : Data processed, 2024

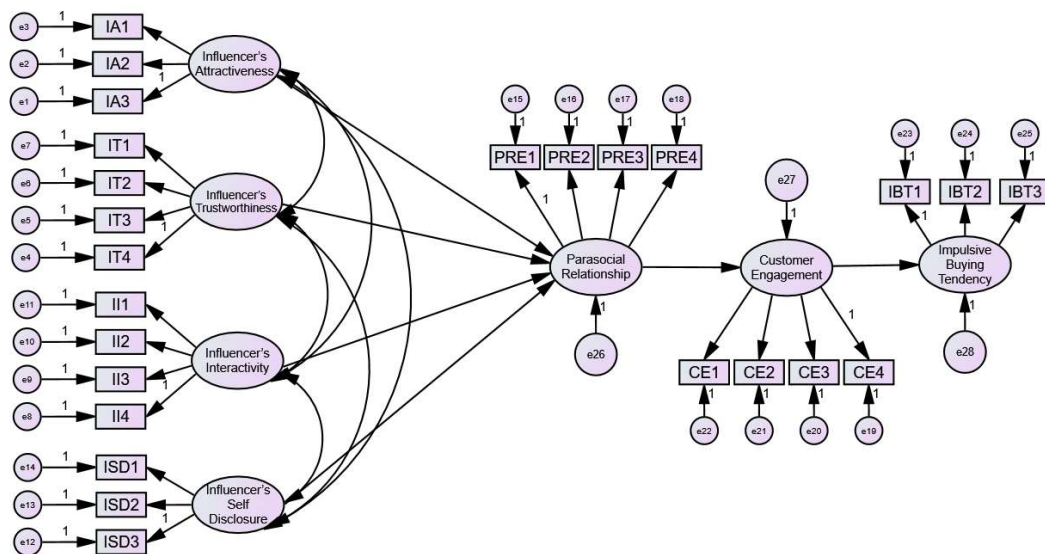
Based on the results of validity and reliability testing, it can be concluded that all measurement indicators for the variables of Influencer's Attractiveness, Influencer's Trustworthiness, Influencer's Interactivity, Influencer's Self-Disclosure, Parasocial Relationship, Customer Engagement, and Impulsive Buying behavior are proven to be valid and reliable. All measurement indicators have factor loadings greater than 0.35, indicating adequate validity, and a Cronbach's alpha value greater than 0.6, showing that these indicators are consistent and reliable.

Table 5
Goodness of Fit

Measurement type	Measurement	Model Fit	Results	Decision
Absolute fit measures	Chi-square	low Chi Square	657,788	
	p-value Chi-Square	$\geq 0,05$	0,000	Poor Fit
	GFI	$\geq 0,90$	0,829	Marginal
	RMSEA	$\leq 0,10$	0,074	Model fit
	NFI	$\geq 0,90$	0,858	Marginal
	IFI	$\geq 0,90$	0,910	Model Fit
	TLI	$\geq 0,90$	0,896	Marginal
	CFI	$\geq 0,90$	0,909	Model Fit
Parsimonius fit measure	CMIN/DF	Between 1 to 5	2,501	Model fit

Source : Data processed, 2024

Prior to performing hypothesis testing using the SEM model, an analysis known as model fit testing is required, as illustrated in Figure 2. Table 5 displays the outcomes of the model fit testing. The information from the table shows that out of 8 model fit criteria, 4 criteria yield a conclusion of Model Fit, namely RMSEA, IFI, CFI, and CMIN/DF, 3 criteria yield a Marginal conclusion, namely GFI, NFI, and TLI, and 1 criteria yields a Poor Fit conclusion, namely the Chi-Square p-value, as it does not meet the specified fit requirements. Thus, hypothesis testing for the research can be conducted.



Source : Data processed, 2024

Figure2
SEM Model

Tabel 6
Hypotheses Test

Hypotheses	Estimate	C.R.	P	Result
H ₁ Influencer's Attractiveness positively effects Parasocial Relationship	0,159	3,058	0.001	Hypothesis supported
H ₂ Influencer's Trustworthiness positively effects Parasocial Relationship	0,236	3,426	0.000	Hypothesis supported
H ₃ Influencer's Interactivity positively effects Parasocial Relationship	0,163	3,001	0.001	Hypothesis supported
H ₄ Influencer's Self-Disclosure positively effects Parasocial Relationship	0,828	6,805	0.000	Hypothesis supported
H ₅ Parasocial Relationship positively effects Customer Engagement	0,615	8,451	0.000	Hypothesis supported
H ₆ Customer Engagement positively effects Impulsive Buying Tendency	0,750	7,541	0.000	Hypothesis supported

Source : Data processed, 2024

The impact of Influencer's Attractiveness on Parasocial Relationship

The purpose of this study was to determine whether an influencer's attractiveness positively affects parasocial relationships. An estimated coefficient value of 0.159 for the results indicates that a rise in the attractiveness of the influencer will strengthen the parasocial relationship, and a fall in the attractiveness of the influencer would weaken the parasocial relationship. The alternative hypothesis (H_a) is accepted and the null hypothesis (H₀) is rejected based on the t-statistic value of 3.058, which produces a p-value of $0.001 < 0.05$. This suggests that the idea that the attractiveness of the influencer positively affects the parasocial relationship is upheld.

The impact of Influencer's Trustworthiness on Parasocial Relationship

The purpose of the study was to determine whether influencer trustworthiness improves parasocial relationships. According to the findings, a rise in an influencer's trustworthiness will strengthen a parasocial relationship, while a reduction in an influencer's trustworthiness will weaken a parasocial relationship (estimated coefficient value: 0.236). The alternative hypothesis (H_a) is accepted and the null hypothesis (H₀) is rejected based on the t-statistic value of 3.426, which yields a p-value of $0.000 < 0.05$. This suggests that the claim that the trustworthiness of the influencer positively affects the parasocial relationship is supported.

The impact of Influencer's Interactivity on Parasocial Relationship

The purpose of this study is to determine whether influencer interaction fosters parasocial relationships. An estimated coefficient value of 0.163 for the results indicates that a rise in the interaction of the influencer would strengthen the parasocial relationship, and a fall in the interaction of the influencer will weaken the parasocial relationship. The p-value of $0.001 < 0.05$, obtained from the t-statistic value of 3.001, indicates that the hypothesis that Influencer's Interactivity positively effects Parasocial Relationship is supported, and H₀ is rejected. On the other hand, H_a is accepted.

The impact of Influencer's Self-Disclosure on Parasocial Relationship

The purpose of the study is to determine whether Influencer Self-Disclosure improves Parasocial Relationships. An increase in an influencer's self-disclosure will strengthen parasocial relationships, and a reduction in an influencer's self-disclosure would weaken parasocial relationships, according to the analysis's results, which reveal an estimation coefficient value of 0.828. With a p-value of $0.000 < 0.05$ and a t-statistic value of 6.805, it can be concluded that the alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is rejected. Thus, it may be concluded that Influencer Self-Disclosure positively affects Parasocial Relationships.

The impact of Parasocial Relationship on Customer Engagement

The purpose of this study is to determine if parasocial relationships improve customer engagement. With an estimating coefficient value of 0.615, the results indicate that while customer engagement will drop with a decline in parasocial relationships, customer engagement will increase with a decrease in parasocial relationships. The alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is rejected based on the t-statistic value of 8.451, which produces a p-value of $0.000 < 0.05$. This indicates that there is support for the concept that parasocial relationships improve customer engagement.

The impact of Customer Engagement on Impulsive Buying Tendency

The purpose of testing this hypothesis was to determine whether Customer Engagement influences Impulsive Buying Tendency in a favorable way. Based on the findings, an estimated coefficient value of 0.750 indicates that a rise in customer engagement would inevitably result in a rise in impulsive buying tendency, and a fall in customer engagement will inevitably result in a fall in impulsive buying tendency. The alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is rejected based on the t-statistic value of 7.541, which yields a p-value of $0.000 < 0.05$. This suggests that the hypothesis that Customer Engagement positively affects Impulsive Buying Tendency is upheld.

CONCLUSION AND SUGGESTION

This study demonstrates that Customer Engagement has a significant positive impact on Impulsive Buying Tendency. This study demonstrates that Customer Engagement has a significant positive impact on Impulsive Buying Tendency. According to the analysis conducted, an increase in Customer Engagement will lead to a rise in Impulsive Buying Tendency, and vice versa. Additionally, this research finds that attributes of an Influencer, such as attractiveness, trustworthiness, interactivity, and self-disclosure, play a crucial role in the formation of parasocial relationships between the audience and the Influencer. Therefore, this study provides businesses with valuable insights on how to leverage social media and Influencers to enhance consumer interaction and increase impulsive buying tendency.

While this study offers insightful information about how influencer qualities affect customer engagement and the propensity for impulsive purchases, there are certain limitations that should be addressed. The study has not considered external factors that might influence impulsive buying tendency, such as economic conditions, market trends, or demographic differences among the audience. Additionally, the research is focused on the context of live-streaming commerce, thus less exploring other platforms or digital marketing methods that might have similar effects.

Further research is suggested to consider external factors that could affect impulsive buying tendency, such as economic conditions, social trends, and demographic differences. This could enhance our understanding of consumer behavior. Future studies could also explore the impact of influencer attributes across various digital marketing platforms, not limited to live-streaming, to determine if similar findings are applicable in different contexts.

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