

























- 2942, 2023, doi: 10.29040/jiei.v9i2.9854.
- [12] M. Hu, M. Zhang, and Y. Wang, "Why do audiences choose to keep watching on live video streaming platforms? An explanation of dual identification framework," *Comput Hum. Behav.*, vol. 75, pp. 594–606, 2017.
- [13] Z. Zhang, N. Zhang, and J. Wang, "The Influencing Factors on Impulse Buying Behavior of Consumers under the Mode of Hunger Marketing in Live Commerce," *Sustain.*, vol. 14, no. 4, 2022.
- [14] C. C. Chen and J. Y. Yao, "What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus Organism Response model," *Telemat. Informatics*, vol. 35, no. 5, pp. 1249–1262, 2018, doi: <https://doi.org/10.1016/j.tele.2018.02.007>.
- [15] Triyoga, Muhammad, and S. Hartini, "Impulse Buying in Social Commerce: The Role of Interaction Communication, Expertise, Self-Congruity and Parasocial Relationships," *Int. J. Multidisciplinary Curr. Educ. Res.*, vol. 5, no. 6, pp. 154–161, 2023, [Online]. Available: [www.ijmcer.com](http://www.ijmcer.com)
- [16] A. Wongkitrungrueng and N. Assarut, "The role of live streaming in building consumer trust and engagement with social commerce sellers," *J. Bus. Res.*, vol. 117, pp. 543–556, 2020, doi: <https://doi.org/10.1016/j.jbusres.2018.08.032>.