

The Trigger Mechanism of Impulsive Consumption in Live Streaming

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Abstract: This study focuses on the impulse consumption trigger mechanism in the live streaming scenario. Through the review of relevant literature and the analysis of actual cases, various factors influencing consumers' impulsive consumption in live streaming were explored, including the live streaming environment, the behavior of the hosts, the characteristics of the products, and the psychological factors of consumers themselves. The research reveals how these factors interact with each other to jointly trigger consumers' impulsive purchasing behavior, providing theoretical basis and practical guidance for practitioners in the live-streaming e-commerce industry to better understand consumer behavior and formulate marketing strategies.

Keywords: Live Streaming; Impulsive Consumption; Trigger Mechanism; Consumer Behavior

1. Introduction

With the rapid development of Internet technology, live-streaming e-commerce has risen rapidly as a new business model. Live streaming has attracted a large number of consumers' attention with its features such as real-time interaction and intuitive display, and has also triggered a large number of impulsive consumption behaviors. Impulsive consumption refers to the purchasing behavior that consumers make suddenly without prior planning. This kind of behavior is often influenced by factors such as immediate emotions and environmental stimuli [1]. In traditional retail scenarios, the occurrence of impulsive consumption is restricted by physical space and the way goods are displayed. In live streaming scenarios, the real-time explanations of the hosts, bullet screen interactions, and time-limited offers interweave multiple stimuli, making impulsive consumption more common [2]. An in-depth study of the

triggering mechanism of impulsive consumption in live streaming not only helps consumers treat live streaming shopping more rationally, but also contributes to the healthy and sustainable development of the live streaming e-commerce industry.

2. Literature Review

2.1 Definition and Related Theories of Impulsive Consumption

The concept of impulsive consumption was first proposed by Rook [3], who believed that impulsive consumption is a "behavior driven by a sudden, intense and irresistible desire to purchase", and its core features include immediacy, emotional drive and lack of planning. Subsequent scholars have conducted research on impulsive consumption from various perspectives and formed multiple theoretical frameworks.

The emotion-driven theory emphasizes the core role of emotions in impulsive consumption. Rook and Fisher [4] pointed out that both positive emotions (such as excitement and pleasure) and negative emotions (such as anxiety and guilt) may trigger impulsive purchases, but the mechanisms of action are different: positive emotions promote consumption by enhancing the desire to explore and reducing risk perception, while negative emotions drive purchases by seeking immediate relief or compensation [5]. For instance, the raffle session in live streaming might stir up the excitement of the audience, which in turn could trigger impulsive consumption [6].

Self-control theory focuses on consumers' self-regulation ability. Baumeister et al. [7] proposed that self-control resources (such as willpower and attention) are limited. When consumers are exposed to multiple stimuli during live streaming (such as being urged by the host or following the crowd in the bullet comments), self-control resources may be overly

consumed, leading to a decline in rational decision-making ability and thus making impulsive consumption more likely [8]. Furthermore, the Dual-Process Theory also provides an important explanation for impulsive consumption. This theory holds that human decision-making is jointly driven by the "intuitive system" (fast and emotional) and the "analytical system" (slow and rational) [9]. In live-streaming scenarios, hosts activate consumers' intuitive systems and suppress the rational assessment of the analysis system by creating a sense of urgency (such as "time-limited flash sales") and strengthening social recognition (such as "1,000 items sold"), thereby promoting impulsive consumption [10].

2.2 The Development and Characteristics of Live-streaming E-Commerce

Live-streaming e-commerce is an organic combination of live-streaming and e-commerce. Through the real-time explanations, demonstrations and interactions of the hosts, it provides consumers with a more intuitive and vivid shopping experience. Live-streaming e-commerce features real-time performance, interactivity and contextualization. Real-time performance enables consumers to obtain product information and promotional activities in the first place. The interactivity has enhanced communication between consumers and live-streamers as well as other consumers, creating a lively shopping atmosphere. Contextualization stimulates consumers' purchasing desire by creating specific shopping scenarios.

2.3 Research Status of Impulse Consumption in Live Streaming

At present, some scholars have conducted research on impulsive consumption in live streaming. Research has found that various factors in live streaming, such as the charm of the host, the way products are displayed, and time-limited discounts, all influence consumers' impulsive purchasing intentions. However, most of the existing research focuses on the analysis of a single factor and lacks a systematic exploration of the mechanism by which the interaction of multiple factors triggers impulsive consumption.

3. Analysis of Triggering Factors for Impulsive Consumption in Live Streaming

3.1 Live Streaming Environmental Factors

The creation of live-streaming scenarios has a significant impact on consumers' impulse buying. The host carefully arranges the background, selects music and lighting, and creates a scene that matches the products. When selling beauty products, create a warm and fashionable dressing room scene to make consumers feel as if they were in a professional beauty environment, stimulate emotional resonance, and then generate the desire to purchase.

Real-time interaction is a major feature that attracts consumers to live streaming. Consumers communicate with the hosts and other viewers through bullet comments and comments, increasing their sense of participation and creating a lively shopping atmosphere. When consumers see others placing orders one after another, they are prone to follow the crowd mentality, fearing that they might miss out on discounts or popular products and thus make purchases accordingly. Meanwhile, the interaction between the live-streamer and consumers can enhance trust and good feelings, and increase the acceptance of the recommended products.

Time-limited offers and scarcity alerts can also easily trigger impulse purchases. Time-limited discounts, flash sales and other activities put time pressure on consumers, who are worried about missing out on the offers and make quick decisions. The live-streamer reminds consumers that the inventory of the product is limited and it is sold in a limited quantity. By taking advantage of the principle of scarcity, it makes consumers worry about losing the purchase opportunity and speeds up their purchasing decision.

3.2 Streamer Behavior Factors

The personal charm of a live-streamer is the key to attracting consumers' attention and trust. Live-streamers who are good-looking, have good language expression skills and strong affinity can better establish emotional connections with consumers. Consumers' love and trust in live-streamers will be transformed into trust in the recommended products, thus generating impulse purchase behavior.

Professional recommendations and demonstrations have a significant impact on consumers' purchasing decisions. Professional live-streamers can introduce the performance, features and usage methods of products in detail

and accurately, providing valuable references for consumers. On-site demonstrations of the use of the products allow consumers to directly see the effects and enhance their confidence in the products. When selling fitness equipment, the live-streamer personally demonstrates and shows the effect comparison to stimulate consumers' desire to purchase.

The live-streamer will also stimulate consumers' purchasing emotions through emotional guidance and motivation. Create a positive and enthusiastic shopping atmosphere by using language skills and facial expressions. Use encouraging language, such as "This product is really suitable for you. Don't miss it", to stimulate the urge to purchase. Establish reward mechanisms, such as raffles and free gifts, to further motivate consumers to make purchases.

3.3 Product Characteristic Factors

The visual appeal of products is of vital importance in live streaming. Products with high visual appeal can catch consumers' eyes at the first moment and stimulate their interest in purchasing. The host showcases the products from multiple perspectives, highlights their unique features and enhances the visual effect. When selling clothing, different combinations are used to showcase the wearing effect, which can trigger impulse buying behavior.

Novel and unique products can satisfy consumers' curiosity and desire to explore, triggering impulse purchases. During the live stream, the products recommended by the host, which are rare in the market or innovative, attract consumers' attention due to their novelty and uniqueness. Consumers, driven by their pursuit and experimentation of new things, tend to make purchases without thorough consideration. Novel smart home products and creative small gifts are likely to arouse consumers' interest during live streaming.

Price advantage is also an important factor influencing consumers' purchasing decisions. The live-streamer emphasizes the comparison between the product price and the market price, as well as the extent of the discount, etc., to create a "bargain" mentality among consumers, making them believe that purchasing can bring them greater benefits, and thus they make a purchase decision within a short period of time. Especially for goods with relatively low prices and strong practicality, consumers are more likely to make impulse purchases due to the

price advantage.

3.4 Psychological Factors of Consumers Themselves

Consumers' emotional states influence impulse consumption. Positive emotions such as excitement and joy can enhance the desire to purchase. Under the lively atmosphere and the enthusiastic recommendation of the live-streamer, consumers' rational thinking ability is suppressed, making them more susceptible to external stimuli and thus prone to impulsive consumption. Negative emotions such as anxiety and boredom may also trigger impulse buying. Some consumers relieve stress and regulate their emotions by shopping when they are in a low mood. The temptations in live streaming can easily make them make impulse purchases.

Consumers perform differently in live streaming due to their varying self-control abilities. Consumers with strong self-control can resist temptation and shop rationally. Consumers with weak self-control are prone to being influenced by external stimuli and making impulsive purchases. Research shows that with limited self-control resources, after experiencing more self-control consumption, consumers' self-control ability declines and they are more likely to make impulsive purchases during live streaming.

Consumers' consumption concepts and values can also influence impulsive consumption behavior. Consumers who pay attention to material enjoyment, pursue fashion trends and are curious about new things are more likely to be attracted by novel products in live streaming and make impulse purchases. Consumers who pay attention to rational consumption, emphasize the practicality and cost-effectiveness of goods are more cautious when shopping and are less likely to make impulsive purchases. Furthermore, consumers' values influence their judgment of the value of goods, which in turn affects their purchasing decisions.

4. Model Construction of Impulse Consumption Trigger Mechanism in Live Streaming

Based on a detailed analysis of the triggering factors of impulsive consumption in live streaming, we can construct a comprehensive and systematic model of the triggering mechanism for impulsive consumption in live

streaming. This model clearly indicates that the live-streaming environment, the behavior of the hosts, the characteristics of the products, and the psychological factors of consumers themselves are the four core aspects influencing impulsive consumption. They are interrelated and influence each other, and jointly trigger consumers' impulsive purchasing behavior.

The live streaming environment factors play a key role in creating external stimuli and a shopping atmosphere throughout the entire model. Elaborately crafted scenes can make consumers feel as if they were on the spot, enhancing the sense of immersion in shopping. The real-time interactive session breaks the time and space limitations of traditional shopping, establishing a close connection between consumers and the hosts as well as other viewers, and stimulating their enthusiasm for participation. Limited-time offers and scarcity alerts ingeniously take advantage of consumers' fear of missing out, creating a sense of urgency and effectively stimulating their emotions and purchasing desires.

The behavioral factors of live-streamers serve as a bridge connecting products and consumers. Live-streamers, relying on their personal charm such as affability and sense of humor, quickly bridge the gap with consumers. Through professional recommendations and demonstrations, provide consumers with detailed and accurate product information to enhance their trust in the products. Then, by applying emotional guidance and incentive measures, touch the hearts of consumers and further stimulate their purchasing intentions.

The product feature factors attract consumers in an intuitive and impactful way. The visual appeal of a product can catch consumers' eyes at the first moment. Novelty and uniqueness satisfy consumers' psychological needs for individuality and distinctiveness. The price advantage directly stimulates consumers' purchasing nerves, prompting them to place orders resolutely.

The psychological factors of consumers themselves are the internal determinants in the model. Emotional states can affect consumers' perception and response to external stimuli. Positive emotions are more likely to trigger impulsive consumption. Self-control ability determines whether consumers can resist temptation and consume rationally. Consumption concepts and values reflect consumers' consumption preferences and principles,

influencing their purchasing decisions.

Among these four major factors, the live-streaming environment and the behavior of the hosts belong to external triggering factors. They indirectly influence consumers' psychological states and purchasing decisions by creating a shopping atmosphere, providing information and guiding emotions. Commodity characteristic factors are objective stimulating factors that directly determine the degree of attractiveness of the commodity to consumers. The psychological factors of consumers themselves are internal determinants, reflecting individual differences and psychological characteristics, and play a key role in the occurrence of impulsive consumption. External triggering factors and objective stimulating factors interact with each other, jointly influencing consumers' internal psychological factors and ultimately triggering their impulsive purchasing behavior.

5. Conclusion

After analyzing the trigger mechanism of impulsive consumption in live streaming, this study concludes that it is a complex mechanism formed by the combined effect of multiple factors. The live-streaming environment stimulates consumers' emotions and purchasing desire through scene creation, real-time interaction, and time-limited discounts. The behavior of live-streamers relies on personal charm, professional recommendations, and emotional guidance to enhance consumers' trust in products and their willingness to purchase. The product features attract consumers' attention with visual appeal, novelty and price advantage. Consumers' own psychological factors, such as emotions, self-control ability and consumption concepts, determine whether they engage in impulse purchasing behavior. Based on this, suggestions are put forward for live-streaming e-commerce practitioners: optimize the live-streaming environment, create comfortable scenarios, enhance interactive design, and rationally apply marketing methods; Enhance the quality of live-streamers, strengthen their professional and emotional guidance capabilities, and establish correct values; Carefully select products, ensure quality characteristics, satisfy curiosity and fashion demands, pay attention to price advantages, and reasonably adjust the product structure; Pay attention to consumer psychology, formulate targeted strategies and

provide personalized services. For consumers, when participating in live-streaming shopping, they should remain rational and calm, clarify their needs and budgets, make shopping plans, not be confused by the atmosphere and recommendations, carefully understand the quality of product information, compare price performance, and at the same time protect their personal information and property security. An in-depth study of this trigger mechanism is of great significance for the healthy development of the live-streaming e-commerce industry and the rational shopping of consumers. The joint efforts of all parties can create a favorable live-streaming shopping environment and achieve a win-win situation.

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