

# THE EFFECT OF PERCEIVED INTERACTIVITY, INFORMATION USEFULNESS, AND ENJOYMENT ON IMPULSIVE BUYING THROUGH HEDONIC BROWSING

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## ABSTRACT

**Background:** The rapid growth of e-commerce and 5G technology has led to the rise of live-stream shopping, where consumers purchase products through interactive digital platforms. In Indonesia, Shopee Live has gained popularity by offering real-time engagement, exclusive promotions, and direct interaction between sellers and buyers.

**Purpose:** This study analyzes the influence of e-commerce live streaming on consumer purchasing behavior, focusing on perceived interactivity, perceived information usefulness, perceived enjoyment, hedonic browsing, and impulsive buying.

**Design/methodology/approach:** Data was collected from 150 Shopee Live users in Surabaya through an online questionnaire using purposive sampling. The study employed Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) and was processed using SmartPLS 4.0.

**Findings/Result:** The findings reveal that interactivity enhances hedonic browsing, leading to impulsive buying. However, information usefulness does not significantly affect impulsive buying, either directly or through hedonic browsing. While enjoyment strengthens hedonic browsing, it does not directly trigger impulsive purchases. Instead, hedonic browsing itself drives impulsive buying. These results suggest that interaction in live-stream e-commerce plays a larger role in impulsive buying than enjoyment or information usefulness.

**Conclusion:** Businesses can enhance consumer engagement by optimizing interactive features in live-stream shopping. Strengthening hedonic browsing experiences may increase impulsive buying, while information usefulness alone may not significantly impact purchase behavior.

**Originality/value (State of the art):** This study expands the Technology Acceptance Model (TAM) by integrating perceived interactivity, information usefulness, and enjoyment, emphasizing the hedonic aspect of browsing as a key driver of impulsive buying.

**Keywords:** Perceived Interactivity, Perceived Information Usefulness, Perceived Enjoyment, Hedonic Browsing, Impulsive Buying

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## INTRODUCTION

In the post-epidemic era, when the economic climate is in decline, 5G communication technology is driving manufacturers and niche brands to progressively leverage streaming media to find new working scenarios for e-commerce digitization and sustainability. In this context, social media-based cross-border e-commerce live shopping has emerged, where consumers are encouraged to complete transactions through live streaming in digital ecosystems such as e-commerce. (Guo et al., 2021) E-commerce is the process of online transactions through buying and selling platforms that provide goods and services. E-commerce is a popular choice for many people because of the ease, convenience, and speed of doing business. (Putri & Pinandito, 2023).

E-commerce in Indonesia is progressing rapidly with an increase in the number of e-commerce companies and online shopping transactions. Quoted from bisnis.com, Bank Indonesia (BI) noted that the number of e-commerce transactions increased by 39,9 percent on an annual basis in the first semester of 2022. (Andrina et al., 2022). One of these e-commerce is Shopee. And in this era of modern development, shopping is not only done by searching from e-commerce, but live streaming also helps users to shop easily. Shopee also has several other features such as Shopee Live. With this feature, sellers or influencers can broadcast live or live stream, where they can interact directly with the audience and introduce the products sold at Shopee. Shopee Live is the most popular live streaming feature because it offers products with the lowest prices, the most promotions and free shipping, and live streaming features that offer the biggest discounts to cashback. So that Shopee live as an e-commerce platform also takes advantage of this opportunity.

One interesting phenomenon is the seller- or influencer-led live broadcast model that focuses more on direct interaction with the audience. In this model, the host will interact directly with the audience, answering questions, giving advice, and showing the product in detail. This creates a more personalized experience and feels closer to the audience, which can increase trust and interactivity from users. Cahyono, A. (2019) in e-commerce platforms, Customers are motivated to explore e-purchasing because of the benefits offered, including cost savings, time efficiency, and access to a wide array of products and services. (Jhonatan & Prasetyo, 2023). Sellers often use a variety of marketing tactics designed to evoke emotions in live audiences and encourage them to make impulse purchases. Direct interaction between sellers and viewers, attractive product displays, limited offers, exclusive discounts, and a personal touch are some of the factors that can amplify the emotional drive and impulse that influence purchasing decisions on Shopee Live. Therefore, Shopee Live is a relevant example of how emotions especially about hedonic browsing play an important role in impulse buying. (Parasari, 2019 & Julia, P. P. N. P. A., & Made, W. I., 2021), referring to "intrinsic rewards gained through the use of technology." This highlights the importance of intrinsic satisfaction derived from technology use, which includes the pleasure felt during the activity. This psychological factor, stated by (Lee, 2010 & Julia, P. P. N. P. A., & Made, W. I., 2021), plays a key role in encouraging consumers to shop online or even simply browse e-commerce sites for entertainment or pleasure purposes.

In the context of concepts such as the Technology Acceptance Model (TAM), perceived enjoyment is also an important factor in encouraging consumers to use live streaming features in online shopping. Companies need to better understand consumer preferences and needs to design effective marketing strategies, improve user experience and generate sustainable economic growth. Through a deeper understanding of these dynamics, researchers can develop more effective marketing strategies and improve consumer experience, bringing a positive impact to the development of the e-commerce industry and the economy as a whole. By looking at the existing phenomena, this thesis research will discuss the Effect of Perceived Interactivity, Perceived Information Usefulness, and Perceived Enjoyment on Impulsive Buying Through Hedonic Browsing of Shopee Live Users in Surabaya.

Perceived interactivity refers to the ability of users to engage and modify their online environment in real time, enhancing their shopping experience (Do et al., 2020). Higher interactivity fosters customer engagement and ease of use, making digital shopping more immersive (Beuckles, 2021). Similarly, perceived information usefulness plays a crucial role in consumer decision-making. When users perceive a platform as informative and helpful, they are more likely to rely on it for purchases (Davis, 1989; Venkatesh & Davis, 2000).

Beyond functional aspects, perceived enjoyment influences intrinsic motivation to use a platform. It refers to the satisfaction and pleasure derived from using a technology (Kim & Forsythe, 2008; Holdack et al., 2022). Enjoyment enhances consumer engagement and encourages users to browse e-commerce platforms for entertainment rather than necessity. This behavior, known as hedonic browsing, is characterized by exploratory shopping driven by curiosity and enjoyment rather than a specific purchasing need (Zheng et al., 2019). Hedonic browsing increases exposure to marketing messages, making consumers more susceptible to impulsive buying, which refers to unplanned, spontaneous purchases influenced by emotional triggers (Darmawan & Gatheru, 2021; Liang et al., 2021).

This study explores the impact of perceived interactivity, perceived information usefulness, and perceived enjoyment on impulsive buying through hedonic browsing among Shopee Live users in Surabaya. By understanding these factors, businesses can enhance user experience, optimize marketing strategies, and drive consumer engagement, ultimately improving sales performance in the live-stream shopping landscape.

## METHODS

This study adopts a quantitative approach, using the survey method. This study uses pre-tested measuring instruments to measure the concepts under study. All indicators are measured using a primary data measurement scale with a seven-point Likert scale. Following the advice of Hair et al. (2019), which suggests a minimum number of observations of 5-10 for each estimated parameter, then if the indicators in this study are 15 indicators, it can be seen that the number of samples needed is 150 respondents who have transacted through Shopee live for shopping.

In this study, researchers used a data collection method by distributing questionnaires online using Google Forms to Shopee live users in Surabaya. The questionnaires were distributed via social media platforms such as WhatsApp, Instagram, and Line. Descriptive data examined in this study include gender, domicile, age, occupation, and shopping experience through Shopee Live at least once.

### The Relationship between Perceived Interactivity and Hedonic Browsing

In e-commerce live streaming platforms such as Shopee Live, consumers can experience social interaction with sellers and other consumers through instant messaging, comments and also giving "likes". Users seek to establish good relationships with other consumers with various personal shopping experiences through posts and interactions (Kaur et al., 2020). Research conducted by Li et al., (2022) shows that interactivity in e-commerce helps encourage individuals who have a consumer herd mentality. By utilizing features such as gift purchases, likes and follows, bonuses and coupons, sellers can facilitate an interactive shopping experience for consumers, which in turn can encourage people to make impulsive online transactions. Drawing from these revelations, researchers put forward the initial hypothesis (H1) as follows

H1: Perceived Interactivity has a significant effect on Hedonic Browsing

### The Relationship between Perceived Information Usefulness and Hedonic Browsing

According to research conducted by Wu, L. L., et al. (2013). In this study, it is explained that the level of interactivity that users believe in online *browsing* can affect impulse buying behavior, which is also called hedonic *browsing*. The three dimensions of interactivity that are believed are *control*, *direction of communication*, and *synchronicity*. Another study conducted by Joo, E., & Yang, J. (2023). In this study, it is explained that *Perceived Interactivity* can influence impulse buying behavior in *e-commerce*, which is also mentioned hedonic *browsing* in the study. This study uses the flow experience theory, which suggests that when users experience an optimal experience, they will feel satisfied and happy, which can influence impulse buying behavior. Building on these insights, researchers propose the second hypothesis (H2) as follows:

H2: Perceived Information Usefulness has a significant effect on Hedonic Browsing.

### The Relationship between Perceived Enjoyment and Hedonic Browsing

Research conducted by Gültekin, et al. (2012) In this study, it is explained that *Perceived Enjoyment* can affect impulse buying behavior, which also mentions the relationship to *hedonic browsing*. This study uses flow experience theory, which suggests that when users experience an optimal experience, they will feel satisfied and happy, which can affect impulse buying behavior. Drawing from these insights, researchers propose the third hypothesis (H3) as follows:

H3: Perceived Enjoyment has a significant effect on Hedonic Browsing

### **The Relationship between Hedonic Browsing and Impulsive Buying**

Research by Wulandari, I. N., Mawardi, M. K., & Nuralam, I. P. (2018). Mentioning that the *hedonic browsing* variable has a positive and significant effect on the *e-impulse buying* variable in the research subject under study, in this case, it also discusses *Shopee ecommerce*. Stating that *Hedonic Motives* have a significant effect on *Impulse Buying* through *Browsing*, and research previously conducted by Musriha (2011) which states that *Hedonic Motives* have a significant influence on *Impulse Buying* through *Shopping Lifestyle*. Leveraging this understanding, the researcher constructed the fourth hypothesis (H4) as follows:

H4: Hedonic Browsing has a significant effect on Impulsive Buying

### **The Relationship between Perceived Interactivity and Impulsive Buying**

Research conducted by Moes, et al. (2021) states the effect of *Perceived Interactivity* on *Impulsive Buying* and states that these two variables are related to each other. As for other research conducted by Li, G., et al. (2022) also stated that there is a relationship between *Interaction Quality* on *Impulsive Buying*. Building on this depiction, researchers propose the fifth hypothesis (H5) as follows:

H5: Perceived Interactivity has a significant effect on Impulsive Buying

### **The Relationship between Perceived Information Usefulness and Impulsive Buying mediated by Hedonic Browsing**

According to the results of research conducted by Nugraheni, N. H. C. (2023), the phenomenon of online impulse buying is a phenomenon that is widely encountered at this time, especially this behavior is commonly carried out by students and female students in the city of Surakarta. The purpose of this study was to analyze the impact of *perceived risk*, *perceived information usefulness*, and *e-store performance confirmation* on *online impulse purchases* mediated by *hedonic browsing* in *Shopee e-commerce*. The results showed that *perceived information usefulness* produces positive results related to customer satisfaction in using online stores, and *perceived information usefulness* is not significantly related to online impulse purchases in online shopping at *Shopee* through the mediating effect of *hedonic browsing*. Building on this depiction, researchers propose the fifth hypothesis (H6) as follows:

H6: The influence of the relationship between *Perceived Information Usefulness* and *Impulsive Buying* is mediated by *Hedonic Browsing*.

### **The Relationship between Perceived Enjoyment and Impulsive Buying**

Enjoyment is a feeling created by the interaction between individual experiences and the surrounding environment. In addition, from flow theory, a higher desire to repeat an activity occurs when the activity generates greater enjoyment (Csikszentmihalyi, 1988). Similarly, in the context of online *shopping*, the likelihood of users making impulse purchase decisions increases as the pleasure of using the *platform* increases (Jeffrey & Hodge, 2007). Therefore, in designing *platforms* to support *e-commerce*, tacit recognition of the factors that influence consumer enjoyment is critical in driving impulse purchase behavior. (Sohn & Lee (2017) showed that consumers' emotional experiences have a strong and positive impact on consumer impulsive behavior. Building on this depiction, researchers propose the fifth hypothesis (H7) as follows:

H7: Perceived Interactivity has a significant effect on Impulsive Buying

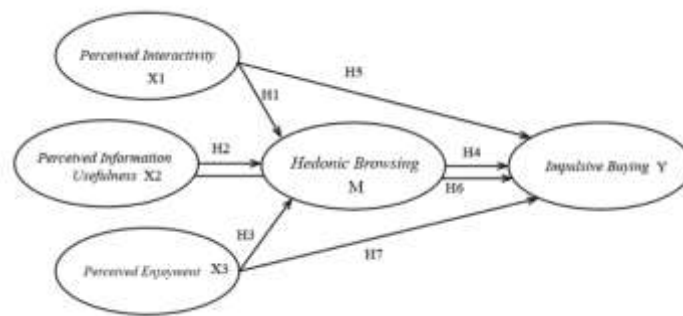


Figure 1. Research Framework

## THE RESULTS

### Respondent Characteristics

Table 1. Respondents Profile

Characteristic	Amount	Percentage
Gender:		
Women	130	56,5%
Male	100	43,5%
Age:		
< 17 Years	4	29%
17 - 25 Years	177	26%
26 - 33 Years	33	20%
> 33 Years	16	25%
Nominal Income:		
< UMK Surabaya	66	28,7%
> UMK Surabaya	83	36,1%
Not Working	81	35,2%
Ever Shopped through Shopee Live:		
Just Once	42	18,3%
2 – 5 times	117	50,9%
5 – 10 times	46	2%
> 10 times	25	10,9%

### Measurement and Structural Model

This Study uses descriptive statistical analysis techniques with the Structural Equation Modeling (SEM) Partial Least Square (PLS) method, and the data is processed through SmartPLS 4.0 software. In PLS, the measurement model (outer) assessment for reflective indicators depends on *indicator reliability*, *construct reliability*, *convergent validity*, and *discriminant validity*. (Hair et al. 2019). As shown in table 3, each indicator can be said to meet *convergent validity* if it has an *outer loading* value > 0.7 and an *Average Variance Extracted* (AVE) value above 0.5. (J. Hair et al., 2017). Therefore, the results show that convergent validity is accepted. We calculated Cronbach alpha and Composite Reliability to measure the scale. As shown in table 3, the values of Cornbach alpha and composite reliability are higher than 0.7, but values above 0.6 are still allowed and considered reliable.

Table 2. Reliability and Validity of Measurement Model

Variables	Item	Outer Loading	AVE	Cronbach's $\alpha$	CR
Perceived Interactivity (X1)	X1.1	0,804	0,629	0,705	0,835
	X1.2	0,754			
	X1.3	0,819			
Perceived Information	X2.1	0,830	0,689	0,775	0,869
	X2.2	0,818			



Usefulness (X2)	X2.3	0,843			
	X3.1	0,860			
Perceived	X3.2	0,813			
Enjoyment (X3)	X3.3	0,843	0,704	0,789	0,877
	Y.1	0,906			
Impulsive Buying	Y.2	0,935			
(Y)	Y.3	0,869	0,817	0,888	0,931
	M1	0,872			
Hedonic Browsing	M2	0,752			
(M)	M3	0,853	0,685	0,771	0,866

Table 3. R Squared and Q Squared

Variables	R <sup>2</sup>	Q <sup>2</sup>
Perceived Interactivity (X1)		
Perceived Information Usefulness (X2)		
Perceived Enjoyment (X3)		
Impulsive Buying (Y)	0,409	0,332
Hedonic Browsing (M)	0,561	0,359

Table 4. F Squared

Variables	Hedonic Browsing	Impulsive Buying
Perceived Interactivity	0,058	0,036
Perceived Information Usefulness	0,012	0,02
Perceived Enjoyment	0,318	0,025
Hedonic Browsing		0,107
Impulsive Buying		

As part of the theoretical framework in the path model, the structural (inner) model or model construction is used to integrate latent variables or constructs and the path relationship between them (Hair et al., 2019). There are several tests on the inner model consisting of R-square (R<sup>2</sup>), F-Square (F<sup>2</sup>), Blindfolding Q-Square (Q<sup>2</sup>). The anticipated R-square (R<sup>2</sup>) value is greater than zero, and table 3 displays the R-Square value for Hedonic Browsing (M) of 0.561 and Impulsive Buying (Y) of 0.409 which means both have moderate R-Square values. Thus, this research model meets the required standards.

It can be seen from Table 4 that the F-Square value (F<sup>2</sup>) of the hedonic browsing (M) on perceived interactivity (X1) has a small effect, namely with a value of 0.058. The influence of the Information Usefulness variable (X2) on hedonic browsing (M) has a very small effect with a value of 0.012. The influence of the perceived enjoyment variable (X3) on hedonic browsing (M) has a large influence, namely with a value of 0.318. Meanwhile, the variable perceived interactivity (X1) on impulsive buying (Y) has a value of 0.036 which has a large influence. The variable perceived information usefulness (X2) on impulsive buying (Y) has a small influence with a value of 0.02. The variable perceived enjoyment (X3) on impulsive buying (Y) has a value of 0.025 which has a small effect and the hedonic browsing variable (M) on impulsive buying (Y) has a value of 0.107 which has a large effect.

The anticipated value of Q<sup>2</sup> is above zero, and Table 3 displays the Q-Square (Q<sup>2</sup>) for hedonic browsing (M) of 0.359, which means that the variables perceived interactivity, perceived information usefulness, and perceived enjoyment have predictive relevance for hedonic browsing. The Q-square value for Impulsive Buying (Y) is 0.332, which means that the hedonic browsing variable has predictive relevance for impulsive buying.

### Hypothesis Testing

In this study, the hypotheses were analyzed using path coefficient analysis. The bootstrapping method was used to test the significance of each path coefficient, with an accepted p-value  $\leq 0,05$ . As

detailed in Table 5, 4 Hypotheses were supported, while the remaining three hypotheses (H2, H6 and H7) were not supported

Table 5. Hypothesis Testing

Hypothesis	Path	T-Statistics	P-Values	Conclusions
H1	Perceived Interactivity (X1) $\rightarrow$ Hedonic Browsing (M)	2,385	0,017	Supported
H2	Perceived Information Usefulness (X2) $\rightarrow$ Hedonic Browsing (M)	0,983	0,326	Not Supported
H3	Perceived Enjoyment(X3) $\rightarrow$ Hedonic Browsing (M)	4,156	0,000	Supported
H4	Hedonic Browsing (M) $\rightarrow$ Impulsive Buying (Y)	3,071	0,002	Supported
H5	Perceived Interactivity (X1) $\rightarrow$ Impulsive Buying (Y) Perceived Information	2,293	0,022	Supported
H6	Usefulness (X1) $\rightarrow$ Impulsive Buying (Y)	0,516	0,606	Not Supported
H7	Perceived Enjoyment (X3) $\rightarrow$ Impulsive Buying (Y)	1,301	0,193	Not Supported

Based on the results of data analysis, it shows that the perceived interactivity variable has a significant influence on hedonic browsing on Shopee live in Surabaya. This finding is in line with research conducted by Li et al. (2022) where a significant relationship between the effect of perceived interactivity on hedonic browsing was also found. Interactivity perceived by users can increase hedonic browsing activities, namely browsing that is done for pleasure or entertainment, not solely for purchasing purposes. Higher interactivity can create a more enjoyable and engaging experience for users, making them more likely to spend longer on the platform. In addition, these findings also indicate the importance of improving interactive features on Shopee Live to maintain and increase user engagement. Features such as live chat, real-time comments, and direct interaction with sellers can enrich the user experience and encourage them to participate in live shopping sessions more often. Overall, increasing perceived interactivity can be an effective strategy in increasing hedonic browsing and ultimately influencing purchase decisions.

Based on the results of data analysis, it shows that the variable perceived information usefulness does not have a significant influence on hedonic browsing on Shopee live in Surabaya. This finding is not in line with research conducted by Wu, L. L., et al. (2013). Where the level of interactivity believed in online browsing can influence impulse buying behavior, which is also called hedonic browsing. However, the results of this study indicate that although information that is perceived as useful may increase the effectiveness of consumer purchases or decisions, it does not directly increase hedonic browsing activity. This could be due to differences in the research context and platform. On Shopee live, perhaps users are more interested in the interactive aspect rather than just the information provided. Users who engage in hedonic browsing may be more motivated by entertainment and direct interaction with sellers or interesting content, rather than relying solely on the usefulness of information. In addition, this difference can also be attributed to the demographic and behavioral characteristics of consumers in Surabaya who may have different preferences and motivations when participating in live shopping sessions. These findings emphasize the importance of understanding the specific factors that influence consumer behavior in the context of a particular online shopping platform, and that the factors that influence hedonic behavior may vary depending on the context and the type of interactivity offered.

Based on the results of data analysis, it shows that the perceived enjoyment variable has a significant influence on hedonic browsing on Shopee live in Surabaya. This finding is in line with research conducted by Gültekin, et al. (2012) where in this study, it is explained that Perceived Enjoyment can influence impulse buying behavior, Perceived enjoyment or pleasure felt during online shopping can encourage users to engage in hedonic browsing activities more often. The enjoyment creates a positive experience that increases the time spent on the platform and the likelihood of making impulse purchases. Users who feel happy and entertained during live shopping sessions are more likely to explore more products and may make purchases without much rational consideration, based solely on the pleasure they experience.

Based on the results of data analysis, it shows that the hedonic browsing variable has a significant influence on impulsive buying at Shopee live in Surabaya. This finding is in line with research conducted by Moes, et al. (2021) which states the effect of hedonic browsing on Impulsive Buying and states that these two variables are related to each other. This finding shows that users who engage in hedonic browsing tend to be more easily tempted to make impulse purchases. This is because hedonic browsing often involves the search for pleasure and personal satisfaction which can encourage buying behavior without much rational consideration. When users feel happy and entertained during browsing sessions, they are more likely to make quick and spontaneous purchase decisions.

Based on the results of data analysis, it shows that the perceived interactivity variable has a significant influence on impulsive buying at Shopee live in Surabaya. This finding is in line with research conducted by Moes, et al. (2021) which states the effect of perceived interactivity on impulsive buying and states that these two variables are related to each other. This finding shows that the level of interactivity felt by users during live shopping sessions at Shopee can encourage impulsive buying behavior. High interactivity, such as live chat features, quick responses from sellers, and real-time product demonstrations, can increase users' engagement and enthusiasm, which in turn increases the likelihood of them making impulse purchases.

Based on the results of data analysis, it shows that the perceived information usefulness variable does not have a significant influence on impulsive buying at Shopee live in Surabaya. This finding is not in line with research conducted by Nugraheni, N. H. C. (2023), which states that perceived information usefulness has a significant effect on impulsive buying. These different results can be caused by several factors, such as differences in research methodology, sample characteristics, or different research contexts. In the context of Shopee live in Surabaya, perhaps the information that users perceive as useful is not strong enough to encourage impulse buying. This suggests that other factors, such as interactivity and enjoyment, may be more instrumental in influencing impulsive buying in an e-commerce live streaming scenario.

Based on the results of data analysis, it shows that the enjoyment variable does not have a significant influence on impulsive buying at Shopee live in Surabaya. This finding is not in line with research conducted by Sohn & Lee (2017) that perceived enjoyment has a significant influence on impulsive buying. This difference in results may be due to various factors, such as differences in research methodology, sample characteristics, or different research contexts. In the context of Shopee live in Surabaya, it is likely that the aspect of pleasure felt during the live streaming shopping experience is not strong enough to encourage impulsive buying behavior. Another factor that might influence this result is how pleasure is perceived by users in a live streaming e-commerce scenario. It could be that other elements such as price, promotion or user reviews are more dominant in influencing impulse purchase decisions than enjoyment itself. Therefore, while perceived enjoyment is important, it may need to be combined with other factors to effectively drive impulse purchases. This suggests the need for further research to understand the more complex dynamics between enjoyment and impulse purchase behavior in the context of live *e-commerce*.

### **Theoretical Implication and Managerial Implication**

Through this research, it can be concluded that perceived information usefulness is not enough to encourage users with hedonic browsing and impulsive buying behavior, and perceived enjoyment is not enough to encourage impulsive buying on Shopee Live. Therefore, Shopee Live can



focus on improving strategies such as providing exclusive discount offers that are only available when Shopee Live. This can increase the attractiveness of the presence of users or customers during live streaming sessions; besides streamers or hosts can also provide information which is specifically relevant to the users needs so that the streamer can provide a brief summary of information at the end of the Shopee live streaming session with the points that have been discussed including upcoming products or discounts at certain times so as to increase customer interest in the perceived information usefulness variable towards Shopee live

## CONCLUSIONS AND RECOMMENDATIONS

The study found that the perceived usefulness of information is not enough to encourage users to have hedonic browsing behavior. This is due to the basic nature of hedonic browsing, which focuses on pleasure and entertainment rather than the usefulness or benefits of information. Users who have hedonic browsing behavior are more interested in enjoyable and visually interesting experiences than functional or useful information. And the perceived information usefulness is not enough to encourage impulsive buying even though it has been mediated by hedonic browsing behavior. Users tend not to consider the information provided significantly in impulsive buying decisions, regardless of how useful the information is. Impulsive buying is more influenced by emotional factors, impulsiveness and strong desires than rational considerations or the usefulness or information.

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