

Interactivity and convenience in live commerce: The mediating role of positive affect in Generation Z impulse buying

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Abstract

This study aims to analyze the influence of interactivity and convenience of TikTok Live on impulse buying of clothing products, with positive affect as a mediating variable among Generation Z in Pekanbaru City. This research uses a quantitative approach with a survey method. The study population consists of Generation Z in Pekanbaru City who have purchased clothing products through TikTok Live, with a sample size of 200 respondents selected using a purposive sampling technique. Data were collected through online questionnaires and analyzed using the PLS-SEM method. The results show that interactivity and convenience have a positive and significant effect on positive affect. In addition, interactivity and convenience also have a positive and significant effect on impulse buying. Positive affect was also found to have a positive and significant effect on impulse buying. Furthermore, the results of the analysis prove that positive affect acts as a mediating variable that strengthens the influence of both interactivity and convenience on impulse buying.

Keywords: Interactivity; Convenience; Positive Affect; Impulse Buying; Live Commerce; TikTok Live.

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INTRODUCTION

The rapid growth of live commerce through TikTok Live has fundamentally transformed the retail interaction paradigm from static transactions into entertainment-based shopping experiences (shoppertainment). According to data from the Indonesian Internet Service Providers Association (APJII), 86.6% of Indonesia's population actively uses the internet, with the majority allocating their time to social media platforms (Aji et al., 2021). TikTok has emerged as the most dominant platform, with over 60% of its users belonging to Generation Z, individuals born between 1997 and 2012, reaching an engagement rate of 73.5% as illustrated in Figure 1.1 (Parapat & Azhar, 2024). This phenomenon has become a primary catalyst for the escalation of impulsive buying behavior, particularly among this digitally native generation.

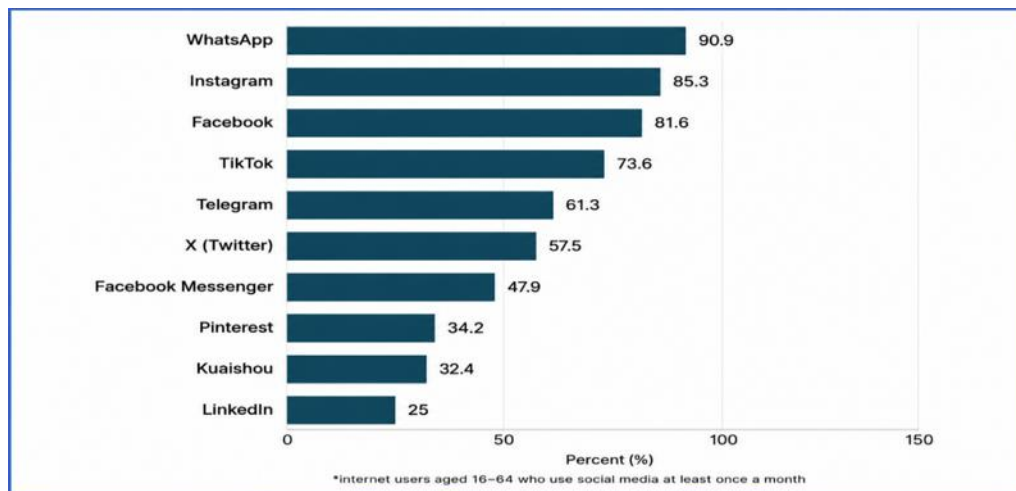


Figure 1. Social Media Usage Among Internet Users Aged 16–64

Source: katadata.com, 2024

TikTok Live enables real-time communication between sellers and prospective buyers, allowing consumers to obtain detailed product information regarding quality, size, and materials (Handayani et al., 2022). According to Read (2025), 65% of Indonesian consumers engage in TikTok Live sessions, while Rakuten Insight (2023) data indicates that the majority shop online on a weekly to several-times-per-week basis. In this context, interactivity, defined as two-way real-time communication between sellers and viewers, and convenience, encompassing time efficiency and ease of transaction flow, serve as the primary stimuli driving consumer purchasing behavior (Wongkitrungrueng & Assarut, 2020; Lin et al., 2023). Both variables trigger positive affect, an enjoyable emotional state characterized by feelings of happiness and enthusiasm, which subsequently functions as a psychological mechanism inducing impulsive buying (Chen & Yao, 2018; Wu et al., 2021).

Pekanbaru, as one of the cities with progressive digital economic growth in Sumatra, demonstrates significant adoption of TikTok Live among its younger population. Various fashion businesses in the city have begun shifting to this platform to reach the Gen Z market segment. However, many business practitioners still lack a thorough understanding of which variables most dominantly trigger impulsive buying, causing interactive promotional strategies to frequently fail in converting consumer engagement into actual purchasing actions. This gap is further reinforced by the limited number of studies that integrate positive affect as a mediating variable bridging the relationship between interactivity and convenience toward impulsive buying, particularly for fashion products within a local Gen Z context (Thuy, 2025; Li, 2025). To substantiate this phenomenon, a pre-survey was conducted involving 30 Generation Z respondents in Pekanbaru. All respondents (100%) had watched TikTok Live sessions, and 87.5% had purchased fashion products through the platform. Regarding interactivity, 73.3% had communicated directly with streamers and 83.3% actively commented during broadcasts. Regarding convenience, 80.0% found shopping via TikTok Live more convenient than regular

online shopping, and 83.3% stated that the payment process was easy to complete. Regarding positive affect, 86.7% felt happy and satisfied when interacting during live sessions, while 90.0% felt excited about the atmosphere and promotions displayed. Regarding impulsive buying, 90.0% had purchased products due to limited-time promotions during live sessions, and 86.7% admitted to making spontaneous, unplanned purchases while watching.

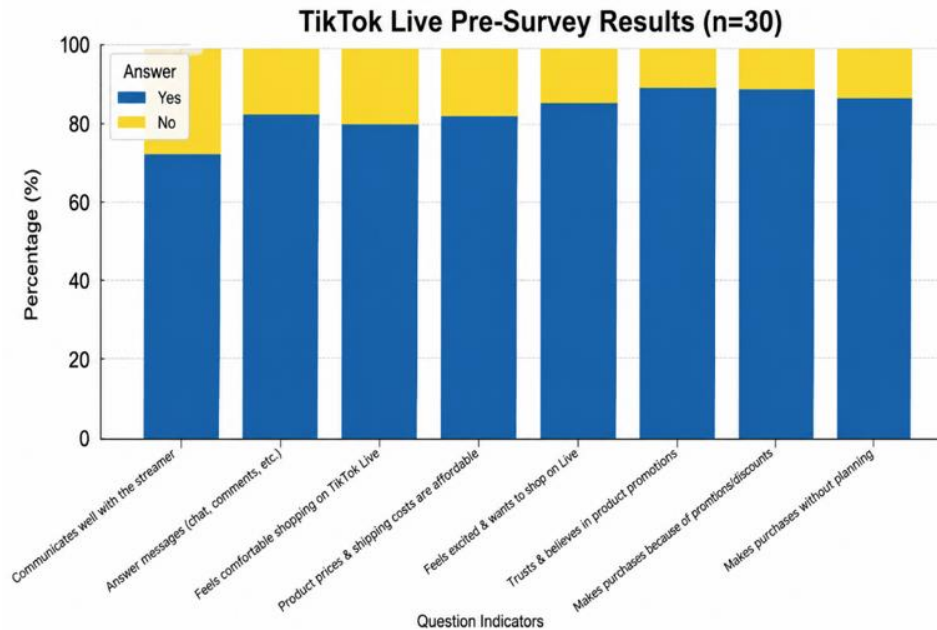


Figure 2. TikTok Live Pre-Survey Results

Source: Pre-Survey Results of TikTok Live in Pekanbaru, 2026

Table 1 maps the transformation of digital shopping phenomena at both general and specific levels in the context of Gen Z in Pekanbaru.

Table 1. General and Specific Phenomena in the Context of Digital Transformation

Aspect	General Phenomenon	Specific Phenomenon (Gen Z in Pekanbaru)
Context	Shopping experience becomes a form of digital entertainment (shoppertainment)	Shoppertainment trend in fashion products among Gen Z consumers in Pekanbaru
Core Issue	Transformation of consumption patterns in the digital ecosystem	Impulsive buying behavior while watching live shopping
Technology Involved	Integration of streaming and instant transaction systems	Real-time interaction features and ease of checkout on TikTok Live
Problem	Disparity between digital marketing stimulus exposure and individual self-control capacity	Imbalance between emotional stimulation from live streaming and self-control in Gen Z purchasing behavior
Consumer Profile	Technology-adaptive digital natives	Experience-driven consumers highly susceptible to emotional persuasion
Variable Focus	Influence of digital features on purchasing decisions	Mediating role of positive affect in triggering impulsivity
Research Contribution	Addressing theoretical gaps related to the evolution of shopping behavior in the digital ecosystem	Addressing theoretical gaps regarding the mediating role of positive affect in the relationship between live streaming

Aspect	General Phenomenon	Specific Phenomenon (Gen Z in Pekanbaru)
		interactivity and impulsive buying among Gen Z

Source: Adapted from research literature 2023–2025 (Alqahtani & Daghestani, 2023; Chen & Zhang, 2024; Eer et al., 2024; Antasya et al., 2025; Nugraha, 2025; Sureni, 2025) and field observation of Gen Z shopping behavior on TikTok Live features in Pekanbaru, 2026.

Based on the Stimulus–Organism–Response (S-O-R) theory, this study proposes a conceptual framework in which Interactivity and Convenience serve as external stimuli, Positive Affect functions as the organism representing consumers' internal emotional responses, and Impulse Buying represents the behavioral response. The framework also incorporates both direct and indirect relationships among the constructs to examine the mediating role of Positive Affect in the context of TikTok Live commerce.

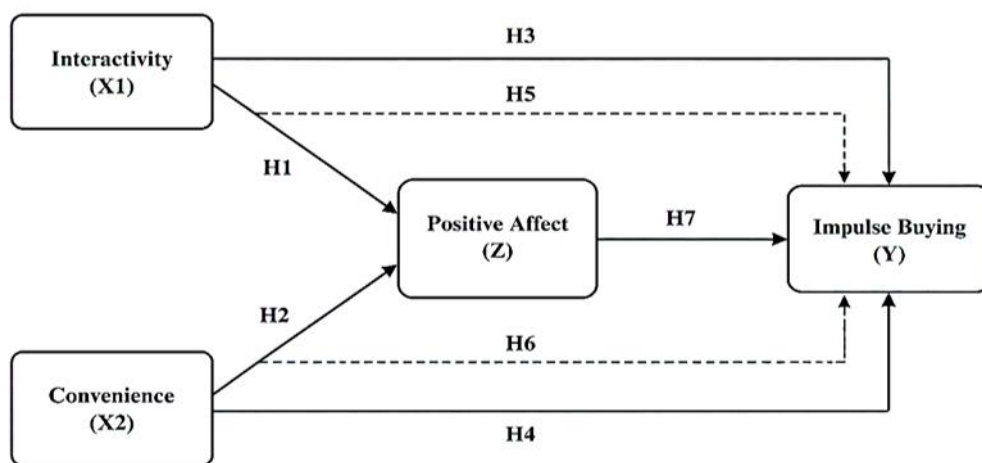


Figure 3. Research Framework
Source: Developed by the Authors (2026)

Figure 3 illustrates the proposed research framework. Interactivity and Convenience are expected to directly influence Positive Affect and Impulse Buying. Furthermore, Positive Affect is expected to influence Impulse Buying and mediate the relationships between Interactivity and Impulse Buying as well as between Convenience and Impulse Buying. Accordingly, seven hypotheses (H1–H7) are proposed and tested in this study.

METHODS

This study uses a quantitative approach because it aims to examine the relationships between variables through statistical analysis based on numerical data. According to Sugiyono (2022), quantitative research is a method used to examine a specific population or sample with the aim of testing predetermined hypotheses through statistical analysis. This approach was chosen because this study aims to analyze the effect of interactivity and convenience on impulse buying with positive affect as a mediating variable among Generation Z in Pekanbaru City in the context of TikTok Live shopping. This research model is used to explain the causal relationship between independent variables, mediating variables, and the dependent variable. This study involves four main variables, namely interactivity (X1) and convenience (X2) as independent variables, positive affect (Z) as the mediating variable, and impulse buying (Y) as the dependent variable. Interactivity refers to real-time two-way communication between sellers and consumers that enhances engagement and emotional involvement in live streaming (Chen & Zhane, 2024). Convenience refers to the perceived ease of accessing information, completing transactions, and the efficiency of the purchasing process in live commerce (Alqahtani &

Daghestani, 2023). Positive affect is defined as a pleasant emotional state such as enjoyment, excitement, and comfort that arises during live shopping experiences and influences consumer responses (Nugraha, 2025; Sureni, 2025). Meanwhile, impulse buying refers to unplanned and spontaneous purchasing behavior driven by emotional and situational stimuli in a digital shopping environment.

This study uses quantitative data with primary and secondary data sources. Primary data were obtained through the distribution of online questionnaires to Generation Z consumers in Pekanbaru who have experience purchasing clothing products through TikTok Live. Secondary data were obtained from journals, books, and previous research related to live commerce, consumer behavior, and digital marketing trends. The population in this study consists of Generation Z individuals living in Pekanbaru City who actively use TikTok Live shopping features. The sampling technique used is non-probability sampling with a purposive sampling method. The sample selection criteria include: (1) respondents aged 18–29 years (Generation Z category), and (2) respondents who have previously interacted with or made purchases through TikTok Live. Based on SEM-PLS guidelines by Hair et al. (2021), the sample size is determined using the formula of number of indicators $\times 5$ to $\times 10$. With a total of 20 indicators, the minimum sample size is 100 respondents, and the maximum is 200 respondents. Therefore, this study uses the maximum sample size of 200 respondents.

Data collection was carried out through an online survey using a structured questionnaire. The questionnaire was developed based on indicators of each research variable, namely interactivity, convenience, positive affect, and impulse buying. The indicators were measured using a Likert scale to capture respondents' perceptions regarding their shopping behavior on TikTok Live. The data analysis method used in this study is Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software version 4.1.1.4. This method was chosen because it is suitable for testing complex relationships between variables, including direct and indirect effects (mediation). Hypothesis testing is conducted through path coefficient analysis by evaluating t-statistics and p-values to determine the significance of each relationship between variables.

Before hypothesis testing, the study also conducts instrument testing, including validity and reliability tests. Validity testing is used to measure whether the questionnaire accurately represents the research variables, while reliability testing is conducted using Cronbach's Alpha, where a value above 0.70 indicates that the instrument is reliable. Furthermore, the evaluation of the structural model (inner model) is carried out to assess the relationships between variables. This includes examining the coefficient of determination (R^2) to determine the explanatory power of the independent and mediating variables on impulse buying, as well as assessing the significance of direct and indirect effects to test the mediation role of positive affect in the model.

RESULT AND DISCUSSION

RESULT

Table 2 presents the demographic characteristics of the respondents involved in this study. The respondents consisted of 200 Generation Z consumers in Pekanbaru who had experience purchasing products through TikTok Live. The characteristics analyzed include gender, age, education level, occupation, monthly income, online shopping frequency, and product categories purchased through TikTok Live.

Table 2. Respondent Characteristics (n = 200)

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	58	29.0
	Female	142	71.0
Age	18–22 years	150	75.0
	23–26 years	35	17.5
	27–29 years	15	7.5

Characteristic	Category	Frequency (n)	Percentage (%)
Education Level	Senior High School	25	12.5
	Diploma (D3)	15	7.5
	Bachelor Degree (S1/D4)	150	75.0
	Postgraduate Degree (S2/S3)	10	5.0
Occupation	Student	160	80.0
	Private Employee	20	10.0
	Entrepreneur	15	7.5
	Others	5	2.5
Monthly Income	IDR 0 – 1,000,000	60	30.0
	IDR 1,000,001 – 3,000,000	90	45.0
	IDR 3,000,001 – 5,000,000	35	17.5
	IDR 5,000,001 – 7,000,000	15	7.5
Online Shopping Frequency	1–3 times/month	55	27.5
	4–7 times/month	95	47.5
	8–10 times/month	35	17.5
	11–13 times/month	15	7.5
Product Category Purchased via TikTok Live	Clothing/Fashion	135	67.5
	Skincare	45	22.5
	Electronics	10	5.0
	Others	10	5.0

Source: Processed Research Data (2026)

Table 2 presents the demographic profile of the respondents. By gender, most respondents were female (71%), while males accounted for 29%. In terms of age, most respondents were between 18 and 22 years old (75%), followed by those aged 23–26 years (17.5%) and 27–29 years (7.5%). In terms of educational background, most held a bachelor's degree (75%), followed by senior high school graduates (12.5%), diploma holders (7.5%), and postgraduate degree holders (5%). Most respondents were students (80%), followed by private employees (10%), entrepreneurs (7.5%), and others (2.5%). In terms of monthly income, the largest proportion earned between IDR 1,000,001 and IDR 3,000,000 (45%). Regarding online shopping frequency, most respondents reported making purchases 4–7 times per month (47.5%). Finally, clothing or fashion products were the most frequently purchased category through TikTok Live (67.5%), followed by skincare products (22.5%), while electronics and other products each accounted for 5%. These findings indicate that TikTok Live users in Pekanbaru are predominantly young female Generation Z consumers with higher education levels, student status, moderate income, and a strong preference for purchasing fashion products through live commerce platforms.

Convergent Validity

Convergent validity testing measures indicators using factor loadings and Average Variance Extracted (AVE) values. The criteria for convergent validity assessment are factor loading > 0.7 and AVE > 0.5 (Ghozali & Latan, 2019).

1. Loading Factor

The loading factor is the value each indicator generates to measure each variable. A high loading factor indicates that the indicator represents the measured construct well. Based on Table 3, all indicators of the variables Interactivity (X1), Convenience (X2), Positive Affect (Z), and Impulse Buying (Y) have loading factor values greater than 0.70. This indicates that each indicator has a strong level of correlation with the construct it measures.

Table 3. Loading Factor Results

Variable	Measurement Item	Loading Factor	Cut-off Value	Remarks
Interactivity (X1)	I receive clear product information from the streamer	0.877	0.7	Valid
	I read comments from other viewers regarding the product	0.858	0.7	Valid
	I often reply to comments / ask questions to the streamer during TikTok Live sessions	0.870	0.7	Valid
	I actively respond to comments or questions from other viewers during TikTok Live	0.864	0.7	Valid
	I give reactions (likes/emoticons) as a form of engagement during TikTok Live	0.863	0.7	Valid
Convenience (X2)	I feel comfortable completing transactions through TikTok Live shopping	0.811	0.7	Valid
	Shopping via TikTok Live helps me save overall shopping time	0.822	0.7	Valid
	I find it easy to browse product displays during TikTok Live	0.820	0.7	Valid
	I find it very easy to complete purchases when products are shown on TikTok Live	0.848	0.7	Valid
	The available payment methods on TikTok Live are simple to use	0.852	0.7	Valid
Positive Affect (Z)	I feel happy when watching TikTok Live	0.834	0.7	Valid
	I feel satisfied with my shopping experience	0.863	0.7	Valid
	I feel enthusiastic during TikTok Live sessions	0.820	0.7	Valid
	I feel happy when interacting with the streamer	0.789	0.7	Valid
	I consider my shopping experience to be positive	0.837	0.7	Valid
Impulse Buying (Y)	Purchase time limits in TikTok Live encourage me to buy spontaneously	0.827	0.7	Valid
	Limited product availability in TikTok Live encourages me to buy spontaneously	0.833	0.7	Valid
	Strong promotional atmosphere from the streamer encourages me to make immediate purchases	0.796	0.7	Valid
	Seeing other consumers' purchase intentions encourages me to buy immediately	0.788	0.7	Valid
	Promotions offered during live streaming encourage me to purchase products immediately	0.835	0.7	Valid

Source: SmartPLS 4 Output, 2026

2. Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is a measure that shows the extent to which the variance of indicators can be explained by the construct, where an AVE value greater than 0.50 indicates that the construct has good convergent validity.

Table 4. Average Variance Extracted (AVE) Results

Variable	AVE	Threshold Value	Remarks
Interactivity	0.751	0.50	Valid
Convenience	0.690	0.50	Valid
Impulse Buying	0.687	0.50	Valid
Positive Affect	0.666	0.50	Valid

Source: SmartPLS 4 Output, 2026

Based on Table 4 above, all research variables, namely Interactivity (X1), Convenience (X2), Impulse Buying (Y), and Positive Affect (Z), have Average Variance Extracted (AVE) values greater than 0.50. Therefore, it can be concluded that all constructs meet the criteria for convergent validity and are considered valid measurement instruments in this study.

Discriminant Validity

According to Ghazali and Latan (2023), discriminant validity is a validity test that aims to ensure that a construct is truly distinct and does not exhibit a high degree of similarity with other constructs in the research model. This test can be conducted using two main methods, namely the Fornell–Larcker criterion and cross-loadings.

1. Fornell-Larcker Criterion

The Fornell–Larcker Criterion is a method for testing discriminant validity by comparing the square root of the Average Variance Extracted (AVE) of a construct with its correlations with other constructs in the model (Herzallah et al., 2025). A construct is considered valid when the square root of its AVE is greater than its correlations with other constructs, indicating that the construct explains its own indicators better than it explains those of other constructs.

Table 5. Fornell-Larcker Criterion Results

Construct	Interactivity	Convenience	Impulse Buying	Positive Affect
Interactivity	0.866			
Convenience	0.329	0.831		
Impulse Buying	0.749	0.650	0.829	
Positive Affect	0.714	0.572	0.823	0.816

Source: SmartPLS 4 Output, 2026

Based on the results presented in Table 5, the Fornell–Larcker Criterion test indicates that, in general, most constructs have met the required criteria. However, there is a relatively close correlation between the mediating variable, Positive Affect, and the dependent variable, Impulse Buying. Therefore, the Fornell–Larcker results need to be further supported through cross-loading analysis.

2. Cross-Loading

According to Ghazali and Latan (2023), an indicator is considered to have met the criteria for discriminant validity if its loading on the intended construct is higher than its loadings on other constructs.

Table 6. Cross-Loading Results

Indicator	Interactivity	Convenience	Impulse Buying	Positive Affect
Communication with the streamer	0.877	0.253	0.670	0.635
Communication with other viewers	0.858	0.325	0.666	0.624
Interaction with other viewers	0.870	0.290	0.621	0.601
Engagement through responses	0.864	0.304	0.653	0.628
Viewers' positive evaluations	0.863	0.251	0.632	0.605
Ease of purchasing products	0.252	0.811	0.508	0.465
Time efficiency	0.254	0.822	0.535	0.447
Ease of adding products to the shopping cart	0.275	0.820	0.541	0.481
Direct purchase	0.263	0.848	0.550	0.483
Simplicity of payment	0.318	0.852	0.563	0.497
Influence of purchase time limits	0.626	0.523	0.834	0.684
Influence of product scarcity	0.579	0.627	0.863	0.705
Purchase encouragement from the streamer	0.640	0.504	0.820	0.683
Influence of other consumers	0.612	0.534	0.789	0.616
Purchase encouragement due to promotions	0.648	0.503	0.837	0.718
Feeling happy	0.535	0.538	0.702	0.827
Shopping satisfaction	0.650	0.456	0.699	0.833
Enthusiasm	0.501	0.427	0.619	0.796
Enjoyment of interacting with the streamer	0.556	0.439	0.656	0.788
Positive emotional evaluation	0.661	0.469	0.677	0.835

Source: SmartPLS 4 Output, 2026

Based on the results presented in Table 6., it can be seen that all indicator items have the highest loading values on their respective constructs compared to their cross-loading values on other constructs. This indicates that each indicator has the strongest relationship with the latent variable it is intended to measure.

Composite Reliability

Composite reliability (CR) is a reliability measure used to assess the level of internal consistency among indicators in measuring a latent construct. The composite reliability value indicates the extent to which the indicators within a construct demonstrate good reliability and are able to measure the construct consistently (Hair et al., 2017).

Table 7. Composite Reliability Results

Variable	CR	Cut-off Value	Remarks
Interactivity (X1)	0.938	0.7	Reliable
Convenience (X2)	0.918	0.7	Reliable
Impulse Buying (Y)	0.916	0.7	Reliable
Positive Affect (Z)	0.909	0.7	Reliable

Source: SmartPLS 4 Output, 2026

The composite reliability values for each variable range from 0.909 to 0.938, indicating that the indicators used are able to measure the latent constructs consistently and reliably.

Cronbach's Alpha

Cronbach's Alpha (CA) is used to assess the internal consistency of indicators within a construct, where a construct is considered reliable if it has a Cronbach's Alpha value of ≥ 0.70 . This value indicates that the indicators within the construct have a good level of consistency and are capable of measuring the same concept in a stable manner (Hair et al., 2017).

Table 8. Cronbach's Alpha Results

Variable	CA	Cut-off Value	Remarks
Interactivity (X1)	0.917	0.7	Reliable
Convenience (X2)	0.888	0.7	Reliable
Impulse Buying (Y)	0.886	0.7	Reliable
Positive Affect (Z)	0.874	0.7	Reliable

Source: SmartPLS 4 Output, 2026

Based on Table 8, all research variables have Cronbach's Alpha values greater than 0.70, namely Interactivity at 0.917, Convenience at 0.888, Impulse Buying at 0.886, and Positive Affect at 0.874. These results indicate that all constructs meet the reliability criteria and demonstrate good internal consistency. Therefore, they are considered reliable measurement instruments for this study.

R-Square

R-square (R^2) is a measure that indicates the extent to which independent (exogenous) variables explain the variance of dependent (endogenous) variables in a structural model. The R^2 value ranges from 0 to 1, where a value closer to 1 indicates a greater proportion of the variance in the endogenous variable that can be explained by the exogenous variables in the model. According to Ghazali and Latan (2023), R-square values are classified into three categories: low (1–40%), moderate (41–70%), and high (71–100%).

Table 9. R-Square Results

Variable	R-square (R^2)	Adjusted R^2
Impulse Buying (Y)	0.794	0.791
Positive Affect (Z)	0.638	0.634

Source: SmartPLS 4 Output, 2026

Based on the test results, the Impulse Buying (Y) variable has an R-square value of 0.794, indicating that 79.4% of its variance can be explained by the variables included in the model, while the remaining 20.6% is influenced by other factors outside the scope of this study. This value reflects a strong explanatory power of the model. Meanwhile, the Positive Affect (Z) variable has an R-square value of 0.638, meaning that 63.8% of its variance can be explained by the model, while the remaining 36.2% is influenced by other factors not examined in this study. This value indicates a moderate to substantial level of explanatory power. Overall, the model demonstrates a good ability to explain the variance of the variables under investigation.

Model Fit

Model fit is a measure used to assess the extent to which the research model fits the observed data. It indicates whether the structure of relationships among the variables has been adequately constructed to explain the phenomenon under investigation.

Table 10. Model Fit Result

Fit Index	Saturated Model	Estimated Model
SRMR	0.047	0.047
d_ULS	0.469	0.469
d_G	0.238	0.238
Chi-Square	263.707	263.707
NFI	0.907	0.907

Source: SmartPLS 4 Output, 2026

Table 9 presents the model fit assessment results. The Standardized Root Mean Square Residual (SRMR) value for both the saturated and estimated models is 0.047, which is below the recommended threshold of 0.08, indicating a good model fit. The d_{ULS} and d_G values are relatively low, suggesting minimal discrepancies between the observed and estimated correlation matrices. Furthermore, the Normed Fit Index (NFI) value of 0.907 exceeds the recommended threshold of 0.90, indicating an acceptable level of model fit. Overall, the results demonstrate that the proposed structural model adequately fits the observed data and is suitable for further analysis.

Path Coefficients

The t-statistics test is conducted to examine the significance of the effects of exogenous variables on endogenous variables. The criteria for significance are a t-statistic value greater than 1.96 and a p-value less than 0.05.

Table 11. T-Statistic Direct Effect Result

Hypothesis	Structural Path	Path Coefficient (β)	T-Statistics	P-Values	Result	Decision
H1	Interactivity $\rightarrow$ Positive Affect	0.380	7.426	0.000	Significant	Supported
H2	Interactivity $\rightarrow$ Positive Affect	0.590	13.884	0.000	Significant	Supported
H3	Convenience $\rightarrow$ Impulse Buying	0.311	7.148	0.000	Significant	Supported
H4	Convenience $\rightarrow$ Positive Affect	0.378	7.587	0.000	Significant	Supported
H5	Positive Affect $\rightarrow$ Impulse Buying	0.374	6.566	0.000	Significant	Supported

Source: SmartPLS 4 Output, 2026

Table 11 presents the results of the direct effects analysis. The findings indicate that all hypothesized relationships are positive and statistically significant, as evidenced by t-statistics values exceeding 1.96 and p-values below 0.05. Among the direct effects, Interactivity has the strongest influence on Positive Affect ($\beta = 0.590$, $t = 13.884$, $p < 0.001$), followed by Interactivity on Impulse Buying ($\beta = 0.380$, $t = 7.426$, $p < 0.001$), Convenience on Positive Affect ($\beta = 0.378$, $t = 7.587$, $p < 0.001$), Positive Affect on Impulse Buying ($\beta = 0.374$, $t = 6.566$, $p < 0.001$), and Convenience on Impulse Buying ($\beta = 0.311$, $t = 7.148$, $p < 0.001$). Therefore, all direct-effect hypotheses proposed in this study are supported. Further explanations of each relationship are presented as follows:

Table 12. Description of T-Statistics Test Results

Hypothesis	Description
H1: Interactivity $\rightarrow$ Positive Affect	Significant
H2: Convenience $\rightarrow$ Positive Affect	Significant
H3: Interactivity $\rightarrow$ Impulse Buying	Significant
H4: Convenience $\rightarrow$ Impulse Buying	Significant
H5: Positive Affect $\rightarrow$ Impulse Buying	Significant

Source: Processed Data by the Researcher, 2026

The t-statistics testing also includes the analysis of specific indirect effects to assess the role of the intervening variable in mediating the relationship between exogenous and endogenous variables. This study employs the bootstrapping method because, according to Hair

et al. (2021), the Sobel test assumes a normal distribution, which is not consistent with the non-parametric nature of the PLS-SEM approach. In addition, the Sobel test has limitations when applied to small sample sizes and generally exhibits lower statistical power. Therefore, the bootstrapping method was selected because it provides a more accurate estimation of the distribution of indirect effects and offers greater statistical power for mediation analysis.

Table 13. T- Statistics Specific Indirect Effects

Hypothesis	Indirect Relationship	T-Statistics	P-Values	Result	Type of Mediation
H6	Interactivity → Positive Affect → Impulse Buying	5.676	0.000	Significant	Partial Mediation
H7	Convenience → Positive Affect → Impulse Buying	5.026	0.000	Significant	Partial Mediation

Source: SmartPLS 4 Output, 2026

Based on Table 13, it can be observed that Hypothesis 6 and Hypothesis 7 demonstrate positive and significant indirect effects, as evidenced by t-statistics values greater than 1.96 and p-values less than 0.05. These results indicate that both hypotheses exhibit a partial mediation effect. The following section presents a summary of the hypothesis testing results, along with explanations and the bootstrapping outputs obtained from the analysis.

Table 14. Description of T-Statistics Test Results

Hypothesis	Structural Relationship	Type of Effect	Hypothesis Status	Mediation Status
H1	Interactivity → Impulse Buying	Direct Effect	Supported	–
H2	Convenience → Impulse Buying	Direct Effect	Supported	–
H3	Interactivity → Positive Affect	Direct Effect	Supported	–
H4	Convenience → Positive Affect	Direct Effect	Supported	–
H5	Positive Affect → Impulse Buying	Direct Effect	Supported	–
H6	Interactivity → Positive Affect → Impulse Buying	Indirect Effect	Supported	Partial Mediation
H7	Convenience → Positive Affect → Impulse Buying	Indirect Effect	Supported	Partial Mediation

Source: Processed Data by the Researcher, 2026

Discussion

The results of this study indicate that all proposed hypotheses are accepted. First, interactivity has a positive and significant effect on positive affect among Generation Z consumers using TikTok Live in Pekanbaru. This finding indicates that real-time interaction serves not only as an information exchange mechanism but also as a source of emotional stimulation during live shopping experiences. For Generation Z consumers, who are highly accustomed to interactive digital environments and social media engagement, active communication with streamers and other viewers creates a sense of social presence and psychological involvement. As a result, consumers experience greater enjoyment, excitement, and satisfaction while participating in TikTok Live sessions.

From the perspective of the Stimulus–Organism–Response (S-O-R) theory, interactivity functions as an external stimulus that shapes consumers' internal emotional states. The findings suggest that emotional responses in live commerce are influenced not only by product attributes but also by the quality of social interactions occurring during the live streaming process. Therefore, businesses should encourage streamers to actively engage with viewers through real-time responses, question-and-answer sessions, and personalized communication strategies to strengthen consumers' positive emotional experiences. Real-time communication and active participation create a more engaging shopping experience, which strengthens consumers' emotional involvement. Therefore, the higher the level of interactivity perceived by consumers, the higher their positive affect tends to be. This finding is consistent with the studies of Lin et al. (2023), Xu et al. (2020), and Li et al. (2022), which reported that interactivity in live-streaming commerce significantly increases consumers' enjoyment, emotional engagement, and positive affect.

Second, convenience has a positive and significant effect on positive affect. This finding indicates that consumers who perceive the shopping process as easy, efficient, and practical tend to experience greater enjoyment and satisfaction during live shopping activities. Features such as simple transactions, time efficiency, and easy payment systems contribute to a more pleasant shopping experience. Therefore, the higher the level of convenience perceived by consumers, the higher their positive affect tends to be. These findings support previous studies by Chen and Yao (2018), Lin et al. (2023), and Dwitya and Hartono (2023), which found that convenience and ease of use positively influence consumers' emotional responses and shopping enjoyment. The results also show that interactivity has a positive and significant effect on impulse buying. This finding suggests that active interaction during live streaming encourages consumers to make spontaneous purchasing decisions. Real-time communication, audience engagement, and social influence create a dynamic shopping environment that accelerates consumers' decision-making processes. Therefore, higher levels of interactivity increase consumers' tendency to engage in impulse buying. This result is in line with the findings of Xu et al. (2020), Lin et al. (2023), and Leong et al. (2022), which demonstrated that interactive live-streaming environments significantly stimulate impulse buying behavior.

Furthermore, convenience has a positive and significant effect on impulse buying. This finding indicates that consumers are more likely to make spontaneous purchases when the shopping process is perceived as easy and efficient. Convenience reduces cognitive effort and shortens the decision-making process, making consumers more likely to purchase products impulsively. Therefore, the higher the level of convenience perceived by consumers, the higher their tendency toward impulse buying. These findings are consistent with the studies of Lin et al. (2023), Dwitya and Hartono (2023), and Khasanah and Kuswanto (2023), which concluded that convenience positively affects impulse buying behavior in online shopping environments.

In addition, positive affect has a positive and significant effect on impulse buying. This finding suggests that consumers who experience feelings of happiness, enthusiasm, and satisfaction during live shopping sessions are more likely to make spontaneous purchases. Positive emotions tend to reduce rational evaluation and increase consumers' willingness to purchase products impulsively. Therefore, the higher the level of positive affect experienced by consumers, the higher their tendency toward impulse buying. This finding is supported by Chen and Yao (2018), Refasa et al. (2023), and Li et al. (2022), who found that positive emotional states significantly encourage impulse buying behavior in online and live-streaming shopping contexts.

The mediation analysis further reveals that positive affect partially mediates the relationship between interactivity and impulse buying. This finding suggests that interactivity not only directly influences impulse buying but also indirectly affects impulse buying by enhancing consumers' positive emotions. Interactive communication during live streaming creates enjoyment and emotional engagement, which subsequently encourages spontaneous purchasing behavior. Therefore, positive affect serves as an important psychological mechanism

linking interactivity to impulse buying. These findings are consistent with the studies of Lin et al. (2023), Li et al. (2022), and Xu et al. (2020), which demonstrated that emotional responses mediate the relationship between live-streaming stimuli and consumers' impulse buying behavior.

Similarly, positive affect partially mediates the relationship between convenience and impulse buying. This finding indicates that convenience not only directly increases impulse buying but also indirectly affects impulse buying through positive emotional responses. Consumers who perceive the shopping process as easy, practical, and efficient tend to experience higher levels of enjoyment and satisfaction, which subsequently increase their tendency to make spontaneous purchases. Therefore, positive affect acts as an important mediating variable in explaining how convenience influences impulse buying behavior. These findings support previous studies by Chen and Yao (2018), Lin et al. (2023), and Dwitya and Hartono (2023), which reported that convenience enhances positive emotional experiences and subsequently promotes impulse buying behavior in digital shopping environments.

Overall, the findings confirm the applicability of the Stimulus–Organism–Response (SOR) theory in the context of TikTok Live commerce. Interactivity and convenience function as external stimuli that influence consumers' internal emotional states in the form of positive affect, which subsequently leads to impulse buying behavior. The results highlight the importance of creating an interactive, convenient, and emotionally engaging live-streaming environment to encourage consumer purchasing behavior, particularly among Generation Z consumers.

Theoretical Implications

This study contributes to the growing live commerce literature by extending the application of the Stimulus–Organism–Response (S-O-R) framework in the context of TikTok Live commerce. The findings confirm that interactivity and convenience act as significant stimuli that influence impulse buying both directly and indirectly through positive affect. Furthermore, the study highlights the importance of emotional mechanisms in explaining consumer behavior within live-streaming environments, particularly among Generation Z consumers.

Managerial Implications

The findings provide several managerial implications for businesses utilizing TikTok Live as a marketing channel. First, streamers should prioritize interactive communication by responding to viewer comments and questions in real time, as interactivity was found to significantly enhance positive affect and impulse buying behavior. Second, sellers should simplify the purchasing process by ensuring seamless navigation, clear product displays, and convenient payment options. Third, businesses should design emotionally engaging live-streaming sessions through entertainment elements, promotional activities, and audience participation to strengthen positive affect and encourage spontaneous purchasing decisions among Generation Z consumers.

Limitations And Future Research

This study has several limitations. First, the sample was restricted to Generation Z consumers in Pekanbaru, limiting the generalizability of the findings to other demographic groups and geographical contexts. Second, the study focused exclusively on TikTok Live and fashion products, while consumer behavior may differ across other live commerce platforms and product categories. Future studies are encouraged to examine additional variables such as trust, perceived enjoyment, fear of missing out (FOMO), and social influence, as well as conduct comparative analyses across different live commerce platforms.

CONCLUSION

The results show that interactivity and convenience have positive and significant effects on positive affect among Generation Z consumers using TikTok Live in Pekanbaru. Higher levels of interaction and convenience create a more enjoyable shopping experience, leading to greater feelings of satisfaction, enthusiasm, and enjoyment. Furthermore, interactivity, convenience, and positive affect have positive and significant effects on impulse buying. Consumers are more likely to make spontaneous purchases when they actively engage in live-streaming interactions, experience a convenient shopping process, and develop positive emotions during the shopping experience. The findings also reveal that positive affect partially mediates the relationships between interactivity and impulse buying, as well as between convenience and impulse buying. This indicates that interactivity and convenience not only directly encourage impulse buying but also indirectly influence it through the development of positive emotional responses. Overall, the study confirms that interactivity, convenience, and positive affect are important factors in stimulating impulse buying behavior in TikTok Live commerce among Generation Z consumers.

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