

# The Emergence of Budol: A Study on Impulse Buying Behavior in Livestream Selling as a Basis for Marketing Insights among Gen Z Consumers in Metro Manila

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## ABSTRACT

This study investigates the influence of livestream selling on the impulse buying behavior, or “Budol culture,” of Generation Z consumers in Metro Manila. Using a quantitative research method, data were collected through structured surveys validated by experts, yielding 262 respondents aged 18–28 who had prior experience purchasing through livestream platforms such as Facebook Live, TikTok Live, and Shopee Live. The findings indicated that scarcity cues and entertainment value ranked as strong predictors of impulse buying, and interactivity and trust with the influencer were positively correlated but not significantly so when the correlation was assessed. The impulse buying behaviour was moderate, meaning that

Generation Z sometimes shares such behaviour by engaging in spontaneous shopping based on limited-time deals, engaging material, and peer pressure. The conclusions highlight the significance of combining entertaining material and scarcity-based promotion as an element of livestream selling in effectively triggering impulse purchases. These recommendations would help marketers target the livestream campaigns more effectively to enhance interest and encourage consumers to purchase their products within Generation Z.

**Keywords:** *Livestream Selling, Impulse buying, Budol Culture, Generation Z, Scarcity Cues, Entertainment Value.*

## INTRODUCTION

Livestream selling is the contemporary way of selling in which goods are advertised in real time by video communication, even as the sellers communicate with the prospective customers. It is a method allowing sellers to showcase the product features, respond to questions in real time, and provide an even more personalized and interesting shopping experience. This means that the consumers can now have a better understanding of the applications of products before they make purchase decisions. This trend in the Philippine digital environment is closely linked with the emergence of the so-called culture of Budol, with

the use of this tendency being especially widespread among Generation Z buyers. Budol. This concept is used to describe impulsive or unplanned purchasing behavior that is caused by curiosity, excitement, or persuasion during an online interaction with a buyer and does not entail a pre-intention to purchase.

Although the livestream selling has been growing quickly, its impact remains minimal as there is a lack of empirical studies that can shed light on the internal principles of “Budol culture”, especially among Generation Z buyers. However, according to a recent study, the use of impulse buying is very widespread among young people, as about 63% of Generation Z shoppers acknowledge that they do impulsive buying (Radial, 2024). Moreover, the studies of livestream platforms Shopee, TikTok, etc. indicate that social influence, time pressure, and emotional stimulation are some of the key elements that result in impulsive purchasing among the users of Gen Z (Heliyon, 2024).

In addition, Generation Z constitutes a large segment of online buyers, with the percentage of online consumers totaling approximately 30% of the world's population and being highly active in online platforms, thus forming one of the most favored target groups of livestream commerce (Frontiers, 2024). Although these research findings affirm that there is an impulse purchase in the online space, they are too broad and lack success in addressing the interactive and real-time qualities of the livestream selling, where persuasion is instant and more dynamic.

Moreover, the current literature focuses mostly on online shopping trends in general instead of the culturally oriented trends like the Budol culture in the Philippine setting. Also lacking are local studies, particularly of Metro Manila, which examine the interaction of emotional appeal, host interaction, and peer influence in livestream contexts in order to affect spontaneous buying decisions. This presents a huge research gap that needs to be filled to get a better insight into consumer behavior. This gap exhibits a need to be addressed by students of consumer behavior, marketers developing digital-based strategies, business owners with an interest in livestream selling, and future researchers with the view of advancing the knowledge in this developing area.

This research aims to establish whether or not there exists the existence of the so-called Budol culture exists in livestream selling among the consumer categories of Generation Z in Metro Manila. In particular, it will elaborate and examine the key factors affecting the impulse buying behavior, such as the emotional response, engagement with livestream hosts, and social influence. Moreover, the study tries to analyze how this influence buying behaviour, and how such knowledge can be applied to improve marketing practice in digital selling platforms.

This study is limited to Generation Z consumers, typically aged 18 to 28, residing in Metro Manila who have experience engaging with or purchasing from livestream selling platforms such as Shopee Live and TikTok Live. It focuses only on impulse buying behavior within livestream contexts and does not cover other forms of e-commerce without real-time interaction. Additionally, the study does not include other age groups, long-term purchasing behavior, financial capacity, or psychological conditions related to impulse buying. The data will be collected within the academic year 2025–2026, and the findings may not be generalized beyond the specified location and population.

The results of this study should give meaningful contributions to online sellers and marketers to come up with better, interactive, and responsible livestream plans. In the case of business owners, the research may assist in establishing the main factors behind impulse buying, and consequently, the company can focus its selling strategies more on consumer behavior. As a student, it provides more knowledge about contemporary marketing concepts and customer psychology in the online space. As a marketer, it offers objective information that might help to refine the campaign and better resonate with the audience. Moreover, the future researcher can use the study as a starting point in exploring more about livestream selling and impulse buying behavior. In general, the study will help explore the purpose of the culture of the “Budol” in the changing context of online shopping behavior among the representatives of Generation Z.

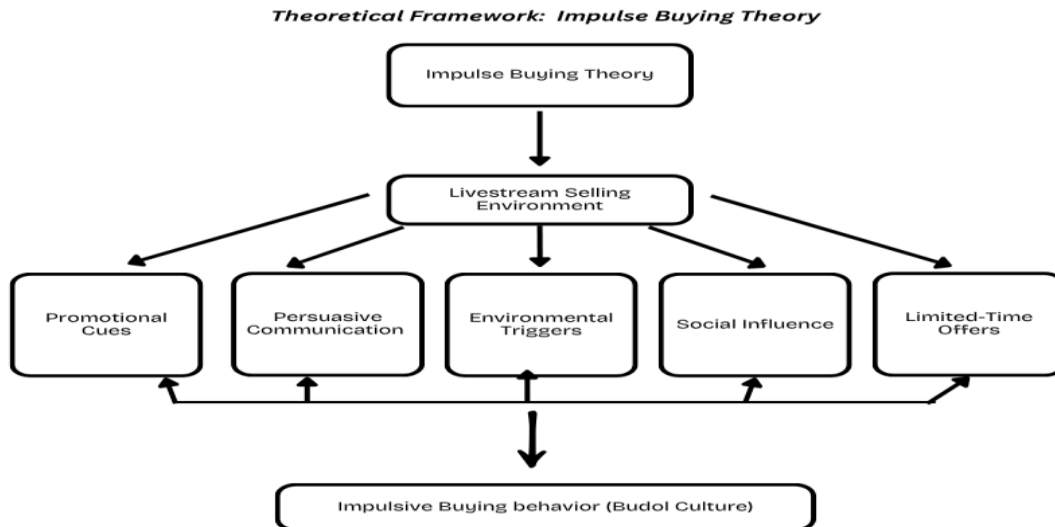
## Research Questions

The study aims to examine the factors influencing the impulse buying behavior or “Budol culture” among Generation Z consumers during livestream selling. Despite the growing popularity of livestream selling platforms on social media such as Facebook, TikTok, and Shopee Live, many young consumers continue to make unplanned or spontaneous purchases driven by emotions, peer influence, and entertainment value. However, most existing studies focus on general online shopping behavior and overlook the unique, real-time, and interactive nature of livestream selling, particularly its impact on impulsive buying among Generation Z consumers. Addressing this gap is crucial to help marketers, online sellers, and e-commerce platforms develop more responsible and effective marketing strategies that cater to the behaviors and motivations of this generation.

Specifically, this study seeks to answer the following questions:

1. What is the demographic profile of Generation Z consumers participating in livestream selling in terms of:
  - 1.1. Age
  - 1.2. Gender
  - 1.3. Monthly allowance or income
2. What is the online shopping behavior of Generation Z consumers in terms of:
  - 2.1 Frequency of livestream viewing
  - 2.2 Frequency of online shopping
3. What is the level of the following factors as perceived by Generation Z consumers during livestream selling?
  - 3.1. Interactivity
  - 3.2. Scarcity cues
  - 3.3. Influencer trust
  - 3.4. Entertainment value
4. What is the level of impulse buying behavior among Generation Z consumers during livestream selling?
5. How do the factors (interactivity, scarcity cues, influencer trust, and entertainment value) influence the impulse buying behavior (Budol) of Generation Z consumers in livestream selling in Metro Manila?
6. Which of these factors significantly influence impulse buying behavior (Budol culture) among Generation Z consumers during livestream selling?

## Theoretical Framework



This research was based on the Impulse Buying Theory developed by Rook (1987), in the *Journal of Consumer Research*, Volume 14, Issue 2, which is still supported by recent studies showing that people continue to make sudden and unplanned purchases, especially in online shopping (Iyer et al., 2020; Li et al., 2024; Zhang, 2025; Escobar-Farfán et al., 2025). According to the theory, consumers are likely to make unplanned purchases under emotional and situational influences. It was the psychological basis of the research in the exposition of the phenomenon of “Budol” or impulsive buying behavior amongst the Generation Z consumers in Metro Manila. It highlights that impulse buying occurs when emotions override rational decision-making, leading individuals to make impulsive purchases.

The theory explains that consumers would tend to make an impulsive purchase whenever they are highly emotionally stimulated, including excitement, curiosity, trust, or urgency. These feelings are commonly evoked by promotional cues, persuasive communication, environmental triggers, social influence, and limited-time offers. Such conditions increase the emotions, and consumers purchase based on emotion as opposed to logic. This shows how online spaces may have a great impact on the decision-making process of consumers.

The Theory of Impulse Buying helped the work to approach the problem by examining how emotions and environmental stimuli contribute to impulsive buying behavior. It became the core of the study of the psychological aspects of spontaneous buying behavior on the digital platform. This theory allowed the researchers to comprehend that the consumers, especially Generation Z, are more likely to participate in the process of Budol or impulse buying when selling via the livestream due to a high cohesion between emotional stimulation and the situational stimuli.

In this research, these emotional and situational stimuli were mirrored in particular variables of livestream selling, such as interactivity, scarcity cues, influencer trust, and entertainment value. Interactivity was one type of persuasive communication that enhanced real-time engagement, which enhanced emotional involvement with the consumer, making them more likely to take action without considering all the aspects. The scarcity cues were signaled by promotion and time-related stimuli that provoked urgency and missing out, which diminished rational decision-making and stimulated the direct purchasing behavior. Social influence was encompassed by influencer trust, in which perceived credibility of livestream hosts reduced consumer hesitation and promoted emotional judgment dependency. At the same time, entertainment value served as an environmental trigger, which increased the excitement and enjoyment, and strengthened the

emotionally oriented and unthinking purchasing behavior. These variables enabled the research to illustrate how the principles of the Impulse Buying Theory were applied to the livestream selling environment, resulting in the impulse buying behavior being displayed by the consumers belonging to Generation Z.

## Literature Review

### *Impulse Buying*

Impulse buying is generally known to be a spontaneous and unplanned action of buying that is mainly based on emotion and situation rather than as a rational decision-based purchasing behavior (Rook, 1987). In both the physical and online environment, both researchers appear to agree that motivations like excitement, curiosity, urgency, and enjoyment have a major effect in pushing consumers to make instant purchases.

According to the recent literature, these emotional stimuli in the context of an online setting and livestream integrate and are further reinforced using the capacity of real-time interaction, persuasive communication, and immediate purchasing options (Li et al., 2024; Feng et al., 2024).

These platforms are very stimulative, and consumers tend to make more decisions on short notice without critically analyzing them. Furthermore, after repeatedly viewing such livestream materials and having to interact with the sellers continuously, he/she feels more familiar with them and connected, which further diminishes doubt and encourages impulsive shopping (Zhang, 2025).

Furthermore, the research notes that mobile and livestream commerce increase convenience and access, thereby improving consumer purchasing behavior, allowing consumers to shift their curiosity to purchase any product with merely the touch of a button (Escobar-Farfán et al., 2025). This convenience in transaction, coupled with emotional arousal and hedonic pleasures, builds on impulse buying behavior. On the whole, the literature indicates that impulse buying is one of the most predominant consumer behaviors among Generation Z, whose digital environment exposure is the most active, and it turns out to be even more sensitive to the emotional and interactive shopping experiences.

### *Livestream Selling*

Livestream selling is an up-and-coming trend of e-commerce merging real-time communication, entertainment, and product presentation to provide a more engaging shopping experience than conventional online shops. Research indicates that this form of communication results in an improved level of consumer interaction as it replicates the intimacy of a face-to-face conversation, which boosts trust, confidence, and desire to buy (Cueto et al., 2024).

One of the general conclusions in the research is the unification of informational and emotional stimuli and, consequently, these environments of livestream may have a profound impact on consumer decision-making. Real-time demonstrations, interactive communication, and instant feedback allow them to minimize the product uncertainty and the perceived risk, as well as allow consumers to feel more comfortable during their purchasing choices (Hwang, 2023). Meanwhile, the urgency and involvement of emotions generated by factors like scarcity signals and catchy content usually result in impulse buying (Qu et al., 2023).

In addition, the beneficial outcome of livestream selling can be closely associated with its socialization and involvement. Live chats and engagement among the audience and other interactive forms establish a feeling of community and connection, and this aspect is quite attractive to the Generation Western consumers (Zhang et al., 2023). Overall, the literature shows that livestream selling is a transactional platform but a dynamic marketing environment, which combines entertainment, trust, and urgency to drive consumer behavior.

### *Interactivity*

The next important thing is the interactivity associated with livestream selling that allows engaging both sellers and consumers in real-time, making passive viewer's active participants. Research reveals that the greater the interactivity, the greater the emotional involvement, satisfaction, and trust, which then affect the purchasing behavior (Li and Zhang, 2024; Sun et al., 2021).

One of the findings that has been made in common in most studies is that interactive capabilities, which include live chat, commenting, and live feedback, provide a sense of closeness and engagement. This relationship increases emotional attachment of the consumer towards the sellers and the product, and causes them to be more probable of making impulsive buying choices. In addition, the seller placement, e.g., by responding to comments, helps the consumer to feel more important and thus more engagement will be tied.

Moreover, interactivity has also been observed to eliminate uncertainty and confidence in buying (Wongkitrungrueng and Assarut, 2020). To Generation Z, who grew up in more interactive online spaces, this type of engagement has more of a response to their communication needs, and they are therefore more receptive to interactive marketing tactics. In general, the literature suggests that interactivity is one of the most important stimulating factors of impulse purchasing as it increases the emotional engagement and minimizes decision-making indecision.

### ***Scarcity Cues***

The role of scarcity cues has been commonly accepted as a common marketing tool that results in the development of a sense of urgency and a buying spurt. In the literature, one of the research findings across the studies is that limited-time offers, low-stock cues, and countdown timers elicit psychological reactions to fear of missing out (FOMO), which significantly contribute to the increased risk of making an impulse purchase (Feng et al., 2024; Zhang and Liu, 2022).

Studies indicate that cues of scarcity increase their emotional store and cause consumers to use more intuition and less rationality in decision-making about purchases (Liu et al., 2023). This is further reinforced with livestream environments where scarcity is provided in real time, with the urgent aspect even more immediate and pressing. Also, scarcity has been observed to make products more valuable in the eyes of consumers, which are more desirable (Chen et al., 2021).

They are especially effective in Generation Z, who are highly consumptive of digital content and more sensitive to promotions that are trend-based and time-sensitive. Altogether, the literature is consistent in its findings that scarcity is a potent trigger of impulse buying, particularly in interactive and fast-paced online platforms like livestream selling.

### ***Influencer Trust***

Trust of influencers is one of the influential elements on the consumer behavior of livestream selling because it defines the persuasiveness and credibility of product mentions. Research always indicates that consumers tend to form a positive attitude towards the product and purchase decisions when they believe that the influencers are reliable, educated, and trustworthy (Li et al., 2024; Sokolova and Kefi, 2020).

One of the most frequent results is that trust mitigates the perceived risk and uncertainty levels and enables the consumer to trust the recommendations of the influencer and not carry out his or her analysis. This especially applies to a livestream environment where choices sometimes have to be made on the fly. Moreover, the frequency of interaction and familiarity with influencers enhances emotional ties, which raises the level of trust and purchase intention further (Jin and Ryu, 2020).

In the case of Generation Z consumers, being highly sensitive to social media personalities, the role of trust among influencers is vital in determining buying behavior. According to the literature, credible and influential people are able to initiate impulse buying by utilizing both credibility and emotional appeal. In general, influencer trust is a prominent factor in the impulsive buying of social commerce settings.

### ***Entertainment Value***

This is because entertainment value is a significant element in livestream selling because it will turn shopping into a fun and interactive activity. Research indicates that amusing content, storytelling, and live presentations help to engage the audience, bring them closer to the speakers, and spend more time on the livestream platforms (Park and Lin, 2020; Hu and Chaudhry, 2020).

Among the conclusions reached in research is that consumers will buy a product more spontaneously when they feel that shopping is an enjoyable experience because of their elevated emotional conditions. Also, entertainment supports the feeling of community and connection as it helps to engage consumers in livestream sessions.

Also, the hedonic motivation and both enjoyments turn out to be good predictors of impulse buying behavior, particularly where Generation Z is concerned, who view online shopping as not only a necessity but a hobby (Chaudhary et al., 2025). Entertainment, when coupled with other aspects like interactivity and scarcity, strongly increases the chances of impulse buying.

### Synthesis

Overall, the reviewed literature highlights that impulse buying behavior in livestream selling is largely influenced by emotional and situational factors. Interactivity, scarcity cues, influencer trust, and entertainment value are some of the variables that remained constant in influencing spontaneous purchasing, especially among Generation Z customers. These findings support the present study in examining how these factors contribute to the development of Budol behavior in livestream selling within the context of Metro Manila.

### Research Simulacrum

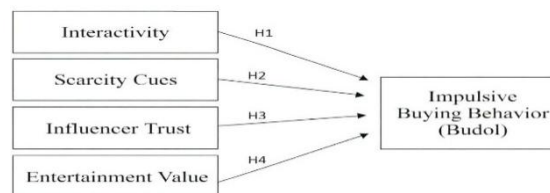


Figure 2. *Research Simulacrum*

Figure 2 shows the causal relationship between the independent variables, which consist of interactivity, scarcity cues, influencer trust, and entertainment value, and the dependent variable, impulse buying behavior (Budol). Each arrow shows the direct effect of the independent variables on the dependent variable.

The model shows how the theory was applied in this research through measurable factors present in livestream selling. It relates to the way the specified aspects in livestream selling were converted into quantifiable variables that depict emotional and situational stimuli that drive impulsive purchases of Generation Z consumers. The framework also helped in analyzing the degree to which the features of livestream selling impact consumer behavior, and also offered some insight into marketing techniques in online trade.

## METHODS

### **Research Design**

The study employed a quantitative research design to investigate the variables that influence impulse buying behavior (Budol) among Generation Z consumers in live-stream selling. The research employed a descriptive-correlational design to determine relationships and describe the demographic profile of respondents and the relationship between livestream selling factors (interactivity, scarcity cues, influencer trust, and entertainment value) and impulse buying behavior.

A well-designed survey questionnaire was used as the primary data collection tool. The use of this design enabled the researchers to generate numerical data that were statistically computed to identify patterns, relationships, and the significant impacts of the variables. The descriptive facet of the design was aimed at reporting the features and impression of Generation Z consumers, whereas the correlational facet examined the level of association between the independent variables and impulse buying conduct, with no manipulation of any variables. The research design adopted in the study was suitable because it guided the researchers to objectively measure how features of livestream selling contribute to Budol culture and offered empirical evidence that can be used as a foundation of marketing concepts and marketing approaches to attract Generation Z customers.

### **Research Locale**

The study was conducted in Metro Manila, a very urbanized and digitized city, which offered an appropriate study area to investigate the impulse buying behavior among Generation Z consumers during livestream selling. The National Capital Region, or Metro Manila, is made up of a few highly populated cities, namely Quezon City, Manila, Caloocan, Makati, and others that are found in the centre of political, economic, and cultural life in the country. The urbanity of the region contributed to the widespread availability of digital technologies and social media platforms, and thus made it a great location to investigate the digital consumer behavior and livestream commerce.

Metro Manila was chosen as the study area since it had a significant number of young and digitally inclined people, with a very big proportion of whom engaged actively in activities that were carried out on the internet, like social networking, video streaming, and online shopping. With a population of some 13.48 million people (Census of 2020), Metro Manila was characterized by substantial representation of the youth and young adult demographic likely to be included in the Generation Z. The large number of smartphone users in the area (approximately 90.6% of individuals owning mobile gadgets that can access digital content) indicated that people were in a good position to utilize livestream-selling platforms. Moreover, the 2024 Functional Literacy, Education and Mass Media survey revealed that 88.9% of people in Metro Manila accessed the internet on social media, which suggests that there is extensive digital participation where all demographic groups can be found to be involved.

Metro Manila was also chosen due to its prolific online commerce space, with online streaming selling classes often being conducted through Facebook Live, TikTok Live, Shopee Live, and many more. These online events brought a big audience and potential consumers, especially those at a younger age, and this could offer a perfect setting to consider spontaneous buying habits. Since the livestream selling was still in the process of gaining popularity at the time of the study, the researchers managed to observe a setting where digital marketing methods, peer influence, and interactive content approached the consumer decision-making process.

In addition, the literature on the specific characteristics of impulse buying behavior in livestream selling among the consumers of Generation Z in Metro Manila was limited at the time when the research was carried out. The majority of the literature was more general in terms of online shopping habits or online marketing performance without specific attention to the peculiarities of livestream commerce. Due to this divide, Metro Manila was an appropriate and timely location for the study of the psychological and situational drivers behind the "Budol culture" that are explored. By carrying out the study in this area, the researchers could gather information from respondents who had a prior awareness of and had interests in

digital platforms, which would make the results of the study both valuable and representative of the modern tendencies in consumer behavior.

### **Population Sampling**

The target group comprises the customers who are Generation Z, aged between 18 and 28 years old, and staying in Metro Manila, and as such have previously varied their experience regarding the delivery of livestream selling activities, such as purchasing their products via the media. A purposive sampling was utilized to make sure that those respondents fit the inclusion criteria; they needed to be active social media users who had ever used livestream selling applications like Facebook Live, TikTok Live, or Shopee Live. This method enabled the researchers to narrow down to the participants who had relevant digital interactions and had experience in livestream commerce, and, therefore, the data gathered in the study were relevant and meaningful.

To establish the right sample size, the formula used by Slovin in 5% of error gave an initial response of 400 respondents. This sample size was considered to be adequate for a valid and reliable statistical analysis. Other research has found a similar result, with other samples with 380 valid responses in a study on social media influencers and online shopping behavior (RSIS International, 2020), 348 responses in one study on online impulsive buying activity (PMC, 2022), and an overabundance of 300 participants in an online study on digital consumer behavior (MDPI, 2022). All these examples point to the fact that the number of 200-400 participants is usually treated as sufficient to conduct quantitative research on Generation Z, especially when conducting correlation and regression analyses.

The valid responses collected during data collection amounted to 262. The deviation of 400 respondents from the target was mainly because of the practical factors, such as voluntary participation, time, and the inclusion criteria. Participants below the age of 18, not in Metro Manila, and those who had no previous experience with livestream selling were eliminated in order to control the data validity and relevance. Although the total number of respondents was lower than planned, the final sample size of 262 respondents was adequate to perform strong statistical tests and represent the contents and experiences of Generation Z consumers regarding livestream selling, and is reflective of the sample sizes of similar research.

### **Ethical Consideration**

The purpose of this study was to establish the role of livestream selling and its influence on impulse buying by the Generation Z consumer group. Since livestream selling has already become a popular channel of accessing younger generations, the impact of our digital marketing strategy, the influence of peers, and content engaging with the consumers on their buying behaviour was also studied. The hypothesis of the study is founded on a statistical analysis, which aimed to determine the effects of engagement in livestream selling on the buying strategy of Generation Z consumers and offered important implications to the marketers who focus on this population.

The data collection was done in a systematic manner, beginning with a clear statement of the inclusion criteria for participating in the process. Purposive sampling was employed to make sure that the respondents qualified based on the need to be active users of social media who had experience using live streams to sell and had purchased anything on these types of media platforms. Initially, the target was calculated based on the formula presented by Slovin with a 5% margin of error, and this gave a target of 400 respondents, but 262 valid responses were finally obtained. This number was adequate to give significant data and accurately present the target population, yet it had participants with diverse backgrounds in Metro Manila.

The respondents were not expected to give their names or any other personal information that would identify them. This was to avoid privacy and confidentiality. The data that were collected were only accessible to the researchers and were not utilized in a way other than academics. The researchers have also undertaken safe data storage protocols, such as the use of password-enabled computers and safe online

storage systems, and all the data was removed upon the study completion to reduce any form of threat. Research subjects also knew that they would not face any punishment because they could drop out of the study at any time. The aim, steps, and entitlements of the participants were vividly contained in a thoroughly informed consent form (ICF). Recruitment tools were well thought out to be transparent and ethical.

The findings of the study gave the participants an outlet through which they could present their insights into livestream selling and impulse buying, explained by the preferences and values of Generation Z. The research was objective, conflict of interest was avoided and added value to both theoretical and practical marketing approaches, without violating the ethical principles, which considered the rights and welfare of the participants.

### **Research Instrument**

A structured survey questionnaire was the main research tool in this study; it was created to test the variables that affected impulse or were often used in buying impulsively, which is often called the Budol culture among the Generation Z customers in live streaming selling. The questionnaire was deployed over the internet using Google Forms, which helped the researchers to distribute the survey among the participants and receive their answers with ease and high efficiency since the survey was used in Metro Manila. It was believed that the application of an online questionnaire was suitable due to the active use of digital platforms by Generation Z consumers who actively engage in online shopping and other livestream selling activities.

There were two large sections in the questionnaire. Part one was concerned with the initial aspect of the demographic profile and online shopping behavior of the respondents. The data gathered in this section covered the respondents with respect to their parameters of age, gender, and monthly allowance or income, and frequency of livestream viewing and frequency of shopping online. These variables have been added to have a more detailed insight into the attributes and the online shopping patterns of the Generation Z consumers who engage in livestream selling.

The second part of the questionnaire captured the variables of the research that are of key interest, which were the variables of interactivity, scarcity cues, trust in the influencer, entertainment value, and impulse buying behavior. These variables were measured by the items adapted from previous research connected with livestream commerce and impulse buying behavior. The degree of real-time communication and interaction between livestream sellers and viewers was called Interactivity. Scarcity cues are marketing messages that stress the scarcity of a product-related promotion or promotion-based time constraints. The influencer trust was a term describing the credibility and reliability that viewers trusted the livestream sellers or influencers who market products. Entertainment value was the degree of enjoyment and interest of the viewers of livestreaming selling sessions. Finally, the behavior of impulse buying is mentioned, which was defined as an immediate buying behavior of the spectators in the broadcasts of the livestream selling.

Every question in the questionnaire was measured with a four-point Likert scale according to which 4 is Strongly Agree, 3 is Agree, 2 is Disagree, and 1 is Strongly Disagree. This measurement technique has enabled the respondents to refer to the degree to which they concur with every statement in accordance with their individual experiences in the demanding livestream selling sessions. The application of the Likert scale allowed the researchers to measure the level of perceptions as they received among the respondents, and ultimately determine the correlation that existed between the variables identified in the study using statistical analysis.

The validity of the research instrument was validated by the academic experts and research advisers to assess the clarity, relevance, and suitability of the survey questions with the aim of the research. Revisions were subsequently done on the account of the feedback on the validation process. The completed questionnaire was sent to the target respondents using Google Forms after the revisions had been made.

### **Data Collection**

The data collection was conducted based on the need to obtain information concerning the factors that affect how Generation Z consumers, who are involved in livestream selling in Metro Manila, buy impulsively. The authors have focused on the representatives of the age group called Generation Z, those between the ages of 18 and 28 years old, and have been involved in livestream selling sessions within the last three months. The criteria provided a way to make sure that the respondents had the topical and current experiences in the sphere of livestream commerce.

The inclusion criteria meant that the respondents had to be members of Generation Z and fall within the age range of 18 to 28 years old, have attended at least one livestream selling session within the last 3 months, and already be living in Metro Manila. A study was only included in the study only when people met these conditions. This was done to make sure that the responses obtained were related directly to the research goals, as well as were reflective of the behavior and perceptions of the target population.

The questionnaire was distributed online through Google Forms, which enabled the researchers to reach respondents effectively on the digital platform. The survey link was distributed on the basis of social media, internet communities, and peer networks, which enhanced availability of the survey among the Generation Z consumers who are frequent users of online platforms. Before the filling of the questionnaires, the respondents were given information concerning the purpose of the study and were invited to provide voluntary consent to participate.

The researchers made sure that all the responses were anonymous and they were confidential. The participants were informed that the information they were sharing would not be given to unauthorized people, as it would only be utilized in an academic manner. Employing an online survey system also assisted in structuring and maintaining a secure place to store the responses obtained. The questions received a close review and screening after the data collection period had ended, so that all the participants were within the inclusion criteria. The interactions of the incomplete responses and invalid entries were eliminated in the dataset to preserve the accuracy and reliability of the data that is obtained. Preparation of the valid responses was then done in order to be subjected to statistical analysis.

### **Data Analysis**

The data obtained were discussed with the help of the Statistical Package of the Social Sciences (SPSS) to test the connections between the factors of livestream selling and impulse buying behavior among consumers belonging to Generation Z. The descriptive and inferential statistical analysis was conducted with the help of SPSS, and this made it possible to draw the patterns and relations in the dataset.

Such descriptive statistics as the online shopping behaviour and demographic profile of the respondents were initially summarized. The frequency and percent distributions calculated were used to characterize the age, gender, monthly allowance or income, frequency of livestream viewing, and frequency of online shopping among the respondents. The standard deviation and mean were also calculated to establish the interactivity level, scarcity cues, credibility between the influencers and audiences, entertainment value, and impulse purchasing decision among the respondents.

The researchers used the Pearson Product–Moment Correlation Coefficient to analyze the correlations between the variables. The value and orientation of the relationship between each of the factors of livestream selling and impulse buying behavior were used to quantify the strength and direction of the relationship through this statistical test. The correlation coefficient ( $r$ ) was used to show the extent of association between variables, and the  $p$ -value was used to determine whether the relationship was statistically significant or not. Looking at the level of significance 0.05 value, the null hypothesis was rejected, or the null hypothesis was accepted.

Lastly, Multiple Linear Regression Analysis was done to find out which variables played a key role in influencing impulse buying behaviour of Generation Z consumers. As this statistical method enabled the researcher to test the combined effects of the factors of interactivity, the scarcity cues, influencer trust, and the entertainment value on the dependent variable, which was the impulse buying behavior. The regression analysis produced coefficients, standard errors,  $t$ -values, and  $p$ -values, which served to establish which of

the independent variables observed statistically influenced the impulse buying behavior. Only those variables with a p-value that was below 0.05 were regarded as statistically significant predictors of impulse buying behavior.

## RESULTS

This chapter discusses the findings of the research concerning the emergence of budol and its effects on impulse buying during livestream selling among the Generation Z prospective customers in Metro Manila. It includes the following: the demographic profile of the respondents and statistical findings that determine the correlation between the livestream features, including interactivity, influencer trust, entertainment, and scarcity cues, and impulse buying behavior. The results determine the factors that are important predictors of unplanned purchases. The findings form the foundation of applicable marketing insights to the Gen Z consumers.

Table 1. *Demographic Profile of the Respondents (N = 262)*

Variable	Category	f	%
Age	18–20	37	14.12
	21–23	96	36.64
	24–26	57	21.76
	27–29 and above	72	27.48
Gender	Female	193	73.66
	Male	63	24.05
	Prefer not to say	6	2.29
Educational Background	College Level	135	51.53
	College Graduate	73	27.86
	Senior High School	41	15.65
	Postgraduate	13	4.96
Monthly Allowance/Income	Below ₱5,000	103	39.31
	₱5,000–₱10,000	67	25.57
	₱10,001–₱20,000	57	21.76
	Above ₱20,000	35	13.36

Note. The percentages were calculated using the total number of respondents (N = 262)

The age of the respondents was between 18 and 29 years and above. Most of the respondents were between 21 and 23 years old (f = 96, 36.64%), then 27 to 29 years old (f = 72, 27.48%), and 24 to 26 years old (f = 57, 21.76%). This suggests that the majority of the respondents are young adults representing Generation Z.

Table 2. *Level of Livestream Selling Factors as Perceived by Generation Z Consumers (N = 262)*

Variable	M	SD	Interpretation
Interactivity	3.48	0.48	High
Scarcity Cues	3.19	0.6	Moderate
Influencer Trust	3.47	0.47	High
Entertainment Value	3.34	0.52	Moderate

Note. Interpretation of the scale: 1.00-1.80 = Very Low, 1.81-2.60 = Low, 2.61-3.40 = Moderate, 3.41-4.20 = High, 4.21-5.00 = Very High.

The high mean score of Interactivity ( $M = 3.48$ ) and Influencer Trust ( $M = 3.47$ ) points to the fact that respondents tend to relate the idea of a livestream session to the interactive use and believe that the people holding the roles of the influencers are trusted. In contrast, Scarcity Cues ( $M = 3.19$ ) and Entertainment Value ( $M = 3.34$ ) received medium scores, which means that these aspects can be seen in livestream selling, but they are not viewed as very strong signals or dominating influences.

Table 3. *Level of Impulse Buying Behavior during Livestream Selling (N = 262).*

Variable	M	SD	Interpretation
Impulse Buying Behavior	3.18	0.62	Moderate

Note. Interpretation is based on a 5-point Likert scale presented in Table 2.

The rating of impulse buying behavior among the respondents of Generation Z was moderate ( $M = 3.18$ ), which indicates that respondents make spontaneous purchases during livestream sessions; this tendency is not always high.

Table 4. *Pearson Correlation between Livestream Selling Factors and Impulse Buying Behavior with Hypothesis Decision (N = 262)*

Predictor	r	P	Strength of Relationship	Decision on $H_0$
Interactivity	0.589	< .001	Strong Positive	Reject $H_0$
Scarcity Cues	0.797	< .001	Very Strong Positive	Reject $H_0$
Influencer Trust	0.618	< .001	Strong Positive	Reject $H_0$
Entertainment Value	0.793	< .001	Very Strong Positive	Reject $H_0$

Note. Pearson Product-moment correlation was used. The level of significance was established at  $\alpha = .05$ . Strength interpretation: .00-.19 = Very Weak; .20-.39 = Weak; .40-.59 = Moderate; .60-.79 = Strong; .80-1.00 = Very Strong.

Impulse buying behavior was significantly ( $p < .001$ ) positively related to all factors of livestream selling. Thus, null hypotheses ( $H_0$  4.1–4.4) were discarded. The positive relationships exhibited by Scarcity Cues and Entertainment Value were very strong, whereas the positive relationships exhibited by Interactivity and Influencer Trust were also very strong.

Table 5. *Multiple Linear Regression Predicting Impulse Buying Behavior with Hypothesis Decision (N = 262)*

Predictor	B	SE B	$\beta$	t	p	Decision on $H_0$
Interactivity	-0.027	0.064	-0.021	-0.416	0.677	Accept $H_0$
Scarcity Cues	0.479	0.052	0.468	9.182	< .001	Reject $H_0$

Influencer Trust	0.023	0.069	0.018	0.332	0.74	Accept H <sub>0</sub>
Entertainment Value	0.528	0.072	0.444	7.315	< .001	Reject H <sub>0</sub>

Model Summary:

R = .851

R<sup>2</sup> = .724

Adjusted R<sup>2</sup> = .720

F (4, 257) = 168.79, p < .001

Note. Dependent Variable: Impulse Buying Behavior. The level of significance was determined as  $\alpha = .05$ .

The regression analysis indicated that the model was statistically significant, with 72.4 percent of the variation in impulse buying behaviour being explained by the regression model. Nevertheless, Scarcity Cues and Entertainment Value were found to be the only crucial predictors of impulse buying of the variables examined. As a result, these two factors rejected the null hypotheses, whereas Interactivity and Influencer Trust were accepted when all the variables were included in the regression model.

## DISCUSSION

The chapter contains the discussion and interpretation of the findings concerning the formation of the Budol culture and its impact on the behavior of the consumers in the emergence of the impulse buying behavior during livestream selling among Generation Z consumers in Metro Manila. The discussion interprets demographic characteristics of the participants, the perceived levels of livestream selling factors, impulse buying behavior, and links among these factors.

### Demographic Profile of Respondents

This research established that the demographical makeup of the respondents was composed mainly young adults in early twenties, mostly female, and majority were college students. This demographic picture indicates that digitally-savvy consumers who are the most active on social media are more prone to embrace livestream selling activities and belong to Generation Z. Younger buyers are more independent in their buying choices and are willing to have an interactive, entertainment-focused online shopping experience (Wongkitrungrueng and Assarut, 2020; Zhang et al., 2022).

The larger share of the female respondents means that women might become more active buyers of livestream selling because of their sensitivity to social and emotional marketing principles (Sun et al., 2020; Li et al., 2024). Equally, the higher education of college implies that the respondents are regular users of online platforms, which adds another point in their favor, exercises livestream trade (Zhang et al., 2022). Even though a significant number of the participants do not have large funds, they engage in livestream shopping, and it indicates how persuasive and engaging the online promotions can encourage people on a tight budget to make unplanned purchases (Park and Lin, 2020).

### Level of Livestream Selling Factors

Interactivity and influencer trust, on the one hand, and scarcity cues and entertainment value, on the other hand, were perceived as the most positive aspects of livestream selling. The excessive interactivity indicates that real-time communication and awareness between sellers and customers drive more interactions and the possibility of impulse buying (Wongkitrungrueng and Assarut, 2020; Sun et al., 2020). The willingness of influencers enhances the dependence on the sanders, and the expected risk of purchasing online is lower (Lou and Yuan, 2021).

Moderate scores were observed in the scarcity cues and the entertainment value which means that the general consumer interest is largely contingent on those factors, although not necessarily the determinant of consumer attention. This is in line with studies that reveal that familiarity with promotional

strategies or diversified preferences of viewers may influence the impact of scarcity and entertainment on purchase behavior (Xu et al., 2020).

### **Level of Impulse Buying Behavior**

The level of impulse buying displayed by the respondents was also moderate, which indicates that, although consumers of Generation Z are driven by emotional and situational stimuli, they also focus on price, need, and personal budget. Livestream selling would provoke impulse buying with its thrill, interest, and promotional speeches, but the possibility of rational choices is still put to a certain extent (Chen and Lin, 2022).

### **Correlation between Livestream Selling Factors and Impulse Buying Behavior**

The Pearson correlation analysis revealed that the relationship between all the selling factors related to livestreaming and impulse buying behaviour is positive. Interactivity, scarcity clues, the trust of influencers, and entertainment value were found to drive impulsive buying, which reinforced the previous conclusion about the importance of emotional appeals, urgency, and credibility when shopping online (Sun et al., 2020; Chen and Lin, 2022; Lou and Yuan, 2021; Xu et al., 2020).

### **Predictors of Impulse Buying Behavior**

The multiple regression analysis indicated that the general model was important in the prediction of impulse buying and explained 72.4% of the variance. The most remarkable predictors were scarcity cues and entertainment value, which suggests that time-sensitive promotions and content, enjoyable and engaging to watch livestreams are the most effective attributes to drive spontaneous purchases. This is consistent with the research finding that limited-time deals and hedonic motivation are specifically promising in influencing the impulse purchasing approach in Generation Z buyers (Zhang et al., 2022).

These results imply that consumers are motivated by emotional affection on scarcity and entertaining features to engage in Budol behaviors in livestream selling, and interactivity and trust in the influencer are the supportive factors that foster stronger interaction and confidence in the purchasing behavior.

## **CONCLUSIONS**

### **1. Demographic Profile**

The Generation Z consumers who have engaged in livestream selling in Metro Manila are young adults between the ages of 21 and 23, mostly female, and as a majority, college students. Although they have little to no money to turn to, they will go to the online shopping sites and occasionally feel like buying without a serious purpose. This demonstrates that digitally literate young people with experience in social media are the key players in livestream commerce.

### **2. Online Shopping Behavior**

The Generation Z consumers are habitual users of the livestream selling platforms. Their constant exposure to live shows and live experience during shopping makes them more interested in making purchases online and knowing the tricks of promotion.

### **3. Perceived Livestream Selling Factors**

- **Interactivity:** Livestream selling is very interactive, and it is appreciated by consumers who are interested in interaction with the sellers in real-time.
- **Scarcity Cues:** Respondents have moderate awareness about marketing tactics such as Limited-time Promotion, Flash sales, which induce a sense of urgency, but it is still not the overwhelming factor.
- **Influencer Trust:** Livestream hosts are considered to be the most reliable sources of product information and have a strong impact on the intentions to purchase a product.

- Entertainment Value: Entertainment plays an average role in engaging, but is not the main cause of viewers engaging.
4. **Impulse Buying Behavior**  
The challenge of buyers belonging to Generation Z is a moderate impulse buying rate when it comes to livestream selling. Although promotion and interesting material help in making spontaneous purchases, consumers take into consideration factors like need and cost when making a decision to purchase.
  5. **Influence of Livestream Selling Factors on Impulse Buying**  
Factors that are analyzed include interactivity, the sense of scarcity, trust in influencers, and entertainment value, which have a positive impact on impulse buying behavior. The strongest relationships were indicated in the way of scarcity signs and entertainment value, and it appears that urgency and engaging material are the most effective causes of the Budol behavior.
  6. **Significant Predictors of Impulse Buying**  
The regression analysis revealed that the scarcity cues and the entertainment value are the most important predictors of impulse buying among the consumers of Generation Z. When all the factors were analyzed together, interactivity and influencer trust did not have a meaningful impact. This underscores the fact that instilling urgency and offering livestream, entertaining experiences are the best approaches to evoke spontaneous buying behaviors.  
This research concludes that, in Metro Manila, Generation Z, as shaped by Budol culture, is greatly affected by the scarcity of cues and the entertainment value of livestream selling. These are the decisive variables that prompt a buying impulse, but other factors, such as interactivity and influencer trust, are supportive but not predictive relative to the dominant variables.

## Recommendations

### *For Future Researchers*

- Expand the demographic scope for the younger Generation Z (ages 12-17) to determine the impacts of exposure to livestream selling in their early years on impulse buying behavior. This would assist in drawing comparisons between young and older Gen Z consumers in terms of their motivation and engagement styles (Jessie Barrot, 2023).
- Research moderating and mediating variables to check how factors like product price, brand reputation, peer influence, and social norms change the relationship between livestream features (interactivity, scarcity, entertainment, influencer trust) and Budol behavior.
- Adopt mixed-method approaches the survey and qualitative interview or focus group to observe emotional, social, and situational motivators that influence impulse buying.

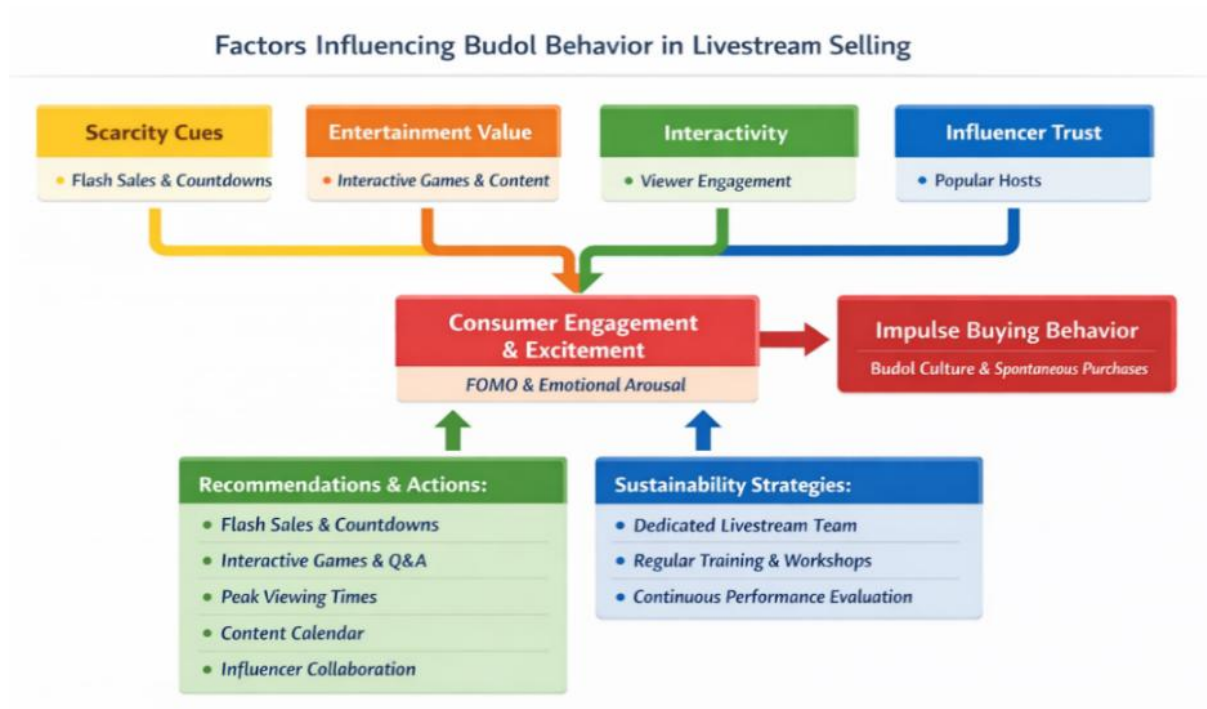
### *For Marketing Experts*

- Given that scarcity cues were strongly and positively correlated with impulse buying ( $r = 0.797$ ,  $p < .001$ ), marketing campaigns in livestreams should include limited-time deals, flash deals and countdown timers to provide immediate sales.
- The most important predictors were entertainment value ( $r = 0.793$ ,  $p < .001$ ). It should involve interactive games and live product demonstrations, challenges or informative but entertaining content to get the viewers emotionally involved.
- Although they do not play an important part in regression omission, they are positively correlated with engagement. Scarcity and entertainment strategies can be endorsed with the help of interactive polls, live chats, and endorsement by influencers.
- Customize platforms (Facebook Live, TikTok Live, and Shopee Live) because each has a dissimilar amount of user behavior, engagement, and responsiveness towards Gen Z audiences.

**For Companies**

- The strategy to consider is to combine scarcity signals and fun with influencer credibility in a synchronized content agenda. Devote special teams to track tendencies and engagement rates and manipulate the strategies on a daily basis.
- Conversion of the track, likes, shares, comments, and the revenue per session. Future campaigns will be optimized by the use of data-based insights.
- To ensure consistency and relevancy in campaigns, build constant training, knowledge exchange events, and long-term influencer sponsorships.
- While adjusting the campaigns based on the financial ability of Gen Z and cultural expectations. Aspiring offers, payment interests and relatable content have the potential of enhancing interaction and sales.

**Proposed Action Plan for Implementing Livestream Selling Strategies**



**A. Rationale**

The use of livestream selling has made it a strong platform to access the digitally connected, socially-influenced and interactive content-driven generation Z. The experiment validated that the strongest predictors of Budol behavior are scarcity cues, and entertainment value whereas interactivity and trust between the influencer and the follower are useful predictors of engagement. This action plan tackles this understanding, and marketers and companies will be able to develop approaches that will ensure they achieve the most engagement and sales.

**B. General Objectives**

1. To enhance the involvement of impulse buying during livestream selling.
2. To apply the evidence-based factors (scarcity cues, entertainment, interactivity, influencer

- trust) to organize the livestream campaign.
3. To make the marketing strategies relevant, trend-aware and consistent with the likes of Generation Z.

**C. Target Beneficiaries**

1. Marketing Professionals: Better insights into the behavioral stimuli and optimization of campaigns of Gen Z.
2. Brands and Companies: There is improved audience participation, purchase, and ROI when livestreaming.
3. Gen Z Consumers: Availability of amusing content that was attractive, entertaining, and interactive based on their interests and purchasing power.

**D. Implementation Plan**

Key Result Area	Activities	Persons Involved	Success Indicators
Team Training	Hold seminars to develop understanding of livestream marketing tactics and Gen Z inclinations; brief the teams on content that is trending.	Marketing Department, Creative Department, Financial department.	Teams that are ready to create useful campaigns; growth in engagement measures.
Content Creation	Make livestream content more Gen Z-oriented; include scarcity indicators and entertainment; be consistent in content calendar.	Finance Department, Creative Team.	Due to it, high engagement rates, more conversions; a favorable reaction among viewers.
Brand & Platform Strategy	Posts during high traffic; position influencer partnerships; content should be formatted to each platform.	Finance Department, Social Media Managers.	Increased exposure, sales and purchases per session; ROI analysis indicates profitability.
Campaign Evaluation	Track the metrics of campaign performance; activity conversions, engagement, and sales; revise the strategy on the basis of statistics.	Marketing Staff, Financial Division.	Streamlined campaign; enhanced retention of the audience; increased revenue growth that is measurable.

**E. Sustainability**

To maintain the effectiveness of livestream selling strategies:

1. Create teams that specifically have trend monitoring and content development.
2. Organize regular workshops/ seminars to update teams.
3. Ensure influencer/creator collaborations so that campaigns can be scaled.
4. Assess the performance of the campaign continuously and make adjustments depending on real-time data.

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