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Research Paper

The Role of Gender in Digital Content Influences on Impulse Buying

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Abstract

The SOR framework states that digital stimuli such as UGC and live streaming can influence consumers' internal processes before generating impulse buying. This study aims to analyze the influence of UGC and live streaming on impulse buying through eWOM, and gender moderates the relationship between these variables. A descriptive explanatory quantitative approach with analysis using SEM-PLS through a questionnaire survey of 385 respondents who are users of Mykonos perfume. Research results show that UGC doesn't have a significant effect on impulse buying or eWOM, thus playing a greater role as an evaluative reference than an emotional stimulus. Live streaming has a positive and significant effect on impulse buying and eWOM. eWOM is proven to increase impulse buying, but doesn't mediate the relationship between live streaming and impulse buying. UGC affects impulse buying indirectly through eWOM. Moderating findings indicate that gender doesn't affect the relationship between UGC and impulse buying, but it does strengthen the influence of live streaming on men and the influence of eWOM on women. Theoretical contributions confirm that live streaming acts as a stimulus in the SOR model, which influences impulse buying as the main mechanism. Practically, research results show the importance of improving the effectiveness of live streaming and managing eWOM to encourage impulsive purchasing responses. This study presents novelty through the integration of five main variables in a single model, testing gender moderation with different influence patterns, and a specific object of perfume presents new empirical contributions in understanding the psychological mechanisms of impulsive buying in digital marketing.

Keywords: *User Generated Content, Live Streaming, Electronic Word Of Mouth, Gender, Impulse Buying*

INTRODUCTION

The development of digital technology over the past decade has driven significant transformation in economic and business activities, including a shift in consumer behavior towards online platforms with increasing intensity. According to the leading research company Similarweb, in 2025, Shopee will occupy the top position based on monthly visits of 127.5 million. This has resulted in many businesses shifting to online platforms, which facilitate interaction between sellers and buyers without the need for direct contact (Zafar et al., 2021). Ease of access, diversity of information, and transaction efficiency make online shopping the dominant choice for modern consumers (Tsao et al., 2021; Tinonetsana, 2023). Audina et al. (2023) explained that one of the strategies used by Shopee to attract consumers is to hold promotions that attract interest in shopping. User-generated content (UGC) and live streaming are two of Shopee's features for obtaining promotions that can trigger impulse buying. Impulse buying can occur due to attractive promotions, limited offers, or the desire to take advantage of opportunities before the offer ends (Zhang et al., 2021).

Rapid changes in the digital environment have also increased the prevalence of impulse buying, which is spontaneous purchasing without prior planning. Various stimuli such as visual exposure to products, hedonistic shopping experiences, and aggressive promotional strategies

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have been shown to encourage this behavior (Li et al., 2022; Sapa et al., 2023; Barcelona et al., 2022). Shopee's promotional features, including free shipping, discounts, flash sales, and cashback, have been empirically proven to reinforce impulsive purchasing tendencies (Audina et al., 2023). Furthermore, digital dynamics such as parasocial interactions, time pressure, and real-time product recommendations serve as psychological triggers that drive spontaneous purchasing decisions (Fu & Hsu, 2023; Zhang et al., 2021). In digital marketing, UGC and live streaming occupy a strategic position as key stimuli that influence impulsive consumer behavior. UGC provides authentic content voluntarily created by users, thereby enhancing credibility and emotional engagement (Shamim & Azam, 2024; Muda & Khan, 2020; Koay et al., 2021) . This real experience-based content is often more persuasive than official content produced by sellers. On the other hand, live streaming provides real-time product demonstrations that allow consumers to obtain detailed information through direct interaction with sellers, thereby reducing perceived risk and strengthening the impulse to buy (Li et al., 2022; Lin et al., 2023; Cui et al., 2022). Both stimuli simultaneously encourage the formation of electronic word of mouth (eWOM), namely reviews, recommendations, and online discussions that have an empirical influence on the formation of attitudes and impulsive purchase intentions (Rahmawati, 2023; Jamil et al., 2024; Ariffin & Februadi, 2022).

Consumer responses to these digital stimuli are not homogeneous. Gender is a demographic factor that has a significant moderating influence on how individuals process digital information, respond to UGC and live streaming, and respond to eWOM. Women tend to be more responsive to emotional, relational, and social content, making them more easily influenced by UGC and the atmosphere of live streaming (Sethna et al., 2017; Huang et al., 2024). Meanwhile, men are more oriented towards rational and utilitarian considerations, including in utilizing eWOM as a basis for decision-making. Findings based on the situation in Indonesia reinforce this pattern, where women show higher levels of hedonic browsing and impulse buying compared to men, while men are more influenced by functional information (Wijayanto et al., 2023; Ali et al., 2022). This difference aligns with Gender Schema Theory (Bem, 1981), which asserts that gender-based cognitive schemas influence how individuals process digital marketing stimuli.

Previous studies have shown that UGC, live streaming, and eWOM can influence impulse buying, but the results are inconsistent due to differences in context and separate discussions of variables. This makes the relationship between variables, including the role of eWOM and gender moderation, unclear. This uncertainty is problematic because it hinders a complete understanding of the triggers of impulsive consumer behavior. The literature shows inconsistencies in findings due to differences in platforms, industries, and periods during the pandemic. The gap is exacerbated by the dominance of research in the fashion, skincare, food, and beverage sectors, or platforms such as Taobao and TikTok Shop (Tsao et al., 2021; Muda & Khan, 2020; Yu, 2022; Liu, 2023). This inconsistency is important theoretically because it shows that the psychological mechanism of stimulus response in impulsive behavior is not yet fully understood, and it is important practically because it makes it difficult for businesses to determine the most effective digital marketing strategy. Therefore, this study integrates UGC, live streaming, eWOM, impulse buying, and gender into a single SOR-based model, so that the flow of influence of digital stimuli on impulsive responses can be explained holistically, reducing the fragmentation of previous findings and providing a more comprehensive and context-tested understanding. The research was conducted in Indonesia with the local perfume brand Mykonos as the object of study.

Mykonos was chosen because it represents a product category that naturally has high sensory preference characteristics, meaning that consumers tend to rely on visual stimuli, narratives, and social recommendations in the purchasing process, conditions that are highly relevant for studying impulsive purchasing in e-commerce. Mykonos' marketing strategy, which

relies on live streaming, encourages UGC and generates strong eWOM, making it an ideal representation for examining the impulsive behavior of e-commerce consumers in the post-pandemic era. With online shopping behavior having become an established habit, this research was conducted under more stable and representative market conditions.

The study answers the following research questions: (1) How do consumers perceive UGC, live streaming, eWOM, and impulse buying in the context of online shopping? (2) How do UGC and live streaming influence impulse buying? (3) How does eWOM act as a mediator in this relationship? (4) How does gender act as a moderator in this relationship?. Theoretically, this study strengthens the understanding of the influence of UGC and live streaming on impulse buying through eWOM and the moderating role of gender, thereby enriching the study of consumer behavior in e-commerce. Practically, these findings serve as a reference for academics, help businesses design marketing strategies based on UGC, live streaming, and gender segmentation, and provide consumers with a better understanding to assess information before making impulsive purchases.

LITERATURE REVIEW

The Stimulus Organism Response (SOR) theory by Mehrabian and Russel (1974) provides the basis for understanding how digital stimuli such as UGC and live streaming shape consumers' impulsive responses. UGC is public, creative, and authentic (Moens et al., 2014; Dennhardt, 2014; Wyrwoll, 2014), providing real insights and experiences of users (Pratiningsih, 2023; Faudiah, 2023), thereby enriching visual and informational stimuli. Live streaming as a real-time interactive medium (Purbasari & Respati, 2024; Usman et al., 2024) strengthens engagement through product demonstrations, direct interaction, and engaging broadcasting elements (Tsao et al., 2021), even capable of building expectations and reducing consumer doubts (Wahyuningsih & Damayanti, 2024; Faradiba & Syarifuddin, 2021). These two stimuli then trigger the formation of emotions, trust, and motivation in the form of an organism eWOM process, namely the digital dissemination of consumer opinions and experiences through the intensity, valence, and content of reviews (Kotler et al., 2021; Sari & Rafida, 2024; Hasanah & Sudarwanto, 2023; Ariffin & Februadi, 2022). The convergence of these two stimuli shows harmony in strengthening positive perceptions and reducing uncertainty, although UGC stands out in terms of authenticity, while live streaming is stronger in interactivity, and eWOM in terms of information credibility, showing different roles but remaining synergistic. The entire internal process ultimately triggers a response in the form of impulse buying, which is understood as a spontaneous purchase driven by emotional impulses and low rational consideration (Rahayu et al., 2024; Anggarwati et al., 2023), whether in the form of pure, reminder, suggestion, or planned impulse buying (Barcelona et al., 2022), and encompassing affective and cognitive dimensions such as irresistible urge to buy, mood management, and unplanned buying (Coley & Burgess, 2003). Thus, the interaction of UGC, live streaming, and eWOM in the SOR framework shows a systematic flow from digital stimuli to psychological processes that lead to impulsive buying responses. Based on the empirical evidence mentioned above, the following hypotheses are proposed:

H_1: UGC has a significant positive effect on impulse buying.
H_2: Live streaming has a significant positive effect on impulse buying.
H_3: UGC has a significant positive effect on eWOM.
H_4: Live streaming has a significant positive effect on eWOM.
H_5: eWOM has a significant positive effect on impulse buying.
H_6: UGC has a significant positive effect on impulse buying mediated by eWOM.
H_7: Live streaming has a significant positive effect on impulse buying mediated by eWOM.

Meanwhile, Gender Schema Theory (GST), Bem (1981) explains that individuals process information based on gender schemas formed from culture, social norms, and experiences, thereby influencing differences in male and female responses to digital marketing stimuli such as UGC, live streaming, and eWOM. Men tend to be rational, analytical, and objective in assessing the credibility of information, while women are more emotional, empathetic, and relational, making them more responsive to testimonials, social interactions, and visual content.

In UGC, women are more easily driven to impulse buying through emotional and social stimuli (Sethna et al., 2017), while men emphasize functional and logical aspects, but the influence of UGC on impulse buying can differ according to gender differences (Wijayanto et al., 2023). Therefore, theoretically, UGC is expected to have a stronger impulse buying effect on women than on men. Based on Gender Schema Theory, women are generally more sensitive to emotional stimuli, social interactions, and hedonistic experiences that arise in live streaming, such as the anchor's communication style, the warmth of interactions, and real-time social engagement. In live streaming, women are more susceptible to perceived hedonic value and arousal triggered by communication style, anchor attractiveness, and social interaction, while men tend to process information cognitively (Aditya et al., 2023; Huang et al., 2024; Siow & Phang, 2025). Meanwhile, eWOM affects both genders but with different patterns, where men are more influenced by factual and logical recommendations (Ali et al., 2022), while women are more responsive to emotional narratives and personal experiences (Ravula et al., 2023; Song, 2021). Therefore, theoretically, eWOM is expected to have a stronger influence on impulse buying among women than men. Overall, the research shows that gender is an important moderating variable that shapes the strength of the influence of UGC, live streaming, and eWOM on impulse buying in digital marketing. Based on the empirical findings above, the following hypotheses are proposed:

H_8: UGC has a significant positive effect on impulse buying, moderated by gender.

H_9: Live streaming has a significant positive effect on impulse buying, moderated by gender.

H_{10}: eWOM has a significant positive effect on impulse buying, moderated by gender.

RESEARCH METHOD

This study uses an explanatory quantitative approach based on positivist philosophy, examining a specific population or sample with standardized instruments, and analyzing data statistically to test hypotheses (Creswell, 2013). Descriptive statistics are used to obtain numerical data through questionnaire surveys, which are then analyzed by collecting and clarifying the data according to the reality in the field, and can then be used as a basis for drawing explanatory conclusions to determine the relationships and influences between variables.

The population in this study was all followers of the Shopee @mykonosofficial account in Indonesia, the exact number of which is unknown and therefore categorized as an infinite population. The sample was a part of the population (Creswell, 2013), taken using non-probability sampling techniques with purposive sampling methods because the population could not be identified with certainty. Respondents were selected based on specific criteria, namely Shopee Mykonos followers who had made unplanned purchases of Mykonos products through user-generated content or during live streaming. The sample size was not determined based on a population estimation formula, but rather followed the methodological recommendations of the Partial Least Squares Structural Equation Model (PLS-SEM). Referring to the 10 times rule, the minimum sample size was determined based on the number of structural paths leading to the main endogenous construct, namely impulse buying, and the actual sample size of 385 respondents exceeded the minimum required limit (Hair et al., 2022). The adequacy of this sample size is also supported by a priori power analysis, which shows that the number of respondents is sufficient to detect structural effects with a significance level of 5% and a minimum statistical power of 80%.

Data were collected using a five-point Likert scale questionnaire and analyzed with SmartPLS 4 using the PLS-SEM approach, with model evaluation including the outer model (validity and reliability), inner model (R^2, f^2, Q^2, and SRMR), and multigroup analysis (MGA) to test differences based on gender (Hair et al., 2022).

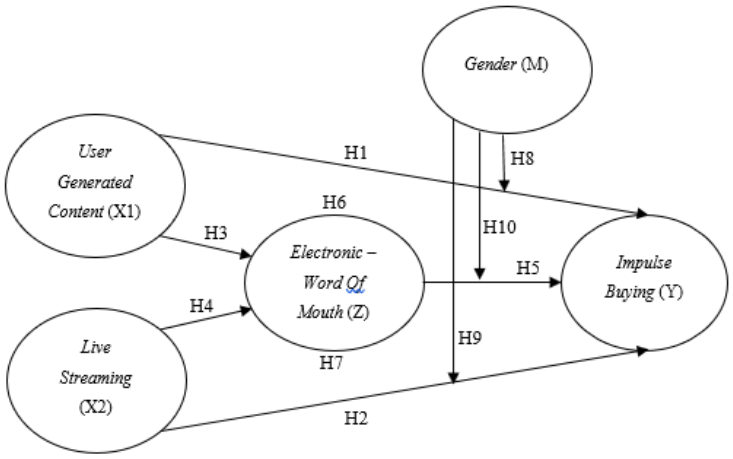

Figure 1. Research Model

Table 1. Research Instrument Matrix

Variables	Operational Definition	Indicators	Items
User Generated Content (X1) (Muda & Khan, 2020; Seppänen, 2025; Barcelona et al., 2022)	UGC is one way (broadcast to the public) and can be in the form of images or videos with the aim of sharing experiences, creativity, and information related to Mykonos perfume products with other users, which can influence impulsive purchasing decisions.	Information Quality	1) Video content by other users has accurate and relevant information. 2) Video content by other users helps in purchasing decisions.
		Content Credibility	3) Video content by other users comes from real experiences and is trustworthy. 4) Video content by users is honest and rarely misleading.
		Creative Effort	5) Video content by users shows high creativity and is not monotonous. 6) Interesting video content by users increases purchasing decisions.
		Quantity	7) More confident in purchasing due to the large amount of user video content. 8) The amount of user video content does not influence purchasing decisions.
Live Streaming (X2) (Huang & Suo, 2021; Sun et al.,	Interactions during live streaming allow the audience to respond directly, such as through comments, questions, or	Interaction Between Streamer and Audience	9) Less interactive streamers discourage purchasing intentions. 10) Interaction between streamers and viewers makes me make a purchase.
		Product Presentation	11) Streamers explain product details clearly and in an easy-to-understand manner.

Variables	Operational Definition	Indicators	Items
2019; Shi et al., 2024)	reactions to the promoted product, which can influence impulsive purchasing decisions.		12) The way streamers present products makes me more interested in purchasing.
		Discounts or Promotions	13) Interested in watching live streaming because there are discounts or promotions. 14) Promotions during live streaming encourage me to make a purchase.
		Visual Appeal	15) The visual display in live streaming is attractive. 16) Streamers with good looks make viewers more interested in making a purchase.
Electronic Word Of Mouth (Z) (Wang et al., 2022; Thi et al., 2020; Anastasiei et al., 2025; Cuong, 2024)	eWOM is interpersonal in nature and can take the form of comments, product reviews, and ratings. eWOM is a mediating variable, where consumer influence through UGC and live streaming will affect the formation of opinions and the desire to impulsively purchase Mykonos perfume products.	Sentiment	17) Purchasing due to positive reviews. 18) Negative comments make me hesitate to purchase. 19) The quality of Mykonos perfume is considered to be demonstrated through buyer reviews.
		Number of Comments	20) Interested in purchasing because of the large number of reviews. 21) The small number of comments influences the decision to buy. 22) Confidence in buying increases when the number of Mykonos perfume reviews increases.
		Information Dissemination	23) The Mykonos perfume that is often shared is worth buying. 24) A small number of tags or shares influences the purchase decision. 25) Purchase confidence arises when information about Mykonos perfume is widely shared on Shopee or social media.
Impulse Buying (Y) (Abdelsalam et al., 2020; Cahyani & Marcelino, 2023; Helmi et al., 2023)	*Impulse buying is measured based on how quickly and without consideration consumers buy Mykonos perfume after seeing user-generated content (UGC) or live streaming events,*	Spontaneity	26) Buying without planning because of attractive promotions. 27) Buying without planning because of attractive product visuals. 28) Unplanned purchase due to virality.
		Emotionally Influenced Purchases	29) Unplanned purchase due to positive emotions. 30) Impulsive purchase due to negative emotions. 31) Purchasing due to a lively atmosphere in comments or discussions on Shopee.

Variables	Operational Definition	Indicators	Items
	as well as how eWOM plays a role in increasing impulsive purchasing decisions.	Hedonistic Behavior	32) Impulsive buying makes one feel happy. 33) Buying without a plan for the sake of satisfaction. 34) Perfume purchased without a plan to follow a trend on Shopee.
Total			**34**

Source: Processed by researcher (2025)

FINDINGS AND DISCUSSION

The overview of respondents is presented to describe the distribution and pattern of responses without involving hypothesis testing. This study involved 385 respondents who completed an online questionnaire. The characteristics of the respondents are presented in the following section.

Table 2. Respondent Characteristics

Category	Frequency	Percentage %
Gender		
Male	165	42.9
Female	220	57.1
Age		
18-26 years	261	67.8
27-42 years	118	30.6
43-58 years	6	1.6
>59 years	0	0
Already following the Shopee Account @mykonosofficial		
Yes	385	100
Have you ever made an impulse purchase of Mykonos products through video content on Shopee?		
Yes	385	100
Have you ever made an impulse purchase of Mykonos products during a live stream on Shopee?		
Yes	385	100

Source: Processed by researcher (2025)

Outer Model SEM PLS

Indicator reliability in Table 3 is a requirement for measuring reliability in constructs based on indicators that have a good reliability level if the outer loading is > 0.7 (Hair et al., 2022).

Table 3. Outer Loading

Indicator	Outer Loading	p-values
User Generated Content (X1)		
X1.1	0.739	0.000
X1.2	0.773	0.000
X1.3	0.868	0.000

Indicator	Outer Loading	p-values
X1.4	0.885	0.000
Live Streaming (X2)		
X2.1	0.862	0.000
X2.2	0.880	0.00
X2.3	0.868	0.00
X2.4	0.875	0.000
Electronic Word of Mouth (Z)		
Z1	0.890	0.000
Z2	0.916	0.000
Z3	0.916	0.000
Impulse Buying (Y)		
Y1	0.882	0
Y2	0.778	0.000
Y3	0.807	0.000

Source: Processed by the researcher using SmartPLS 4 (2025)

Table 4 shows internal consistency reliability, which is a value used to measure the reliability of a latent construct. The tools used to measure this are Composite Reliability and Cronbach's Alpha, with a value > 0.7, so that the indicators can meet the reliability criteria.

Table 4. Consistency Reliability Test

Variable	Composite Reliability	Cronbach's Alpha
User Generated Content	0.890	0.848
Live Streaming	0.926	0.894
Electronic Word of Mouth	0.933	0.893
Impulse Buying	0.863	0.762

Source: Processed by researchers using SmartPLS 4 (2025)

Table 5 shows convergent validity with criteria used for each construct having an Average Variance Extracted (AVE) value of 0.5 or more, indicating that the indicators can be explained by the construct (Ghozali & Latan, 2015).

Table 5. Convergent Validity Test

Variable	AVE
User Generated Content	0.670
Live Streaming	0.759
Electronic Word of Mouth	0.823
Impulse Buying	0.678

Source: Processed by researchers using SmartPLS 4 (2025)

Discriminant validity in Table 6 was measured using the Fornell-Larcker Criterion, whereby the AVE value of each construct must be higher than the correlation between latent constructs. Discriminant validity aims to determine whether a reflective indicator is a good measure of its construct based on the principle that each indicator must be highly correlated with its construct.

Table 6. Fornell-Larcker Criterion Test

Variable	Electronic Word of Mouth (Z)	Impulse Buying (Y)	Live Streaming (X2)	User-Generated Content (X1)
Electronic Word of Mouth (Z)	0.907			
Impulse Buying (Y)	0.626	0.823		
Live Streaming (X2)	0.601	0.767	0.871	
User Generated Content (X1)	0.054	-0.064	-0.036	0.818

Source: Processed by researchers using SmartPLS 4 (2025)

Inner Model SEM PLS

Multicollinearity test in table 7, the VIF value must be < 5 to indicate the absence of collinearity between constructs, so that the resulting model can be said to be in accordance with the coefficients between constructs and free from collinearity problems.

Table 7. Multicollinearity Test

	VIF
Electronic Word of Mouth -> Impulse Buying	1.580
Live Streaming -> Electronic Word of Mouth	1.001
Live Streaming -> Impulse Buying	1,577
User Generated Content -> Electronic Word of Mouth	1,001
User Generated Content -> Impulse Buying	1,010

Source: Processed by researchers using SmartPLS 4 (2025)

According to Hair et al. (2022), the coefficient of determination is divided into three categories, namely for R^2 = 0.75, high prediction accuracy (substantial), R^2 = 0.5, moderate prediction accuracy (moderate), and the third R^2= 0.25 indicates weak prediction accuracy (weak).

Table 8. Coefficient of Determination Test (R^2)

	R-square	Adjusted R-square
Electronic Word of Mouth (Z)	0.367	0.364
Impulse Buying (Y)	0.634	0.631

Source: Processed by researchers using SmartPLS 4 (2025)

Table 8 shows that the R-squared value is a variable that influences this study, resulting in a value of 0.634 for impulse buying in moderate predictions. Meanwhile, the R-squared for weak predictions is 0.367 for eWOM. Then, looking at the adjusted R-squared value, another variable that can influence this study is impulse buying, which has a value of 0.631 with moderate predictions. Meanwhile, the adjusted R-squared value with weak predictions is 0.364 for eWOM.

Table 9 measures the path model using criteria, where if f^2 = 0.02 (weak), f^2 = 0.15 (moderate), and f^2 = 0.35 (strong) (Hair et al., 2022).

Table 9. Effect size (f^2)

	Electronic Word of Mouth (Z)	Impulse Buying (Y)
Electronic Word of Mouth (Z)		0.121
Impulse Buying (Y)		

	Electronic Word of Mouth (Z)	Impulse Buying (Y)
Live Streaming (X2)	0.575	0.636
User Generated Content (X1)	0.009	0.009

Source: Processed by researchers using SmartPLS 4 (2025)

Based on Table 9, the results of the effect size analysis show that live streaming contributes the most to the model, with an f^2 value of 0.575 for eWOM and 0.636 for impulse buying, which is classified as strong, making it a dominant factor in shaping eWOM and triggering impulsive buying among Mykonos perfume users. Conversely, UGC has an f^2 value of 0.009 in both relationships, indicating no significant effect, so its contribution to the model is minimal. Meanwhile, eWOM has an f^2 value of 0.121 for impulse buying and is classified as moderate, which means that eWOM still has an effect, although not as strong as live streaming. This analysis confirms that live streaming is the main factor in shaping consumer behavior responses, while UGC has very little influence.

Table 10 assesses whether $Q^2 > 0$ indicates that the model has predictive relevance, while $Q^2 < 0$ indicates that the model lacks predictive relevance (Hair et al., 2022).

Table 10. Predictive Relevance (Q^2)

	Q^2predict
Electronic Word of Mouth (Z)	0.356
Impulse Buying (Y)	0.583

Source: Processed by researchers using SmartPLS 4 (2025)

In table 11 an SRMR value ≤ 0.08 is generally considered an indicator of a good model fit. An SRMR value ≤ 0.10 can be considered an indicator of an acceptable model fit (Henseler, 2021).

Table 11. *Standardized Root Mean Square Residual* (SRMR)

SRMR	**Explanation**
0,10	Acceptable Fit

Source: Processed by the researcher using SmartPLS 4 (2025)

Hypothesis Test

Hypothesis testing to see the path coefficient value with how large the path coefficient of the exogenous variable is to the endogenous variable, both direct and indirect (mediation) effects. If the p-value is ≤ 0.05, then the hypothesis is accepted, and vice versa.

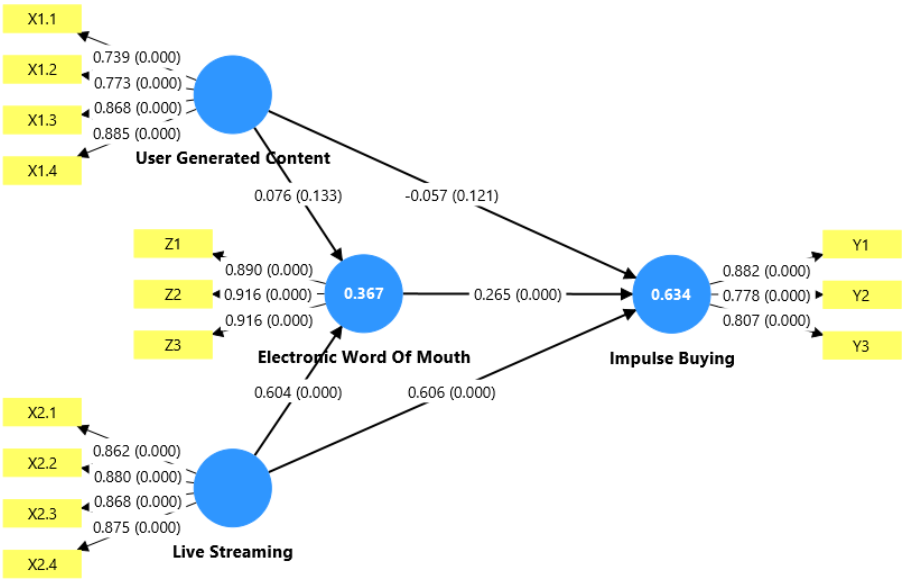

Figure 2. SEM-PLS Analysis Results

Table 12. Hypothesis Testing Between Variables

Hypothesis	Path Coefficient	Sample mean (M)	Standard Deviation (STDEV)	T-statistics (|O/STDEV|)	p-values	Explanation (Ha)
Direct Effect						
User Generated Content (X1) -> Impulse Buying (Y)	-0.057	-0.056	0.037	1.55	0.121	H1 Rejected
Live Streaming (X2) -> Impulse Buying (Y)	0.606	0.606	0.064	9.464	0.000	H2 Accepted
User Generated Content (X1) -> Electronic Word of Mouth (Z)	0.076	0.077	0.051	1.501	0.133	H3 Rejected
Live Streaming (X2) -> Electronic Word- -of-Mouth (Z)	0.604	0.606	0.048	12.621	0.000	H4 Accepted
Electronic Word of Mouth (Z) -> Impulse Buying (Y)	0.265	0.264	0.066	4,014	0.000	H5 Accepted
Mediation Effect						
User Generated Content (X1) -> Electronic Word Of Mouth (Z) ->	0.02	0.02	0.014	3.985	0.000	H6 Accepted

Hypothesis	Path Coefficient	Sample mean (M)	Standard Deviation (STDEV)	T-statistics (|O/STDEV|)	p-values	Explanation (Ha)
Impulse Buying (Y)						
Live Streaming (X2) -> Electronic Word of Mouth (Z) -> Impulse Buying (Y)	0.160	0.159	0.04	1.399	0.162	H7 Rejected

Source: Processed by researchers using SmartPLS 4 (2025)

Discussion of Hypotheses

Hypothesis 1 shows that UGC does not have a significant effect on impulse buying with a negative relationship, indicating that consumers in this research sample are not driven to make spontaneous purchases simply because they see other users' content. This finding cannot be generalized universally, but only describes how respondents in the context and research sample interpret UGC. In this case, UGC appears to play a greater role as an evaluative reference than as an emotional stimulus, but this statement is descriptive based on research data, not a theoretical conclusion that applies universally. This finding contradicts several previous studies (Barcelona et al., 2022; Koay et al., 2021; Kurniawan & Nugroho, 2024; Shamim & Azam, 2024) which state that UGC can encourage impulsive behavior, but is in line with research Edwin and Fitriyah(2024) and Zafar et al.(2021) which confirms that UGC often triggers rational decision-making, especially for evaluative products such as perfume. Based on the SOR theory, UGC in this study is not strong enough to create effective changes but only activates cognitive processes such as analysis and risk assessment, thus not resulting in impulse buying responses, and the hypothesis of significant influence is rejected.

Hypothesis 2 suggests that live streaming has a positive and significant effect on impulse buying, due to its ability to provide a real-time, interactive, and immersive shopping experience that triggers emotional, cognitive, and psychological impulses in consumers, including planned impulse buying as a result of sudden promotions. Through live demonstrations, real-time responses, and limited offers that create urgency and scarcity, consumers are encouraged to make quick decisions without in-depth evaluation, so that purchases of Mykonos perfume are more triggered by momentary emotions. These findings are consistent with various previous studies (Budianto & Kusuma, 2024; Cui et al., 2022; Li et al., 2022; Lin et al., 2023; Liu et al., 2024; Putri et al., 2024; Septiyani & Hadi, 2024), which confirm that interactivity, social presence, and real-time product visualization increase the tendency for impulse buying. From the perspective of SOR theory, live streaming acts as a strong digital stimulus through visual, verbal, and emotional stimuli that activate internal consumer conditions such as positive emotions, trust, and the urge to possess, which then result in impulsive purchasing behavior.

Hypothesis 3 was rejected because UGC did not affect eWOM, where UGC about Mykonos perfume on Shopee only served as a passive source of information without triggering a psychological urge for users to participate in reviews, comments, or content sharing. This finding differs from previous research (Chen et al., 2014; Cheung & Thadani, 2012; Muda & Khan, 2020; Nisar et al., 2020) which assess that UGC can encourage eWOM behavior, but is more in line with studies Zahrah et al.(2024) and Sharma(2025) which emphasize that informative content does not always trigger social engagement because eWOM is more triggered by strong emotional experiences. From the SOR perspective, UGC as a stimulus is insufficient to influence users' internal

conditions, emotions, motivation, and social perceptions and thus does not generate eWOM responses. Cognitive stimuli without emotional or social value are unable to encourage users to share information.

Hypothesis 4 shows that live streaming has a positive and significant effect on eWOM, so the fourth hypothesis is accepted. The more interesting, interactive, persuasive, and informative the Mykonos perfume live streaming session on Shopee is, the stronger the urge for consumers to give reviews, comments, recommendations, or share information. This finding is consistent with previous research (Tsao et al., 2021; Usman et al., 2024; Wang et al., 2022), which states that real-time interaction, visual demonstrations, quick responses, entertainment, and rich media presentations can increase trust, engagement, and the quality of information that triggers eWOM. From an SOR perspective, live streaming acts as a strong stimulus that influences consumers' internal conditions, including emotions, perceptions, involvement, and trust, thereby encouraging responses in the form of eWOM. In practical terms, live product demonstrations, detailed explanations of aromas, exclusive promotions, and streamer interactivity make consumers feel emotionally and socially involved, thus encouraging them to share their experiences more than when they only receive static content such as photos or text.

Hypothesis 5 that eWOM has a positive and significant effect on impulse buying, where reviews, comments, and recommendations about Mykonos perfume on Shopee generate social validation, positive emotions, and spontaneous urges that accelerate purchasing decisions. This finding is consistent with previous studies (Abdullah & Artanti, 2021; Astuti et al., 2020; Jamil et al., 2024; Rahmawati, 2023; Utami & Juanda, 2022), which confirm that eWOM increases consumers' perceptions of credibility, urgency, and emotional involvement. Within the SOR theoretical framework, eWOM acts as a stimulus that influences consumers' psychological state (organism), leading to impulsive purchasing responses. On the Shopee platform, the abundance of positive reviews, discussions about the scent, and video reviews of Mykonos perfume reinforce perceptions of trends and the desire to purchase immediately, including triggering impulse buying reminders for consumers who are already familiar with the product.

Hypothesis 6 of the mediation test results shows that UGC indirectly influences impulse buying through eWOM, because UGC can only encourage impulsive buying when it triggers interactions, discussions, and recommendations that form eWOM. This finding is consistent with the literature on the (Gita et al., 2023; Liu & Hsu, 2017; Muda & Hamzah, 2021; Yu, 2022), which confirms that UGC only has a strong persuasive effect when it generates eWOM that increases consumer credibility and emotional involvement. From the perspective of SOR theory, UGC acts as an initial stimulus that is not enough to trigger a purchase response, but becomes effective when it influences the psychological condition of consumers through eWOM (organism), which then results in impulse buying as a response. Consumers of Mykonos perfume on Shopee are not immediately compelled to buy just from seeing user content. Spontaneous purchases arise after the content creates positive reviews, active discussions, and recommendations that build trust and trigger the urge to try the product.

Hypothesis 7 indicates that eWOM does not mediate the relationship between live streaming and impulse buying, as the expected indirect effect is not significant; thus, the impulse to buy arises directly from real-time experiences, limited promotions, and instant interactions during live streaming, rather than from reviews or recommendations disseminated through eWOM. This finding differs from several previous studies (Fu & Hsu, 2023; Indriastuti et al., 2024; Liu, 2023; Purbasari & Respati, 2024; Ye et al., 2022), which suggest that live streaming can trigger eWOM, but aligns with Huang and Suo (2021), who affirm that live streaming can create urgency and momentary confidence that directly drives impulsive purchasing without additional social interaction. From an SOR perspective, live streaming functions as a stimulus that triggers a direct

purchasing response through a sense of urgency and emotional drive, without forming an organism in the form of eWOM. Empirically, Mykonos perfume consumers also tend to buy during live streaming because of product demonstrations and limited promotions, so they do not wait or need eWOM to make impulsive decisions.

Moderate Test

Gender moderation testing was conducted using the Multi-Group Analysis (MGA) method to compare the differences in influence between male and female groups. Gender was measured using a categorical approach (dummy variable) with two categories, namely: 0 = Male, and 1 = Female.

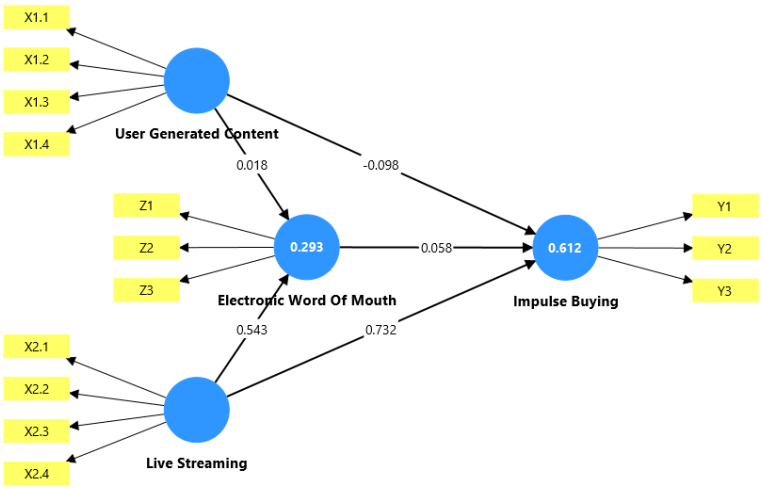

Figure 3. Results of Multi-Group Analysis (MGA) on Male Gender

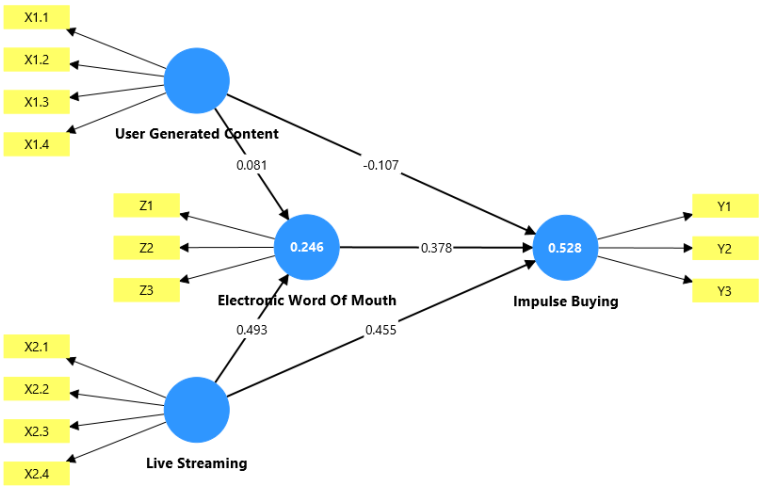

Figure 4. Results of Multi-Group Analysis (MGA) on Female Gender

Table 13. Hypothesis Testing Between Variables

	Original (Male)	Original (Female)	Difference	p-value	Description
User Generated Content (X1) -> Impulse Buying (Y)	-0.098	-0.107	0.009	0.884	H8 Rejected
Live Streaming (X2) -	0.732	0.455	0.278	0.024	H9 Accepted

	Original (Male)	Original (Female)	Difference	p-value	Description
> Impulse Buying (Y)					
Electronic Word of Mouth (Z) -> Impulse Buying (Y)	0.058	0.378	-0.320	0.02	H10 Accepted

Source: Processed by researchers using SmartPLS 4 (2025)

Hypothesis 8 of the multigroup analysis shows that there is no significant difference between men and women in the relationship between UGC and impulse buying, so the eighth hypothesis is rejected. In both gender groups, UGC had no effect and tended to be weak because the available user content was basic and repetitive in nature and lacked the emotional stimulus and social persuasion capable of triggering impulsivity, so gender did not function as a moderator. These findings are inconsistent with previous studies (Barcelona et al., 2022; Sethna et al., 2017; Wijayanto et al., 2023), which show gender differences in interpreting UGC, but can be explained through GST because the weak UGC stimulus is not strong enough to activate gender-based cognitive filtering processes. Empirically, Mykonos perfume consumers rely more on direct experiences, such as live streaming and real-time promotions, than UGC, which is considered less relevant for evaluating sensory products, thus not eliciting differences in impulsive responses between men and women.

Hypothesis 9 shows that the effect of live streaming on impulse buying differs significantly between men and women, with a stronger effect on men, thus proving gender to be a moderator. However, the interpretation of this difference must be limited to the research data and not generalized as a universal characteristic. In the empirical findings of this study, men appear to be more easily driven to impulse buying through visual stimuli, real-time demonstrations, limited promotions, and host persuasion, while women show a tendency to require additional information outside of live streaming. These findings are consistent with previous studies showing that men are more reactive to visual presentations and real-time promotions (Aditya et al., 2023; Fu & Hsu, 2023; Huang et al., 2024; Siow & Phang, 2025), although these findings are not intended to describe universal gender characteristics. From the perspective of GST, the interpretation provided is not intended to claim that men are always more visual or more impulsive, but rather to describe that male respondents in this study process live streaming stimuli more directly and quickly, while female respondents in this study appear to rely on additional evaluation before deciding to buy. Empirically, among users of Mykonos perfume, this difference only reflects specific behavioral patterns in the sample, where men gain instant confidence through live-streaming demonstrations and offers, while women still need additional reviews or sensory information so that their impulsive urges are not as strong as men's.

Hypothesis 10 shows that the influence of eWOM on impulse buying is much stronger in women than in men, so that gender functions as a moderator. Women are more sensitive to reviews, recommendations, testimonials, and digital social conversations that provide emotional and social validation, making them more prone to impulse buying reminders. This finding is in line with previous research (Ali et al., 2022; Ravula et al., 2023; Song, 2021), which confirms that women trust and process eWOM more as a basis for purchasing decisions. Based on GST, women have more interpersonal and emotional cognitive schemas, so they interpret eWOM as convincing social proof, while men tend to be more task-oriented and less influenced by other consumers' opinions. Empirically, among users of Mykonos perfume, women view eWOM as an important source of information regarding the scent and product experience, leading to a quick impulse to purchase, while men rely more on personal judgment, resulting in a much lower effect of eWOM on their

impulsivity.

CONCLUSIONS

This study makes several significant theoretical contributions. First, it reinforces the application of the SOR Model in digital marketing by showing that digital stimuli have different effects based on their characteristics. Live streaming proved to be the most powerful stimulus in this study sample, while UGC did not show a significant direct effect and cannot be concluded as a stimulus capable of triggering impulsive responses in general. Second, this study expands the understanding of the eWOM mechanism as an organism in SOR by showing that eWOM fully mediates the relationship between UGC and impulse buying, but does not mediate the relationship between live streaming and impulse buying. This shows that not all digital stimuli require the same organism mechanism to generate impulsive responses, thereby enriching the literature on stimulus differentiation in SOR. Third, this study contributes to the GST literature by proving that men and women have different patterns of processing digital stimuli. Men are more responsive to visual and interactive stimuli, such as live streaming, while women are more influenced by social informational stimuli, such as eWOM. This finding reinforces the theory that gender schemas influence how individuals process digital marketing information and generate behavioral responses. Fourth, this study presents new empirical contributions by integrating five variables UGC, live streaming, eWOM, impulse buying, and gender into a comprehensive model for a sensory product (perfume) and e-commerce platform (Shopee) that have rarely been studied simultaneously.

The results of the study show that live streaming and eWOM are the main drivers of impulse buying, so companies need to focus their strategies on these two aspects. First, brands such as Mykonos need to optimize live streaming by increasing real-time interaction, clear product demonstrations, limited offers, and attractive visuals. However, this recommendation is based on the significant effect of live streaming in the research sample and should not be interpreted as universally effective. Second, companies must strengthen eWOM through the management of positive reviews, encouraging consumers to provide reviews, and highlighting quality testimonials. This approach is supported by findings that eWOM has a significant effect on impulse buying in the research sample. Third, because UGC does not have a significant direct effect and the effect size is very small, UGC cannot be recommended as a primary strategy. If used, UGC has the potential to function as a supporter of eWOM formation, but its effectiveness has not been empirically proven in this study. Fourth, companies may consider gender based differentiation strategies, but these must be well thought out because the patterns of male and female responses in this study are contextual. Visual and urgency-based strategies may be more effective for men in this research sample, while women in the sample appear to be more influenced by the credibility of reviews and social recommendations. This approach, based on stimulus sensitivity and gender, is contextual and is not intended as a theoretical generalization, but as practical implications relevant to the research data.

LIMITATIONS & FURTHER RESEARCH

This study has several limitations, focusing only on one product (Mykonos perfume) and one platform (Shopee), thus limiting generalization. The cross-sectional design cannot capture behavioral changes over time, and moderating variables only include gender without considering other demographic factors. Furthermore, the use of SEM-PLS is predictive without the support of qualitative data. In addition, the weak negative correlation between UGC and other constructs in the model is very small and should be interpreted as a substantively insignificant relationship rather than a meaningful negative relationship. This pattern likely reflects the informational nature

of UGC in a specific sample of impulsive buyers, where UGC functions more as a cognitive reference in the evaluation process than as a direct emotional trigger. Therefore, these findings are contextual and do not indicate measurement problems or theoretical inconsistencies in the research model. Therefore, future research is recommended to expand the product and platform context, use a longitudinal design, add other demographic or psychographic variables, and integrate mixed methods to deepen the understanding of consumer behavior.

Theoretically, this study strengthens the SOR Model by showing that live streaming and eWOM are the main psychological stimuli and mechanisms that trigger impulse buying, while UGC is only effective through eWOM mediation. This study also expands GST by proving that there are gender differences in responses, with men being more influenced by the visual stimulus of live streaming, while women are more influenced by social validation through eWOM. The integration of UGC, live streaming, eWOM, impulse buying, and gender into a single model provides a more comprehensive conceptual framework for explaining the process of impulsive behavior in digital marketing.

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