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Factors Influencing Customer Impulse Buying Behavior in Apparel Live Streaming Commerce in China: The Role of Customer Inspiration

Ma Ping*, Shamsul Huda Binti Abd Rani, Mohd Sufli Bin Yusof

School of Business Management, Entrepreneurship, Universiti Utara Malaysia, Sintok, Malaysia.
*Email: maping.student@outlook.com

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ABSTRACT

Live-streaming commerce has changed global consumer behavior dramatically recent years, especially in China. This study explores the influence of social presence and perceived novelty on impulse buying behavior by the mediating role of customer inspiration. Stimulus-organism-response (S-O-R) model is employed to create a theoretical framework. 396 respondents completed a questionnaire that gathered information on constructions and demographics. The hypotheses and mediation effect were evaluated in this study using partial least squares structural equation modeling (PLS-SEM). The results show that perceived novelty and social presence both have a positive influence on impulsive purchasing behavior, with customer inspiration serving as a key mediator. By emphasizing the significance of consumer inspiration in boosting impulsive purchasing behavior in apparel live streaming commerce, this study contributes to the literature. The findings have practical implications for streamers, suggesting the need for specialized marketing strategies and services based on customers preferences.

Keywords: Live Streaming Commerce, Social Presence, Perceived Novelty, Customer Inspiration, Impulse Buying Behavior
JEL Classifications: M3I0, M31

1. INRTODUCTION

Global customer behavior has changed dramatically in recent years due to the development of new business models and the advent of digital technology, with live-streaming commerce becoming a more well-liked and dynamic type of online buying (Hao and Huang, 2025). China, as a global leader in live-streaming commerce, has experienced significant growth in this sector, propelled by extensive mobile device accessibility and the evolution of digital platforms (Kong et al., 2025). The report shows the live-streaming users in China grew from 616 million in 2020 to 833 million in 2024 (China Internet Network Information Center, 2025). And market size of live streaming e-commerce in China will increase from ¥500 billion in 2022 to ¥2100 billion in 2026 (Forward Intelligence, 2025). Platforms such as Taobao, Douyin (the Chinese counterpart of TikTok), and Kuai Shou dominate the live streaming commerce in China. This has transformed customer shopping behaviors from conventional online transactions to an interactive "view and shop" approach, resulting in a distinctive "nationwide live streaming phenomenon" (Wang and Wang, 2025).

Live streaming commerce can be considered a virtual dynamic environment due to its distinct media traits and incorporation of real-time social interaction and features of social commerce (Qin et al., 2023). Therefore, live streaming commerce can easily trigger impulsive purchases among consumers (Luo et al., 2025). Prior to viewing live shopping streams, viewers are unaware of the specific kind of products that will be shown by the live presenters (Chen et al., 2022). While observing a live stream, viewers may encounter a feeling of immediacy or enthusiasm that compels them to make

an immediate purchase of the goods, without pausing to consider their alternatives or conduct further investigation (Chen-Leino, 2024). Viewers have the ability to engage with vendors in real-time during live streaming commerce, allowing them to ask questions and gain a more comprehensive understanding of the product compared to a static image or description (Chen et al., 2024). Given that customer impulse buying behavior is a crucial revenue stream for retailers and constitutes a significant portion of the overall customer market (Chandrasekhar et al., 2024). It substantially affects sales volume across retail environments, contributing to heightened business revenue (Kasuma et al., 2024) and improving inventory turnover (Yulianto, 2024) by enhancing customer engagement. Therefore, in live streaming commerce, it is critical for retailers to have a thorough understanding of the mechanism of impulsive buying. Consequently, understanding its mechanisms in live-streaming contexts has become an increasingly important research focus (Barnabas et al., 2024).

However, despite the huge scale of the live streaming commerce market, which has become a profitable enterprise for many, with a user base of 833 million by 2025 (China Internet Network Information Center, 2025), the annual growth rate of China's live streaming commerce gross merchandise value (GMV) declined sharply from 189% in 2020 to 8.3% by 2024 (China E-Commerce Research Center, 2025), indicating that the industry is moving from a phase of rapid expansion to one of saturation and intensified competition. Early strategies such as low prices (Simanjuntak et al., 2023) and time-limited flash sales (Sun et al., 2023) have gradually diminished in effectiveness as consumers become desensitized to conventional promotional tactics, leading to reduced impulse purchase intentions (Yoon et al., 2024). Moreover, according to Report of Live Streaming Industry Status (2025), with the continuous development of live streaming commerce, the frequency of product homogenization is increasing, especially on apparel industry, which lead to serious peer imitation and more fierce competition, thus struggling with low sales in such intense competitive environment. And the live streaming content lacks innovation, which has also led to a saturation of uniform and repetitive content styles, causing viewer disengagement (Yang et al., 2024). Therefore, identifying how to effectively stimulate impulsive buying behavior in apparel live-streaming commerce has become a critical issue for sustaining growth and improving commercial outcomes in an increasingly saturated and challenging environment.

Despite the growing importance of impulse buying behavior in live streaming commerce, there is a research gap in understanding how stimulus, particularly social presence and perceived novelty, influence customer impulse buying behavior, with customer inspiration as a mediator in this relationship. This study investigates live streaming commerce within specific industry of apparel and focus on perceived novelty of product and live content, which is rarely investigated. What's more, this study finds a novel construct of perceived novelty-customer inspiration-impulse buying behavior. By doing so, this contribution not only enriches the branding discourse in live streaming commerce but also supplies actionable strategies for E-commerce businesses and policymakers engaged with this expanding market.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Theoretical Underpinning: SOR (Stimulus-Organism-Response) Model

The stimulus-organism-response (SOR) model originates from behavioral psychology and environmental psychology (Lazarus, 1991; Mehrabian and Russell, 1974), then has been widely employed in marketing studies. It is used to explain how external stimuli (S) influence internal cognitive/emotional states (O), which then drive behavioral responses (R).

A cognitive-affective paradigm was employed in earlier livestreaming commerce studies that employed the SOR model to suggest a variety of cognitive (such as flow, perceived risk, immersion experience) and affective (such as trust, emotional intensity, interest, and desire) reactions as Organism (O) connecting stimuli to impulsive buying. This study differs significantly from prior studies in that it embraces the idea of rich and meaningful information produced via real-time interaction (Kang et al., 2021) can foster customers inspiration (Ki et al., 2022), which is found by little research linking with impulsive buying behavior but suggested to have a positive influence on impulsive buying (Yang et al., 2024). To address this research gap, this study uses the SOR paradigm to investigate the impact of social presence and perceived novelty as stimuli (S) on impulsive buying behavior (R), customer inspiration serving as the organism (O).

2.2. Hypothesis Development

2.2.1. The relationship between social presence and impulse buying behavior

Social presence describes the degree to which a medium or platform enables customers to feel a sense of human connection and interpersonal interaction, fostering trust, engagement, and a feeling of "being there" in a virtual or mediated environment (Li et al., 2023; Short et al., 1976).

The role of vividness and media richness, linked to social presence, is pivotal in driving impulse purchases in online contexts. Zhang and Shi's investigation revealed that these factors directly enhance social presence, which, in turn, positively influences impulsive buying behavior (Zhang and Shi, 2022). Furthermore, customers' immersive experiences facilitated by engaging marketing strategies on social media can serve as significant catalysts for impulsive buying behavior, as noted by Shrestha et al., which emphasizes the importance of social influence in shaping customer behaviors through social media engagement (Shrestha et al., 2023).

The purchasing environment is rendered more transparent and secure for customers as a result of social presence, which can ultimately influence their impulse buying by reducing their perception of external risks and uncertainty (Ou et al., 2014). And it was invested that shopping in short videos, social presence have significant effects on impulse purchase intention (Gao et al., 2022). What's more, Duc et al. (2024) found the impact of social presence on impulsive purchasing behavior in the metaverse commerce.

Actually, in the context of live streaming commerce, consumers will have an immersive sensation of "being there" through interactions with platforms, anchors, and other consumers. Therefore, researchers found social presence can effect impulse buying directly (Shi et al., 2023) and indirectly via pleasure and arousal (Li et al., 2022), perceived risk and affective intensity (Zhang et al., 2023). Additionally, customers may anticipate that the perceived high-level presence will enhance their trust and satisfaction, as well as elevate the evaluation of the commodity (Ming et al., 2021)—who, therefore, more likely to develop an immediate and abrupt impulse as a result of their favorable perceptions of commodities. Despite previous research, the research fills the gap focusing specifically on the Chinese live streaming commerce market with particular attention to product category variations, acknowledging that social presence effects demonstrate significant heterogeneity across different types of merchandise. Therefore, we argue that in apparel live streaming commerce,

H_1: Social presence positively influence impulse buying behavior.

2.2.2. The relationship between perceived novelty and impulse buying behavior

In the current e-commerce live streaming context, perceived novelty is the concept that the transmission and presentation form of product information and product are novel, distinct, or unusual. In other words, the product, publicity mode, and selling point of the product that are demonstrated in the live streaming video are innovative and distinctive.

Other related studies can be referenced as support for the study's conclusions, even if there isn't much direct literature on the subject of the relationship between perceived novelty and impulsive purchasing behavior in virtual shopping scenarios. One the one hand, perceived novelty significantly influences customer behavior across various customer segments, particularly in online shopping environments (Attri et al., 2024; Frasquet et al., 2024; Lee and Chen, 2021). On the other hand, this concept is substantiated by research that indicates that customers' innate desire to investigate novel products and experiences can lead to unanticipated purchases.

For instance, Frasquet et al. (2024) demonstrate that the perception of novelty significantly influences gamers' impulsive purchasing behavior for gaming peripherals, thereby arousing a desire for unique and exceptional products. And It was also emphasized that novelty serves as a catalyst for introducing customers to new products and experiences, thereby fostering impulsive purchasing tendencies, particularly in online contexts (Zhao et al., 2022).

Additionally, Lakchan and Samaraweera (2023) provide evidence that customers frequently make impetuous brand or product changes when they perceive them as novel or distinctive. This suggests a strong correlation between novelty and the propensity to make spur-of-the-moment purchases. This association is also substantiated by Atulkar and Kesari (2018), who suggest that customers with a propensity for impulsive purchasing are frequently influenced by environmental signals that emphasize novelty, resulting in spontaneous purchase decisions. This psychological mechanism further substantiates the notion that novelty not only appeals to customers' hedonic motivations but also functions as a significant factor in the development of impulsive purchases by eliciting immediate emotional responses (Yolcu and Meyer, 2023).

Additionally, it was found that word-of-mouth and adherence to social norms influence impulse buying intentions and behavior, which are influenced by information about the new product (Harmancioglu et al., 2009). According to Wang and Chapa (2022), hedonic shopping value feelings like fun and novelty are strongly correlated with impulsive consumption. What's more, The unique and creative selling point and promotion strategy of the goods displayed in the live streaming video is also discovered to be a significant stimulation factor of customers' continuous viewing intention and impulse purchase in the current e-commerce live streaming environment (Li et al., 2023). However, there is an evidence gap that will perceived novelty influence impulse buying behavior in live streaming commerce. Thus, it is to assume that innovative product displays and novelty items will consistently encourage customers to accept the promoted product information and encourage impulsive purchasing behavior throughout the live broadcast. Consequently, we contend that in the live streaming commerce of clothing,

H_2: Perceived novelty of live streaming content and products positively influence impulse buying behavior.

2.2.3. The relationship between social presence and customer inspiration

According to social presence theory, media's ability to convey the psychological sense that other people are physically there varies because of how well they can convey verbal and visual cues (Short et al., 1976). The degree to which a medium allows users to mentally experience the presence of others is known as social presence (Algharabat et al., 2018).

A greater number of communication signals, including personal pictures, motive context, and individual greetings, a higher social presence are present (Gefen et al., 2003). In actuality, users' perceptions of social presence impact their psychological proximity, which in turn influences their perceptions and behaviors (Kahlow et al., 2020). We suggest that customer inspiration is positively influenced by social presence, as evidenced by the following arguments. Initially, users are able to engage in sociable, personal, and cordial human interactions as a result of a high perceived social presence (Gefen et al., 2003), which provides collaborative information and social interaction (Liu et al., 2016). This broadens the mental horizons of users, enabling them to perceive novel possibilities and enhance the likelihood of generating novel ideas. Secondly, positive user experiences like joy and arousal are strongly correlated with social presence. (Gao et al., 2017), which are two precursors of customer inspiration (Thrash and Elliot, 2004).

Thirdly, social presence is the extent to which a medium facilitates users' psychological perception of the presence of others (Algharabat et al., 2018). For example, Song et al. (2007) found that customers' imaginations are stimulated when they buy clothes online because of

the supposed social presence. Furthermore, a high perceived social presence stimulates customers' imaginations by allowing users to visualize people as "present," so perceiving their presence (Ning Shen and Khalifa, 2012). Such imaginations increase the possibilities of being inspired (Yang et al., 2024). Given the research proven that social presence significantly impacted customer inspiration in a brief video (Gao et al., 2022). And social presence positively influences customer inspiration in social media (Huang, 2021). There is an evidence gap that weather social presence influences customer inspiration in live streaming commerce. Therefore, we argue that in apparel live streaming commerce,

H_3: Social presence positively influences customer inspiration.

2.2.4. The relationship between perceived novelty and customer inspiration

Customers may be inspired by advertisements, new product offerings, or other stimuli in their surroundings. (Böttger et al., 2017; Saha and Mukherjee, 2022). When customers are open to new concepts, as they are when they begin a shopping expedition, they are motivated by outside stimuli (Böttger et al., 2017).

In the live streaming context, scenario-based product portfolio, story-driven live streaming, and variety show-style live streaming are able to provide customers with a variety of stimuli that could lead to a certain level of perceived novelty. Retailers might offer new products or present them in unique ways. When customers see live content as new, they may widen their mental categories to accommodate new information into old categories, resulting in a sense of inspiration.

Besides, Three characteristics define the concept of inspiration: Evocation transcendence, and approach motivation (Thrash and Elliot, 2003). Research shows that the characteristics of augmented reality in retail, such as novelty, directly influence psychological motivation (Nikhashemi et al., 2021). And perceived novelty induces intricate emotional responses. It has been observed that buyers encountering new items may experience a combination of positive emotions such as arousal (Zhang et al., 2019).

What's more, as research conducted by Fayyaz et al. (2025) illustrates that customer interaction, especially on interactive platforms such as YouTube, mediates the connection between perceived advertising value (including novelty) and inspiration. It has been found that perceived novelty as the antecedents of customer inspiration in the omni channel environment (Frasquet et al., 2024). Similarly, It is found that the novelty is one important inspiring informational content characteristics in short video (Gao et al., 2021). And Yang (2024) demonstrated that social media can evoke customer inspiration through perceived novelty. However, there is an evidence gap that weather perceived novelty influence customer inspiration in live streaming commerce. Therefore, this study proposes that in apparel live streaming commerce,

H_4: Perceived novelty positively influences customer inspiration.

2.2.5. Customer inspiration mediates the relationship between social presence and impulse buying behavior

Customer inspiration strengthens the connection between social presence and impulse purchase behavior. A high perceived social presence combined with social interaction and shared information might broaden users' perspectives and enhance the likelihood of coming up with new ideas (Yang et al., 2024). And Frasquet et al. (2024) demonstrated that new ideas significantly influences impulsive purchasing behavior, thereby arousing a desire for unique and exceptional products. Besides, social presence is intimately tied to users' pleasant feelings such as joy and arousal (Gao et al., 2017). Customers who are more joyful are more likely to be inspired in making impulsive purchases (Redine et al., 2023). Furthermore, users with higher perceived social presence are able to identify individuals by visualizing them as "being there." which arouses customers' imaginations (Ning Shen and Khalifa, 2012), increasing the expanding the likelihood of being inspired. The customer inspiration posits that individuals who are inspired experience a strong and immediate compulsion to implement their recently generated ideas (Hinsch et al., 2020). A person may be compelled to make an impulsive purchase as a result of the abrupt and intense desire to implement new ideas. Therefore, this study proposes that in apparel live streaming commerce,

H_5: Customer inspiration mediates the relationship between social presence and impulse buying behavior.

2.2.6. Customer inspiration mediates the relationship between perceived novelty and impulse buying behavior

Customer inspiration strengthens the link between perceived novelty and impulsive purchasing. Research shows that the characteristics of augmented reality in retail, such as novelty, directly influence psychological motivation (Nikhashemi et al., 2021). As customers who are motivated have a strong and immediate desire to put their newly created ideas into action (Hinsch et al., 2020). A person's strong and sudden desire to put new ideas into action can drive them to make impulsive purchases. For example, due to the ease of choosing and buying things on social media, people who are motivated might also make impulsive purchases. (Szymkowiak et al., 2021). What's more, perceived novelty induces heightened emotional responses. It has been observed that buyers encountering new items may experience a combination of positive emotions such as arousal (Zhang et al., 2019). And consumers are more likely to make impulsive purchases when they have positive emotions (Marsella et al., 2026). Therefore, this study proposes that in apparel live streaming commerce,

H_6: Customer inspiration mediates the relationship between perceived novelty and impulse buying behavior.

As illustrated in Figure 1, the conceptual framework outlines the relationships among social presence, perceived novelty, customer inspiration and impulse buying behavior.

3. MATERIALS AND METHODS

3.1. Research Design

The researcher did quantitative research to test the study's hypotheses. According to Given (2008), quantitative research is a systematic and empirical analysis of social phenomena utilizing mathematical, computational, and statistical methods. This research is conducted to investigate scientific hypotheses, theories, and models that elucidate a phenomenon. Yin (2009)

asserted that the optimal research methodology involves employing the most suitable method that aligns with the study purpose and objectives. Therefore, this research utilizes quantitative methodology as the most effective means to examine variable relationships, enabling phenomenon explanation, prediction, and regulation (Zhu et al., 2024). Moreover, quantitative research is a method that is beneficial in identifying essential variables for subsequent studies and correlating these variables with the study hypotheses through the application of statistical, validity, and reliability protocols.

Furthermore, the research utilizes survey-based techniques as an efficient means of gathering primary data, enabling the acquisition of representative information from selected respondents that can be generalized to the broader population (Kalhotra and Singh, 2025). The questionnaire has three sections. Section one is screen question. Participants were questioned whether they purchase clothing in the Douyin Live streaming room as part of the first section's filtering inquiry. Only those who had this experience were permitted to continue the survey. Section two comprises the personal information of the respondents, whereas Section three evaluates the research variables taken from literature using a five-point Likert scale. The five-point Likert scale assigns the following values: 1 for "strongly disagree," 2 for "disagree," 3 for "neutral," 4 for "agree," 5 for "strongly agree." Table 1 presents the Measurement scales of each variable. Table 1 presents the measurement scales of each variable.

3.2. Sample and Sampling

While given the challenges researchers face in achieving a 100% response rate, the sample size for this study is increased from suggested in the Krejcie and Morgan (1970) table of 384 respondents to 396. Oversampling was conducted to compensate for potential losses arising from the presence of non-cooperative individuals and damages (Salkind, 1997). Moreover, the oversampling mitigated the impact of non-response bias and the nonresponse rate on the results (Phokhwang Just, 2008; Ringim et al., 2012).

Figure 1: Conceptual model

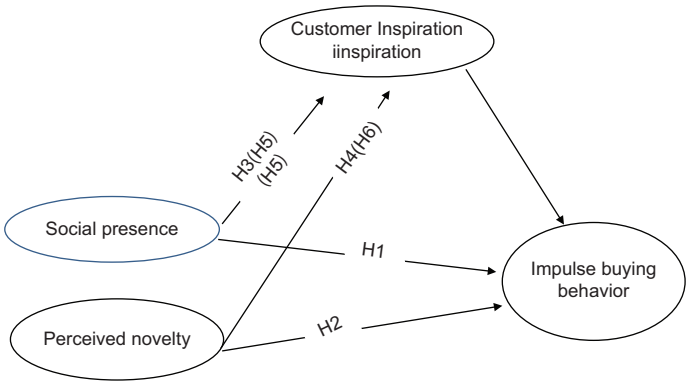


Table 1: Measurement scale

Variable	Number of items	Sources of adoption and adaption
Social presence	5	Ming et al. (2021)
Perceived novelty	4	Neudecker et al. (2014)
Customer inspiration	10	Böttger et al. (2017)
Impulse buying behavior	5	Lina et al. (2022)

3.3. Sampling Technique

Sampling entails the process of selecting a sufficient number of appropriate items from the sampling frame, so facilitating an understanding of its traits or identities that can be extrapolated to the entire population (Sekaran, 2016).

This study employed non-probability sampling with a purposive sampling approach to facilitate generalization to the entire population. This study aims to reveal the mechanism of impulse buying behavior in the context of Douyin live streaming, rather than infer the proportion of impulse buying among all Douyin users. Therefore, non-probabilistic sampling (such as purposive sampling) is more in line with the theoretical goal of exploring the relationship between variables rather than pursuing statistical representativeness. As non-probabilistic sampling is suitable for theoretical construction and mechanism analysis (such as structural equation models), while probabilistic sampling is more suitable for demographic description (such as calculating percentages) (Etikan et al., 2016). Douyin platform's user data is safeguarded by privacy policies. Traditional probability sampling techniques, including simple random sampling or stratified sampling, are not practically practicable since researchers are unable to collect a comprehensive customer sample frame, such as a list of all Douyin apparel live-streaming viewers. Purposive Sampling is a more realistic choice.

3.4. Data Collection

This study's empirical data was gathered from Douyin, China's dominant livestreaming platform that shares functional parallels with TikTok in international markets.

The Wenjuanxing website (https://www.wjx.cn), a reputable data collection website in China, will be used to display the questionnaire. The response rate is enhanced by providing modest gift raffles or coupons. In order to guarantee that all prospective respondents were suitable, we incorporated a screening question at the outset of our online questionnaire. This question inquired whether respondents had experience with live streaming apparel shopping on Douyin. Subsequently, survey inquiries are mandated for only customers who have previously completed surveys.

3.5. Data Analysis

To obtain a robust result, this study will use Smart-PLS to compute path coefficients and significance levels in order to get a reliable conclusion (Hair et al., 2024). The research employed partial least squares structural equation modeling (PLS-SEM) to examine both direct and mediating relationships within a unified framework, consistent with Aguinis et al. (2017) methodological recommendations.

4. RESULTS

4.1. Descriptive Information

Descriptive information revealed in Table 2 shows that 53.28% of the respondents were female, while 46.71% were male. The

age distribution showed that the largest proportion of respondents (29.79%) were aged 31-40 years, followed by those aged 26-30 years (27.02%), 18-25 years (25.00%), above 40 years (13.13%), and under 18 years (5.05%). In terms of education level, the majority of the respondents held a bachelor's degree (43.9%) or a high school/equivalent qualification (29.5%). With respect to employment status, most respondents were company employees (32%), followed by corporate/institutional personnel (25.5%), technical professionals (11.1%), and government agency personnel (9%). Students, retirees, full-time homemakers, freelancers, and others constituted smaller proportions. Additionally, regarding monthly disposable income, the highest percentage of respondents (24.7%) fell into the ¥3,000-¥5,000 range, while 9.8% reported an income above ¥10,000. In terms of weekly time spent watching e-commerce livestreams, nearly one-third of respondents (29%) watched for over 15 h/week, and 26.5% watched for 11-15 h.

On the basis of Descriptive statistics, this paper applies SmartPLS4.1.1.4 software to analyze the data and validate the five research hypotheses. The software SmartPLS4.1.1.4 uses the structural equation (SEM) concept, a statistical method for evaluating the suitability of a hypothetical or theoretical model. SEM is a statistical method that can handle several variables in a causal model simultaneously and is used to assess the suitability of theoretical or hypothetical models (Hair et al., 2024).

Table 2: Descriptive analysis

Respondents' profile	Selection	Frequency	Percentage
Gender	Female	211	53.28
	Male	185	46.71
Age (years)	<18	20	5.05
	18-25	99	25.00
	26-30	107	27.02
	31-40	118	29.79
	>40	52	13.13
Highest education level	Secondary school or below	69	17.42
	High school or equivalent	117	29.5
	Bachelor's degree	174	43.9
	Master's degree and above	36	9.09
Employment status	Corporate and institutional personnel	101	25.5
	Full-time homemaker	16	4
	Company employee	127	32
	Other	7	1.7
	Student	33	8.3
	Technical professional	44	11.1
	Government agency personnel	36	9
	Freelancer	14	3.5
	Retired	18	4.5
Monthly disposable income	¥1,000 and below	46	11.6
	¥1,000-¥2,000	60	15.1
	¥2,000-¥3,000	78	19.6
	¥3,000-¥5,000	98	24.7
	¥5,000-¥10,000	75	18.9
	Above ¥10,000	39	9.8
Hours spent watching E-commerce livestreams/ week	0-5 h	72	18.1
	6-10 h	104	26.2
	11-15 h	105	26.5
	Over 15 h	115	29

4.2. Measurement Model Assessment

In order to test the model created using a two-step method, we adhered to the recommendations of Anderson and Gerbing (1988). Following the recommendations of Hair et al. (2021) and Ramayah et al. (2018), we first examined the measurement model to determine the validity and reliability of the instruments employed. Next, we ran the structural model to test the developed hypothesis.

For the measurement model we assessed the loadings, average variance extracted (AVE), composite reliability (CR) and Cronbach's alpha. The analysis of the validity of a hypothesized model generally includes tests of the questionnaire's reliability and validity. Composite reliability (CR) and Cronbach's alpha coefficient, which are both computed using Smart PLS and the PLS Algorithm, are used in this study to evaluate Reliability. As shown in Table 3, all CR values exceed 0.7, and Cronbach's

Table 3: Variance inflation factor and convergent validity

Variables	Items	Loadings	Cronbach's alpha	CR	AVE
Customer inspiration	CI1	0.661	0.895	0.913	0.514
	CI10	0.712			
	CI2	0.726			
	CI3	0.69			
	CI4	0.728			
	CI5	0.719			
	CI6	0.698			
	CI7	0.741			
	CI8	0.728			
	CI9	0.761			
Impulse buying behavior	IBB1	0.809	0.873	0.908	0.663
	IBB2	0.804			
	IBB3	0.819			
	IBB4	0.809			
	IBB5	0.83			
Perceived novelty	PN1	0.861	0.873	0.913	0.724
	PN2	0.851			
	PN3	0.828			
	PN4	0.863			
Social presence	SP1	0.859	0.898	0.924	0.707
	SP2	0.821			
	SP3	0.863			
	SP4	0.852			
	SP5	0.809			

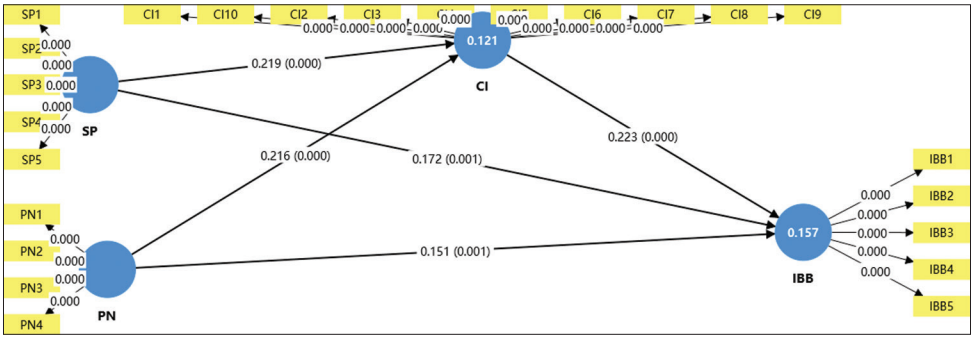
Table 4: Discriminant validity (HTMT)

Construct	CI	IBB	PN	SP
CI				
IBB	0.347			
PN	0.303	0.297		
SP	0.303	0.300	0.316	

Table 5: Results of the hypotheses testing (direct and indirect effects)

Hypothesis	Relationship	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P-values	Result
H_1	SP ->IBB	0.172	0.054	3.192	0.001	Supported
H_2	PN ->IBB	0.151	0.047	3.199	0.001	Supported
H_3	SP ->CI	0.219	0.048	4.537	0.000	Supported
H_4	PN ->CI	0.216	0.049	4.407	0.000	Supported
H_5	SP ->CI ->IBB	0.049	0.015	3.22	0.001	Supported
H_6	PN ->CI ->IBB	0.048	0.016	3.045	0.002	Supported

Figure 2: Results of the structure model



alpha coefficients are also above this threshold. According to Hair et al. (2021), values above 0.7 for both CR and Cronbach's alpha indicate good internal consistency reliability. Factor loadings and average variance extracted (AVE) are used to assess convergent validity, a crucial component of construct validity. Table 3 shows that all AVE values exceed 0.5, and factor loadings for all items are above 0.7, indicating strong convergent validity (Hair et al., 2019). The convergent validity of the measurement model is further supported by the fact that every scale item in the questionnaire satisfies the suggested threshold of 0.7, as indicated in Table 2.

The HTMT criterion, which was proposed by Henseler et al. (2015) and revised by Franke and Sarstedt (2019), was then used in step 2 to evaluate the discriminant validity. The HTMT values should be ≤0.85 the stricter criterion and the mode lenient criterion should be ≤0.90. We can conclude that the respondents recognized that the four notions are separate because, as Table 4 illustrates, all of the HTMT values were below the tougher criteria of <0.85. When combined, these two validity tests have demonstrated the validity and reliability of the measuring items.

4.3. Structural Model Assessment

The study investigated the structural model after confirming the measurement model's validity and reliability. The hypothetical model in the hypothesis regarding causal links between variables was tested in this study using the structural equation modeling software smart PLS. The relationship between structural factors is modified and the ultimate selection of structural variables is established by examining the causal relationship between structural variables. The researchers use Smart-PLS bootstrapping in conjunction with a two-tailed test to determine the validity of the hypotheses and examine the significance of the path coefficients. Using the 5000 resample bootstrapping procedure, "P-values" and "T-statistics" were used to assess the significance of these hypotheses. Figure 2 shows the path coefficients of structure model. Table 5 displays the outcomes of the direct and indirect impacts for the suggested hypotheses. The results of the study showed a strong correlation that supports the original hypothesis (H_1), which suggested a connection between Social presence and Impulse buying behavior. The statistical analysis showed a strong positive relationship, with a t-value of 3.192, and a significance level of <0.01. The analysis also showed the positive relationship between social presence and customer inspiration (H_3), with a t value of 4.537, a significance level of <0.01. Testing outcomes showed that Perceived novelty significantly correlated with both customer inspiration ($t = 4.407$, $P < 0.01$) and Impulse buying behavior ($t = 3.199$, $P < 0.01$), supporting H_2 and H_4. According to Hypothesis 5 (H_5), Customer inspiration may serve as a mediator between Social presence and Impulse buying behavior. With a $P < 0.01$, a t-value of 3.22, the investigation verified the existence of a substantial mediation effect. The results support this theory by showing that Customer inspiration mediates the relationship between social presence and impulse buying behavior. Hypothesis 6 (H_6) proposes that customer inspiration can act as a mediator between perceived novelty and Impulse buying behavior. The study found a substantial mediation effect ($t = 3.045$, $P < 0.01$). The results support the idea that Customer inspiration functions as a mediator between perceived novelty and Impulse buying behavior.

5. CONCLUSION, IMPLICATIONS AND LIMITATIONS

The purpose of this study was to investigate the mediating roles of customer inspiration in the relationship between social presence, perceived novelty and Impulse buying behavior. Studies have shown that social presence has a significant effect on customer impulse buying behavior (Shi et al., 2023; Zhang and Shi, 2022). It is also indicated by research that perceived novelty has a significant effect on customer impulse buying behavior (Fajardo et al., 2024). This study found a strong positive correlation between social presence and customer inspiration, which is consistent with previous researches (Gao et al., 2022; Yang et al., 2024). This study found a strong positive correlation between perceived

novelty and customer inspiration, which is consistent with another research (Frasquet et al., 2024). The study also investigated how customer inspiration act as mediators between social presence, perceived novelty and Impulse buying behavior. Frasquet et al. (2024) found that customers will be more inspired offline and online, respectively, if a business or website is viewed as being more novel.

The results of the study highlight how important customer inspiration is in fostering customer inspiration in apparel live streaming commerce in China. This study's integration of the S-O-R model shows that customer inspiration emerges as a crucial mediator, with perceived novelty and social presence having an important effect on customer impulse buying behavior. By providing a view of apparel industry and a novel construct of perceived novelty-customer inspiration-impulse buying behavior, these insights fill a significant gap in the research. According to the findings, improving customer inspiration should be a top priority for apparel live streaming commerce industry in order to build stronger psychological bonds with this expanding impulse buying behavior. The importance of tailoring marketing techniques to the unique needs and preferences of the apparel business is highlighted in the study's conclusion, which also advocates for a more creative way to satisfy consumer demands. In addition to encouraging impulsive purchases, this tactic supports the long-term growth of live streaming clothing sales.

This study is important in two dimensions, namely, for both theoretical contributions and practical implications. This study examines how perceived novelty and social presence affect customer impulse buying behavior in apparel live streaming commerce, with customer inspiration as a mediator. While these factors have been studied individually in various contexts, their combined effect on apparel live streaming commerce remains underexplored. Furthermore, on the topic of impulsive buying behavior in live streaming commerce in China, very few research focused on specific category of products (Barnabas et al., 2024). To fill this evidence gap, this study will test the influence of social presence in live streaming commerce for apparel industry in China.

Besides, this research also discusses the contribution of customer inspiration as a mediator in influencing customer impulse buying behavior in apparel live streaming commerce. This investigation aims to compensate for the gap of sufficient prior research on how the distinctive features of livestreaming commerce contribute to the creation of new psychological mechanisms underlying impulsive purchasing in Chinese live streaming commerce (Lo et al., 2022; Redine et al., 2023; Zhang et al., 2023).

Therefore, this research development a novel psychological mechanism of impulse buying behavior in Chinese live streaming commerce by customer inspiration, this study breaks new ground by introducing customer inspiration as a novel mediating mechanism in impulse buying research despite its theoretical relevance, customer inspiration has received scant attention in prior research on impulsive buying. It also remains surprisingly understudied in the context of live streaming commerce. To achieve the above goals, drawing on the SOR paradigm, this research delineates the connection between the unique attributes of social presence and perceived novelty as stimuli, and impulse buying behavior as a response, with customer inspiration serving as the organism in the causal relationship.

What's more, while previous studies have examined the association between perceived novelty and customer inspiration (Frasquet Deltoro et al., 2023), customer inspiration and impulse buying (Yang et al., 2024), this study investigate the construct of perceived novelty-customer inspiration-impulse buying behavior. To our knowledge, this construct has not been reported in other researches.

Additionally, the study's findings may also be useful for live streaming commerce industry practitioners. The first proposed enhancement involves boosting audience presence via superior visual clarity and authentic design components, shortening deliberation periods while raising sales conversions. Implementation pathways include adopting immersive technologies (virtual/augmented reality), smart digital signage, and advanced web interfaces to create near-tactile shopping simulations (Kshetri and Dwivedi, 2024).

Similarly, integrating social components via engaging visual media and dynamic interactivity can strengthen the sense of social presence and inspire customers. This can provide consumers with a more thorough grasp of the product, spark their imaginations with regard to its useful uses, inspire them, and make it easier for them to actually turn an idea into a purchase.

Besides, this study also reveals that perceived novelty is an important stimulation to inspire customer and led to impulsive buying behavior. Thus, it is necessary to innovate from the aspects of product design and live content. First of all, product innovation such as virtual goods plus physical linkage. For example, use Doyin virtual gift exchange offline coupons to enhance user stickiness. Wu et al. (2021) pointed out that virtual rights can enhance users' willingness to pay. Besides, there are customized product presales, such as: Taobao live "watch while ordering," for which users can vote to decide the color and function of the products. Then about live content innovation such as dramatized live broadcasting. For example, some live streamers can tell stories at the same time selling products. As was proposed that narrative content enhances emotional connection (Fu et al., 2024). What's more, interactive model can be innovative by using real-time gamified interaction.

This study has some limitations in exploring the effects of social presence and perceived novelty on Impulsive buying behavior and the mediating role of customer inspiration. First, the study sample was mainly from Chinese consumers, which may limit the generalizability of the findings as consumers from different cultures may respond differently to Perceived novelty and Social presence. In addition, although we considered social presence and perceived novelty to stimulate customer inspiration, the study ignores the perspectives of other features when attempting to explain the inspired experience and impulsive buying. Lastly, the study's heavy reliance on questionnaires may have contributed to frequent methodological flaws and compromised the accuracy of

the findings. By increasing the sample size, using a longitudinal research design, and integrating qualitative research techniques, future studies could further validate and broaden the results of this investigation.

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