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Exploring the Psychological Drivers of Online Impulsive Buying: The Role of Social Exclusion in Livestream E-Commerce among Gen Z Consumers

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Abstract: **This study explores the relationship between social exclusion and impulsive buying behavior in the context of e-commerce livestreaming, focusing on Generation Z consumers in Ho Chi Minh City, Vietnam. The primary objective is to understand how feelings of social exclusion influence impulsive buying during livestreaming sessions, addressing a gap in existing literature on psychological factors driving impulsive online purchases. The methodology involved a systematic literature review and an empirical study, with data collected through surveys to test three hypotheses. The findings confirmed two hypotheses, showing a significant link between social exclusion and increased impulsive buying behavior, while the hypothesis regarding the moderating effect of hedonic browsing did not yield significant results. These findings highlight the critical role of social factors in online consumer behavior, suggesting that e-commerce platforms should consider these dynamics to manage impulsive purchases effectively. This research provides valuable insights for developing marketing strategies that address the emotional triggers associated with social exclusion, promoting a more supportive online shopping environment.**

Keywords: **Psychological drivers, Online impulsive buying behavior, E-commerce platforms, gen Z.**

1. INTRODUCTION

1.1 Background of Study

The rapid advancement of digital technology has significantly transformed consumer behavior, particularly in the realm of e-commerce (ESW, 2022). One notable development is the rise of e-commerce livestreaming, where real-time video broadcasts are used to showcase and sell products directly to consumers (Smart OSC, 2024). This method has gained immense popularity, especially in regions like East Asia, due to its interactive nature and the sense of immediacy it provides. E-commerce livestreaming allows consumers to engage directly with hosts, ask questions in real-time, and receive instant feedback, creating a dynamic and engaging shopping experience (Clearco, 2023). This interactive environment can significantly influence consumer decision-making processes and lead to spontaneous purchasing decisions (Tao Chen, Premaratne Samaranayake, XiongYing Cen, Meng Qi, & Yi-Chen Lan, 2022).

Impulsive buying behavior, characterized by spontaneous and unplanned purchases, is particularly prevalent in e-commerce environments where the ease of transaction and instant gratification are highly facilitated (Muhammad Bilal Gulfraz, Muhammad Sufyan, Mekhail Mustak, Joni Salminen, & Deepak Kumar Srivastava, 2022). Moreover, the social aspects of livestreaming, including the ability to see other viewers' comments and purchases, can create a sense of urgency and social

pressure to buy. Understanding the dynamics of impulsive buying within the context of e-commerce livestreaming is essential for both marketers and psychologists. This knowledge can help in devising strategies to enhance consumer engagement and satisfaction while also addressing potential negative consequences of impulsive buying.

1.2 Research Gap

Despite the growing body of literature on e-commerce and consumer behavior, there is a noticeable gap in understanding the specific impacts of social exclusion on impulsive buying behavior within the context of e-commerce livestreaming. Previous research has extensively explored general impulsive buying triggers and the influence of social factors on consumer behavior. However, the intersection of social exclusion and its direct impact on impulsive buying during e-commerce livestreaming sessions remains underexplored. This gap is significant because e-commerce livestreaming combines elements of social interaction and instant gratification, potentially exacerbating the effects of social exclusion on consumer behavior. By investigating this specific relationship, this study aims to fill the existing research void and provide insights that could help e-commerce platforms and marketers develop more effective engagement and support strategies for socially excluded consumers.

1.3 Research Objectives

To identify the factors that influence consumers' impulsive buying behavior during e-commerce livestreaming.

1.4 Research Question

What are the factors that influence consumers' impulsive buying behavior during e-commerce livestreaming?

1.5 Scope of Study

The study focuses on consumers who use mobile devices to shop online, specifically targeting Generation Z. According to (aia.com.vn, 2023), Generation Z typically includes individuals born between 1995 and 2012. The geographical focus of this study is on consumers residing in Ho Chi Minh City, Vietnam. This demographic and regional focus will help to provide a clear understanding of the impulsive buying behavior in a specific and relevant context.

1.6 Limitation

Despite its significant findings, this study has limitations that must be acknowledged. The primary limitation is the demographic focus on Generation Z consumers in Ho Chi Minh City, Vietnam, which may limit the generalizability of the results to other regions and age groups. Additionally, the study relies on self-reported data, which can be subject to response bias. Future research should aim to include a more diverse sample and employ longitudinal methods to better capture the evolving nature of consumer behavior in different cultural and social contexts.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theories

2.1.1 Impulsive Buying

Impulse Buying occurs when a consumer makes a purchase without giving it much thought (Sanjida Satter, 2024). This behavior usually happens in respone to stimuli like attractive promotions, attractive product displays or even emotional states like excitement and stressf (Jeff Joireman, Jeremy Kees, & David Sprott, 2010). It involves a sudden urge to pay for a product, leading to immediate pleased but often entails potential negative consequences such as financial problem and buyer's regret (Quyen Phu Thi Phan, Vu Minh Ngo, & Nguyen Cao Lien Phuoc, 2020). Fators like marketing tactics, store enviroment and social influencers can significantly influence umpluse buying behavior (Li Xiang, Xiabing Zheng, Matthew K.O. Lee, & Dingtao Zhao, 2015).

2.1.2 Livestream on E-commerce

Live commerce is the combination of online shopping and live streaming, where sellers or influencers like KOLs and KOCs showcase and sell products in real-time through live video (Arun Arora, Daniel Glaser, Aimee Kim, Sajal Kohli, & Natalya Sak, n.d.). This method is known by various names like live selling, livestream shopping, live shopping and so forth (Vimmi, 2024). To succesfully launch a live commerce, certain tools are required (Smartosc, 2024). These include a live video

shopping platform that enables livestreaming, a live chat feature for real-time interaction, and intergrated tools that allow viewers to make purchases directly from the livestream without leave the stream (Caroline Shalabi, 2023). These tools enhance the shopping experience by allowing customers to ask question, check product details, having promotional coupon for cheaper price and make purchase instantly, creating an engaging purchasing process (SendPulse, 2023).

2.2 Hypothesis and conceptual framework

2.2.1 Conceptual framework

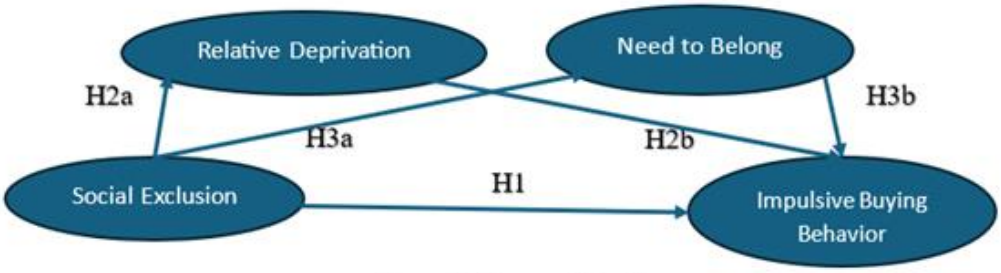

Figure 2.1 Research Model

2.2.2 Social Exclusion and Impulsive Buying Behavior

Social Exclusion occurs in a variety of ways, including separation and isolation, all of which can impact people's ability to form relationships and fulfill a sense of belonging (Paul Hutchison, Dominic Abrams, & Julie Christian, 2024). While these consequences are often negative, affecting emotional, behavioral, and physiological domains, there can be a positive aspect to how individuals cope (Mauro de Gennaro, Eva G. Krumhuber, & Gale Lucas, 2020). Emotionally, Social Exclusion can lead to feelings of rage, worry, sadness, and social discomfort (Nicole L. Mead, Roy F. Baumeister, Tyler F. Stillman, Catherine D. Rawn, & Kathleen D. Vohs, 2010). It also reasons cognitive declines as people use their cognitive resources to cope with the stress of exclusion, affecting memory, executive control, and logical reasoning (Haocheng Luo, Jiarong Chen, Shengnan Li, Yangang Nie, & Guodong Wang, 2021). However, excluded individuals often turn to consumerism as a strategy to make up for unfulfilled psychological needs, which can have positive effects (Leiqing Peng, Xue Xia, & Xiaohui Su, 2020). Impulsive Buying Behavior can provide a temporary sense of relief, joy, and self-worth, helping individuals regain a sense of control and normalcy (Samah Abdelsalam, Naomie Salim, Rose Alinda Alias, & Omayma Husain, 2024). According to the "cognitive overload" theory, people experiencing social rejection are overwhelmed by suppressed negative emotions, draining their cognitive resources and causing them to act in ways that can backfire (Felicito Angeles Jabutay & Tan Limpachote, 2024). Despite this, Impulsive Buying Behavior can sometimes offer a positive, albeit short-term, boost to their mood and sense of belonging (Jon D. Elhai, Mojisola Tiamiyu, & Justin Weeks, 2018). Consequently, this research puts forth the subsequent hypothesis:

H1: Perceived Social Exclusion has a positive impact on Impulsive Buying Behavior.

2.2.3 The intermediary effect of Relative Deprivation

Impulsive Buying Behavior and Social Exclusion are connected through Relative Deprivation. People who are socially excluded frequently feel as though they are less fortunate than others, which causes them to sense Relative Deprivation (Hyunji Kim, Mitchell J. Callan, Ana I. Gheorghiu, & William J. Matthews, 2016). The urge to make up for perceived shortcomings is increased by this feeling of deprivation (Bongsoon Cho, Dongseop Lee, & Kwanghyun Kim, 2014). Impulsive Buying Behavior turns into a coping strategy that provides short-term self-esteem boosts and instant enjoyment (Frank J Elgar, Natale Canale, Michael J A Wohl, Michela Lenzi, & Alessio Vieno, 2022). Therefore, the link between Impulsive Purchasing and Social Exclusion is mediated by Relative Deprivation, which encourages people to make impulsive purchases to satisfy unmet needs and reduce emotions of isolation (Sandeep Mishra, Shadi Beshai, Tyler J.S. Meadows, Priya Parmar, & Vivian Huang, 2017). Consequently, this research puts forth the subsequent hypothesis:

H2: Perceived Relative Deprivation acts as a mediator between Social Exclusion and Impulsive Buying Behavior.

2.2.4 The intermediary effect of the Need to Belong

A person's connection to their environment is threatened by Social Exclusion, according to the demand threat model, and those who are unable to form social ties within their surroundings lack a sense of belonging (Nicole L. Mead et al., 2010). One of the fundamental conditions for preserving positive social relationships within a social group is the Need to Belong, which is characterised as a person's need to be required according to Maslow's framework for the hierarchy of needs, acknowledged and approved by a community (Xiaoxue Zhang, Jianpeng Fan, & Ruixia Zhang, 2024). People are driven to seek out social relationships that would fulfill their need for belonging when their urge to connect with others and feel like they belong is not met (Kelly-Ann Allen, DeLeon L. Gray, Roy F. Baumeister, & Mark R. Leary, 2021). Stated differently, people are compelled by a social incentive to engage in activities that rekindle their feeling of community when their need for belonging is not met (Katherine E. Loveland, Dirk Smeesters, & Naomi Mandel, 2010). However, people tend to focus on activities that can create social relationships since they are generally fearful of being rejected and feeling bad again, one activity that people frequently choose to engage in is consumption (Kelly-Ann Allen, 2022). Consequently, this research puts forth the following hypothesis:

H3: Perceived the Need to Belong serves as a mediator between Social Exclusion and Impulsive Buying Behavior.

3. RESEARCH METHODOLOGY

3.1 Research Design

A descriptive research approach is a theory-based method which involves gathering, analyzing, and presenting collected data. A descriptive research approach is a theory-based method which involves data collection, analysis, and presenting. It was used in this study. With the use of this approach, authors can assist people comprehend the significance of their study by providing details about the motivations and workings behind what they have discovered.

This study used a quantitative data analysis method, which is necessary to get statistical outcomes and useful insights. The use of quantitative research techniques is vital for the development of businesses since they offer an economic viewpoint that is helpful when making significant business choices. This methodology was selected to examine the connections between the variables under investigation.

Primary data are details that the researcher has obtained straight from the source for a specific study objective (Lauren Stewart, 2024). The additional advantage of gaining access to original material is that it enables researchers to collect materials especially for their area of study. The study's questions are especially created to obtain data suitable for an online shopping survey environment. Consequently, the writer has permission to use data and responses from surveys conducted online. To gather the main type of information, a variety of techniques can be employed, including interviews, focus groups telephone interviews, and online surveys. The writer chose to employ a survey through the internet among all the options since it can swiftly reach target audiences and give participants freedom and simplicity (Donatella Poliandri, Monica Perazzolo, Giuseppe Carmelo Pillera, & Letizia Giampietro, 2023).

Three primary research approaches are also available: questionnaire, observational, and experimental. Specifically, primary data is usually collected via the questionnaire (Marta Costa, 2022). It additionally becomes suitable for studies on behaviours and mindsets because to its relative precision and dependability. Based on those explanations, the survey may be used later to gather information for this research (Vivek Bhaskaran, 2024).

3.2 Sampling Method

Applying non-probability assessment sampling procedures, the research's group was selected. When using sampling with judgement, researcher select populations based on their ability to do an activity in a way that guarantees every member has a similar set of characteristics (Dan Fleetwood, 2024). It is used whenever an individual is questioned about whether they are familiar with using something specific or completing a given action (qualtrics.com, 2024). Because the people who responded to the current research must be members of generation Z, people born between 1995 and 2012 (aia.com.vn, 2023) and own telephones that enable them to connect to the Internet and complete online purchases, sampling using judgement is suitable. Therefore, in the present research, non-probability sampling combined with judgmental sampling is chosen.

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3.3 Sample Size

G*Power 3 is one common sampling technique that can be referenced. (Franz Faul, Edgar Erdfelder, Albert-Georg Lang, & Axel Bucher, 1996). Further, it was mentioned while determining the sample size during the current study. An examination of G*Power 3 incorporates a feature for the necessary power output (1 - β), The sample impact size will be identified with probability 1 – β, in addition to the predetermined significance limits. According to G*Power 3 evaluation, the required number of samples for the current study is 77, and the F test was chosen for Linear Multiple Regression statistical test (Effect size, f 2 = 0.15, Probability of error, α = 0.05, Power level (1 - β) = 0.8 and quantity of predictors = 3). The total number of tests that could be used for analysing the data with 150 responses is more than the required minimum number of samples.

3.4 Questionnaire Design

There are two components to the questionnaire: inquiries regarding essentials and demographics about Relative Deprivation, Need to Belong, Impulsive Buying Behavior, and Social Exclusion factors. Before the main study, a test run with a hundred fifty people with previous online shopping experience was conducted to improve the validity and reliability of the questionnaire. The original survey received a few small revisions prior to formal distribution. After then, a survey had been translated into Vietnamese to make sure respondents could properly and quickly fill it out. The survey is modified from earlier research. The questionnaire used for the study was created using trustworthy and verified measurement scales that were available in the published material. A seven-point Likert scale, ranging from (1) Definitely disagree to (7) Extremely agree, was used to assess each item. The measurements of components and origins are displayed in the following table, which corresponds to Table 3.1.

Table 3.1 Structures of Questionnaires

Constructs	Items	References
Relative Deprivation (RD)	RD1. When I consider what I have in comparison to those that are similar to me, I feel deprived. RD2. In relation to those who are similar to me, I feel privileged. RD3. I become resentful when I see folks who are similar to me in such privileged circumstances. RD4. I'm happy with what I have right now when I contrast it with what others like me have.	(Xiaoxue Zhang et al., 2024)
Need to Belong (NB)	NB1. I make an effort not to do anything that might cause someone to shun or avoid me. NB2. When I need assistance, I want to be able to turn to someone. NB3. I detest being by myself. NB4. I really want to be a part of a group. NB5. When my activities are left out of other people's plans, I get really irritated.	(Xiaoxue Zhang, Jianpeng Fan, & Ruixia Zhang, 2024)
Impulsive Buying Behavior (IBB)	IBB1. I usually end up buying things on mobile purchasing platforms that I had not planned to buy. IBB2. I don't think twice to buy things that I hadn't meant to on a mobile purchasing site.	(Xiaoxue Zhang, Jianpeng Fan, & Ruixia Zhang, 2024)
Social Exclusion (SE)	SE1. When I feel socially excluded, I often tend to engage in impulsive buying to compensate for feelings of rejection. SE2. I easily get caught up in impulsive buying when experiencing social exclusion to improve my mood. SE3. The desire for social acceptance drives me to make impulsive purchases to fit in. SE4. When I feel socially excluded, I often turn to impulsive buying of material possessions as a way to comfort myself.	(Xiaoxue Zhang, Jianpeng Fan, & Ruixia Zhang, 2024)

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3.5 Data Analysis Techniques

Analysis and calculation using partial least squares (PLS) were carried out. The PLS approach showed appropriate because it imposed few limitations on sample numbers, available ranges, and levels for measurement (Armin Monecke & Friedrich Leisch, 2012). Since the turn of the century, as additional individuals have released more papers utilising PLS-SEM, the total amount of such studies has expanded (Joe F. Hair Jr, Marko Sarstedt, Lucas Hopkins, & Volker G. Kuppelwieser, 2014). PLS-SEM is superior to CB-SEM in the next situations, especially in the fields of organisational behaviour, information technology leadership, advertising studies, and strategic administration on fullfillment analysis: (1) Avoid problems with small sample sizes and unusual non-delivery data in a peaceful manner; (2) Complicated research designs, particularly structural frameworks, containing a large number of intermediary, fundamental and observational elements can be estimated; (3) Appropriate for research on predicting orientation (Jörg Henseler, Theo K. Dijkstra, & Roger J. Calantone, 2014). The current research uses PLS-SEM to determine how e-review affects consumers' intentions to make purchases online. Responses were gathered from individuals regarding their perceptions of the measuring items using a seven-point Likert scale, which ranges from "(1) Definitely Disagree" to "(7) Extremely Agree".

4. FINDINGS AND DISCUSSION

4.1 Findings

4.1.1 Assessing the Outer Measurement Model

Preparing for examination each hypothesis in the inner model (structural model), the assessments of the outer model (measurement model) should be verified. Section of the procedure of assessment involves examining the accuracy (convergent and discriminant validity) and reliability (Cronbach's Alpha and composite reliability) of a structure for measuring.

Table 3.2 shows that each of the Cronbach's Alpha metrics for the dependability of inner consistency a metric used to assess enhance dependability is more than the suggested minimum value of 0.70 (Joseph Franklin Hair, G. Tomas M. Hult, Christian M. Ringle, & Marko Sarstedt, 2022). However, the outcomes in the precise same table also show that the total reliability levels exceed the necessary 0.70 number (Joseph Franklin Hair et al., 2022). As a result, every structure exhibit considerable reliability plus the Cronbach's Alpha and combination reliability metrics verifies that internal trustworthiness.

The assessment of multiple logically related items is called "convergent validity". (Joseph Franklin Hair et al., 2022) states that the average variance extracted (AVE) should be used to examine parallel authenticity, while AVE is considered validated, its value must be above 0.50. As demonstrated by Table 3.2, each AVE is outstanding and exceeds 0.50. But it also asserted by (Joe F. Hair Jr et al., 2014), the value of outer loadings may accomplish like a means of verifying convergent reliability. Hence, if the amount of outer loadings exceeds than 0.70, the convergence accuracy will be verified. Obviously, from the Table 3.3's data, every number is grater than 0.70. Consequently, this study's convergence validity was officially verified.

Table 3.2 Overview of Measurement Model Quality

	Cronbach's Alpha	Composite Reliability	Composite Reliability	Average Variance Extracted (AVE)
IBB	0.754	0.779	0.889	0.801
NB	0.826	0.856	0.875	0.585
RD	0.778	0.783	0.857	0.600
SE	0.882	0.883	0.919	0.738

Table 3.3 Outer Loadings of The Measurement

	IBB	NB	RD	SE
IBB1	0.870			
IBB2	0.919			
NB1		0.723		
NB2		0.762		

NB3		0.792		
NB4		0.728		
NB5		0.815		
RD1			0.750	
RD2			0.797	
RD3			0.820	
RD4			0.727	
SE1				0.874
SE2				0.877
SE3				0.856
SE4				0.829

Table 3.4 Fornell-Lacker's Criterion

	IBB	**NB**	**RD**	**SE**
IBB	**0.895**			
NB	0.314	**0.765**		
RD	0.432	0.375	**0.774**	
SE	0.577	0.390	0.447	**0.859**

Selective relevance requirements imply that the relevant items will depend significantly on the topic being examined while responding poorly on a variety of other concepts. Consequently, these elements are easily distinguished from those found in other kinds of buildings. The discriminant reliability was assessed using a variety of techniques, such as the use of Fornell-Larcker's standard (Claes Fornell & David F. Larcker, 1981), the ratio known as "Heterotrait Monotrait" (HTMT) and cross-loadings (Jörg Henseler, Christian M. Ringle, & Marko Sarstedt, 2015).

Using the traditional Fornell-Larcker's criterion, it was first determined whether the average of the square roots of AVE is more than the sum of the correlation coefficients, as shown by the data in Table 3.4. The cross-loadings have been looked at, and Table 3.5's data show that while each loading has a significant load on its specific construct, it has a weak load to unrelated constructs.

Table 3.5 Cross-loadings

	IBB	**NB**	**RD**	**SE**
IBB1	**0.870**	0.297	0.320	0.458
IBB2	**0.919**	0.269	0.442	0.565
NB1	0.187	**0.723**	0.234	0.260
NB2	0.271	**0.762**	0.354	0.264
NB3	0.217	**0.792**	0.296	0.301
NB4	0.184	**0.728**	0.250	0.166
NB5	0.301	**0.815**	0.291	0.418
RD1	0.305	0.303	**0.750**	0.281
RD2	0.288	0.351	**0.797**	0.328
RD3	0.308	0.331	**0.820**	0.444
RD4	0.424	0.188	**0.727**	0.313
SE1	0.479	0.255	0.424	**0.874**
SE2	0.554	0.335	0.363	**0.877**
SE3	0.499	0.396	0.378	**0.856**
SE4	0.446	0.350	0.375	**0.829**

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The framework model comes next, after the verification of the evaluation model. This involves utilising a technique for bootstrapping to determine the coefficients of orientation of 1000 re-samples and the factor of determination. The assessment of the structural model indicates the testing of hypothesis, as shown in Table 3.6. The outcomes showed that Impulsive Buying Behavior (IBB) is positively impacted by Social Exclusion (SE). As a result, H1 P Values <0.05 is supported. Additionally, the findings indicated that Impulsive Buying Behavior (IBB) is positively impacted by Relative Deprivation (RD). As a result, H2 P Value <0.05 is supported. On the other hand, the Need to Belong (NB) factor has a little negative impact on Impulsive Buying Behavior (IBB). As a result, H3 P Value >0.05 is not supported.

Table 3.6 Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficients	Standard Deviation	P Values	Desicion
H1	Social Exclusion (SE) → Impulsive Buying Behavior (IBB)	0.464	0.073	0.000	Supported
H2	Relative Deprivation (RD) → Impulsive Buying Behavior (IBB)	0.204	0.081	0.012	Supported
H3	Need to Belong (NB) → Impulsive Buying Behavior (IBB)	0.057	0.083	0.494	Not supported

4.2 Discussion

4.1.2 The effects of Social Exclusion on Implusive Buying Behavior

Social Exclusion influences Impulsive Buying Behavior by causing feelings of anxiety and a need for instant relief, which can be looked for via unplanned purchases. Emotions of rejection, feeling alone and low self-worth can arise when someone feels left out or alone (Julia Elizabeth Annas, 2004). To cope, they frequently react to impulse buying to mitigate these uncomfortable emotions. Buying something could offer a brief feeling of happiness as well as a sense of control or achievement. This propensity is made worse by e-commerce platforms, which are always and conveniently accessible. They provide a wide range of products, tailored recommendations, and attractive incentives that prompt impulsive, emotionally driven purchases. As a result, those who have Social Exclusion factor may get into Impulsive Buying Behavior to make up for the emotional hole that their absence has left.

4.1.3 The effects of Relative Deprivation on Impulsive Buying Behavior

The feeling that one is disadvantaged than others, or Relative Deprivation, has a powerful effect on Impulsive Buying Behavior. People may feel unpleasant feelings like jealousy, irritation, and discontent when they feel inferior to their peers. These emotions may lead them to act impulsively in an effort to reduce their emotional pain and enhance their perception of themselves. Unplanned purchasing might result from the want to acquire commodities and status symbols that others display in order to instantly improve one's perception of their social standing and level of happiness. E-commerce sites encourage this behaviour even more by constantly offering customers the chance to purchase objects that stand for achievement and community thanks to their tailored advertising and convenient access to a large selection of goods.

4.1.4 The effects of Need to Belong on Impulsive Buying Behavior

According to the hypothesis linking the Need to Belong and Impulsive Buying Behavior, those who have a strong desire to fit in may make impulsive purchases to improve their social status. However, proof indicates the need to belong does not constantly lead to Impulsive Buying Behavior. In reality, such behaviour may be negatively impacted by this requirement. Due to their desire for social group reinforcement and approval, people with higher needs to belong may be more thoughtful and careful shoppers. They could refrain from making rash purchases in order to avoid possible negative reactions or financial hardship that might harm their social standing. Furthermore, these people might place a higher value on activities or things that immediately promote relationships than they do on self-satisfying purchases. Therefore, in contrast to the original theory, people who feel a need to belong may be less likely to buy impulsively because they will be more concerned with long-term social integration than with impulsive satisfaction.

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5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

In conclusion, the indicators that we give in Tables 3.2 and 3.3 are intended to verify the reliability as well as the accuracy of the numbers of the data we have collected and as a result all numbers exceed the minimum requirement of 0.70, that means all the data we collect is accurate and highly reliable. However, we not only use parameters such as Cronbach's Alpha and composite reliability of tables 3.2 and 3.3 to demonstrate the reliability of the numbers, but we also use the Fornell-Larcker standard and cross-loadings of tables 3.4 and 3.5 to make the reliability of the numbers even more solid. And finally, to evaluate the impact of the hypotheses, we will use the parameters of Table 3.6 and we can see that the Impulsive Buying Behavior (IBB) variable is positively affected by the two variables Social Exclusion (SE) and Relative Deprivation (RD) because the results of the H1 and H2 P values in both variables (SE and RD) are smaller than the conditional number (0.05), which means both values are supported. On the contrary, the Impulsive Buying Behavior (IBB) variable is negatively affected by the Need to Belong (NB) variable with the P value of H3 greater than 0.05, which means not supported. From here, we also have the answer to the research question of the factors that affect consumers' impulsive buying behavior during e-commerce livestreaming and after a process of research and data collection, we have concluded, which are the factors of Social Exclusion, Relative Deprivation and Need to Belong.

5.2 Recommendations

Given the hypothesis that the Need to Belong has minor adverse effects on Impulsive Buying Behavior, it is essential to rethink how we look at consumer behavior in today's e-commerce market. While the idea that a powerful Need to Belong might decrease impulsivity in purchasing has yet to be confirmed, it is still worth to find out how this factor can influence taking decisions more socially and deliberately conscious. Marketing strategies instead of focusing on personalized recommendations or quick "click and buy" impulses, e-commerce sites and marketers should consider including social features which encourage consumers to interact with each other. For instance, shared experiences, product reviews, ratings from other members can help build a sense of belonging and trust. Consumers are much more likely to make thoughtful purchasing decisions if they feel related to a community which shares the same interests and values.

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