

COGNITIVE AND EMOTIONAL DRIVERS OF ONLINE PURCHASE DECISIONS IN LIVE-STREAMING SOCIAL COMMERCE

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ABSTRACT

Purpose: This study examines how cognitive and emotional drivers jointly shape online purchase decisions in live-streaming social commerce, focusing on consumers' real-time decision-making experiences.

Design/methodology/approach: A qualitative descriptive–interpretive approach was employed using in-depth semi-structured interviews with consumers who had made purchases through live-streaming sessions. Data were analyzed thematically using NVivo to identify dominant cognitive and emotional patterns.

Findings: The findings reveal that purchase decisions are formed through the simultaneous interaction of rapid cognitive evaluations (information clarity, perceived value, trust) and emotional triggers (FOMO and parasocial interaction), with platform affordances accelerating this process.

Research limitations/implications: This study is limited by a small sample size and a single-country context, which may restrict generalizability.

Practical implications: The results suggest that live-streaming strategies should balance emotional engagement with credible information to sustain trust and satisfaction.

Originality/value: This study offers an integrated cognitive–emotional perspective on live-streaming purchase decisions.

Paper type: Research paper

Keyword: Cognitive drivers; Consumer behavior; Emotional drivers; Live-streaming social commerce; Online purchase decisions.

A. INTRODUCTION

The transformation of Indonesia's digital ecosystem over the past decade has changed the way consumers form preferences, assess risks, and execute purchasing decisions. This landscape is no longer dominated by search-based e-commerce, but rather is moving toward discovery commerce driven by content exposure, algorithmic recommendations, and real-time social interactions. In this context, live-streaming social commerce has evolved into a new arena where purchasing decisions are formed through a combination of cognitive processes (information assessment, alternative evaluation) and emotional processes (affective drives, impulses, and fear of missing out/FOMO). Structurally, Indonesia has very conducive conditions for the growth of social commerce: a large

population, high internet penetration, and widespread social media usage. (Pratama & Muhlisin, 2023; Szeto et al., 2023)

The development of digital technology has brought about fundamental changes in consumer consumption patterns, particularly in how individuals seek information, evaluate options, and make purchasing decisions (Lutfiati Rohmah et al., 2022). This change relates not only to the shift in transaction media from offline to online but also to the transformation of the psychological processes underlying these decisions. In this context, purchasing decisions are no longer solely determined by rational considerations but are increasingly influenced by cognitive and emotional factors that emerge during digital interactions.

In general, fashion and beauty products are the most frequently purchased items through *live streaming platforms*.

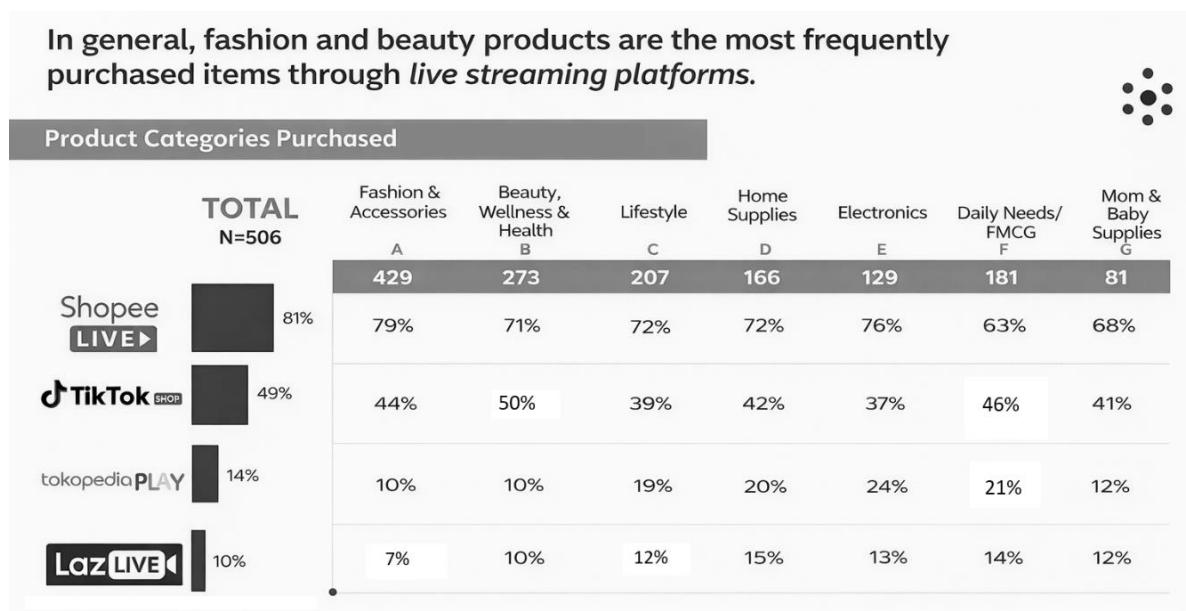


Figure 1. The Most Frequently Used Live Streaming Platform for Shopping

Source: adaptation from Yulianto & Prabowo, (2024)

Based on the data in the table, it can be seen that fashion and beauty products are the most dominant categories purchased through live-streaming platforms in the last six months, with a total of $N = 506$ respondents. Overall, Shopee Live ranks highest as the most widely used live-streaming platform for purchases, with a usage rate reaching 81%, far surpassing TikTok Shop (49%), Tokopedia Play (14%), and LazLive (10%). Live-streaming has become a highly effective shopping channel, especially for products that easily capture visual and emotional attention. Fashion and beauty products are most frequently purchased because these types of products are easy to understand through live demonstrations, host explanations, and real-time interactions that help consumers build trust before purchasing. Consumers not only see the product but also experience a more-lively shopping experience, so purchasing decisions can occur more quickly than conventional online shopping. The dominance of Shopee Live indicates that consumers tend to choose platforms that are already considered familiar and trusted, while TikTok Shop shows strength in encouraging spontaneous purchases, especially in the beauty and daily needs categories. Categories such as electronics, home furnishings, and mother and child products also remain popular, but purchases are driven more by functional needs than emotional impulses (Ciaschi & Barone, 2024). Overall, these findings reinforce the idea that the success of live-streaming social commerce is determined not only by the product itself, but also by the platform and seller's ability to create compelling interactions, build positive emotions, and present information quickly and easily to consumers.

High internet penetration, the dominance of productive-age users, and the intensity of social media use make Indonesia a fertile market for the development of digital commerce. This situation has encouraged the emergence of various new, more interactive and experience-based e-commerce models, one of which is social commerce, which integrates social activities with economic

transactions. As social commerce has grown according to Jiang et al., (2022), the live-streaming format has emerged as a prominent innovation. Live-streaming allows sellers and consumers to interact directly in the same digital space, allowing promotion, communication, and transactions to occur simultaneously. In this situation, consumers not only receive product information but also experience the purchasing process as a dynamic social experience.

The phenomenon of live-streaming social commerce in Indonesia demonstrates that purchasing decisions often occur quickly and spontaneously. Consumers can immediately see product demonstrations, listen to salespeople's explanations, and witness other consumers' responses simultaneously. This shortens the purchase decision-making process, which typically consists of problem recognition, information search, alternative evaluation, and purchase decision. In this context, cognitive factors still play a crucial role. Consumers use information presented during live sessions to assess a product's usefulness, quality, price, and suitability for personal needs (Aynie et al., 2021). However, this assessment process often occurs quickly and is influenced by the way the information is presented, not solely by its completeness or objectivity.

Beyond cognitive aspects, emotional factors are equally dominant drivers in live-streaming social commerce. Direct interaction with sellers from Fatimah et al., (2020), a persuasive communication environment, and limited time and quantity of products can evoke certain emotions such as enthusiasm, trust, and even fear of missing out. These emotions often accelerate purchasing decisions without thorough rational consideration. In Indonesia, consumers' tendency to be responsive to social interactions amplifies the influence of these emotional factors. Collectivist culture and high reliance on social recommendations make consumers more easily influenced by the comments, testimonials, and purchasing behavior of others, as seen in real-time during live sessions. Thus, purchasing decisions become the result of a shared social process, rather than a completely isolated individual decision. (Pratama & Muhlisin, 2023)

The role of the seller, host, or creator is also a crucial element in shaping purchasing decisions. Consumers often build trust based on the communication style, consistency of information, and perceived honesty displayed by the host during a live stream. This trust then transfers from the seller to the product being offered, increasing the likelihood of a purchase. Furthermore, platform algorithms also influence the live stream content consumers receive. Repeated exposure to a particular product or seller can increase familiarity and reduce consumer uncertainty. Over time, this builds latent preferences, making it easier to make a purchase when an emotional trigger arises.

The emotional factors of live commerce in Indonesia are often driven by scarcity and urgency tactics: flash sales, limited stock, countdowns, bundling, and vouchers (Puspitasari et al., 2022). These triggers generate anticipatory emotions (excitement), loss aversion (FOMO), and instant gratification upon successfully checking out before the offer expires. Conceptually, this mechanism shifts decisions from lengthy, rational evaluation to quick, affect-driven action. Another unique dimension in Indonesia is the strong digital community culture and parasocial attachment to hosts, creators, or affiliates. Consumers don't simply evaluate the product, but also assess the credibility of the persona presenting the product, their speaking style, consistency, "honesty" on camera, and responses to comments. This attachment creates trust transfer: trust in the persona can translate into trust in the product or store, increasing the probability of purchase even without direct experience. This phenomenon suggests that online purchasing decisions in live-streaming social commerce are the result of a complex interplay of thought and emotion. Consumers don't completely lose their rationality, but that rationality operates within a short time frame and under the influence of strong emotional stimuli. Therefore, understanding purchasing decisions in this context requires an approach that captures both dimensions simultaneously.

From an entrepreneurial perspective from Pratama et al., (2024), live-streaming social commerce has become a strategic opportunity for businesses in Indonesia, particularly MSMEs and content-based digital businesses. This model allows businesses to reach a wide range of consumers at a relatively low cost, while simultaneously building more personal relationships with their audiences. However, the success of this strategy depends heavily on businesses' ability to manage consumers' cognitive and emotional aspects. Businesses are required not only to convey product information clearly but also to create interactive experiences that evoke positive emotions and trust.

In other words, consumer purchasing decisions reflect the effectiveness of the communication strategies and experiences designed by businesses during live-streaming sessions.

Amid the rapid growth of live-streaming social commerce, Indonesia is also facing regulatory dynamics aimed at restructuring the digital commerce ecosystem. These policy adjustments impact the way platforms and businesses operate, as well as consumer perceptions of risk and transaction security. This situation further emphasizes the importance of a deep understanding of consumer behavior in an ever-changing digital environment. Despite the rapid growth of live-streaming social commerce, academic studies specifically examining the role of cognitive and emotional factors in online purchasing decisions in the Indonesian context are still relatively limited. Some studies have focused more on technological aspects or marketing strategies, while the psychological dynamics of consumers in live interactions have not been fully explored. (Pratama et al., 2025)

These limitations open up space for research focused on understanding how Indonesian consumers process information and emotions when making purchasing decisions in live-streaming social commerce. This approach is crucial for bridging the gap between classical consumer behavior theory and contemporary digital commerce practices. Based on this description, this study aims to analyze the cognitive and emotional drivers of online purchase decisions in live-streaming social commerce in the Indonesian context. By understanding the role of these two factors, this research is expected to provide theoretical contributions to the development of consumer behavior studies, as well as practical implications for business actors and entrepreneurs in designing more effective and sustainable social commerce strategies.

B. METHODOLOGY

This study adopts a qualitative research design with a descriptive–interpretive approach to explore the cognitive and emotional drivers underlying online purchase decisions within the context of live-streaming social commerce. A qualitative approach is considered appropriate as it enables an in-depth understanding of consumers' subjective experiences, meanings, and interpretations when engaging with live-streaming shopping content, which cannot be adequately captured through purely quantitative measures (Arifin et al., 2023). The research emphasizes how consumers cognitively process product-related information and emotionally respond to interactive live-streaming environments, particularly during real-time purchasing situations.

The selection of key informants in this study was conducted deliberately using a purposive sampling technique, which is commonly employed in qualitative research to identify individuals who possess rich, relevant, and experiential knowledge of the phenomenon under investigation (Sugiyono, 2024). Key informants were defined as consumers who had direct experience purchasing products through live-streaming social commerce, particularly those who actively engaged with live-stream sessions prior to making purchase decisions. The inclusion criteria required informants to have (1) participated in at least one live-stream shopping session, (2) completed an online purchase decision during or immediately after the live-stream, and (3) demonstrated active interaction with live-stream content, such as responding to promotions, limited-time offers, or host communications. This selection strategy ensured that informants were capable of articulating both the cognitive processes (such as information evaluation, perceived usefulness, and trust formation) and emotional responses (including excitement, urgency, and fear of missing out) experienced during the decision-making process. The number of informants was determined based on the principle of data saturation, whereby interviews were continued until no new conceptual insights or thematic variations emerged. By prioritizing experiential depth over sample size, the study ensures that the perspectives of key informants provide a comprehensive and credible representation of consumer decision-making dynamics in live-streaming social commerce, consistent with established qualitative research practices and prior methodological frameworks.

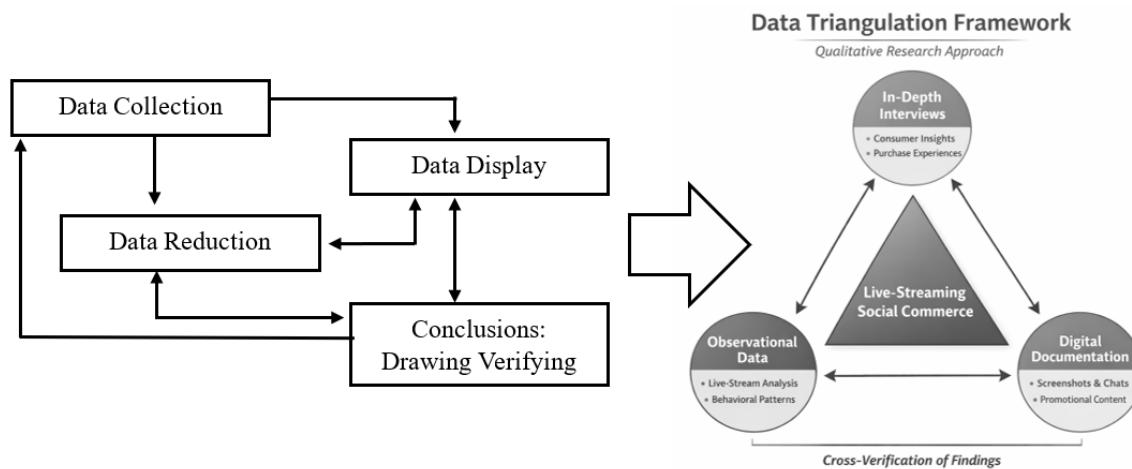


Figure 2. Research Data Triangulation Procedure Framework

Source: (Arifin et al., 2023)

Data were collected through in-depth semi-structured interviews with consumers who had previously made purchases via live-streaming sessions on social commerce platforms. Informants were selected using purposive sampling, ensuring that participants possessed relevant experience with live-streaming shopping and online purchase decision-making. To strengthen analytical rigor, the study applied a data triangulation strategy, integrating multiple sources of evidence, including interview transcripts, observational data from live-streaming sessions, and supporting digital documentation such as screenshots of live-stream interactions, product displays, and consumer comments. This triangulation process enhances credibility by allowing cross-verification of findings across different data sources and perspectives. (Hidayah et al., 2025)

The qualitative data analysis was conducted using NVivo software, which facilitated systematic coding, categorization, and theme development. Interview transcripts and observational materials were imported into NVivo and analyzed through an iterative coding process, beginning with open coding to identify salient concepts related to cognitive evaluations (e.g., information assessment, perceived value, trust formation) and emotional responses (e.g., excitement, urgency, fear of missing out). These codes were then refined into higher-order themes through axial and selective coding. The analytical results are presented visually through NVivo-generated outputs, such as coding hierarchies, word frequency clouds, and thematic relationship models, to transparently illustrate patterns and relationships among cognitive and emotional drivers influencing online purchase decisions. This analytical procedure aligns with qualitative methodological standards and supports a robust interpretation of consumer behavior in live-streaming social commerce contexts.

C. RESULTS AND DISCUSSION

Results

1. Data Reduction

The data reduction stage in this study was conducted to filter, focus, and organize the data from in-depth interviews to align with the research objective, which is to identify cognitive and emotional drivers that influence online purchasing decisions in the context of live-streaming social commerce (Amirah & Supriyono, 2023; Goyal & Deshwal, 2023). The data reduction process was carried out systematically by selecting informant statements relevant to their experiences when exposed to live-streaming content, processing product information, responding to emotional stimuli, and ultimately making a purchasing decision. This stage refers to the qualitative data reduction approach used in the referenced thesis, which emphasizes filtering data based on its relevance to the research focus.

From the entire interview transcript, the diverse initial data were then grouped into key meaning units that reflect consumers' cognitive processes. At this stage, informant statements related to information search, product evaluation, price perception, quality assessment, and risk consideration were selected as indicators of cognitive drivers. Informants consistently stated that purchasing decisions were influenced by the ease of understanding product information during the livestream, the clarity of the demonstration, the comparison of benefits to price, and confidence in the product's safety and credibility. Data that is not directly related to the consumer's thought process, such as general narrative comments or experiences outside the context of live streaming, is eliminated at this stage.

Table 1. Summary of Main Themes of Nvivo Coding Results

No	Main Theme	Dimension	Files	References
1	Cognitive Purchase Drivers	Cognitive	5	38
2	Emotional Purchase Drivers	Emotional	5	29
3	Platform Affordances (Live-Streaming Social Commerce)	Contextual	5	12
4	Perceived Product Quality	Cognitive	5	12
5	Perceived Price Value	Cognitive	5	14
6	Perceived Risk and Concerns	Cognitive	5	8
7	Post-Purchase Satisfaction	Affective	5	5
8	Recommendation Intention	Affective	5	4

Source: Primary data processed using NVivo, (2025)

Furthermore, data reduction focused on emotional drivers emerging during consumer interactions with live-streaming social commerce. Informant statements expressing interest, enthusiasm, a compulsion to purchase due to limited-time promotions, trust in the host or influencer, and fear of missing out were retained as core data. Conversely, emotional responses not directly related to the purchase decision, such as general impressions of the app without implications for purchasing, were excluded from further analysis. In this way, data reduction helped confirm that emotions are not simply fleeting reactions, but rather serve as triggers that accelerate decision-making. (Isqak et al., 2025; Sari, 2024)

In the next stage, the reduced data was organized into key themes representing the interrelationships between cognitive and emotional factors. Data on promotions, discounts, and ease of processing were positioned as initial stimuli that influence consumers' rational judgments, while also evoking emotional responses in the form of urgency and impulsiveness. This finding aligns with the pattern in the interview results, where purchase drivers such as promotions and live streaming played a dominant role. However, in this study, they were recontextualized as part of the interacting cognitive-emotional mechanisms within the live-streaming social commerce environment.

Furthermore, data reduction also highlighted cognitive inhibiting factors, such as concerns about product suitability, risk of irritation, and product authenticity. These data were retained because they demonstrate that while emotions can accelerate decisions, consumers still engage in rational evaluation to reduce perceived risk before purchasing. Repeated statements from informants regarding the need for product education and information transparency reinforce the finding that purchasing decisions are a result of a negotiation between emotional impulses and cognitive considerations.

Overall, the data reduction results indicate that online purchasing decisions in live-streaming social commerce are not formed linearly, but rather through a selective process in which consumers filter information, weigh benefits and risks, and respond to emerging

emotional stimuli simultaneously. This data reduction serves as the basis for the next stage of analysis because it has produced a core data set representing cognitive and emotional drivers as the primary factors in online purchasing decision-making.

2. Data Display

The data presentation in this study is visualized in the form of a Hierarchy Chart to illustrate the thematic structure and the level of dominance of factors influencing online purchasing decisions in the context of live-streaming social commerce. This diagram displays the hierarchical relationship between main themes and subthemes based on the results of interview data coding, where the size of each box reflects the intensity of the theme's emergence in the informant's statements. The larger the box size in the diagram, the more dominant the role of the theme in shaping purchasing decisions.

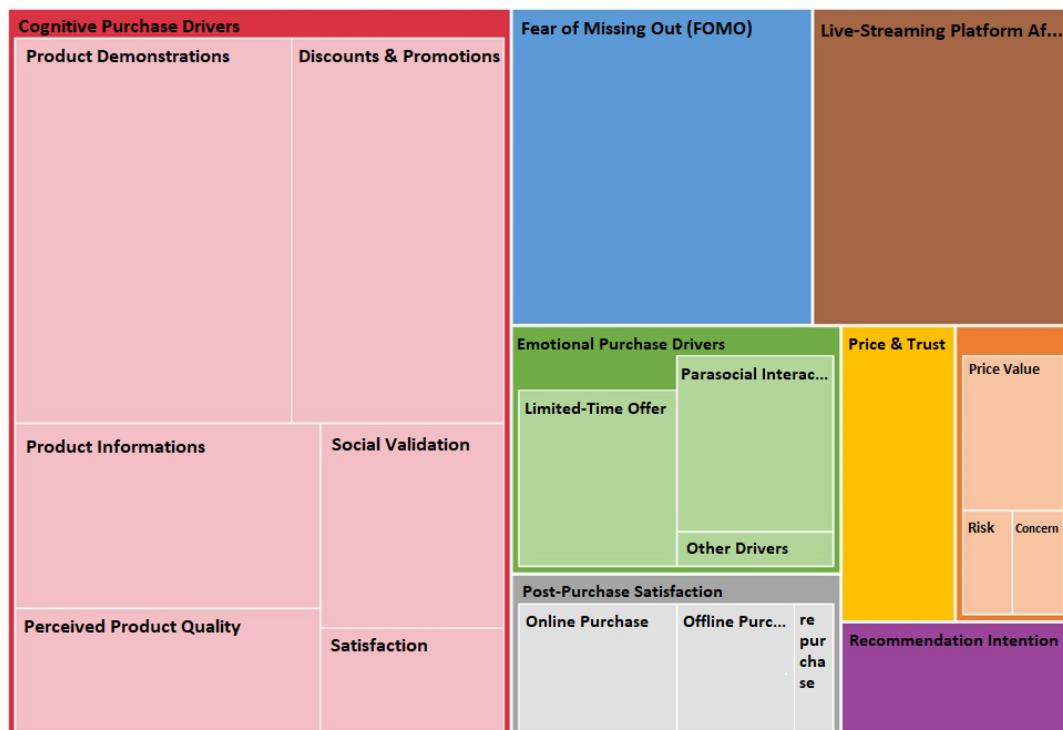


Figure 3. Hierarchy Chart of Observation Results

Based on Figure 3, Hierarchy Chart of Observation Results, it can be seen that Cognitive Purchase Drivers occupy the largest area compared to other themes. This indicates that consumers' cognitive processes (product information processing, benefit evaluation, and rational assessment) are the primary foundation for online purchasing decisions. The most prominent subthemes in this category include product demonstrations, discounts and promotions, product information, and social validation. These findings indicate that consumers rely heavily on visual and verbal information conveyed during live streaming sessions to form initial understandings and beliefs about the products offered.

In addition to cognitive factors from Ciaschi & Barone, (2024), Fear of Missing Out (FOMO) emerged as a single theme with a large area, confirming its role as a powerful emotional driver. FOMO's prominent position in the diagram indicates that the fear of missing out (due to time constraints, limited stock, or exclusive promotions during the live stream) serves as an accelerator for purchasing decisions. In this context, FOMO accelerates consumers' transition from the evaluation stage to the purchase stage. The Emotional Purchase Drivers theme also emerged significantly, reflecting the role of emotions in the decision process.

Subthemes such as limited-time offers and parasocial interactions illustrate how the personal interaction between host and audience, as well as the sense of urgency created during live streaming, evoke emotional engagement in consumers. These factors strengthen the urge to purchase, even when rational considerations are not yet fully developed. (Uralovich et al., 2023)

Next, Live-Streaming Platform Affordances occupies a separate area, demonstrating the platform's importance as a decision-making environment. The presence of interactive features, integration of content and transactions, and ease of navigation contribute to creating a fast and responsive shopping experience. The platform functions not only as a transaction medium but also as a social space that shapes consumers' cognitive and emotional context. The Price & Trust theme features the subthemes of price, value, risk, and concern, representing consumers' rational considerations regarding value and security. Although smaller in size than the main drivers, this theme remains significant because it demonstrates consumers' efforts to balance emotional impulses with risk assessments before making a purchase decision. This confirms that online purchasing decisions are not entirely impulsive, but rather involve an internal negotiation process between benefits and potential risks.

At the bottom of the diagram, Post-Purchase Satisfaction and Recommendation Intention illustrate post-purchase consequences. Satisfaction that arises after a transaction and product use plays a crucial role in shaping the intention to recommend a product to others. The position of these two themes demonstrates that the post-purchase experience is part of the social commerce cycle, where consumers act not only as buyers but also as agents of social influence. Overall, this Hierarchy Chart demonstrates that online purchasing decisions in live-streaming social commerce are shaped by a complex interaction between dominant cognitive drivers, emotional triggers that accelerate decisions, platform support, and value-risk evaluations. This data presentation emphasizes that understanding consumer behavior in the context of live-streaming must consider the integration of rationality and emotion, rather than viewing them as separate processes.

3. Conclusions: drawing verifying

The conclusion-drawing and verification stages in this study were conducted after the data had been systematically reduced and presented, with the aim of ensuring that the findings accurately represented the experiences and behavioral patterns of the informants. This process focused not only on formulating final conclusions but also on testing the consistency and reliability of the findings through data review, linkages between themes, and alignment with the research objectives. This approach aligns with the qualitative analysis stages used in the reference thesis, where conclusions were drawn gradually and verified through the recurrence of meaning within the data.

Based on the analysis, it can be concluded that online purchasing decisions in the context of live-streaming social commerce are shaped by a close interaction between cognitive and emotional drivers. Cognitive drivers serve as the initial foundation for shaping consumer beliefs, primarily through processing product information, demonstrations of use, price assessments, and evaluations of quality and risk (Odilia et al., 2025). Consumers tend to first understand a product's benefits and value before deciding to purchase, even though this process occurs over a relatively short period of time. Furthermore, the research findings also confirm that emotional drivers play a role in accelerating purchasing decisions. Emotions such as interest, enthusiasm, trust in the host or influencer, and fear of missing out (FOMO) emerge predominantly during live streaming sessions. These emotions don't replace cognitive processes, but rather work alongside rational judgment to drive consumers to make faster purchasing decisions. Thus, purchasing decisions aren't entirely impulsive, but rather result from emotional reinforcement of pre-formed cognitive judgments. (Hossain et al., 2018; Putri et al., 2025)

Verification of the findings was conducted by comparing the consistency of statements across informants and the recurrence of themes in the NVivo coding results. Key themes such as cognitive purchase drivers, emotional purchase drivers, platform affordances, and price and trust considerations recurred across all or most informants. This recurrence indicates that the

research findings are not incidental but rather reflect general patterns in consumers' experiences shopping through live-streaming social commerce. Furthermore, verification was conducted by examining the logical relationships between themes. The analysis showed that platform factors such as live interactivity, ease of transaction processing, and integration of content with purchases serve as a context that brings together cognitive and emotional processes. The platform not only facilitates transactions but also creates a psychological environment that allows information and emotions to coexist in the decision-making process.

Findings regarding perceived risk and trust further strengthen the validity of the research conclusions. Although consumers are emotionally driven, they still demonstrate awareness of potential risks and seek to verify the safety and credibility of products. This confirms that online purchasing decisions in live-streaming social commerce are an internal negotiation process between emotional impulses and rational efforts to minimize risk. In the post-purchase phase, verification of the findings indicates that consumer satisfaction and recommendation intentions are direct consequences of perceived correct purchase decisions. Satisfied consumers are more likely to recommend their shopping experience to others, thus strengthening the social commerce cycle based on social influence. This link between satisfaction and recommendations emerged consistently in the data, strengthening the conclusion that purchase decisions have long-term implications for subsequent consumer behavior.

Overall, the conclusions drawn and verified in this study confirm that online purchasing decisions in live-streaming social commerce are the result of an integration of rational cognitive processes and situational emotional responses, mediated by the characteristics of the digital platform. This conclusion is supported by data consistency, the recurrence of themes, and the alignment of the analysis results, thus confirming their validity and scientific accountability.

Discussion

The findings of this study demonstrate that online purchase decisions in live-streaming social commerce are shaped by the simultaneous interaction of cognitive and emotional drivers, rather than by a single dominant mechanism. This result reinforces the view that consumer decision-making in digital environments has evolved beyond purely rational evaluation, particularly within interactive and time-sensitive contexts such as live-streaming commerce. Consumers do not abandon rationality; instead, they engage in compressed cognitive processing, which is continuously influenced and accelerated by emotional stimuli.

The prominence of cognitive purchase drivers indicates that consumers still rely heavily on information-based evaluations when making purchase decisions. Product demonstrations, detailed explanations, promotional information, and social validation function as salient informational cues that reduce uncertainty and support rapid judgment formation. These findings suggest that live-streaming does not eliminate cognitive evaluation but restructures it into a real-time, cue-based assessment process. Consumers rely less on exhaustive information search and more on immediately observable signals presented during the live session.

At the same time, the study reveals that emotional drivers play a critical role in accelerating the transition from evaluation to action. The strong presence of FOMO reflects the effectiveness of scarcity cues, limited-time offers, and exclusive live promotions in creating psychological urgency. Based on Orih et al., (2024) emotional arousal does not replace cognitive reasoning; rather, it amplifies the perceived value of cognitively evaluated information, pushing consumers toward faster purchase decisions. This mechanism explains why decisions in live-streaming contexts often appear impulsive while remaining grounded in perceived rational justification. Beyond FOMO, parasocial interaction with hosts or influencers further strengthens emotional engagement and trust formation. Consumers do not merely assess product attributes; they also evaluate the credibility, communication style, and perceived authenticity of the presenter (Kavut, 2024). Trust is transferred from the host to the product, lowering psychological resistance and reinforcing purchase confidence. This finding extends prior consumer behavior research by highlighting how emotional attachment and social presence operate as mediators between informational cues and purchase outcomes in live-streaming environments.

These findings align with Suprihono et al., (2025) and extend previous studies on social commerce, which emphasize trust, interactivity, and impulse buying as key outcomes of live-streaming engagement. However, this study contributes new insight by positioning cognitive and emotional processes as interdependent rather than sequential. While earlier research often treats impulse buying as primarily emotion-driven, the present findings suggest that emotional impulses in live-streaming commerce are frequently anchored in rapid cognitive justifications such as perceived price value, product usefulness, and social proof formed during the live interaction. This integrated mechanism helps explain why consumers perceive their decisions as both “spontaneous” and “reasonable” at the same time. The role of platform affordances further contextualizes this interaction. Live-streaming platforms function not only as transaction channels but as decision environments that merge content exposure, social interaction, and checkout into a single flow. Features according to Rosdiana & Aslami, (2022) such as real-time chat, instant responses, and seamless payment integration enable cognitive evaluation and emotional stimulation to occur concurrently. Consequently, the platform itself becomes an active agent shaping consumer decision dynamics.

Importantly, the presence of price value, perceived risk, and trust considerations indicates that purchase decisions are not purely impulsive. Consumers continuously negotiate between emotional urgency and rational risk mitigation. When perceived value outweighs perceived risk and when trust cues are sufficiently strong emotional drivers gain legitimacy and accelerate the final decision. This balance underscores the adaptive nature of consumer rationality in digital commerce contexts. Post-purchase outcomes further validate this process. Satisfaction and recommendation intention emerge as direct consequences of decisions that consumers perceive as justified both cognitively and emotionally. Positive post-purchase evaluations reinforce social diffusion through word-of-mouth and content sharing, thereby sustaining the social commerce cycle. (Suhendra et al., 2025)

From a theoretical perspective, this study contributes to consumer behavior and social commerce literature by advancing an integrated cognitive-emotional decision framework for live-streaming commerce. It challenges dichotomous views that separate rational and emotional decision-making, demonstrating instead that emotional drivers function as accelerators of cognitively grounded evaluations. This finding refines existing models such as the Stimulus-Organism-Response (S-O-R) framework by emphasizing the simultaneity of cognitive and emotional processing under time pressure. From a practical perspective, the findings offer clear implications for entrepreneurs, digital marketers, and platform operators. Effective live-streaming strategies should not rely solely on emotional triggers such as urgency and excitement but must be supported by clear product information, credible demonstrations, and transparent value propositions. Hosts and sellers should be trained to balance persuasive communication with informational clarity, while platforms should design features that facilitate trust, interaction, and cognitive ease. By aligning emotional engagement with rational reassurance, businesses can encourage faster decisions without undermining long-term satisfaction and trust.

D. CONCLUSION

This study provides a qualitative understanding of how online purchase decisions in live-streaming social commerce are formed through the dynamic interaction of cognitive and emotional drivers. Drawing on in-depth insights from consumers with direct experience in live-streaming transactions, the findings demonstrate that purchase decisions in this context cannot be adequately explained by purely rational or purely emotional models. Instead, decision-making emerges as an integrated process in which rapid cognitive evaluations are continuously reinforced and accelerated by situational emotional stimuli.

The results reveal that cognitive drivers (including product demonstrations, clarity of information, perceived price value, and social validation) constitute the foundational layer of decision-making. Consumers rely on these cues to construct a sense of justification and control, even within the fast-paced and interactive environment of live-streaming commerce. Rather than engaging

in extensive information search, consumers adapt by performing compressed cognitive assessments based on immediately available visual, verbal, and social signals.

At the same time, emotional drivers, particularly Fear of Missing Out (FOMO) and parasocial interaction with hosts, play a decisive role in transforming evaluation into action. Emotional arousal does not replace rational consideration; instead, it functions as a catalyst that legitimizes swift decisions once minimal cognitive thresholds are met. This interaction explains why consumers often perceive their purchases as both spontaneous and reasonable, highlighting the coexistence of emotional urgency and cognitive reassurance in live-streaming contexts. This research also underscores the importance of platform affordances as contextual enablers of this process. Live-streaming platforms operate as integrated decision environments that synchronize content exposure, social interaction, and transaction execution. By allowing cognitive and emotional processes to unfold simultaneously, these platforms intensify decision speed while maintaining perceived decision quality.

Collectively, these findings contribute to the literature on consumer behavior and social commerce by advancing an integrated cognitive-emotional perspective on online purchase decisions. The study challenges linear decision models and extends existing frameworks, such as the Stimulus–Organism–Response model, by demonstrating that cognitive and emotional processes in live-streaming commerce are interdependent and concurrent rather than sequential.

From a practical standpoint, the conclusions highlight that sustainable success in live-streaming social commerce requires a strategic balance between emotional engagement and cognitive reassurance. Entrepreneurs, content creators, and digital marketers should design live-streaming experiences that combine persuasive emotional triggers with credible information and transparent value propositions. Such alignment not only accelerates purchase decisions but also fosters post-purchase satisfaction, trust, and recommendation behavior, thereby supporting long-term consumer relationships in the evolving digital commerce ecosystem.

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