

UNDERSTANDING THE IMPACTS OF APPEALING STRATEGIES ON ONLINE BIDDING IMPULSIVENESS: A STIMULUS-ORGANISM RESPONSE PERSPECTIVE

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ABSTRACT

Recently, live stream is getting more and more popular. Facebook included this function since February 2016. Live stream allows a viewer to interact with a broadcaster and other viewers directly. By using live stream as a selling platform, some sellers try to attract clients' attention by using different appealing strategies, including rational, reward, emotional, authority, or fear appeals. Those strategies can induce viewers' emotions and drive them to make an impulsive buying or bidding. However, which strategy is more effective in an online live auction is still not clear. It is therefore interesting to explore the effectiveness of these five strategies.

Since bidding in an online live auction can be viewed as an unplanned behavior, or so-called an impulsive purchase behavior, we therefore investigate into this issue from an impulsive buying perspective. Specifically, based on the Stimulus-Organism-Response framework, we attempt to know how appealing strategies affect participants' pleasure and arousal, which in turns, lead to impulsiveness.

Keywords: Social commerce; Live stream; Stimulus-Organism-Response; Appealing strategy; Impulsive buying