

IEB06

Impulsive buying guilt on live streaming commerce

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Abstract

Live streaming commerce is a social commerce that offers a real-time, online and interactive shopping environment facilitated by a host or an influencer. In the live streaming sessions, generally the host or the influencer entices the viewers into making impulsive buying decisions. Influencer tends to be attractive and provides real-time interaction, entertainment, social activities to the viewers. This research is aimed at understanding whether the viewers or customers of live streaming commerce develop a sense of guilt for their impulsive buying decisions.

Conference Track

Internet and e-Business