

**SHOPEE LIVE AS A TRIGGER OF CONSUMPTIVE BEHAVIOR:
A PERSPECTIVE ON CHARACTER AND SELF-CONTROL AMONG
BOARDING STUDENTS**

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ABSTRACT

This study examines how Shopee Live triggers consumptive behavior among boarding house students by focusing on the roles of character and self-control. Using a qualitative phenomenological approach, data were collected through interviews, observations, and documentation. The findings indicate that Shopee Live encourages impulsive buying through emotional engagement, interactive features, and promotional pressure. Students with strong self-control and positive character traits tend to make more rational purchasing decisions, while those with weaker self-regulation are more susceptible to unplanned purchases. In addition, peer influence in boarding environments strengthens consumptive tendencies. This study concludes that consumptive behavior in live streaming commerce is shaped by the interaction between digital stimuli and internal psychological factors, highlighting the importance of self-control and character awareness in promoting responsible online shopping behavior.

Keywords: Shopee Live, consumptive behavior, impulse buying, self-control, boarding house students

ABSTRAK

Penelitian ini mengkaji bagaimana Shopee Live memicu perilaku konsumtif di kalangan mahasiswa asrama dengan fokus pada peran karakter dan pengendalian diri. Menggunakan pendekatan fenomenologis kualitatif, data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Temuan menunjukkan bahwa Shopee Live mendorong pembelian impulsif melalui keterlibatan emosional, fitur interaktif, dan tekanan promosi. Mahasiswa dengan pengendalian diri yang kuat dan sifat karakter positif cenderung membuat keputusan pembelian yang lebih rasional, sementara mereka yang memiliki pengendalian diri yang lemah lebih rentan

terhadap pembelian yang tidak direncanakan. Selain itu, pengaruh teman sebaya di lingkungan asrama memperkuat kecenderungan konsumtif. Studi ini menyimpulkan bahwa perilaku konsumtif dalam perdagangan streaming langsung dibentuk oleh interaksi antara stimulus digital dan faktor psikologis internal, menyoroti pentingnya pengendalian diri dan kesadaran karakter dalam mempromosikan perilaku belanja online yang bertanggung jawab.

Kata kunci: Shopee Live, perilaku konsumtif, pembelian impulsif, pengendalian diri, siswa asrama

A. Introduction

The development of digital technology and the internet has brought significant changes to various aspects of human life, including consumption patterns. This transformation has encouraged e-commerce to no longer function solely as a medium for buying and selling transactions, but to develop into a complex space for social interaction. (Wongkitrungrueng et al., 2020) explain that the emergence of live streaming commerce is a form of e-commerce evolution that integrates entertainment, two-way communication, and transactional activities at the same time. In line with this view, (Xu et al., 2021) emphasize that live commerce is capable of creating a more immersive shopping experience, thereby increasing consumer emotional engagement and

influencing the purchasing decision-making process.

As one of the largest e-commerce platforms in Indonesia, Shopee has adopted the concept of live streaming commerce through its Shopee Live feature. This feature allows sellers to promote their products directly, while consumers can interact through the comments section and make purchases in real time. (Pasaribu et al., 2024) found that Shopee Live has a significant effect on impulse buying behavior because it provides direct communication, time-limited promotions, and emotional encouragement from the host during the broadcast. These findings are reinforced by (Liu et al., 2022), who state that direct product visualization and social interaction in live streaming tend to reduce consumers' rational

considerations in the purchasing process.

This phenomenon is closely related to the concept of consumptive behavior, which is purchasing behavior that is no longer based on rational needs, but rather on desires and emotional impulses. In the context of online shopping, consumptive behavior often manifests itself in the form of impulse buying. (Pasaribu et al., 2024) explain that impulse buying occurs when consumers make spontaneous purchases without prior planning in response to situational stimuli. Furthermore, (Devina et al., 2025) reveal that visual stimuli, social interaction, and time pressure present in live streaming commerce significantly reinforce this tendency toward impulsive buying.

These situational stimuli are inseparable from the digital marketing strategies applied in live streaming sessions, such as flash sales, limited-time discounts, and exclusive offers. These strategies are designed to create a sense of urgency and a perception of product scarcity. (Pasaribu et al., 2024) state that time pressure and the perception of limited stock encourage consumers to make immediate purchasing decisions

without carefully considering their needs. Furthermore, (Xu et al., 2021) emphasize that the combination of emotional interaction and promotional strategies in live commerce makes consumers more susceptible to impulsive purchasing decisions compared to conventional e-commerce.

In the context of young people, college students are a segment that is very familiar with digital technology and actively uses e-commerce platforms. Ideally, college students are expected to be able to be rational in managing their finances and determining their priorities. However, reality shows a different situation. Sari and (Handayani, 2025) found that college students tend to be prone to consumptive behavior due to the influence of lifestyle, social environment, and the intensity of digital promotions. This finding is reinforced by (Rahmawati, 2024), who state that high exposure to online promotions is associated with an increased tendency toward impulse buying among students.

This vulnerability to consumptive behavior can become even more complex among students who live in dormitories or boarding

houses (boarding students). Students who live in dormitories generally have a higher level of financial independence because they manage their finances independently without direct supervision from their families. (Handayani, 2025) explain that the dormitory environment can strengthen the influence of peers in consumption decisions. In such conditions, social interactions in the dormitory environment have the potential to become a factor that reinforces consumptive behavior, especially when combined with easy and intense access to live streaming commerce such as Shopee Live.

In addition to external factors, consumptive behavior is also influenced by internal factors, particularly character and self-control. (Baumeister et al., 2018) explain that self-control is an individual's ability to resist immediate urges and consider the long-term consequences of an action. In the context of online shopping, (Utami, C. W., & Sumaryono, 2021) found that individuals with low levels of self-control tend to be more easily influenced by digital promotional stimuli and exhibit higher consumptive

behavior compared to individuals with good self-control.

B. Researcr Method

This study uses a qualitative approach with a phenomenological design to explore the lived experiences of boarding house students regarding the use of Shopee Live and its impact on consumptive behavior. A qualitative approach was chosen because it is able to capture subjective meanings, individual perceptions, and social processes that cannot be represented through numerical data (Braun & Clarke, 2021).

The phenomenological design was used because this study focused on how students experience, interpret, and respond to the phenomenon of live streaming commerce in their daily lives. Phenomenology allows researchers to understand participants' experiences in depth by emphasizing the internal perspectives of participants and the social context that underlies their behavior (Neubauer et al., 2019).

Research Subjects and Location

The research subjects were Nias University students living in

boarding house 2.2 on Jalan Golkar. Participants were selected using purposive sampling, which involves selecting respondents who meet certain criteria, such as actively using Shopee Live and having made purchases through this feature. This technique is considered effective in qualitative research because it allows researchers to obtain informants who are relevant to the research focus (Etikan, 2016).

Research Instruments

The main instrument in this study was the researcher himself as the data collector and analyst. To support systematic data collection, three supporting instruments were used, namely semi structured, observation sheet and documentation.

Semi-structured interview guide, used to explore students' experiences, perceptions, emotions, and self-control strategies when using Shopee Live. Semi-structured interviews allow flexibility in data exploration while maintaining the focus of the research (Adams, 2020)

Observation sheets, used to record students' actual behavior when accessing Shopee Live, including intensity of use, emotional responses,

and social interactions with roommates. Observation helps capture real behavior that may not be fully revealed through interviews (Guest, G., Namey, E., & Mitchell, 2023).

Documentation, in the form of Shopee Live screenshots, transaction evidence (with participant permission), and digital shopping activity records. Document analysis is used to strengthen data validity through source triangulation.

Data Collection Techniques

Data collection was conducted using three main techniques: Observation, conducted to record students' natural behavior when accessing Shopee Live, including viewing duration, responses to promotions, and spontaneous purchasing decisions. Contextual observation is important for understanding consumption behavior in real-life situations (Guest et al., 2023).

Semi-structured interviews, conducted in person to explore students' subjective experiences regarding their motivation for using Shopee Live, impulsive urges, the influence of their boarding house

environment, and the role of character and self-control in decision-making.

Documentation, used as supporting data to verify information from observations and interviews, thereby increasing the credibility of the research findings.

Data Analysis Techniques

The data were analyzed using thematic analysis because this method is consistent with the phenomenological approach and is capable of identifying patterns of meaning from the participants' experiences. The analysis process followed the stages developed by (Braun & Clarke, 2021), namely: (1) Familiarization with the data, by repeatedly reading the interview transcripts and observation notes. (2) Initial coding, by grouping data units based on themes such as impulsive urges, promotional pressure, self-control, and peer influence. (3) Theme development, by grouping codes into main themes that represent patterns of consumptive behavior. (4) Data interpretation, by linking research findings to theories of live streaming commerce, consumptive behavior, and self-control. This approach enabled researchers to generate a

comprehensive understanding of the relationship between digital stimuli, psychological factors, and student behavioral responses.

C. Results And Discussion

Results

The results of this study were obtained through semi-structured interviews, observation, and documentation involving boarding house students who actively use Shopee Live. Data analysis generated several dominant themes related to students' shopping behavior, emotional responses, and internal control mechanisms.

First, Shopee Live was identified as a strong digital stimulus that encourages spontaneous purchasing behavior. Most participants reported feeling attracted by flash sales, limited-time discounts, and real-time interaction with hosts. These features created emotional excitement and urgency, which often led to unplanned purchases during live streaming sessions.

Second, boarding house students demonstrated a higher vulnerability to consumptive behavior. Participants explained that peer influence in the boarding environment,

such as sharing promotional information and recommending products, strengthened impulsive buying tendencies. The absence of direct parental supervision and increased financial independence further contributed to this vulnerability.

Third, differences in self-control significantly influenced purchasing decisions. Students with higher self-control were more capable of delaying purchases and reconsidering product necessity, whereas students with lower self-control tended to respond quickly to emotional triggers and promotional stimuli.

Overall, the findings indicate that consumptive behavior among boarding house students is shaped by the interaction between digital stimuli from Shopee Live and internal psychological factors such as character and self-control.

Discussion

Shopee Live as a Digital Stimulus Triggering Impulse Buying

The findings confirm that Shopee Live functions as a powerful digital stimulus that accelerates impulsive purchasing behavior. Features such as real-time interaction, visual product demonstrations, and time-limited

promotions increase emotional engagement and reduce rational evaluation during purchasing decisions.

This result is consistent with (Xu et al., 2021), who found that live streaming commerce enhances immediacy and emotional involvement, leading consumers to make faster and less planned purchasing decisions. Similarly, (Indriastuti et al., 2024) reported that interactive live commerce environments stimulate enjoyment and excitement, which significantly influence impulse buying behavior.

Therefore, Shopee Live does not merely serve as a transaction platform but also creates an emotionally driven shopping environment that encourages spontaneous consumption.

Boarding House Students as a Vulnerable Consumer Group

The results indicate that boarding house students are more susceptible to consumptive behavior due to financial independence and strong peer influence. Students living away from their families must manage their daily expenses independently, which increases the risk of impulsive

financial decisions when exposed to persuasive digital marketing stimuli.

This finding supports Handayani and (Ridwan Alif Nurfatria et al., 2024), who emphasized that residential environments shape students' consumption patterns through shared lifestyles and peer interactions. In addition, (Rahmawati, 2024) demonstrated that social environments significantly reinforce impulse buying tendencies among university students.

Thus, boarding houses function not only as living spaces but also as social contexts that influence consumption norms and behavioral patterns.

The Role of Character and Self-Control in Regulating Consumptive Behavior

Another important finding is the role of character and self-control in moderating consumptive behavior. Students with stronger self-control showed better ability to resist promotions and manage emotional impulses, while students with weaker self-control were more vulnerable to impulsive purchasing decisions.

This result aligns with (Lee & Chen, 2021) who explained that self-

control plays a central role in regulating impulsive behavior by helping individuals resist short-term temptations and prioritize long-term goals. Similarly, (Utami & Daulay, 2024) found that low self-control is strongly associated with higher levels of consumptive behavior in online shopping contexts.

These findings suggest that internal psychological factors act as protective mechanisms that can reduce the negative impact of digital marketing stimuli.

Integration of Findings within the Stimulus–Organism–Response Framework

The overall findings support the Stimulus–Organism–Response (SOR) framework. Shopee Live acts as a stimulus that presents emotional and situational triggers. Character and self-control function as organism components that process these stimuli internally. Consumptive behavior emerges as the behavioral response.

This mechanism is supported by (Liu et al., 2022) who stated that live streaming commerce influences consumer behavior by activating emotional and cognitive processes that lead to purchasing decisions.

Furthermore, Wu and Cheng (2022) confirmed that emotional engagement mediates the relationship between live streaming stimuli and impulse buying behavior.

Therefore, the SOR framework provides a strong theoretical foundation for explaining how digital shopping environments interact with psychological factors to shape consumptive behavior among boarding house students.

D. Conclusion

This study confirms that Shopee Live functions as a strong digital stimulus that encourages consumptive behavior among boarding house students. Features such as real-time interaction, flash sales, and limited-time promotions create emotional engagement and urgency, which often lead to impulsive purchasing decisions. These findings indicate that live streaming commerce not only facilitates transactions but also shapes consumer behavior through psychological and situational pressure.

The results also show that internal factors play an important moderating role. Students with stronger character values and better

self-control tend to make more rational purchasing decisions and are able to resist emotional impulses during live streaming sessions. In contrast, students with weaker self-regulation are more vulnerable to spontaneous buying and post-purchase regret. In addition, the boarding house environment strengthens this phenomenon through peer influence and shared consumption patterns.

Overall, this study highlights the importance of strengthening self-control and character awareness to reduce excessive consumptive behavior in digital shopping environments. These findings contribute to the understanding of consumer behavior in live streaming commerce and provide practical implications for educators and students in promoting responsible online consumption.

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