EMOTIONAL BRIDGES : THE TRANSFORMATIVE INFLUENCE OF SHOPPERTAINMENT ON CONSUMER DECISION

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ABSTRACT

The development of global digital trade today has been largely shaped by shoppertainment activities. However, most of the previous literature has focused on analyzing only consumer decisions, split between short-term spontaneous actions (e.g., impulsive buying) and long-term commitments (e.g., retention). By integrating the Stimulus-Organism-Response (S-O-R) theory, this study aims to investigate the influence of shoppertainment on Impulsive Buying Behavior and Customer Retention Intention, with Consumer Emotional Engagement as a mediating variable, particularly for local fashion products among Generation Z in Makassar City. This study uses a purposive sampling technique with a total of 336 respondents, Generation Z of TikTok Live users based in Makassar. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4.0. The test results showed that shoppertainment had a significant positive effect on Impulsive Buying Behavior, but did not have a direct effect on Customer Retention Intention. Consumer Emotional Engagement has been shown to effectively mediate the transformation of temporal entertainment stimulation into long-term loyalty. The theoretical novelty of this research has succeeded in unraveling the duality of digital consumer decisions, demonstrating that the aggressiveness of transactional entertainment is no longer sufficient. The business sustainability of the local fashion industry in today's digital era is highly dependent on digital atmosphere engineering that can maintain psychological closeness and provide a personal emotional touch that is relevant to the characteristics of today's Generation Z.
Keywords : Shoppertainment; Consumer Emotional Engagement; Impulsive Buying Behavior; Customer Retention Intention; S-O-R Theory

ABSTRAK

Perkembangan perdagangan digital saat ini telah banyak diwarnai dengan aktivitas shoppertainment, namun kebanyakan literatur terdahulu justru masih fokus menganalisis hanya pada keputusan konsumen secara parsial antara tindakan spontan jangka pendek dalam hal ini impulsive buying atau komitmen jangka panjang dalam hal ini retention. Dengan mengintegrasikan teori Stimulus-Organism-Response (S-O-R), penelitian ini bertujuan untuk menginvestigasi pengaruh shoppertainment terhadap Impulsive Buying Behavior dan Customer Retention Intention melalui Consumer Emotional Engagement sebagai variabel mediasi khususnya produk fesyen lokal di kalangan Generasi Z di Kota Makassar. Penelitian ini menggunakan teknik purposive sampling dengan jumlah responden 336 Generasi Z pengguna TikTok Live yang berbasis di Makassar. Data dianalisis menggunakan Partial Least Square-Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0. Hasil pengujian menunjukkan bahwa shoppertainment berpengaruh positif signifikan secara langsung terhadap Impulsive Buying Behavior, namun tidak berhasil memberikan pengaruh pada Customer Retention Intention secara langsung. Consumer Emotional Engagement terbukti bertindak sebagai mediator yang baik dalam mentransformasikan stimulasi hiburan temporal menjadi loyalitas jangka panjang. Kebaruan teoretis riset ini berhasil mengurai dualitas keputusan konsumen digital dengan membuktikan bahwa agresivitas hiburan transaksional tidak lagi cukup. Keberlanjutan bisnis industri fesyen lokal di era digital saat ini yang sangat bergantung pada

rekayasa atmosfer digital yang mampu menjaga kedekatan psikologis dan memberikan sentuhan emosional personal yang relevan dengan karakteristik Generasi Z saat ini.
Kata Kunci : Shoppertainment; Consumer Emotional Engagement; Impulsive Buying Behavior; Customer Retention Intention; S-O-R Theory

INTRODUCTION

The paradigm shift in the global digital commerce landscape has given rise to shoppertainment, a strategic convergence of e-commerce and interactive entertainment content that is redefining how modern consumers interact with brands (Wu et al., 2024; Luo et al., 2025). Globally, the integration of live streaming into shopping activities has shifted from a seasonal trend to a key pillar of digital marketing strategies that drive high-value transactions (Mai et al., 2023; Zhang et al., 2024). In Southeast Asia, especially Indonesia, platforms such as TikTok Live are at the forefront of capitalizing on this dynamic by combining unprecedented interest-based personalization algorithms (interest graphs and real-time interactivity) (Zhang et al., 2024; Sintani et al., 2025; Triady et al., 2025). For the local fashion industry, this phenomenon opens a massive new growth space while also demanding a deep understanding of how intensive visual and auditory stimulation during live shows can instantly affect the audience's psychological state.

Although the literature on social commerce has grown rapidly, most previous studies have tended to map the influence of platform technical features using traditional utilitarian approaches, such as ease of use and perceived usefulness (Wang et al., 2022; Utami et al., 2025). This research group argues that consumer decisions in the digital space are driven by transaction efficiency. On the other hand, newer schools of thought are beginning to explore the hedonistic and social-interactivity aspects of live streaming that can trigger momentary affective responses (Li et al., 2022; Liu et al., 2022; Wu et al., 2024; Erwin et al., 2025). Studies in this second group have demonstrated a direct relationship between entertainment stimulation and purchase intent (Antwi, 2021; Lu et al., 2022; Herzallah et al., 2025; Tang et al., 2026). However, most current academic consensus still analyzes consumer decision outcomes separately, either focusing on short-term actions (impulse buying) or long-term commitment (retention intention) without integrating the two into a single coherent conceptual model.

Despite these advances, there is a significant theoretical and contextual gap in the current literature on digital consumer behavior. First, the internal mechanism of how shoppertainment stimulation transforms the entertainment experience into a dual decision, namely short-term spontaneity (Impulsive Buying Behavior) as well as long-term loyalty (Customer Retention Intention), is still a black box that has not been fully unraveled. The role of Consumer Emotional Engagement as an emotional bridge that mediates this dual relationship is rarely explored in an integrative structural model (Lee & Chen, 2021; Li et al., 2022; Holiday et

al., 2023; Choi et al., 2024). Second, there is a significant contextual gap regarding how these psychological dynamics operate within the Generation Z demographic in emerging markets with unique cultural characteristics, such as Makassar City. Generation Z in this region is known to have a high level of social collectivity and digital dependence, but the current literature is still very dominated by data from major metropolitan societies or Western countries (Aparicio et al., 2021; Molinillo et al., 2021; Ndhlovu & Maree, 2022; Shimul, 2022; Redine et al., 2023; Hübner et al., 2025). Empirical contradictions are also often found where overly aggressive entertainment stimulation sometimes actually decreases long-term retention due to cognitive fatigue, an anomaly that previous research models have failed to explain.

To fill the gap in the literature, this study proposes a comprehensive conceptual model that integrates the Stimulus-Organism-Response (S-O-R) Theory with a series of models built to explain how each variable can play a role as a stimulus, organism, and response in a series of live streams on TikTok, according to the main context of this study. The main objective of this study is to investigate the influence of shoppertainment on Impulsive Buying Behavior and Customer Retention Intention for local Indonesian fashion products among Generation Z in Makassar City, with Consumer Emotional Engagement as the sole mediating variable. The theoretical novelty of this research lies in its formulation, which simultaneously tests the short- and long-term effects of emotional stimulation on TikTok Live, contrary to conventional marketing theory. In practice, this research makes a strategic contribution to local Indonesian fashion industry players in Makassar City by enabling them to design livestreaming content that not only pursues immediate sales targets (turnover) but also builds a loyal, sustainable consumer ecosystem in the algorithm era.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Shoppertainment

Shoppertainment is a contemporary marketing concept that combines digital commerce activities (e-commerce) with elements of entertainment, real-time interactivity, and immersive content to create a fun and engaging shopping experience (Gu & Zhao, 2024; Utomo et al., 2025). The evolution of this concept is rooted in a shift in consumer behavior from a transactional, utilitarian shopping pattern to a hedonistic one that prioritizes experiential shopping (Lu et al., 2022). In its development in the business world, shoppertainment has experienced a huge leap as the rise of live streaming commerce features popularized by social platforms such as TikTok Live, where the boundary between the audience of entertainment shows and the buyers of the product has been blurred (Nguyen-Thanh et al., 2025; Triady et al., 2025). Theoretically, this concept is most often overshadowed by the Stimulus-Organism-Response (S-O-R) framework, in which the entertainment and visual stimulation elements

within the show act as environmental stimulus (S) that are deliberately designed to influence the internal psychological state of the audience before they make a final decision (Li et al., 2022; Xia et al., 2024).

To assess the extent to which these Shoppertainment variables influence consumers, previous research identified several key indicators of their effectiveness. These indicators include: (1) Two-Way Interactivity, which is the ability of viewers to communicate and get a real-time direct response from the host through the comment column (Liu et al., 2022); (2) Entertainment Value, which measures the extent to which live streaming content is perceived as fun, entertaining, and not boring (Zhang et al., 2024; Erwin et al., 2025); (3) Visual and Auditory Appeal, related to aesthetic quality, lighting, product demonstrations, and background music used (Xia et al., 2024); (4) Quality of Brief Information (Informativeness), which assesses the clarity and accuracy of detailed information on fashion products conveyed while entertaining (Chen & Zhang, 2023); (5) Scarcity and Urgency Appeals, in the form of providing exclusive discount coupons or flash sales that are only valid during the live broadcast (Qu et al., 2023) and (6) Broadcaster/Host Charm, which measures the professionalism, wit, and persuasive communication skills of the live host in building a lively shopping atmosphere (Chen & Zhang, 2023).

Consumer Emotional Engagement

Consumer Emotional Engagement is conceptually defined as the level of psychological depth, affective intensity, and emotional attachment that consumers feel to a brand or content during the interaction process (Holiday et al., 2023; Choi et al., 2024). The evolution of this concept began with the traditional customer engagement literature, which initially focused only on the behavioral and cognitive dimensions, and then developed into the recognition that the emotional dimension is the main driver of human decisions (Xiao et al., 2024; Erwin et al., 2026; Xiao et al., 2026). In the context of digital business, especially live streaming such as TikTok Live, this concept marks the collapse of the psychological distance between consumers and sellers, in which the audience's emotions are positively manipulated through pleasure and arousal (Lee & Chen, 2021; Li et al., 2022). Theoretically, this variable occupies a position as an Organism component (O) in the Stimulus-Organism-Response (S-O-R) theory (Li et al., 2022; Gao et al., 2022; Redine et al., 2023; Xia et al., 2024; Hübner et al., 2025)

To comprehensively measure consumer emotional attachment in the direct shopping ecosystem, the study adopted eight operational indicators derived from previous empirical studies. The eight indicators include: (1) Pleasure, which is the feeling of joy and entertainment felt by consumers when watching impressions (Li et al., 2022); (2) Arousal/Enthusiasm, which measures the level of excitement and stimulation of energy that overflows during interactions

(Li et al., 2022); (3) Mind Connectedness (Absorbed/Fascinated), reflecting the condition of consumers who are drifted and fully focused on live broadcasting until they forget time (Ndhlovu & Maree, 2022; Shiu et al., 2023); (4) Affective Attachment, which is the presence of a sense of emotional closeness or a special inner bond to the local fashion brand (Shimul, 2022); (5) Relationship Comfort, which assesses feelings of security, value, and emotional comfort when interacting in the comment column (Ming et al., 2021; Ndhlovu & Maree, 2022; Shimul, 2022); and (6) Anticipated Regret, which reflects the feelings of anxiety or frustration that arise if they miss a live screening session or run out of products being offered (Ndhlovu & Maree, 2022; Nikhashemi et al., 2025; Tang et al., 2026)

Impulsive Buying Behavior

Impulsive Buying Behavior is conceptually defined as the tendency of consumers to make purchases spontaneously and instantaneously, without prior planning, often driven by strong emotional stimulation and urgent psychological urges (Li et al., 2022; Vihari et al., 2022; Thios et al., 2025). The evolution of this concept began from the classical economic view that considered the consumer as a fully rational being, then shifted to the modern consumer psychology literature that recognizes the dominance of irrationality aspects and the fulfillment of momentary hedonistic gratification (Olsen et al., 2022; Feng et al., 2024; Chandra et al., 2025). In the current e-commerce business landscape, especially live streaming such as TikTok Live, impulse purchases no longer occur by chance, but rather as a result of engineering the digital atmosphere that triggers scarcity of time and products (Vihari et al., 2022; Redine et al., 2023; Li et al., 2024). Theoretically, this variable acts as a short-term Response (R) component within the Stimulus-Organism-Response (S-O-R) framework, triggered immediately after the consumer experiences an emotional (organismal) surge from exposure to entertainment content and direct interaction (Ming et al., 2021).

To accurately measure the dimensions of consumer impulse purchases in the social commerce ecosystem, previous studies operationalized them into several key indicators. The six indicators include: (1) Spontaneity, which is making sudden purchases of fashion products without any plans or shopping lists before watching live (Li et al., 2022; Olsen et al., 2022; Erwin et al., 2026); (2) Urge to Buy, which measures the presence of a very strong feeling or urge to immediately click the buy button when the product is demonstrated by the host (Lo et al., 2022; Feng et al., 2024); (3) Disregard for Consequences, reflecting the attitude of consumers who ignore the future financial impact or utility of the product in order to get immediate satisfaction (Vihari et al., 2022; Huo et al., 2023); (4) Emotional Driving, which is a purchase decision driven by feelings of excitement, anxiety and exhaustion (FOMO), or overflowing enthusiasm during a broadcast (Gao et al., 2022; Li et al., 2022) and (5) Response to Stimulus

Responsiveness, i.e. the speed at which consumers execute purchases triggered specifically by marketer tactics such as flash sales or vouchers that are only available during live sessions (Huo et al., 2023; Redine et al., 2023).

Customer Retention Intention

Customer Retention Intention indicates a consumer's psychological inclination and future commitment to maintaining relationships, making repeat purchases, and avoiding competing platforms or brands over the long term (Molinillo et al., 2021; Ginting et al., 2023). The evolution of this concept began with traditional transactional marketing theory, which focuses on acquiring new customers, and shifted towards relationship marketing after academics realized that retaining customers is much more cost-effective than acquiring new ones (Aparicio et al., 2021; Bao & Zhu, 2023). In the contemporary social commerce business landscape, such as TikTok Live, retention intent is no longer driven by the quality of the fashion product itself, but rather by the continuity of the value of the entertainment experience and the social bond that consumers consistently feel (Wu & Huang, 2023; Zhang et al., 2024). Theoretically, this variable acts as a long-term Response (R) component within the Stimulus-Organism-Response (S-O-R) framework, explaining that confirmed emotional satisfaction and attachment during interactions will shape spending commitments (Yan et al., 2023; Herzallah et al., 2025).

To measure and evaluate the stability of consumer long-term loyalty in the interactive shopping ecosystem, this variable can be operationalized into several indicators. These indicators include: (1) Repurchase Intention, which is a strong desire of consumers to return to shopping for local fashion products through TikTok Live in the future (Molinillo et al., 2021; Ginting et al., 2023); (2) Commitment to Stay, which measures consumers' decision to make these live platforms and stores their top choice in search of fashion products (Aparicio et al., 2021; Bao & Zhu, 2023); (3) Resistance to Competitors, reflecting consumers' reluctance to turn to other platforms or fashion brands despite being offered cheaper prices or aggressive promotions (Aparicio et al., 2021); (4) Word-of-Mouth Intent, which is the willingness of consumers to recommend and share the link of the store's live streaming session with their friends, family, or community (Molinillo et al., 2021) and (5) Continuous Interaction Frequency, namely consumers' intention to regularly take time to return to watch, give likes, and interact in the store's live broadcast in the future (Clement Addo et al., 2021; Zhang et al., 2024).

Hypothesis

There are 4 (four) hypotheses built in this study in accordance with the research objectives built based on the analysis of previous research, existing phenomena, and literature reviews, including:

H1: Shoppertainment has a positive and significant effect on Generation Z's Impulsive Buying Behavior on Tiktok Live Local Fashion Products in Makassar City.

H2: Shoppertainment has a positive and significant effect on Generation Z's Customer Retention Intention on Tiktok Live Local Fashion Products in Makassar City.

H3: Consumer Emotional Engagement can mediate the influence of Shoppertainment on Generation Z's Impulsive Buying Behavior on Tiktok Live Local Fashion Products in Makassar City.

H4: Consumer Emotional Engagement can mediate the influence of Shoppertainment on Generation Z Customer Retention Intention on Tiktok Live Local Fashion Products in Makassar City.

RESEARCH METHODS

This study adopts a causal-explanatory approach to test and analyze the direct influence of Shoppertainment on Impulsive Buying Behavior and Customer Retention Intention, while investigating the mediating role of Consumer Emotional Engagement in the model. The research location is specifically focused on Makassar City, South Sulawesi, with a target population of the Generation Z (aged 18 to 29 years old, specifically those born between 1997 and 2008 were considered eligible respondents and able to provide responses) demographic group who actively use the TikTok platform and have experience watching live streaming. The sample was drawn using a non-probability purposive sampling approach, with respondents selected 1) as Generation Z individuals in Makassar City, 2) who had made at least one transaction to purchase local Indonesian fashion products, 3) via the TikTok Live feature (live streaming) 4) in the last three months. The data were collected from November 2025 to May 2026, to ensure the stability and validity of the field-collected data.

Field data collection was carried out digitally by distributing structured questionnaire instruments via Google Forms, which were shared directly with target respondents. This questionnaire was designed using a 5-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree) to measure all operational indicators from the four variables studied. The final sample consisted of 336 respondents, a size that met the statistical adequacy requirements for complex structural models, based on Hair et al. (2022), assuming a significance level of 5% and a minimum path coefficient of 0.2, the minimum sample size is only 155 respondents. The collected data is then tabulated and analyzed using the variance-based Structural Equation Modeling (Variance-Based SEM or PLS-SEM) with SmartPLS 4.0. The data analysis stage is carried out through two levels of rigorous evaluation, namely testing the measurement model (outer model) to validate the convergent validity, discriminant validity, and composite reliability values of the instrument, which is then followed by testing the structural model (inner model)

through the bootstrapping procedure to test the significance of the hypothesis as well as the influence of mediation within the model (Hair et al., 2022).

RESULTS AND DISCUSSION

Results

Some of the tests carried out after collecting research data are as follows:

Validity Test

The validity of this study was assessed through convergent and discriminant validity testing using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach (Hair et al., 2022). Convergent validity is part of the evaluation of the measurement model, which in SEM-PLS is known as the outer model (Sholihin & Ratmono, 2021). To meet the criteria for convergent validity, a construct must meet two main conditions: (1) the mandatory loading factor value ≥ 0.70 (Hulland, 1999; Hair et al., 2022), and (2) the significance value (p-value) must be < 0.05 (Kock, 2020; Hair et al., 2022). Based on the results of the analysis, all research instruments for the variables Shoppertainment (SPT), Consumer Emotional Engagement (CEE), Impulsive Buying Behavior (IBB), and Customer Retention Intention (CRI) have met the criteria for convergent validity because they have a loading factor value above 0.70 with a p-value of < 0.05, as presented in Table 1.

Convergent validity was evaluated by analyzing Average Variance Extracted (AVE) values; a construct is considered valid if its AVE≥ 0.50 (Kock, 2020; Hair et al., 2022). The results of the data analysis showed that the AVE values for each variable were as follows: SPT (0.725), CEE (0.661), IBB (0.655), and CRI (0.768). Since the entire AVE for the study variable exceeds the threshold of 0.50, it can be concluded that each construct has good convergent validity (see Table 1).

Discriminant validity is first assessed by evaluating cross-loadings. The success criterion for this test requires that the loading value of an indicator against its main construct must be higher than its loading value (cross-loadings) against other constructs (Sholihin & Ratmono, 2021; Hair et al., 2022). The empirical results show that all indicators in the variables studied have higher loadings on their own constructs than on other constructs. These findings indicate that the criteria for discriminant validity based on cross-loadings have been adequately met, as shown in Table 1.

Furthermore, the discriminant validity is strengthened through a Heterotrait-Monotrait Ratio (HTMT) analysis to ensure that each construct is empirically distinct from the others. The threshold is set at 0.85 for strict criteria or at 0.90 for models that are still tolerable (Hair et al., 2022). Referring to Table 2, the majority of HTMT values are below 0.85. Although the HTMT

value for the relationship between CEE and IBB was 0.851, it remained below the 0.90 threshold. Thus, these results confirm that the model's discriminators are valid.

Reliability Test

The reliability of the instruments in this study was evaluated using internal consistency, as reflected in Cronbach's Alpha (CA) and Composite Reliability (CR) values. To meet the criteria for good reliability, both parameters must have a value> 0.70 (Kock, 2020; Hair et al., 2022). Based on the results of data processing presented in Table 3, all research instruments used were declared reliable. This is evidenced by Cronbach's Alpha and Composite Reliability values of each construct, which are consistently above the 0.70 threshold. Thus, all indicators in this study have a strong internal consistency and are suitable for further structural model testing.

Evaluation of Inner Model (Structural Model)

R Square Test (Coefficient of Determination)

The evaluation of the structural model begins with a determination coefficient (R^2) test to assess the model's ability to explain variance in the dependent variables. Based on the rule of thumb proposed by Hair et al. (2022), the R^2 value is categorized as strong ($R^2 \geq 0.75$), moderate ($0.50 < R^2 < 0.75$), or weak ($R^2 \geq 0.25$). Based on the analysis reported in Table 4, the variability in the Consumer Emotional Engagement (CEE) variable explained by Shopeertainment (SPT) was only 15.9% ($R^2 = 0.159$), indicating very weak predictive power. In contrast, the combination of SPT and CEE variables contributed substantially to Impulsive Buying Behavior (IBB), with an R^2 of 60.1% ($R^2 = 0.601$), which falls in the moderate to strong range. Meanwhile, the model's explainability of Customer Retention Intention (CRI) is very weak, with the tax return and CEE accounting for only 5.0% of the CRI variance ($R^2 = 0.050$).

f Square Test (Effect Size)

Effect size (f^2) testing is performed to confirm the substantive contribution of each independent variable to the dependent variable in the structural model. Based on practical criteria from Hair et al. (2022), the f^2 value is classified into three levels of impact, namely: large (≥0.35), medium (≥ 0.15), small (≥ 0.02), and has no effect if the f^2 value is < 0.02. Referring to the empirical results in Table 5, the Shoppertainment variable (SPT) shows varying levels of influence. Tax returns have been shown to have a moderate effect on Consumer Emotional Engagement (CEE; $f^2 = 0.193$) but only a small effect on Impulsive Buying Behavior (IBB; $f^2 = 0.076$). Furthermore, the effect of tax returns on Customer Retention Intention (CRI) was found to be very insignificant ($f^2 = 0.004$), which indicates no substantive impact ($f^2 < 0.02$). Meanwhile, the contribution of Consumer Emotional Engagement (CEE) shows a contrasting

magnitude. CEE has a very large and dominant effect on Impulsive Buying Behavior (IBB), with a value of $f^2 = 0.979$, well above the threshold for a large effect. On the other hand, the influence of CEE on Customer Retention Intention (CRI) is relatively low, with an f2 of 0.036, placing it in the small effects category.

Q Square Test (Predictive Relevance)

The next stage of structural model evaluation uses a predictive relevance test (Q^2 or Stone-Geisser's criterion) to assess the predictive validity of the external model (out-of-sample predictive power). Referring to the criteria set by Hair et al. (2022), a Q^2 value that is above zero ($Q^2 > 0$) indicates that the model has predictive relevance to a particular endogenous construct. Based on the analysis presented in Table 6, all variations in Q^2 values for endogenous constructs show positive results. Specifically, the Q^2 value for Consumer Emotional Engagement (CEE) is 0.107; Impulsive Buying Behavior (IBB) yields a Q2 value of 0.386; and the Customer Retention Intention (CRI) construct yields a Q^2 value of 0.038. Overall, these findings confirm that the structural models estimated in this study have valid predictive accuracy in reconstructing the observed empirical data.

Hypothesis Test

The results of the hypothesis test were carried out by data analysis using the Partial Least Squares-Structural Equation Model (PLS-SEM), which was processed with SmartPLS version 4.0 using several indicators, including the path coefficient (β) value, which indicates the magnitude and direction of influence, where positive values indicate positive influence and negative values indicate negative influence. Furthermore, the values used were p-value ≤ 0.05 and T-Statistic > 1.96, indicating a significant influence of exogenous variables on endogenous variables.

In the results of data processing, 3 of the 4 hypotheses were supported: H1, H3, and H4, while H2 was not. In this case, H1 shows a positive and significant direct influence of Shoppertainment (SPT) on Impulsive Buying Behavior (IBB) (β=0.189; p-value=0.000; T Statistics = 4.696) until H1 is supported. H2, which indicates that Shoppertainment (SPT) cannot have a significant effect on Customer Retention Intention (CRI) (β=0.066; p-value=0.344; T Stat= 0.948), so that H2 is not supported. However, all the effects of supported mediation, namely H3, show that Customer Emotional Engagement (CEE) can mediate the influence of Shoppertainment (SPT) on Impulsive Buying Behavior (IBB) (β=0.274; p-value=0.000; T Statistics = 5,739) and H4 which show that Customer Emotional Engagement (CEE) can mediate the influence of Shoppertainment (SPT) on Customer Retention Intention (CRI) (β=0.081; p-value=0.007; T Statistics = 2.688). The results of the hypothesis test are shown in table 7. Thus, it can be said that Customer Emotional Engagement can provide 2 types

of mediation: partial mediation of the influence of shoppertainment on Impulsive Buying Behavior. Meanwhile, full mediation is for the influence of Shoppertainment on Customer Retention Intention.

Discussion

Influence of Shoppertainment on Impulsive Buying Behavior

The results of the structural analysis show that the First Hypothesis (H1), which posits that shoppertainment has a positive and significant effect on impulsive buying behavior among Generation Z consumers in Makassar City, is empirically supported. These findings confirm that the higher and more engaging entertainment stimulation and interactivity in a live streaming session, the greater the tendency for consumers to make spontaneous purchases without prior planning. These empirical findings support and reinforce the results of previous studies that have also found a direct impact of digital entertainment elements on unplanned shopping behaviors (Gao et al., 2022; Li et al., 2022; Lu et al., 2022; Olsen et al., 2022; Gu et al., 2025; Thios et al., 2025). The alignment of these results confirms that, in the modern social commerce ecosystem, the focus on fulfilling momentary hedonistic needs has shifted the dominance of product functionality considerations in triggering purchase decisions (Lo et al., 2022; Li et al., 2024; Chandra et al., 2025).

Psychologically and contextually, the acceptance of this hypothesis explains how the shopping atmosphere on TikTok Live paralyzes the rational cognitive control of Generation Z in Makassar City. When a live host jokingly integrates local fashion product demonstration techniques combined with dynamic visual aesthetics, evocative background music, and responsive commentary interactions, audiences experience a surge of arousal and pleasure (Liu et al., 2022; Lo et al., 2022; Feng et al., 2024; Gu & Zhao, 2024; Zhang et al., 2024; Utomo et al., 2025; Chandra et al., 2025). This phenomenon aligns with the Stimulus-Organism-Response (S-O-R) framework, in which shoppertainment features function as highly aggressive environmental stimuli (Li et al., 2022; Xia et al., 2024). The stimulus immediately prompts an instant purchase before consumers have time to conduct an in-depth evaluation of the usefulness or financial impact of the fashion product (Ming et al., 2021). The unique characteristics of Generation Z in Makassar City, who have a high level of communal cultural proximity, also trigger the Fear of Missing Out (FOMO) effect when they see other spectators scrambling to secure product stock in the yellow basket in real time; the competitive drive to buy at that moment becomes unstoppable.

The theoretical implications of these findings have succeeded in enriching the treasure of digital consumer behavior literature by proving that in the era of social commerce, impulse purchases are no longer seen as anomalous behavior or consumer error, but as the result of

digital environmental engineering) structured. This study extends the S-O-R Theory by demonstrating the effectiveness of direct entertainment stimuli in bypassing conventional cognitive constraints among young demographics in emerging markets. In practice, for local Indonesian fashion brand owners in Makassar City, this finding provides concrete recommendations so they no longer rely on live broadcast content that is a monologue or reads clothing size specifications. Practitioners are advised to develop interactive live scripts, for example, by incorporating game-based activities (gamification), such as audience-led mix-and-match challenges, and using the flash sale countdown feature for a short duration (3–5 minutes) to trigger psychological urgency and maximize spontaneous sales conversions.

Influence of Shoppertainment on Customer Retention Intention

The results of the structural analysis show that the Second Hypothesis (H2), which states that shoppertainment has a positive and significant effect on customer retention intention among Generation Z consumers in Makassar City, is empirically rejected. These findings indicate that the entertainment, interactivity, and excitement stimulation presented in TikTok Live impressions cannot directly trigger consumers' long-term commitment or future repurchase intent. These results are divergent from several mainstream digital marketing studies that generally associate a pleasurable digital environment with loyalty (Aparicio et al., 2021; Lu et al., 2022; Bao & Zhu, 2023; Gu & Zhao, 2024; Zhang et al., 2024; Utomo et al., 2025). However, the uniqueness of this finding is precisely in line with the theoretical criticism of several previous researchers (Fernandes & Oliveira, 2024; Yum & Kim, 2024), who began to detect consumer saturation of pure entertainment-based content, which confirms that the superficial elements of an impression do not automatically translate into long-term loyalty.

Causally and psychologically, the insignificance of this direct relationship can be dissected through the unique characteristics of Generation Z in Makassar City and the nature of the stimulus itself. When consumers are exposed to shoppertainment features such as host jokes, dynamic music, or the visual presentation of glittering local fashion products, they experience only momentary hedonic gratification (Liu et al., 2022; Zhang et al., 2024). Based on the Stimulus-Organism-Response (S-O-R) framework, this aggressive environmental stimulus has been proven to fail to directly trigger long-term responses (retention intention) if it does not succeed in touching or settling in the consumer's internal psychological conditions (Organisms) in depth (Li et al., 2022; Xia et al., 2024). Generation Z respondents in Makassar City are known to be very adaptive but at the same time bored quickly (fickle); they enjoy today's live shows as leisure entertainment, but tomorrow easily turn to other stores or platforms that offer more viral content (Yan et al., 2023). Without a strong affective bridge, shoppertainment tactics end up as seasonal spectacles, where cognitive fatigue from exposure to flash discounts and

noisy broadcast styles discourages consumers from returning to the store if a similar atmosphere is no longer present.

The theoretical implications of this hypothesis rejection make an important contribution to the customer relationship management literature by dismantling the long-standing linear assumption that "a pleasant experience inevitably results in loyal customers." These findings enrich the S-O-R Theory by providing a new theoretical limitation: hedonistic stimuli have a very short psychological expiration period, rendering it irrelevant to measure retention intent without accounting for psychological mediating variables. In practice, for local fashion managers and business actors in Makassar City, this finding provides a stern warning: do not be trapped into allocating entire marketing budgets to hire witty influencers or buy grandiose broadcast equipment in pursuit of content cuteness. The concrete recommendation is that companies should change their retention strategy from just live entertainment to strengthening fundamental values, for example, by launching the Loyalty Circle program that provides exclusive access to the latest fashion catalogs for loyal viewers, as well as ensuring consistency in the quality of clothing materials and after-sales services (such as free resize guarantees) that are transparently communicated during broadcasts.

Consumer Emotional Engagement Mediation on the Influence of Shoppertainment on Impulsive Buying Behavior

The results of the structural analysis of indirect effects indicate that the Third Hypothesis (H3), which posits that hoppertainment has a positive and significant effect on impulsive buying behavior through consumer emotional engagement mediation among Generation Z consumers in Makassar City, is empirically supported. The type of mediation provided by consumer emotional engagement in this mediation relationship is partial mediation. These findings confirm the crucial role of emotional attachment as an internal mechanism (indirect effect) that strengthens the relationship between livestream appeal and spontaneous shopping behavior (Vihari et al., 2022; Chen & Zhang, 2023; Erwin et al., 2023; Holiday et al., 2023; Choi et al., 2024; Li et al., 2024; Nguyen-Thanh et al., 2025). The success of this mediation supports (convergent with) the results of a pioneering study in the realm of social commerce which states that deep affective responses are a mandatory bridge that transforms the stimulation of the digital environment into an unplanned purchase act (Vihari et al., 2022; Huo et al., 2023; Xia et al., 2024; Xiao et al., 2024; Xiao et al., 2026) This fact confirms that the entertainment value of shoppertainment will work much more optimally in encouraging impulse purchases when able to touch the emotions of the audience first.

Mechanically and psychologically, this phenomenon can be explained clearly within the framework of Stimulus-Organism-Response (S-O-R). When shoppertainment features on

TikTok Live such as intense two-way interaction, the visual aesthetics of fashion products, and expressive host charm are presented as Stimulus (S) (Li et al., 2022; Xia et al., 2024), these elements do not directly result in purchases, but are absorbed and processed by the internal conditions of the consumer's Organism (O) in the form of Consumer Emotional Engagement (Li et al., 2022; Gao et al., 2022; Erwin et al., 2023; Redine et al., 2023; Xia et al., 2024; Hübner et al., 2025). This is where the "emotional bridge" works for Generation Z in Makassar City: the host's cuteness and friendliness during the review of local clothes triggered pleasure, enthusiasm (arousal), and a sense of belonging in the comment section. This strong momentary emotional bond breaks down their rational cognitive defenses, resulting in a Response (R) in the form of an urge to buy (Ming et al., 2021; Huo et al., 2023; Xia et al., 2024). The warm, communal nature of the people of Makassar makes interaction on TikTok Live feel like casual shopping with close friends, minimizing the anticipated regret when they impulsively click the yellow basket.

The theoretical implications of these findings are to unravel the "black box" in the consumer behavior literature by demonstrating that emotional attachment is an intervening variable necessary to explain the effectiveness of entertainment-based marketing. This study enriches the S-O-R Theory by validating that the depth of the emotional (affective) dimension is much more dominant in predicting Generation Z's impulsive actions than conventional cognitive pathways. In practice, for local fashion business actors in Makassar City, this finding provides concrete recommendations to avoid simply creating a crowded live or offering massive discounts. Practitioners are advised to implement "Emotional-Driven Broadcasting" strategies, such as training live hosts to personally address viewers' account names, responding to outpourings in the comments section with empathy, and creating special sessions such as "Netizen Rating Outfits" that actively engage the audience to build emotional bonds and closeness before encouraging them to make a transaction.

Consumer Emotional Engagement Mediation on the Influence of Shoppertainment on Customer Retention Intention

The results of the structural analysis of indirect effects indicate that the Fourth Hypothesis (H4), which posits that shoppertainment has a positive and significant effect on customer retention intention through consumer emotional engagement, is empirically supported among Generation Z consumers in Makassar City. The type of mediation built into this indirect relationship is full mediation. This finding is one of the most crucial findings in this research, as it confirms that emotional attachment acts as a full mediator that bridges long-term relationships that were previously insignificant in direct effects testing (Lee & Chen, 2021; Gao et al., 2022; Li et al., 2022; Redine et al., 2023). The success of this mediation supports (convergent with)

and expands studies in the realm of relational marketing that affirm that sustainable loyalty in the digital space can only be created if external stimuli are successfully internalized into deep psychological bonds by consumers (Lee & Chen, 2021; Li et al., 2022; Lu et al., 2022; Gu & Zhao, 2024; Utomo et al., 2025).

Mechanically and psychologically, these findings describe the behavioral anomalies of Generation Z in Makassar City by integrating the Stimulus-Organism-Response (S-O-R) Theory. When the shoppertainment features in TikTok Live (S) such as the excitement of interaction, the antics of the host, and the openness of the audience community managed to go beyond the limits of superficial entertainment and penetrate the internal condition of the consumer's organism (O) in the form of Consumer Emotional Engagement, there was a shift from temporal satisfaction to relational commitment (Li et al., 2022; Gao et al., 2022; Redine et al., 2023; Xia et al., 2024; Hübner et al., 2025). For young consumers in Makassar City who uphold the values of togetherness and interpersonal relationships (sipakatau or mutual respect), the warm livestreaming sessions featuring local fashion products foster a sense of community and a strong sense of self-identification with the brand. It is this affective attachment that confirms their social expectations, resulting in a long-term Response (R) in the form of stable retention intentions (Yan et al., 2023; Herzallah et al., 2025). Consumers are no longer just watching for instant entertainment; they consciously intend to return, recommend the platform, and resist the price temptations of competing brands to maintain the comfort of the emotional connection that has been built.

The theoretical implications of these findings make a significant contribution by reconstructing our understanding of customer retention in the era of social commerce. This study shows that shoppertainment is not an independent variable in creating loyalty; the value of entertainment serves only as a gateway stimulus, requiring an emotional anchor for its effects to last in the long run. In practice, for managers and players in the local Indonesian fashion creative industry in Makassar City, these findings confirm that retention strategies must shift from a purely transactional focus to emotional relationship management. The concrete recommendation is that companies can implement a "Live-Community Cultivation" program, such as forming an exclusive community group (e.g. via WhatsApp Group or Telegram) specifically for loyal TikTok Live viewers, where community members are given the space to pre-order limited fashion collections, provide direct design input to brand owners, and get appreciation in the form of a special greeting as "Top Fan" during the live broadcast to maintain an emotional bond on an ongoing basis.

CONCLUSION

Conclusion

Based on the results of the structural testing carried out, it can be concluded that shoppertainment on the TikTok Live platform is a very strong stimulus for short-term, spontaneous shopping behavior (Impulsive Buying Behavior) among Generation Z consumers in Makassar City. However, the pure entertainment stimulus has proven ineffective at creating long-term loyalty commitments (Customer Retention Intention) when used alone. A crucial role in this conceptual model is held by Consumer Emotional Engagement, which acts as a mediator; where the emotional bond, sense of community, and affective enthusiasm felt by consumers when interacting with local Indonesian fashion brands is an absolute bridge that can transform temporal entertainment satisfaction into sustainable repurchase and customer retention intentions. Thus, the business sustainability of the local fashion creative industry in the digital era is no longer determined by the aggressiveness of transactional promotions or the splendor of entertainment features alone, but by the ability to engineer the digital atmosphere in maintaining psychological closeness and personal emotional touch that is relevant to the communal characteristics of Generation Z.

Further Research

Although this study succeeded in unraveling the role of Consumer Emotional Engagement in bridging shoppertainment to consumers' dual decisions, the main limitation lies in the model's linear, homogeneous focus on one platform (TikTok Live) and one demographic group (Generation Z). Therefore, future research agendas can integrate moderation variables that reflect local cultural nuances, such as the cultural values of the Bugis-Makassar community (e.g., the concept of Siri' na Pacce, or communal solidarity), to test whether these emotional bonds remain effective under different levels of social pressure. In addition, given that the digital landscape is moving very dynamically towards the omnichannel era, future researchers are strongly advised to conduct cross-platform comparative studies (e.g. comparing the visual algorithm of TikTok Live with Shopee Live) as well as explore the Cognitive Fatigue variable as a dark side or negative impact of exposure to shoppertainment stimuli excessive, in order to fill the theoretical void regarding the psychological saturation point of consumers that can turn retention intentions into brand resistance.

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FIGURE AND TABLE

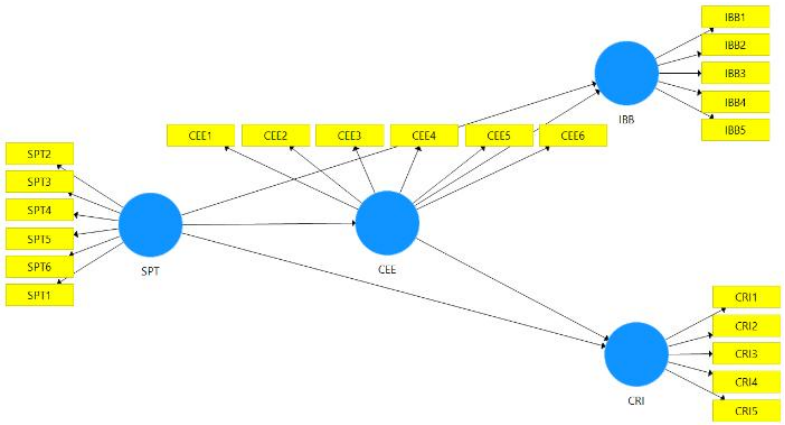


Figure 1. Research Model

Table 1. Validity Test Results

Variables and Indicators	Loading Factor	P-values	Cross Loadings				AVE
			SPT	CEE	IBB	CRI	
Shoppertainment (SPT)							0.725
SPT1	0.831	0.000	0	0.315	0.475	0.099	
SPT2	0.831	0.000	0	0.320	0.387	0.166	
SPT3	0.876	0.000	0	0.313	0.392	0.083	
SPT4	0.891	0.000	0	0.410	0.402	0.156	
SPT5	0.809	0.000	0	0.343	0.337	0.115	
SPT6	0.869	0.000	0	0.346	0.362	0.130	
Consumer Emotional Engagement (CEE)							0.661
CEE1	0.825	0.000	0.313	0	0.617	0.210	
CEE2	0.810	0.000	0.283	0	0.640	0.263	
CEE3	0.840	0.000	0.370	0	0.642	0.166	
CEE4	0.817	0.000	0.277	0	0.685	0.194	
CEE5	0.786	0.000	0.351	0	0.571	0.101	
CEE6	0.799	0.000	0.377	0	0.524	0.170	
Impulsive Buying Behavior (IBB)							0.655
IBB1	0.898	0.000	0.494	0.678	0	0.436	
IBB2	0.812	0.000	0.405	0.590	0	0.336	
IBB3	0.791	0.000	0.354	0.544	0	0.353	
IBB4	0.762	0.000	0.327	0.560	0	0.305	
IBB5	0.778	0.000	0.280	0.674	0	0.323	
Consumer Emotional Engagement (CRI)							0.768
CRI1	0.879	0.000	0.062	0.179	0.313	0	
CRI2	0.881	0.000	0.127	0.186	0.354	0	
CRI3	0.790	0.000	0.089	0.135	0.309	0	
CRI4	0.916	0.000	0.154	0.228	0.437	0	
CRI5	0.909	0.000	0.178	0.240	0.450	0	

Table 2. Results of the Discriminant Validity Test with Heterotrait-Monotrait Ratio (HTMT) Value

	SPT	CEE	IBB	CRI
SPT				
CEE	0.442			
IBB	0.512	0.851		
CRI	0.150	0.240	0.472	

Table 3. Reliability Test Results

Variables	Cronbach's Alpha/CA	Composite Reliability/CR
Shoppertainment (SPT)	0.874	0.891
Consumer Emotional Engagement (CEE)	0.847	0.871
Impulsive Buying Behavior (IBB)	0.818	0.855
Consumer Emotional Engagement (CRI)	0.875	0.893

Table 4. R Square Test Results (Coefficient of Determination)

	R Square	R Square Adjusted
CEE	0.162	0.159
IBB	0.603	0.601
CRI	0.056	0.050

Table 5. Results of the f Square Test (Effect Size)

	SPT	CEE	IBB	CRI
SPT		0.193	0.076	0.004
CEE			0.979	0.036
IBB				
CRI				

Table 6. Q Square Test Results (Predictive Relevance)

	SSO	SSE	Q^2 (=1-SSE/SSO)
SPT	2016.000	2016.000	
CEE	2016.000	1800.921	0.107
IBB	1680.000	1032.070	0.386
CRI	1680.000	1615.712	0.038

Table 7. Hypothesis Test Results

Hypothesis	Results	
H1: Shoppertainment has a positive and significant effect on Generation Z's Impulsive Buying Behavior on Tiktok Live Local Fashion Products in Makassar City.	*β=0.189; p-value=0.000; T Statistic= 4.696*	*Supported*
H2: Shoppertainment has a positive and significant effect on Generation Z's Customer Retention Intention on Tiktok Live Local Fashion Products in Makassar City.	*β=0.066; p-value=0.344; T Statistic= 0.948*	*Not Supported*
H3: Consumer Emotional Engagement can mediate the influence of Shoppertainment on Generation Z's Impulsive Buying Behavior on Tiktok Live Local Fashion Products in Makassar City.	*β=0.274; p-value=0.000; T Statistic= 5.739*	*Supported*
H4: Consumer Emotional Engagement can mediate the influence of Shoppertainment on Generation Z Customer Retention Intention on Tiktok Live Local Fashion Products in Makassar City.	*β=0.081; p-value=0.007; T Statistic= 2.688*	*Supported*