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Real-Time Interaction to Increase Consumer Trust and Drive Impulse Purchases in E-Commerce

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Abstract

The rapid development of e-commerce in Indonesia has driven significant shifts in consumer behavior, particularly among Generation Z who are known to be responsive to technology and immersive digital experiences. This study aims to systematically evaluate the influence of real-time interactions on consumer trust formation and impulse purchase behavior in the context of e-commerce. Using the PRISMA protocol-based Systematic Literature Review (SLR) method through the WataSe Uake website, data obtained through analysis of scientific articles from reputable journals published between 2022-2025 were analyzed thematically and methodologically. The results show that features such as live streaming, real-time chat, and dynamically personalized content are able to increase perceptions of authenticity, emotional closeness, and responsiveness that significantly strengthen trust and trigger impulse buying. Consumer trust is shown to be a key mediating variable that bridges the relationship between digital engagement and spontaneous purchase decisions. The findings confirm the importance of value-based marketing approaches and authentic engagement specifically designed to meet Generation Z's digital expectations. This study makes a conceptual contribution to the digital consumer behavior literature and offers strategic guidance for e-commerce practitioners in designing adaptive, ethical and trust-based user experiences.

Keywords

Real-Time Engagement, E-commerce, Sustainable Marketing Strategy, Buyer Trust, Online Impulsive Buying.

1. Introduction

The rapid acceleration of digital transformation has reshaped consumer behavior globally, with e-commerce emerging as a pivotal platform for modern commerce. In Indonesia, one of Southeast Asia's largest digital markets, this transformation is particularly pronounced among Generation Z (Gen Z), individuals born between 1997 and 2012. As digital natives, Gen Z seamlessly integrates technology into their daily lives, exhibiting a strong inclination toward online shopping due to its convenience, speed, and interactive features. Their dominance in e-commerce transactions is driven by a preference for immersive digital experiences, which has led to a notable trend: impulse buying. Impulse buying refers to spontaneous purchase decisions triggered by emotional or situational stimuli; a behavior particularly prevalent among Gen Z due to their responsiveness to dynamic digital environments.

E-commerce platforms have evolved to cater to these preferences by incorporating real-time interactive features such as live streaming, interactive chat, and live product demonstrations. These features create an engaging and immersive shopping experience, allowing consumers to view products in real time, interact directly with sellers, and receive immediate responses. Such interactions foster a sense of authenticity and emotional connection, which are critical in building consumer trust. Trust, as a psychological factor, plays a pivotal role in bridging the gap between digital engagement and impulse purchase decisions. By simulating in-person shopping experiences, these interactive elements reduce perceived risks and enhance confidence in purchasing decisions, thereby encouraging spontaneous buying behavior.

Research by Phukhang (2024), Nguyen et al. (2024), and Mardhiana (2024) highlights that trust serves as a key mediator between interactive features and impulse buying behavior. These studies, primarily conducted in countries like China, Thailand, and Vietnam, demonstrate that real-time interactions significantly influence consumer trust, which in turn drives unplanned purchases. However, there is a notable research gap in the context of Indonesia, particularly regarding Gen Z, who represent a substantial segment of the country's e-commerce ecosystem. Despite their significant presence, studies focusing on Indonesian Gen Z's response to real-time interactions in e-commerce are limited. This gap is critical, as local cultural and behavioral factors may uniquely shape how interactive features influence trust and decision-making in this demographic.

Moreover, the specific elements of real-time interactions that most effectively build trust and trigger impulse purchases remain underexplored. For instance, Hamidah et al. (2024) emphasize the role of broadcaster credibility in fostering trust, suggesting that the perceived expertise and authenticity of live stream hosts significantly impact consumer confidence. Similarly, Huang et al. (2025) highlight the importance of audience engagement and interactive design, such as gamification and social proof, in enhancing the shopping experience. Yet, the psychological mechanisms linking these elements to consumer trust, particularly among Indonesian Gen Z, are not fully understood. Cultural nuances, such as collectivism or local preferences for social validation, may amplify the effectiveness of certain features in Indonesia compared to other markets.

This research aims to address these gaps by quantitatively examining the relationship between real-time interactions, consumer trust, and impulse purchase behavior among Gen Z users in Indonesia's e-commerce platforms. By focusing on those actively participating in live shopping sessions, the study seeks to identify which specific interactive elements such as broadcaster credibility, social proof, or gamification most significantly influence trust and subsequent impulse buying. The findings are expected to contribute theoretically to the digital consumer behavior

literature by providing a culturally specific perspective on Gen Z's e-commerce habits. Practically, the study will offer actionable insights for e-commerce practitioners in designing trust-based engagement strategies tailored to Gen Z's preferences. By leveraging real-time interaction features effectively, businesses can create adaptive, ethical, and trust-driven user experiences that align with the expectations of this digitally savvy generation, ultimately enhancing customer satisfaction and boosting sales in Indonesia's rapidly growing e-commerce market.

2. Literature Review

2.1. Real-Time Interaction and Its Impact on Impulse Buying Behavior in E-Commerce

Real-time interaction is a critical element in shaping consumer behavior within digital commerce ecosystems, particularly among Generation Z. Jiao et al. (2024) classify real-time interaction into task-oriented and relationship-oriented interactions, both of which significantly influence emotional and cognitive trust, ultimately shaping consumer purchase decisions. This distinction is crucial in understanding how various forms of engagement impact impulse buying tendencies.

Wang (2024) emphasizes that the quality of live streaming especially responsiveness and clarity heightens immersive experiences, leading to spontaneous buying behavior. Similarly, Hamidah et al. (2024) argue that the credibility of streamers and the level of interactivity on platforms like TikTok Live significantly increase trust and intention to purchase impulsively among Gen Z users. Yu et al. (2021), Yang et al. (2022), and Shi et al. (2023) employed a Graph Neural Network approach to model the effectiveness of triadic interactions between streamers, products, and consumers, revealing strong predictive power for impulse buying behavior. In addition, Gong and Liu (2025) underscore the role of personalized creative content in triggering emotional urgency, which catalyzes unplanned purchases.

Bădîrcea et al. (2021) support the notion that digitalization introduces rapid, personal, and dynamic communication, fostering environments conducive to impulsive consumer actions. In the Indonesian context, real-time features on e-commerce platforms such as Shopee and TikTok Shop have become powerful triggers for impulsive buying, aligning with Wijaya and Rachmawati's (2021) insights on emotional influences in online purchases. Thus, real-time interaction through immediacy, emotional engagement, and live responsiveness functions as a major catalyst for impulse buying, especially among digital-native consumers.

RQ1: How does real-time interaction (live streaming, chat) affect impulse buying decisions in e-commerce in Indonesia?

2.2. The Mediating Role of Consumer Trust in Digital Interaction and Impulsive Purchasing

Trust plays a pivotal role in bridging the gap between digital interaction and impulsive buying behavior, particularly in e-commerce platforms where physical evaluation is absent. According to Mayer et al. (1995), trust is the willingness to accept vulnerability based on expectations of positive behavior. In the context of online retail, it determines not only consumer confidence but also spontaneity in decision-making. Mazhar et al. (2012) highlight security, privacy, and transparency as core elements that build trust. These findings are reinforced by Yen Ting et al. (2023), who confirm that digital service quality has a strong, positive effect on consumer trust and loyalty an essential psychological precursor to impulse buying. In the Indonesian e-commerce environment, trust gaps due to digital illiteracy and regulatory weaknesses make trust-building mechanisms even more vital (To et al., 2023). Phukhang (2024) illustrates how optimizing platform features such as

personalized recommendations and real-time updates enhances perceived trustworthiness, which mediates the impulse to buy. The emotional bond established through real-time engagement builds a psychological safety net that enables quick, often irrational purchase decisions.

Hamidah et al. (2024), and Tan et al. (2024) note that the credibility of streamers, product reviews, and social interaction within live streams boost consumer trust, directly impacting Gen Z's impulsive buying behavior. Similarly, Haryanti and Subriadi (2022) stress that long-term sustainability strategies in digital marketing contribute to building a reputation anchored in consumer trust. Nguyen et al. (2024) argue that trust is not merely an outcome but also a strategic lever that companies can activate through interactive design, transparency, and consistent engagement. Therefore, consumer trust mediates both the technical and emotional stimuli of real-time interaction, creating a fertile ground for impulse buying.

RQ2: What is the role of consumer trust in mediating the relationship between real-time interactions and impulse purchase decisions on e-commerce platforms?

RQ3: What psychological and emotional factors influence impulse buying in e-commerce among Generation Z consumers?

2.3. Psychological and Emotional Drivers of Impulse Buying Among Generation Z

Impulse buying is largely driven by psychological and emotional factors, especially within Generation Z, who exhibit high levels of digital engagement. Rook and Fisher (1995) argue that internal emotional states and external social norms significantly influence unplanned purchases. Wu et al. (2020) apply the Stimulus-Organism-Response (S-O-R) model to explain how digital stimuli trigger emotional responses that convert into impulsive behavior. Cavazos-Arroyo and Máñez-Guaderrama (2022) point out that Gen Z consumers are highly influenced by social urgency and the fear of missing out (FOMO), which are amplified by e-commerce platforms' promotional tactics. Lee et al. (2023) found that user-friendly interfaces and elements such as gamification or real-time feedback deepen emotional involvement, leading to spontaneous decision-making. Hoang and Khoa (2022), Chetoui and El Bouzidi (2023) introduces the concept of par asocial interaction, wherein consumers form perceived personal relationships with influencers, prompting impulse buying due to emotional attachment. Huang et al. (2025) also demonstrate how social proof mechanisms like likes, shares, and live comments act as psychological validators that trigger irrational purchases.

Mardhiana (2024) discuss how gamified shopping experiences generate emotional pleasure and competitiveness, motivating unplanned consumption behaviors, especially in Gen Z. Meanwhile, Setiadi et al. (2020) highlight digital consumer patterns among Indonesian Gen Zs, characterized by social conformity and emotional gratification from online trends. Ultimately, Gen Z's impulse buying behavior is intricately linked to emotional triggers, digital identity formation, and social influence. A deep understanding of these psychological dimensions is essential for interpreting and managing digital consumer behavior in e-commerce environments.

RQ4: How can e-commerce platforms leverage real-time interactions and increase consumer trust to drive impulse purchases?

3. Methods

This research uses the Systematic Literature Review (SLR) method with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach to examine how real-time interactions influence consumer trust and

impulse buying behavior among Generation Z in the context of e-commerce. The SLR method enables systematic and transparent collation and synthesis of the literature, and is effective for exploring behavioral responses in digital commerce (Snyder, 2019). This approach allows researchers to critically assess existing knowledge, identify research gaps, and provide a comprehensive understanding of the phenomenon under study. The application of the PRISMA framework ensures that the literature selection process is iterative, transparent and standardized, making it highly relevant in examining dynamic topics such as digital engagement and the fast-changing consumer behavior of Generation Z due to technological developments.

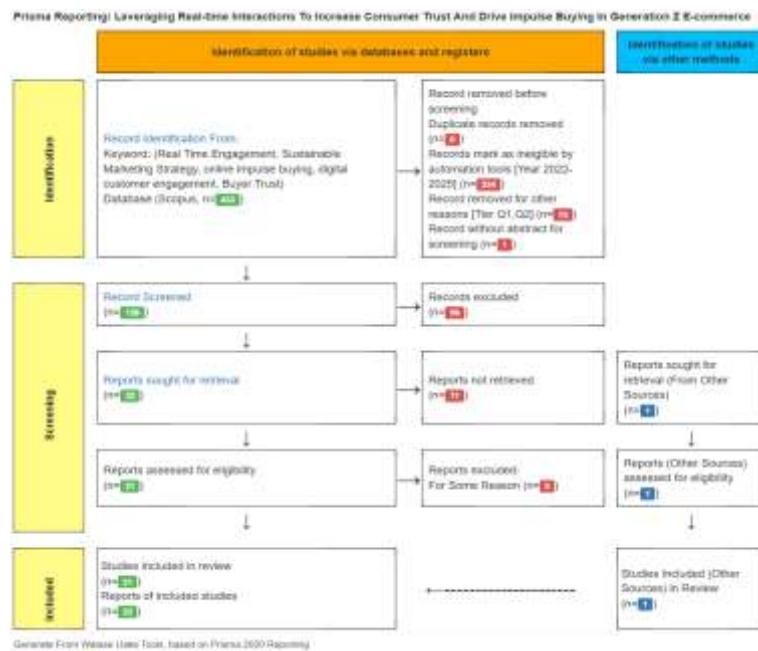


Figure 1. Prism Analysis Report

Figure 1 presents the systematic literature review data in the form of a PRISMA Report. PRISMA is a set of guidelines aimed at improving the quality and consistency of systematic literature review reporting. The data used in the PRISMA analysis was collected using the Watase Uake website, with article coverage from Scopus, which is widely recognized for its high quality and reputable scientific journal coverage. The search focused on articles published between 2022 and 2025 to ensure relevance to current trends in digital marketing and consumer behavior. Strategic keywords such as “Real Time Engagement,” “Sustainable Marketing Strategy,” “Online Impulse Buying,” and “Buyer Trust” were used. An initial search yielded 433 articles. After automatic filtering, 234 were excluded for being outside the selected years, 70 due to low-ranking journals, and 1 for lacking an abstract, leaving 128 articles for manual screening.

In the manual screening stage, 96 articles were excluded after reviewing titles and abstracts, mostly due to irrelevance to real-time interaction, Generation Z, or impulse buying. This left 32 full-text articles for further evaluation. Of these, 21 met the eligibility criteria after in-depth review. One additional article from outside Scopus was also included after meeting the same quality standards, resulting in 22 final studies. This process demonstrates a high level of rigor to ensure relevance and quality (Moher et al., 2010). The use of a Theoretical Framework ensured a systematic and transparent pathway, reducing bias and enhancing reliability and validity. This supports both theoretical insights and practical implications.

4. Results

This systematic literature review comprises 22 studies carefully selected from an initial pool of 433 articles obtained through the Scopus database, covering the publication period between 2022 and 2025. The review aims to investigate the influence of real-time digital interactions on consumer trust and impulse buying behavior among Generation Z within the e-commerce landscape. The increasing reliance on digital platforms by both businesses and consumers has brought new urgency to understand how real-time tools such as live chat, dynamic personalization, and live product streaming influence purchasing decisions particularly for younger, digitally native audiences.

The selection process began with the identification of articles using several strategic keywords, including “Real Time Engagement,” “Sustainable Marketing Strategy,” “Online Impulse Buying,” “Digital Customer Engagement,” and “Buyer Trust.” These keywords were chosen to ensure comprehensive coverage of the most relevant dimensions surrounding consumer behavior and digital marketing innovations. From the keyword-driven search, 433 articles were initially retrieved. A systematic screening process was then applied in two phases: automatic filtering and manual evaluation.

In the automatic screening phase, 234 articles were excluded because they fell outside the defined publication range of 2022–2025. An additional 70 articles were excluded due to being published in lower-ranked journals (Q3 and Q4), which might not meet the rigorous academic standards required for this review. Moreover, 1 article was excluded for lacking an abstract, a basic requirement for initial relevance assessment. After this automated exclusion process, a total of 128 articles remained for manual screening.

During the manual screening stage, article titles and abstracts were thoroughly examined for thematic relevance. This led to the exclusion of 96 articles that did not directly align with the core themes of the study, such as real-time interaction, Generation Z behavior, or impulse buying in digital contexts. Many of these articles, although related to digital marketing or e-commerce more broadly, did not offer focused insights into the behavioral mechanisms driven by real-time engagement strategies. As a result, 32 articles advanced to the full-text evaluation stage.

However, during the full-text retrieval process, 11 of these articles could not be accessed, possibly due to institutional limitations or database restrictions. The remaining 21 articles were successfully obtained and rigorously evaluated based on eligibility criteria such as methodological soundness, clarity of research focus, relevance to the review question, and overall contribution to the existing body of knowledge. Furthermore, one additional article sourced outside of the Scopus database was included due to its strong thematic relevance and methodological alignment with the inclusion criteria. Consequently, the final review consisted of 22 studies 21 from Scopus and 1 from an external but credible source.

Thematically, the reviewed studies emphasize the growing impact of real-time digital tools on consumer behavior, particularly among Generation Z, who are characterized by their high digital literacy and preference for interactive, immediate engagement. Real-time interactions, such as live chats, real-time recommendations powered by artificial intelligence (AI), personalized pop-ups, and live streaming sessions, were shown to significantly affect consumer trust. These tools enhance the perceived responsiveness, authenticity, and transparency of the brand, which are crucial trust-building elements in the digital space.

Many studies noted that real-time features reduce the uncertainty and hesitation often associated with online shopping by simulating elements of in-store human interaction. For instance, live chat systems were frequently cited as mechanisms for resolving customer inquiries promptly, which not only improves the user experience but also facilitates quicker purchase decisions. Similarly, live streaming events—

often hosted by influencers or brand representatives were highlighted for their ability to create immersive and authentic product demonstrations, increasing the sense of familiarity and trust toward the product.

Impulse buying, a key behavioral outcome studied in this review, was also found to be strongly influenced by real-time engagement. Generation Z consumers are more likely to make spontaneous purchases when presented with timely, relevant, and personalized digital stimuli. Dynamic personalization, such as real-time product suggestions based on browsing behavior or purchase history, was found to trigger emotional responses that override rational deliberation, thereby increasing the likelihood of impulse buying.

Another significant insight emerging from the review is the role of sustainable marketing strategies. Several articles underlined the importance of aligning real-time digital interactions with broader sustainability values. Generation Z consumers are increasingly aware of social and environmental issues, and brands that integrate sustainability into their messaging while simultaneously offering engaging and interactive experiences tend to generate higher levels of loyalty. This suggests that while technological sophistication in marketing is essential, it must be matched with ethical practices and transparent communication to maintain trust over time.

Beyond technological and strategic considerations, the review also identifies a humanistic dimension in digital marketing. Some studies warned against overly automated or impersonalized systems that may alienate users. Ethical concerns, particularly around data privacy and the use of consumer analytics, were recurrent themes. Ensuring data security and maintaining the confidentiality of personal information were emphasized as fundamental to preserving consumer trust. Content relevance and ethical communication practices were also highlighted as key factors in building long-term brand-consumer relationships. Importantly, the theoretical framework adopted in this review facilitated a structured and replicable selection and evaluation process. By employing strict inclusion and exclusion criteria, the review minimized potential biases and ensured that only high-quality, thematically relevant studies were considered. This methodological rigor enhances the credibility of the findings and their applicability in both academic and professional contexts.

From a practical standpoint, the results of this review offer valuable implications for digital marketers, e-commerce strategists, and business decision-makers. Brands seeking to engage Generation Z effectively must invest in interactive technologies that deliver immediacy, relevance, and personalization, while also being mindful of ethical standards and sustainability values. Real-time tools are not merely technological add-ons but are central to shaping consumer perception and behavior in the fast-paced digital marketplace. The findings also call for a balanced approach that combines technology with a human touch. Companies that provide real-time interaction but fail to build emotional and ethical connections with consumers may experience short-term gains but struggle with long-term retention. On the other hand, brands that integrate real-time engagement, responsible data practices, and purpose-driven messaging are more likely to build trust, drive impulse purchases, and secure lasting loyalty from Generation Z.

This systematic literature review affirms that real-time digital interactions significantly influence trust formation and impulse buying behavior in the e-commerce context, especially among Generation Z. The integration of live chat, dynamic personalization, and live streaming into digital marketing strategies can create a sense of authenticity and immediacy that resonates with this tech-savvy generation. Moreover, when these tools are aligned with sustainable values and ethical practices, they become powerful drivers of engagement and brand loyalty. The combination of rigorous methodological selection and diverse theoretical insights provides a strong foundation for future research and practical innovation in the field of digital consumer behavior.

5. Discussion

The findings of this study reveal that real-time interactions play a crucial role in shaping consumer trust and driving impulse buying behavior, particularly among Generation Z consumers in Indonesia. A consistent pattern across the 22 systematically selected articles confirms the strong connection between the quality of direct digital engagement and the enhanced perception of authenticity, emotional closeness, and responsiveness (Jiao et al., 2024; Wang, 2024; Hamidah et al., 2024; Marpaung et al., 2024). Features such as live streaming, live chat, and dynamic personalization not only increase engagement but also foster a convincing and immersive shopping experience (Yu et al., 2021; Gong & Liu, 2025).

A central insight from the literature is the mediating role of consumer trust, which serves as a psychological bridge between digital interactions and spontaneous purchase decisions. This is supported by studies emphasizing trust as a key determinant in the development of successful online buying behavior (Kim et al., 2021; Phukhang, 2024; Nguyen et al., 2024; Mardhiana, 2024). The foundational model of organizational trust (Mayer et al., 1995) also underpins this argument. In the Indonesian context, where digital literacy and transaction security are ongoing concerns (Mazhar et al., 2012; Shiau et al., 2019; Wijaya & Rachmawati, 2021; To et al., 2023), trust emerges as a critical enabler of sustainable e-commerce growth (Bădîrcea et al., 2021; Haryanti & Subriadi, 2022).

Several studies highlight the significance of human elements within digital interactions. Streamer credibility Hamidah et al. (2024), parasocial interaction Mardhiana (2024), and social proof Huang et al. (2025) are shown to strongly influence impulse decisions. Generation Z, being highly responsive to visual and interactive experiences, tend to place greater trust in sources perceived as authentic and aligned with their personal values (Rook & Fisher, 1995; Setiadi et al., 2020). This supports the growing emphasis on value-based marketing, where brands must not only sell products but also reflect ethical principles and cultivate meaningful engagement (Khasanah & Sasana, 2022; Cavazos-Arroyo & Máñez-Guaderrama, 2022; Suparjo & Dana, 2024).

Beyond technological infrastructure, emotional and psychological triggers such as involvement, urgency, and personalization play a crucial role in influencing impulse behavior (Wu et al., 2020; Lee et al., 2023; Gong & Liu, 2025). This highlights the need for marketing strategies that integrate digital tools with a deep understanding of consumer psychology and behavior (Snyder, 2019).

From a strategic perspective, e-commerce platforms are encouraged to adopt interactive technologies thoughtfully while promoting communication styles that are contextual, personalized, and trust-based (Kim et al., 2021). Systems emphasizing data transparency, information security, and authentic user experiences are more likely to build long-term consumer loyalty especially among Gen Z consumers who demand high-quality digital engagement (Nguyen et al., 2024; Hamidah et al., 2024). This discussion affirms the importance of a holistic approach that combines technological sophistication, brand integrity, and psychological insight. The Indonesian e-commerce sector holds immense potential for leveraging Generation Z as a primary consumer base, provided their emotional and digital needs are addressed through integrated and ethical strategies (Moher et al., 2010; Bădîrcea et al., 2021; Haryanti & Subriadi, 2022).

6. Conclusion

This systematic review concludes that real-time engagement plays a crucial role in shaping consumer trust and driving impulse purchase behavior among Generation Z in the context of e-commerce. Digital strategies that enable direct engagement, such as live streaming, interactive chat features, and instant personalization of

content, have proven effective in creating a responsive, engaging, and authentic shopping experience, thereby strengthening brand loyalty and increasing the likelihood of spontaneous purchases. The study results also show that the success of digital marketing strategies is not only determined by technological aspects, but also by the ability of brands to convey ethical values, maintain data privacy, and build relevant and sustainable communications. Generation Z as digital natives have high expectations for fast, transparent and meaningful interactions, so companies need to adapt to a more personalized, contextual and trust-based marketing approach. These findings confirm that e-commerce companies should integrate real-time engagement strategies into their marketing framework to stay competitive. Not only to trigger impulse purchases, but also to build long-term relationships based on trust and superior digital experiences.

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