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Desiring-Machines and Algorithmic Capitalism: A Schizoanalytic Analysis of *Impulsive Buying* Behavior in the *Live-Commerce* Ecosystem

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ABSTRACT

The development of digital commerce in Indonesia takes place within an ecosystem marked by the growth of e-commerce businesses, the diversification of sales media, and the expansion of payment infrastructure. In this configuration, live-commerce brings together entertainment, social interaction, promotion, and transactions in a single digital environment. This article develops a schizoanalytic reading of impulsive buying by treating the production of desire as a socio-technological problem rather than merely a matter of individual self-control. The study is a conceptual-critical, literature-based inquiry that integrates the thought of Deleuze and Guattari with secondary data from Statistics Indonesia (BPS) E-Commerce Statistics 2024 and Bank Indonesia's Payment System and Financial Market Infrastructure Statistics (SPIP), September 2026 edition. BPS data show 4.40 million e-commerce businesses in 2024, up 15.30 percent from 2023; instant messaging was the most widely used sales medium (94.76 percent), and e-commerce transactions reached IDR 1,288.93 trillion. SPIP data show approximately 3.56 billion electronic money transactions worth about IDR 346.60 trillion in August 2026. These figures indicate the context of digital transactions but do not directly measure live-commerce or impulsive buying. Drawing on the concepts of desire production, desiring-machines, assemblage, deterritorialization, the axiomatization of capitalism, and the apparatus of capture, this article argues that live-commerce can be understood as a socio-technical assemblage connecting consumers' bodies, hosts, product images, audience interaction, recommendation systems, and transaction infrastructure. Impulsive buying is thus read as one possible effect of the organization of desire within algorithmic capitalism. The framework is conceptual and requires empirical testing.

Keywords: *Schizoanalysis, Desiring-Machines, Algorithmic Capitalism, Impulsive Buying, Live-Commerce*

1. INTRODUCTION

Digital platforms have transformed the configuration of electronic commerce. Whereas catalog-based e-commerce primarily organizes the search, evaluation, and purchase of products, live-commerce combines these processes with audiovisual broadcasting and real-time interaction. Consumers do not merely read product descriptions; they watch demonstrations, listen to explanations from sellers or hosts, read other users' comments, and face offers that may change within minutes. Watching, interacting, and buying thus occur in the same digital space. This change is not simply an innovation in distribution channels but a transformation of the social and affective conditions under which consumption decisions are formed.

This configuration matters for the discussion of impulsive buying, that is, purchasing that is spontaneous, relatively unplanned, and often accompanied by a strong emotional urge. Consumer behavior research has linked impulsive purchasing to environmental stimuli, mood, hedonic orientation, and the capacity for self-control [1], [2]. In online commerce, information quality, ease of use, trust, and shopping atmosphere may also be related to the tendency toward spontaneous purchases [3]. Nevertheless, explanations that center too heavily on consumers' psychological traits risk treating desire as something already present in the individual before encountering the platform.

The more fundamental question is how digital commerce environments help shape the conditions under which desire emerges. In live-commerce, interest can develop through visual demonstrations, host narratives, audience responses, popularity cues, time-limited promotions, and ease of transaction. These elements do not work separately. They form a chain that connects attention to affect, affect to urgency, and urgency to the act of purchase. The analytical question therefore cannot stop at why someone buys impulsively; it must also ask how desire is produced, intensified, and directed within a particular socio-technological configuration.

The schizoanalytic perspective of Gilles Deleuze and Félix Guattari provides a basis for shifting the focus in this way. In *Anti-Oedipus*, desire is understood not primarily as a lack seeking an object to fulfill it, but as production operating through connections, flows, and series of desiring-machines [4]. The production of desire is not separate from social production; desire always operates in a concrete social field. Consumption therefore cannot be explained merely as the expression of private preferences; it must be situated within the relations among bodies, objects, signs, technologies, and economic structures.

The concept of assemblage in *A Thousand Plateaus* extends this analysis by explaining how material and expressive elements are arranged in heterogeneous configurations [5]. Live-commerce can be read as an assemblage connecting devices, bodies, platforms, images, promotional speech, comments, recommendation systems, and payment mechanisms. Meanwhile, Deleuze and Guattari's thinking on decoding, deterritorialization, axiomatization, and the apparatus of capture makes it possible to read how capitalism opens up flows while reintegrating them into the circulation of accumulation [4], [5].

This reading intersects with contemporary discussions of platform capitalism and surveillance capitalism. Platforms do not merely mediate exchange; they also organize interaction, collect traces of activity, and build mechanisms for creating value from data and user engagement [6], [7]. In this context, algorithms should be understood not as autonomous subjects with will, but as socio-technical components that perform classification, ranking, recommendation, and prediction according to particular design objectives. Such systems can influence what becomes visible, when a product is displayed, and how users' attention is directed.

This article aims to develop a schizoanalytic analysis of impulsive buying in the live-commerce ecosystem by placing the production of desire at the center of the problem. Specifically, the discussion addresses three questions: how the concept of desire production explains the formation of consumption urges; how live-commerce operates as an assemblage connecting bodies, signs, and technology; and how algorithmic mechanisms can integrate attention and desire into the circulation of capital. The central argument is that impulsive buying cannot adequately be reduced to a weakness of self-control, because it may also arise as an effect of a socio-technological assemblage that intensifies attention, affect, urgency, and ease of transaction.

2. LITERATURE REVIEW

2.1 *Desiring-Machines*

Deleuze and Guattari's concept of desiring-machines begins from a rejection of the view that desire is a lack in search of an object. In Anti-Oedipus, desire does not lack its object; desire and its object are one and the same thing, namely a machine coupled to another machine [4]. Desiring-production is therefore a production of production: each machine generates a flow and is connected to another machine that interrupts or draws

off part of that flow, so that the productive synthesis is inherently connective and proceeds by linking one element to the next [4]. Because desire produces rather than represents, it cannot be detached from social production. The two are compared in parallel, since social production also involves a full body, or socius, which may be the earth, the despot, or capital, and on which all production is recorded [4]. In this account, capitalism arises from the encounter between decoded flows of money-capital and decoded flows of labor, and it therefore proceeds by decoding flows and deterritorializing the socius [4]. The concept of assemblage in A Thousand Plateaus extends this vocabulary by describing heterogeneous arrangements of material and expressive elements that function together [5]. Taken together, these notions allow consumer desire to be treated not as a pre-given inner state but as an effect of connections among bodies, signs, technologies, and economic structures.

2.2 Algorithmic Capitalism

Algorithmic capitalism has been conceptualized in several complementary ways. Karar defines an algorithm as a set of instructions executed mechanically to achieve an intended result, with the capacity to sort, order, and predict, and situates algorithmic capitalism within informational, or cybernetic, capitalism, in which speed, mobility, and wealth are closely connected [8]. Grindsted, writing on high frequency trading, uses the term for the spatio-temporalities produced when the value of speed becomes a source of profit; information rent becomes convertible into a time rent and a spatio-temporal rent, and the acceleration of financial capital differentiates its rhythms from those of fixed and productive capital [9]. Mittelman links the rise of algorithmic capitalism to data extraction enabled by the combination of algorithms and artificial intelligence, which alters the rules, regulations, and discourses of global governance, and he identifies finance, speed, mobility, and opacity as its core ingredients [10]. This literature also stresses the unevenness of these processes: Karar finds that algorithmic capitalism can expand access to information and communication technologies while widening the digital divide, particularly between urban and rural areas [8], and Mittelman observes that opacity, rooted in trade secrecy and technical complexity, undermines transparency and accountability [10]. These studies treat algorithms as socio-technical components of capital accumulation rather than as autonomous subjects, which is the position adopted in this article. However, they concentrate on finance, labor, governance, and access, and they do not examine how consumers' desire is formed within digital commerce, which is the gap this article addresses.

3. METHODS

3.1 Conceptual Approach and Limits

In addition to theoretical sources, this article uses two official statistical sources as empirical context. The first is Statistics Indonesia (BPS), E-Commerce Statistics 2024, Volume 7 (2025), which presents business profiles, sales activities, technology use, transaction values, and the challenges faced by e-commerce actors. The second is Bank Indonesia, Indonesian Payment System and Financial Market Infrastructure Statistics (SPIP), September 2026 edition, specifically Tables 2, 5e, and 5f, which cover payment settlement media, electronic money, and card-based payment instrument (APMK) and electronic money infrastructure. These data are treated as indicators of

structural context; neither provides direct measurement of exposure to live-commerce, algorithmic recommendation mechanisms, or impulsive buying behavior.

This study is a conceptual-critical, literature-based inquiry. Its aim is not to test statistical relationships between psychological variables and purchasing behavior, but to reconstruct the conceptual apparatus of schizoanalysis in order to read the relations among desire, platform technology, and capital accumulation in live-commerce. The primary sources comprise four works by Deleuze and Guattari: *Anti-Oedipus* [4], *Kafka: Toward a Minor Literature* [11], *A Thousand Plateaus* [5], and *What Is Philosophy?* [12]. Secondary literature is used selectively to contextualize impulsive buying, live-stream commerce, platform economics, and algorithmic capitalism [1]–[3], [6]–[10], [13].

The analysis proceeds in three stages. First, the relevant concepts are identified, especially the production of desire, desiring-machines, assemblage, deterritorialization, axiomatization, the apparatus of capture, and machinic enslavement. Second, the relations among these concepts are reconstructed to avoid using the terms in isolation or merely metaphorically. Third, the concepts are applied to the characteristics of live-commerce, paying attention to the relations among audiovisual broadcasting, social interaction, algorithmic recommendation, promotion, and transactions.

3.2 Limits of Inference

The four works by Deleuze and Guattari used here do not address live-commerce or contemporary recommendation algorithms directly. The application of their concepts is therefore an analytical extension to a new object, not the attribution of a theory of live-commerce to the two thinkers. The term algorithmic capitalism is used in this article as a working category referring to a configuration of digital capitalism that organizes activity through data processing and computational systems. The article also does not claim knowledge of the code, parameters, or internal objectives of any particular platform. Statements about recommendation and personalization should be read as possible mechanisms that depend on the design and practices of each platform.

4. RESULTS AND DISCUSSION

4.1 The Production of Desire and the Critique of the Paradigm of Lack

One of the main interventions of Anti-Oedipus is its rejection of the understanding of desire as a lack naturally directed toward an object that fulfills it. Deleuze and Guattari propose the production of desire as a material process: desire connects, cuts, joins, and flows through series of machines [4]. On this conception, desire is not located in an inner realm separate from the world but is understood as a process always involved in social and material relations.

The implications for consumption studies are fundamental. Consumers do not always hold fully stable preferences before entering a commercial space. Interest in a product can form during encounters with images, demonstrations, narratives, and social responses. A person who initially had no intention of buying may change orientation after watching how a product is presented, hearing other users' experiences, or seeing an offer that appears advantageous. Desire in this situation is not merely an initial impulse that then finds an object; it is itself produced within a chain of interactions.

A desiring-machine is not identical to a mechanical device. The term refers to productive connections that link partial elements and generate flows. In live-commerce, a consumer's attention can be connected to a product image; the image to the host's demonstration; the demonstration to audience comments; the comments to perceived popularity; and the whole chain to the transaction button. This chain does not always result in a purchase, but it forms conditions that allow a buying urge to emerge and gain intensity.

4.2 The Production of Desire and Social Production

Deleuze and Guattari reject a sharp separation between the production of desire and social production. Desire is always invested in the social field, while the social order also operates through

the investment of desire [4]. In the context of consumption, a product's value is not determined solely by its material utility. It may also be shaped by lifestyle imagery, social recognition, trends, and narratives about the identity of its users.

Audience interaction in live-commerce illustrates this social dimension. Positive comments, viewer counts, or other popularity cues can serve as signals that influence consumers' judgments. The product appears not merely as a thing but as an object already placed in circulation through social evaluation. Impulsive purchasing can therefore arise from the connection between a personal urge and a social situation that produces perceptions of a product's worth, urgency, or appeal.

4.3 Live-Commerce as a Socio-Technical Assemblage

The concept of assemblage in A Thousand Plateaus describes heterogeneous configurations composed of material and expressive elements [5]. An assemblage is determined not by a single central component but by the relations that make its elements function together. Live-commerce can be understood as an assemblage because it combines the bodies of hosts and viewers, cameras, screens, connectivity, products, promotional language, comments, recommendation systems, shopping cart features, and payment infrastructure.

The material dimension appears in the devices and bodies involved in the broadcast and the transaction. The expressive dimension appears in the host's speech, demonstrations, discount symbols, countdowns, comments, and popularity signs. The two condition each other. A product demonstration gains meaning through the speech that accompanies it; speech gains force through images and audience responses; and social responses can reinforce or change how the product is evaluated.

Live-commerce therefore does more than provide a place where desire is expressed. Its technical and semiotic arrangement also helps shape the possible relations between consumers and objects. However, an assemblage should not be understood as a machine that always produces uniform effects. Consumer experiences remain diverse, and the same elements can produce different responses depending on each individual's context, needs, resources, and experience.

4.4 Affect, Attention, and the Production of Urgency

Direct interaction gives live-commerce the capacity to combine audiovisual stimuli with social responses. Voice, expression, demonstration, broadcast rhythm, and comments form an affective situation that can increase viewer engagement. In Deleuze's thought, affect can be understood as the capacity of a body to affect and be affected; it is not limited to private emotion but refers to changes in intensity occurring in an encounter [12].

In live-commerce, affect can be reinforced by the way hosts build closeness, answer questions, demonstrate products, or display enthusiasm. However, affect does not automatically result in purchase. It forms conditions of engagement that can interact with other factors such as price, need, trust, and economic capacity. This distinction is important to keep the analysis from falling into technological determinism.

Urgency can be produced through time-limited offers, promotional quotas, or countdowns. These cues change the temporal structure of the decision: consumers consider not only whether the product is worth buying but also whether the opportunity to buy will soon disappear. When urgency meets affect and a short path to payment, the interval between impulse and action may shrink. This mechanism is a condition that potentially increases spontaneous purchasing, not a law that applies to every viewer.

4.5 Deterritorialization, Reterritorialization, and Algorithmic Capitalism

In the work of Deleuze and Guattari, deterritorialization refers to the release of relations from a relatively settled arrangement or territory, while reterritorialization refers to the formation of new attachments [4], [5]. Live-commerce deterritorializes the space of consumption because shopping no longer has to take place in a physical store. Consumers can enter the commercial space

through digital devices, while entertainment, communication, and transactions merge in a single environment.

Yet release from physical space does not mean that consumers are free from regulation. Digital space is shaped by systems of visibility, content ordering, recommendations, notifications, and interface design. Flexibility of access goes hand in hand with the formation of new territories managed by platforms. In other words, the deterritorialization of consumption can be followed by reterritorialization in the form of attachment to content flows, interest categories, and recommendation patterns.

Capitalism, in Deleuze and Guattari's reading, operates by decoding flows while reorganizing them through axioms that enable the circulation of capital [4]. This framework helps explain algorithmic capitalism as a configuration in which behavioral data, attention, interaction, and transactions can be linked within economic processes. Algorithms are not actors standing outside social relations but components of a system that processes information according to design objectives, rules, and institutional interests.

4.6 Algorithms as Mediators of the Production and Capture of Desire

Recommendation systems are often understood as tools for finding products that match users' preferences. A schizoanalytic reading broadens this understanding: recommendations may also influence the field of encounters within which preferences develop. When interaction histories are used to arrange subsequent exposure to content or products, the system may bring users into contact with objects that were not previously part of their consumption plans. Algorithms thus do not create desire from nothing, but they can mediate visibility and direct the flow of attention.

The concept of the apparatus of capture in *A Thousand Plateaus* helps in reading how moving flows can be measured, regulated, and incorporated into economic arrangements [5]. In live-commerce, viewing time, clicks, comments, follows, and transactions can become traces of activity processed by the system. Consumers gain a shopping experience, while their activity also potentially generates data and engagement that hold value for the platform. Capture occurs not only at the level of the commodity purchased but also at the level of the interaction conditions that accompany the purchase.

This reading relates to critiques of platform economics that position data and user engagement as sources of value [6], [7]. Even so, not all data automatically become commodities or generate direct revenue. How data are exploited depends on each platform's business model, data governance, and architecture. Claims about monetization therefore need to be tested empirically rather than assumed to be uniform.

4.7 Impulsive Buying as an Effect of the Assemblage of Desire

Based on the preceding discussion, impulsive buying can be read as one possible effect of the series of desire production in live-commerce. This series may include: (1) the production of interest through visualization and demonstration; (2) the intensification of affect through host–audience interaction; (3) the formation of urgency through limited offers; (4) the arrangement of encounters through algorithmic recommendation and visibility; and (5) the conversion of impulse into a transaction through integrated purchasing features.

This series is not linear and does not always end in purchase. Consumers may ignore an offer, postpone a decision, leave the broadcast, or reevaluate. However, when several elements reinforce one another, the likelihood of spontaneous purchase may increase. Impulsive buying is thus not merely a final act separate from socio-technological processes; it is part of the process of producing, recording, and consuming desire.

The concept of the three syntheses of desire production in *Anti-Oedipus* can serve as an additional interpretive tool. The connective synthesis helps explain the relations among elements that channel attention toward transactions. The disjunctive synthesis helps in reading the recording and distribution of positions in the social field, for example through the categorization of preferences

and the segmentation of behavior. The conjunctive synthesis helps in understanding the experience of consumption and the subjective intensity that accompanies a transaction. This use is interpretive; these philosophical syntheses are not directly identical to the technical stages of an algorithm.

4.8 Consumptive Subjectivity and Machinic Enslavement

Deleuze and Guattari distinguish social subjection from machinic enslavement. In social subjection, individuals are constituted as subjects recognized through identities and roles; in machinic enslavement, humans can become internal components in a machinic series that processes flows and information [5]. This distinction is relevant for understanding the dual position of digital consumers.

Consumers remain present as subjects who choose and buy, but their activity can also become input for systems that regulate subsequent recommendations, classification, and interaction. They are not merely passive users, yet neither are they subjects who fully control the environment of their choices. Consumer agency operates within relations shaped by platform design, commercial strategy, social norms, and individual capacity.

Repeated recommendations and interactions can also strengthen consumptive identity, for example as a trend follower, a fan of a product category, or a promotion hunter. Such subjectivity is not entirely imposed from outside; it is formed through repeated relations among experience, choice, social recognition, and platform organization. The analysis therefore need not assume that consumers lose agency, but it must examine how that agency is formed and constrained.

4.9 A Critique of the Ideology of Free Choice and the Possibility of Resistance

Narratives of digital commerce often emphasize the expansion of freedom through easy access, abundant choice, and personalization. However, an abundance of choices does not automatically mean that consumers control the conditions that shape those choices. Product visibility, the order

of recommendations, and the design of promotions all help determine which objects enter the field of attention. Freedom of choice can thus coexist with the organization of desire.

This critique does not remove consumers' responsibility. Individuals retain the reflective capacity to assess their needs, postpone transactions, and decline offers. What is questioned is the excessive individualization of responsibility, as if impulsive buying were caused solely by weak personal discipline. The schizoanalytic perspective returns attention to the infrastructures, social relations, and economic interests that shape consumption situations.

The idea of lines of flight opens the possibility of reconsidering one's relationship to the assemblage of consumption [5], [11]. Practices such as limiting notifications, separating entertainment from purchasing decisions, delaying purchases, checking actual needs, and building algorithmic literacy can change the relationship between attention and action. However, lines of flight are not automatically emancipatory; efforts to avoid one mechanism may be recaptured by another. Resistance therefore also requires system transparency, consumer protection, and responsible platform design.

4.10Synthesis of the Conceptual Model

Based on the analysis, this article proposes a conceptual model that maps the relationship between the production of desire and the circulation of capital in live-commerce. The model consists of five interrelated layers (Table 1): the production of desire; the socio-technical assemblage; algorithmic mediation; the intensification of affect and urgency; and the conversion and capture of capital.

Table 1. Analytical Layers of the Conceptual Model

Analytical layer	Conceptual mechanism	Analytical layer
1. Production of desire	Interest is formed through encounters among bodies, products, images, and the social environment.	1. Production of desire

2. Socio-technical assemblage	Hosts, viewers, products, devices, signs, and platform features are assembled in a single configuration.	2. Socio-technical assemblage
3. Algorithmic mediation	The visibility and encounter of products are mediated through recommendation, classification, and ranking.	3. Algorithmic mediation

Source: Author's analysis

In brief, the model can be stated as follows: production of desire → socio-technical assemblage → algorithmic mediation → intensification of affect and urgency → transaction conversion → capture of capital → organization of the next conditions of desire. The arrows in this formulation do not indicate definite causal determination but a circular relationship that needs to be tested and elaborated through empirical research. The conceptual contribution of this article lies in understanding impulsive buying as a possible effect of the assemblage of desire production, not as the automatic output of a single platform feature.

4.11Empirical Context: E-Commerce Expansion and Digital Payment Infrastructure

BPS data give a picture of the scale and character of e-commerce development in Indonesia. In 2024 there were 4.40 million e-commerce businesses, an increase of 15.30 percent over the previous year. However, this digitalization has not been uniform: 42.02 percent of businesses had made online sales, while the remaining 57.98 percent still sold offline. Among businesses using online sales media, instant messaging occupied the dominant position (94.76 percent), followed by social media (29.66 percent) and marketplaces (17.23 percent) [14]. This finding is important because it shows that digital commerce in Indonesia is not identical to formal marketplaces. It also rests on more interpersonal communication channels, such as instant messaging applications and social media. Conceptually, this configuration leaves room for social relations, promotion, and transactions to be intertwined, although BPS data do not specifically identify live-commerce practices.

The value of e-commerce transactions in 2024 was recorded at IDR 1,288.93 trillion, an increase of 17.08 percent over 2023 [14]. BPS also recorded that 84.21 percent of transaction value came from non-marketplace channels, while marketplaces contributed 15.79 percent. This composition is a reminder that the circulation of digital commodities moves through a diverse configuration of channels. However, these aggregate figures cannot be read as a measure of live-commerce transactions; the non-marketplace category covers a wide range of sales channels, so more specific conclusions require platform data or a dedicated survey.

BPS data on payment methods show that cash was still used by 74.79 percent of e-commerce businesses as their most frequently used payment method, followed by bank transfer (16.61 percent), electronic money (5.92 percent), QRIS (2.10 percent), and cards (0.58 percent) [14]. This finding corrects the assumption that online commerce is automatically identical to cashless payment. In the context of schizoanalysis, it shows that the deterritorialization of buying and selling through digital networks does not necessarily erase older payment practices. Digital flows and more conventional material practices can coexist within a single commercial assemblage.

The development of payment infrastructure is shown in more detail in Bank Indonesia's SPIP. In August 2026, the number of electronic money instruments was approximately 1,142.84 million units; the volume of electronic money transactions reached 3,557,556.24 thousand transactions (approximately 3.56 billion), while the transaction value reached IDR 346,602.38 billion (approximately IDR 346.60 trillion). Of this amount, shopping transactions were worth approximately IDR 113,442.36 billion (approximately IDR 113.44 trillion) [15]. In the same month, the APMK and electronic money infrastructure table recorded 2,113,817 EDC machines, 686,946 electronic money readers, and 1,334,221 merchants [15]. These data show the scale of the electronic payment infrastructure and circulation relevant to the digital economy.

Even so, SPIP figures must not be treated as direct evidence of live-commerce transactions. Electronic money transactions cover various uses and contexts, while the numbers of merchants and

payment acceptance devices do not identify sales channels or purchase motives. The usefulness of these data for this article lies in explaining the material conditions that allow digital transactions to occur at large scale. Payment infrastructure can be understood as one component of the assemblage that reduces friction between decision and settlement, but its influence on impulsive buying must be tested through consumer behavior data and platform design.

BPS statistics also record several structural obstacles faced by business actors, including limited capital (36.41 percent), product marketing constraints (20.52 percent), and a shortage of workers with digital skills (16.03 percent) [14]. The expansion of e-commerce therefore cannot be read solely as a story of convenience and efficiency. Behind transaction growth lie inequalities in business actors' capacity to access capital, market products, and develop digital competencies. This dimension broadens the schizoanalytic analysis: the production of consumer desire takes place in an economic field also marked by asymmetries in business actors' resources and capabilities. A summary of the indicators discussed is presented in Table 2.

Table 2. Indicators of E-Commerce Expansion and Digital Payment Infrastructure in Indonesia

Indicator	Finding	Source
Number of e-commerce businesses in Indonesia (2024)	4.40 million; up 15.30% from 2023	BPS [14]
Online sales media (2024)	Instant messaging 94.76%; social media 29.66%; marketplace 17.23%	BPS [14]
E-commerce transaction value (2024)	IDR 1,288.93 trillion; up 17.08%	BPS [14]
Most frequently used payment method (2024)	Cash 74.79%; bank transfer 16.61%; electronic money 5.92%; QRIS 2.10%	BPS [14]
Electronic money transaction volume (August 2026)	3.56 billion transactions	BI-SPIP [15], Table 5e
Electronic money transaction value (August 2026)	IDR 346.60 trillion; shopping transactions IDR 113.44 trillion	BI-SPIP [15], Table 5e
Infrastructure (August 2026)	2,113,817 EDC machines; 686,946 electronic money readers; 1,334,221 merchants	BI-SPIP [15], Table 5f

Note: BPS statistics refer to e-commerce businesses in general, not to live-commerce specifically. BI statistics refer to electronic money transactions and infrastructure in aggregate, not to transactions identifiable as impulsive purchases. Unit conversions in the table follow the original SPIP units.

5. CONCLUSION

The integration of BPS and BI data shows that the analysis is rooted in the real development of Indonesia's digital commerce and payment ecosystem. The growth in the number of e-commerce businesses and transaction value, the dominance of instant messaging and social media channels, and the large volume of electronic money transactions indicate that digital commerce proceeds through a combination of social channels and an increasingly complex financial infrastructure. At the same time, the persistent dominance of cash and the structural obstacles facing business actors show that digital transformation is uneven.

This article has developed a schizoanalytic reading of impulsive buying in the live-commerce ecosystem by positioning desire as a process of production taking place in a social and technological field. The concept of desire production in *Anti-Oedipus* shifts the explanation from the paradigm of lack and individual self-control toward connections among bodies, objects, signs, and environments. The concept of assemblage in *A Thousand Plateaus* then shows live-commerce as a heterogeneous assemblage connecting hosts, consumers, products, devices, promotional language, social interaction, algorithms, and transaction infrastructure.

The analysis also shows that algorithmic capitalism can be read as a configuration that mediates visibility and encounters, organizes attention, and links consumption activity to the

economic circulation of platforms. Algorithms are not the sole cause of desire but one component of an assemblage that can direct flows of attention and widen the possibilities for transactions. In this configuration, consumers occupy a dual position, as subjects who make decisions and as part of a socio-technical system that generates interaction and data traces.

Impulsive buying, then, cannot adequately be reduced to a weakness of self-control. It can be understood as one possible effect of the production and organization of desire through visualization, affect, urgency, recommendation, and ease of transaction. However, the model is conceptual and does not claim that every exposure to live-commerce results in impulsive purchase. Future research should examine how this configuration operates on specific platforms, how users interpret and negotiate recommendations, and how interface design and promotional practices affect the interval between impulse and transaction. Such testing is important so that the schizoanalytic framework does not remain a philosophical analogy but develops into an accountable analytical tool.

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