



# A Multidimensional Framework for Understanding E-Commerce Live Streaming's Effect on Purchase Intention

---

Yang Gu, Singha Chaveesuk, Wornchanok Chaiyasoonthorn and  
Manoj Chatpibal

EasyChair preprints are intended for rapid  
dissemination of research results and are  
integrated with the rest of EasyChair.

May 21, 2024

# A Multidimensional Framework for Understanding E-Commerce Live Streaming's Effect on Purchase Intention

\*Gu Yang<sup>1</sup>, Singha Chaveesuk<sup>2</sup>, and \*Wornchanok Chaiyasoonthorn<sup>3</sup>, Manoj Chatpibal<sup>4</sup>

Email: \*lynn21049149@gmail.com, [singha@it.kmitl.ac.th](mailto:singha@it.kmitl.ac.th), \*wornchanok.ch@kmitl.ac.th, manoj.ch@kmitl.ac.th

<sup>1</sup> Student, Doctor of Philosophy in Industrial Business Administration (International Program)

<sup>3</sup>Advisor, KMITL Business School, King Monekut's Institute of Technology Ladkrabang

KMITL Business School, King Monekut's Institute of Technology Ladkrabang, Bangkok, 10520

\*Corresponding Author E-mail: [lynn21049149@gmail.com](mailto:lynn21049149@gmail.com), wornchanok.ch@kmitl.ac.th

## Abstract

This research delves into the impact of e-commerce live streaming on consumer purchase intention, building a multidimensional framework based on the Stimulus-Organism-Response (SOR) theory. The framework considers three key elements: the live streamer, the product, and the live streaming platform, aiming to understand the dynamics of consumer decision-making within this evolving marketing environment. To validate the framework, a preliminary survey will be conducted, with rigorous reliability testing to ensure the quality of the research instrument. Our research questions focus on the specific factors influencing purchase intention in this context, and how these factors interact to affect consumers' decisions. The study contributes valuable insights into the booming live-streaming e-commerce market, especially in China's evolving cashless society. Future research will employ structural equation modeling to further refine our understanding of this dynamic marketing landscape and offer actionable recommendations for optimization.

**Keywords:** E-commerce live streaming; SOR; Trust; Impulsiveness; Purchase intention

## Introduction

Due to the COVID-19, non-contact type communication has increased rapidly, and the live streaming e-commerce market continues

to grow rapidly. Worldwide, a large part of e-commerce growth is driven by consumers using their mobile devices, phones and tablets, to acquire goods and services. According to Statista's Market Insights(Katharina Buchholz, 2023), mobile e-commerce sales reached \$2.2 trillion in 2023 and now make up 60 percent of all e-commerce sales around the world. The share of mobile e-commerce in all e-commerce has been on a steady climb, up from just 56 percent in 2018 to an expected 62 percent in 2027. The increase of mobile e-commerce sales themselves has been even steeper as the whole sector keeps expanding globally. In 2027, Statista analysts expect \$3.4 trillion of mobile e-commerce sales, in stark contrast with the \$982 billion that were generated in the segment as recently as 2018.As consumers spend more time on their phones and tablets and have grown to value the convenience of ticking off their ever-increasing online shopping list wherever they are may that be on the go or on the couch -mobile e-commerce sales are poised to grow further In the context of the rapid development of the Internet and smartphones, the role of live streamers in live streaming marketing has elevated compared to traditional online e-commerce. Research on consumer psychology and behavior in live streaming shopping has become a prominent topic in academic circles worldwide, not just in China. In June 2023, the scale of live e-commerce users reached 530 million, accounting for 59.5% of the scale of online shopping users, and live e-commerce has become one of the important ways for online shopping users to buy goods. According to IResearch Consulting estimates, in 2023(Yuan, 2023), live e-commerce market size reached 4.9 trillion yuan in China, a year-on-year growth rate of 35.2%, compared with the early development of the industry, the industry growth rate has declined, but it is still releasing growth signals. IResearch Consulting expects that the compound annual growth rate (CAGR) of China's live streaming e-commerce market size from 2024 to 2026 will be 18.0%, and the industry will show a steady growth trend in the future and enter the stage of refined development. So that the study on this topic is important and should be continued more deeply. Purchase intention refers to the subjective probability or possibility of consumers to buy a certain product, so purchase intention reflects the subjective attitude of consumers towards a certain product, and also reflects the probability of consumers to make a purchase decision on a certain product. Purchase intention is the premise of a purchase, and the decision before buying a product. Scholars and merchants can accurately predict consumers' purchase decisions by measuring purchase intention. After the influencing factors of consumers' purchase intention are known through research conclusions, merchants and live broadcasting enterprises can formulate corresponding sales strategies, including the building of live broadcasting rooms and products, the selection of anchors, the

positioning and the coordination and balance of the relationship between various factors. Only in this way can the market share and sales of live streaming marketing be improved, and the long-term development of the industry be promoted.

The expected benefit of this study is to understand the factors affecting consumers' purchase intention in live shopping and to conduct prediction research. It is hoped that it will play a very important role in developing marketing strategies and increasing sales for livestreaming enterprises. Purchase intention is directly related to consumers' purchase behavior, which is a key factor determining the success of e-commerce live broadcasting. Consumers' willingness to buy is the basis for the profitability of e-commerce live streaming platforms. In e-commerce live broadcasting, consumers' purchase behavior is directly transformed into platform sales, and purchase intention is an important prerequisite for purchase behavior. Only when consumers have a strong desire to buy, they will carry out the actual purchase operation, bringing real benefits to the merchants and the platform.

## **Literature Reviews and Hypothesis Development**

### **A. E-commerce Live Streaming**

Live streaming is a part of online commerce and marketing sales, refers to instant orders live product demonstrations real-time question and answer, limited-time price promotions, real-time communication, and online streaming services hosted by online stores(Hanwei Wang & Li, 2017). Live streaming is fascinating and interactive, and it can shorten the customer's purchase decision path. According to McKinsey research, companies that use live streaming e-commerce have conversion rates that are nearly 30% higher than traditional e-commerce economic(Arora et al., 2021). Live streaming has been widely developed as an effective marketing channel, enabled by new technologies and delivered via PC and smartphone devices(Chen & Lin, 2018). Xiaofeng (2019)Believe that online live streaming is a recording medium of real-time images and voices. Through various communication methods such as instant messages, clicks, and user gifts, the audience at the scene can have an immersive feeling. According to previous studies, there is no unified definition of the concept of e-commerce live streaming, but most scholars believe that e-commerce live streaming is inseparable from social and interpersonal relationships, and has a commercial nature. This study believes that whether it is from the essence of operation or the operation method of the platform, e-commerce live streaming is an extension of the traditional online marketing method, and it is a recombination of products, prices, channels, promotions, etc.

## B. The Stimulus-Organism-Response theory

The SOR theory is a concept derived from psychology that explains the impact of environmental characteristics on user behavior and mental activity. Mehrabian and Russell (1974) proposed the SOR theoretical model based on environmental psychology to study the influence of external environmental stimuli on the cognition and behavior of individual, where S stands for environmental stimuli (stimulus), refers to the different stimuli in the external environment that can affect the individual; O means the state of the intermediary variable body (organism), is the process of change within the individual between the stimulus and the final response; R stands for the response of the organism (response), including psychological and behavioral responses, as shown in Figure 1.



Figure 1 The SOR model.

Source: Xueli Wang, Aisahaer, and Aihemaiti (2022)

Since the SOR model has become one of the key theories for studying and explaining user behavior, it has been introduced into different research backgrounds, including different industries such as retail, advertising, e-commerce, information technology and education. The SOR model has been widely used in the prediction and interpretation of consumer behavior, such as the study of consumers' purchase intention and purchase behavior. The theory reveals that product factors such as product price and product category; retailer factors such as promotional strategies, brands, consumers' cognitive emotions, subjective perception and other subjective factors will affect internal psychological states, and then affect consumers' emotional state and purchase intention (Ahrholdt, Gudergan, & Ringle, 2019). This model analyzes the impact of environmental stimuli on human cognitive and emotional states, and then constructs a mechanism to explain the human behavior (Xueli Wang et al., 2022). It explains "Stimulation" as an environmental factor that awakens the state of internal organisms. "Organisms" refer to the emotional and cognitive mediating states of humans, which regulate impacts of stimuli individual response (Verplanken & Herabadi, 2001). The previous studies have used the SOR model to study the consumer's psychology and behavior, such as consumption intention. Studies have explored various aspects of the live-streaming industry, including the drivers and motivations of live-stream shopping (Cai, Wohn, Mittal, & Sureshbabu, 2018), consumer engagement in live-streaming commerce (Wongkitrungrueng & Assarut,

2020), and consumer loyalty toward live-stream shopping (Chin-Lung Hsu & Judy Chuan-Chuan Lin, 2020). The S-O-R model has been widely applied in the prediction and interpretation of consumer behavior, such as the research on consumer purchase intention and purchase behavior (Hanwei Wang & Li, 2017). The SOR theory reveals that product factors such as price and product category; platform factors such as promotion strategy, brand, and reputation; and subjective factors such as consumer cognitive emotions and personal emotional experience could all influence consumers' internal psychological state, which affect consumers' emotional state and intent to buy (Ahrholdt et al., 2019).

### **C. Factors in e-commerce live streaming marketing**

Scholars have done a lot of researches on comprehensive online retail platforms, and the research is more specialized, subdivided and in-depth. Some study the impact of factors such as platform security risks, scoring mechanisms, and reputation system construction on purchase intentions from the live streaming platforms, and some study consumer attitudes and perceptions from the perspective of consumers, and some scholars study online from the perspective of sellers. Factors such as store decoration, product brand, product reviews, seller reputation, online store evaluation and other factors affect consumers' purchase intention (Hanwei Wang & Li, 2017).

#### **1. Live streamer**

Live streamer can be defined as well-known people who have huge followers and are considered endorsers who can draw large consumers on Taobao live streaming (Shen & Zhao, 2018). They are classified in more details and they are divided into three types: the self-live streamers, the professional live streamer, and the amateur live streamer. The top online celebrity Li Jiaqi, known as the lipstick brother in China, is known for her amazing cosmetics sales, especially lipstick sales records in the e-commerce live economy. He has generated hundreds of millions of dollars in sales due to his popularity, eloquence, credibility and product knowledge (Haijian Wang, Ding, Akram, Yue, & Chen, 2021). Schouten and Janssen (2019) point out that celebrities' professionalism influences consumers' attitudes toward advertisements, products, and purchase intention, because they are more knowledgeable about the products. Interactivity is the communication process that takes place between celebrities and consumers. Previous research has also shown that interactivity and positive attitudes increase the correlation between trust and satisfaction. In addition, the more interactions with each other, the more trust in each other (Bao, Xu, & Zhang, 2016). E-commerce live streaming as a main form of synchronized social media, has the advantages of high real-time, high interactivity and synchronization of communication (Xinwei Wang & Wu, 2019).

Hypothesis 1: The characteristics of live streamers have a positive influence on purchase intention.

Hypothesis 2: The characteristics of live streamers have a positive influence on trust.

Hypothesis 3: The characteristics of live streamers have a positive influence on impulsiveness.

## **2. Product**

Product is generally classified as durable or consumable product in the study. Durable products, such as appliances, furniture, and jewelry, are generally long-lasting and purchased less frequently. Products, including food, daily necessities, cosmetics, and skin care products, need to be used quickly or need to be replaced frequently. Products referred to in our study are consumer products, rather than durable products and luxury goods. According to the industry statistic data, top three sales categories of live streaming marketing in China in 2022 are: food and drinking; daily necessities; cosmetic and skin care. There is a positive correlation between product characteristics and scene characteristics and the impulse purchase intention of online group purchase consumers, among which product characteristics have the most significant effect(Lv, 2020).

Trivedi and Sama (2020)also emphasized that the quality of products and brands significantly influences consumers' online purchasing behavior, with superior product quality enhancing trust and subsequently impacting purchase intention(Blythe, 1999). Ahrholdt et al. (2019) reveals that product factors such as product price and product category; retailer factors such as promotion strategy, brand, and reputation; and subjective factors such as consumer cognitive emotions and personal experience perception could all influence consumer internal psychological state, which, in turn, affect consumer emotional state and intention to buy.

In e-commerce marketing literature, utilitarian and hedonic consumption values are well-known consumption value view which can explain consumers' behavior and decision-making. Therefore, generally speaking, the value of purchasing can be divided into intrinsic value and extrinsic value. Among them, intrinsic hedonic value refers to enjoyment, purchases motivated by fun and leisure, while extrinsic utilitarian value is mostly related to the functional attributes of products. One of the most important functional attributes of product is practicality. The practical products always refer to the daily necessities at home or office which have the characteristics of small, light, daily uses, and consumable. Meanwhile, they are more convenient for delivery by express companies with low freight charges(Xinwei Wang & Wu, 2019). The low freight charge and light weight directly affect the sales of the practical products at e-commerce live streaming marketing. In many studies of e-commerce,

the researchers found that consumers tend to buy small and low-price practical products at live streaming promotion which can not only meet their daily needs but also their utilitarian motivation(Dong & Yang, 2007).

Hypothesis 4: The characteristics of product have a positive influence on purchase intention.

Hypothesis 5: The characteristics of product have a positive influence on trust.

Hypothesis 6: The characteristics of product have a positive influence on impulsiveness.

### **3. Field**

"Field" refers to the characteristics of e-commerce live streaming platforms, it refers to entertainment, emotion, ways and means of promotion, atmosphere in the online sales scene, the environment in live streaming and so on. The atmosphere of e-commerce live streaming reflects the situation in live streaming platforms, such as the transaction of goods, the number of real-time online viewers, etc. According to the theory of herd behavior and group effect, the more people who place an order in an e-commerce live broadcast, the stronger the ability of its live streaming room to draw traffic. In the online environment of e-commerce transactions, consumers' purchase decisions depend not only on the final product quality, but also on the online sales scene, the environment, and the form of content presentation(Xueli Wang et al., 2022). (Eroglu, Machleit, & Davis, 2003) concluded through empirical research that the atmosphere cues of online merchants can affect consumers' emotional and cognitive states, thus affecting their purchase intention. "Double 11" promotion is an emerging online promotion activity in China in recent years, which is held on November 11 every year by major domestic e-commerce platforms. In 2009, as China's largest B2C platform, Tmall first launched the "Double 11" promotion, which was held on November 11. Attracting a large number of consumers, Tmall sales reached 50 million yuan. Since then, other domestic e-commerce platforms such as Jing Dong and Suning Tesco have also joined the "Double 11" promotion, making the "Double 11" promotion the largest online business activity in China. Large online promotions provide a different shopping environment for mobile users, with contextual variables [including promotions, social environment, mobile site features, time and money pressures] influencing consumer behavior simultaneously. Due to the limitations of mobile terminal screen size, battery power, computing power, storage capacity, connection speed, traffic and other factors, mobile users are more likely to be impulsive in large-scale online promotion activities.

Entertainment is a kind of activity that causes the audience to maintain concentration and interest. Its purpose is to make the audience feel happy or interested, or to relieve pressure by offering a temporary



escape from reality and allowing them to put their worries behind them. Entertainment refers to the degree of pleasure consumers feel when watching live broadcasts, aiming to satisfy consumers' pleasure psychology. Audiences tend to utilize social media to relieve stress and obtain entertainment(Chen & Lin, 2018). Belch and Belch (2018) say that the price discount provides several benefits including: can trigger consumers to buy in large quantities, anticipate the promotion of competitors, and support trade in larger quantities. Promotion is an effective marketing tool to influence consumer's purchasing intention, the large-scale promotion generally cause quick decisions and impulse buying by consumers(Stanko, 2016).

The emotion becomes more important with the emergence of the principle of the consumer pleasure. Emotions are a distinctive element that must be added to enhance the basis supply of product/service and especially they are designed and managed with rigor and ethical spirit. The consumer doesn't look for a product/service that meets both the needs and rational processes, but for an object that becomes a center of symbolic meanings, psychological and cultural, a source of feelings, relationships and emotions(Consoli, 2009).

Further analyses suggest that these effects are pronounced only after a live stream has been active for a while, and they manifest only in streams by broadcasters who have more experience, receive more tips, or are more popular in past live streams. These results help platforms and broadcasters optimize marketing interventions such as broadcaster emotion enhancement in live streaming.

Hypothesis 7: The characteristics of field have a positive influence on purchase intention.

Hypothesis 8: The characteristics of field have a positive influence on trust.

Hypothesis 9: The characteristics of field have a positive influence on impulsiveness.

#### **D. Trust**

Trust in product is defined as the customer beliefs that the product will meet their expectations. Cognitive trust is customers' confidence or willingness to rely on competence and reliability of service providers, it comes from an accumulated knowledge that allows one to make predict. Cognitive and affective attitudes are significant and positive predictors of consumers' purchase intention in the online environment(Wongkitrungrueng & Assarut, 2020). Most important factor for consumers is the evaluation of specific product and services in online-based commerce. Trust can affect user judgment and behavior in the online environment. Trust in product is defined as the customer beliefs that the product will meet their expectations(Lewis & Weigert, 1985).Cognitive trust is customers' confidence or willingness to rely on

competence and reliability of service providers, it comes from an accumulated knowledge that allows one to make predict. Consumers will favor a brand if they trust a celebrity and the celebrity likes it. It is an emotional trust. The emotional trust in the brand or product will improve consumers' willingness to buy the brand or product(Habibi, Laroche, & Richard, 2014). Consumers have emotional trust in the brand community, which increases their willingness to buy the brand(Habibi et al., 2014). Consumers are more likely to choose products recommended by trusted opinion leaders because their emotional trust influences their purchasing decision. Emotional trust will influence consumer purchase intention(Awad & Ragowsky, 2008). According to Consoli (2009), emotion give an immediate response that often don't use cognitive processes and conscious elaboration but sometimes they have an effect on cognitive aspects as concentration ability, and so on. In addition to quality and price, consumers also need trust, satisfaction and a sense of security.

Hypothesis 10: Trust has a positive influence on purchase intention.

#### **E. Impulsiveness**

The consumer personality characteristics, the impulsiveness of consumers and the hedonic nature of shopping all affect impulsive purchase intention. Both personal impulsiveness and store image as independent variables and found that personal impulsiveness has a direct positive effect on purchase intention. The personalities of consumers, such as shopping hedonic and impulsiveness, combined with the drive of product involvement on purchase behavior, and indirectly confirmed the impact of these factors on impulsive purchase intention. Previous studies in consumer research have demonstrated that buying impulsiveness is a distinctive personal trait that represents one's tendency to think and to act in a distinctive, identifiable way(Beatty & Ferrell, 1998). Beatty and Ferrell (1998) defined, that visitors of big supermarkets are characterized in impulsive purchase behavior more often. Observation of products in different shops and emotional experience are closely related with impulsive purchasing. Observation of products in different shops and emotional experience are closely related with impulsive purchasing.

Hypothesis 11: Impulsiveness has a positive influence on purchase intention.

#### **F. Purchase intention**

The consumer's purchase intention is a psychological state of consumption. As the basis of purchase behavior, it refers to the probability that the consumer intends or is willing to buy a certain product in the future, and this purchase intention can well predict the consumer's purchasing behavior. The beliefs and attitudes about the particular product may transfer to actions in the future. Purchase intentions can be

used to test the implementation of a new distribution channel to help managers determine whether the concept deserves further development and decide which geographic markets and consumer segments to target through the channel (Morwitz, Steckel, & Gupta, 2007). Montano and Kasprzyk (2015) believe that intentions are considered the key predictor of actual behavior. Online purchase intention is understood as the degree to which a consumer is willing to buy a product online, which is of the utmost importance for the success of live streaming marketing. Our research considered the purchase intention as the key variable to be investigated.

Dachyar and Banjarnahor (2017) believe that purchase intention affects firm performance and define consumers as people who hold positive attitudes and beliefs about certain products and consider purchasing them. In addition, purchase intentions also influence the willingness to recommend a product or service to friends and family. Purchase intention may be viewed as a representation of consumer behavior outcomes since intention has been found to be a good predictor of actual behavior (Venkatesh & Davis, 2000). Hsu, Chen, Kikuchi, and Machida (2017) regards purchase intention as the basis of purchase, and is the emotional expression of customers when they are looking for products that meet their needs. Researches on social shopping can enable social shopping companies to clearly understand the determinants of consumers' purchase intentions. Purchase intention is defined as the "psychological stage" in the purchasing decision-making process, it is the consumer's intentional planning or initiative to purchase the product (Wells, Valacich, & Hess, 2011).

## **Research Model**

According to the literature review, some relevant concepts and theories analyzed the relationship between the variables related to the research objective, our study introduces analysis of the major elements of e-commerce economy in the context of e-commerce live streaming: live streamer, product, and the field (live streaming platform). According to Xueli Wang et al. (2022), the factors which influence purchase intention based on the S-O-R model can be divided into two categories: one is the objective stimulus representing the stimulus and the other is the customer perception factor representing the organism, which can be described in terms of impulsiveness and trust. In our research, we focus on whether and how these factors directly or indirectly affect consumers' purchase intention.

According to the literature review, the latent variables and 16 observable variables in our study as shown in Table 1:

Table 1 Latent Variable.

Latent Variable	Observable Variable
LIV (Live streamer)	Professionalism, Popularity, Interactivity
PRDT (Product)	Quality, Price, Practicality
FLD (Field, means Live streaming platforms)	Entertainment, Promotion, Emotion
TRU (Trust)	Cognitive trust, Emotional trust
IMP (Impulsiveness)	Emotional experience, Impulsive trait
PUR (Purchase intention)	Intend to buy, Recommending, Plan to buy

As a result, the conceptual framework was developed, as shown in Figure 2.

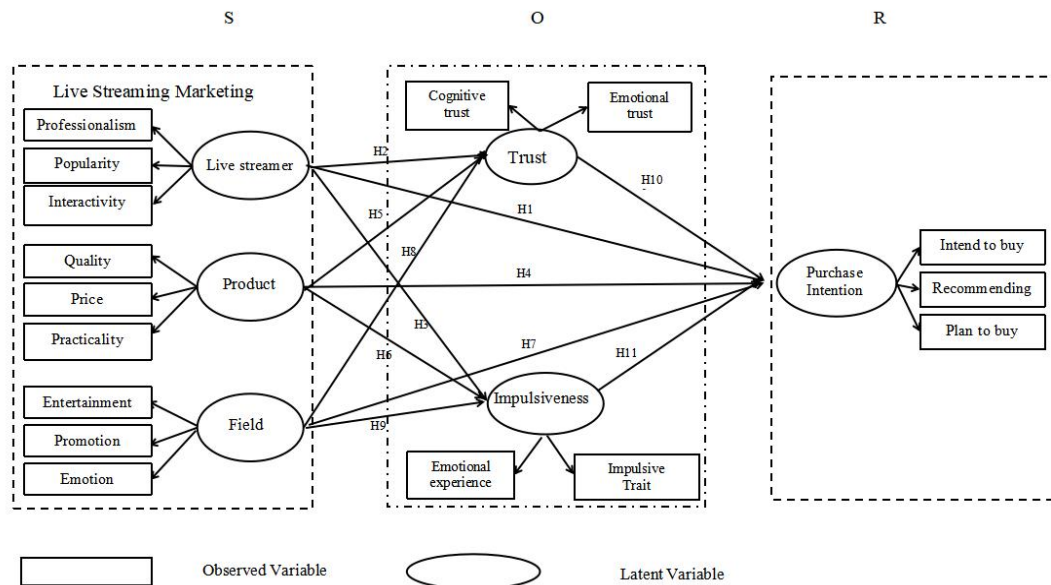


Figure 2 Conceptual Framework

## Research Model

### 1. Population and Sample

**Population** The target population for this research comprises all individuals in China who engage in online shopping via live streaming platforms. This definition encompasses a broad range of users, including consumers of diverse ages, income levels, and product preferences.

**Sample** To collect data, a convenience sampling method will be employed. This involves selecting a sample of individuals who are easily accessible and readily participate in the survey. The convenience sample will be drawn from active users of popular e-commerce live streaming platforms in China, such as Taobao Live and Douyin (TikTok).

The sample size will be determined based on a power analysis, considering the desired level of statistical power and effect size. The analysis will aim to achieve a statistically significant sample size that allows for reliable conclusions. Previous research suggests that a sample size of at least 300 is generally considered sufficient for structural equation modeling, the primary statistical analysis technique used in this study.

## **2. Research Instrument**

A structured questionnaire will be developed to collect data from the selected sample. The questionnaire will incorporate both closed-ended and open-ended questions to assess the relevant constructs related to e-commerce live streaming, including: 1) Live streamer characteristics: Professionalism, popularity, interactivity 2) Product characteristics: Quality, price, practicality 3) Live streaming platform characteristics: Entertainment, promotion, emotion 4) Trust: Cognitive trust, emotional trust 5) Impulsiveness: Emotional experience, impulsive trait 6) Purchase intention: Intent to buy, recommending, plan to buy

## **3. Data Analysis**

Statistical Software Data analysis will be performed using SPSS and AMOS statistical software packages. Descriptive statistics will be used to summarize the data, including means, standard deviations, frequencies, and percentages. This will provide a basic overview of the characteristics of the sample and the responses to each survey item. Structural Equation Modeling (SEM) will be employed to test the proposed conceptual framework and evaluate the hypothesized relationships between the constructs. SEM allows for simultaneous examination of multiple relationships between variables and provides a comprehensive assessment of the model's fit.

## **Contribution**

Based on the empirical research of previous researchers, a new model has been developed, this model will provide a useful tool to understand and predict the user's purchase intention. E-commerce live streaming marketing has great development prospects especially in China. Purchase intention is one of the important factors to predict individual behavior. So that the study comprehensively explores and studies the influencing factors of consumers' purchase intention based on the SOR theory, explores how these factors affected purchase intention. Then the study reveals the pathways through trust and impulsiveness mediate consumers' purchase intention, making a contribution to the research field of live streaming commerce and consumer behavior. In addition, the results also provide useful and optimization suggestions for the future development of the e-commerce live streaming marketing market.

## References

- Ahrholdt, D. C., Gudergan, S. P., & Ringle, C. M. (2019). Enhancing loyalty: When improving consumer satisfaction and delight matters. *Journal of Business Research*, 94, 18-27.  
doi:<https://doi.org/10.1016/j.jbusres.2018.08.040>
- Arora, A., Glaser, D., Kim, A., Kluge, P., Kohli, S., & Sak, N. (2021). It's showtime! How live commerce is transforming the shopping experience. McKinsey Digital.
- Awad, N. F., & Ragowsky, A. (2008). Establishing trust in electronic commerce through online word of mouth: An examination across genders. *Journal of management information systems*, 24(4), 101-121.
- Bao, G., Xu, B., & Zhang, Z. (2016). Employees' trust and their knowledge sharing and integration: the mediating roles of organizational identification and organization-based self-esteem. *Knowledge Management Research & Practice*, 14, 362-375.  
doi:<https://doi.org/10.1057/kmrp.2015.1>
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of retailing*, 74(2), 169-191.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective*: mcgraw-hill.
- Blythe, J. (1999). Innovativeness and newness in high - tech consumer durables. *Journal of Product & Brand Management*, 8(5), 415-429.  
doi:10.1108/10610429910296028
- Cai, J., Wohn, D. Y., Mittal, A., & Sureshbabu, D. (2018). Utilitarian and Hedonic Motivations for Live Streaming Shopping. Paper presented at the Proceedings of the 2018 ACM International Conference on Interactive Experiences for TV and Online Video, SEOUL, Republic of Korea.  
<https://doi.org/10.1145/3210825.3210837>
- Chen, C.-C., & Lin, Y.-C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293-303.
- Chin-Lung Hsu, & Judy Chuan-Chuan Lin. (2020). Why Are People Loyal to Live Stream Channels? The Perspectives of Uses and Gratifications and Media Richness Theories. *Cyberpsychology, Behavior, and Social Networking*, 23(5), 351-356.  
doi:10.1089/cyber.2019.0547
- Consoli, D. (2009). Emotions that influence purchase decisions and their electronic processing. *Annales Universitatis Apulensis Series Oeconomica*, 11(2), 996-1008.

- Dachyar, M., & Banjarnahor, L. (2017). Factors influencing purchase intention towards consumer-to-consumer e-commerce. *Intangible Capital*, 13(5), 946-966. doi:<https://doi.org/10.3926/ic.1119>
- Dong, Y., & Yang, P. (2007). Analysis of influencing factors of consumers' purchasing behavior under C2C Ecommerce platform. *Consumer Economics*, 6.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology & Marketing*, 20(2), 139-150. doi:<https://doi.org/10.1002/mar.10064>
- Habibi, M. R., Laroche, M., & Richard, M.-O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in human behavior*, 37, 152-161.
- Hsu, C.-L., Chen, M.-C., Kikuchi, K., & Machida, I. (2017). Elucidating the determinants of purchase intention toward social shopping sites: A comparative study of Taiwan and Japan. *Telematics and Informatics*, 34(4), 326-338. doi:<https://doi.org/10.1016/j.tele.2016.04.016>
- Katharina Buchholz. (2023). Global Mobile E-Commerce Worth \$2.2 Trillion in 2023. Retrieved from <https://www.statista.com/chart/13139/estimated-worldwide-mobile-e-commerce-sales/>
- Lewis, J. D., & Weigert, A. (1985). Trust as a Social Reality. *Social Forces*, 63(4), 967-985. doi:10.1093/sf/63.4.967
- Lv, Q. (2020). Comparative study on Chinese live broadcasting influence under epidemic. *Malaysian E Commerce Journal*. doi:10.26480/mecj.01.2020.39.41
- Mehrabian, A., & Russell, J. A. (1974). A verbal measure of information rate for studies in environmental psychology. *Environment and Behavior*, 6(2), 233.
- Montano, D. E., & Kasprzyk, D. (2015). Theory of reasoned action, theory of planned behavior, and the integrated behavioral model. *Health behavior: Theory, research and practice*, 70(4), 231.
- Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). When do purchase intentions predict sales? *International Journal of Forecasting*, 23(3), 347-364. doi:<https://doi.org/10.1016/j.ijforecast.2007.05.015>
- Schouten, A. P., & Janssen, L. (2019). MV (2019). Celebrity vs. influencer endorsements in advertising: The role of identification, credibility, and product-endorser fit. *International Journal of Advertising*, 36(5), 36.
- Shen, Y., & Zhao, H. (2018). Analysis of Consumers' Impulsive Buying Behavior Based on Situational Theory—Taking Taobao Live seckill as an example [J]. *Management and Administration*, 8, 124-130.

- Stanko, M. A. (2016). Toward a theory of remixing in online innovation communities. *Information Systems Research*, 27(4), 773-791. doi:10.1287/isre.2016.0650
- Trivedi, J., & Sama, R. (2020). The effect of influencer marketing on consumers' brand admiration and online purchase intentions: An emerging market perspective. *Journal of Internet Commerce*, 19(1), 103-124. doi:10.1080/15332861.2019.1700741
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management science*, 46(2), 186-204.
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: feeling and no thinking. *European Journal of Personality*, 15(1\_suppl), S71-S83. doi:10.1002/per.423
- Wang, H., Ding, J., Akram, U., Yue, X., & Chen, Y. (2021). An Empirical Study on the Impact of E-Commerce Live Features on Consumers' Purchase Intention: From the Perspective of Flow Experience and Social Presence. *Information*, 12(8), 324. Retrieved from <https://www.mdpi.com/2078-2489/12/8/324>
- Wang, H., & Li, J. (2017). Positive perfectionism, negative perfectionism, and emotional eating: The mediating role of stress. *Eating Behaviors*, 26, 45-49. doi:10.1016/j.eatbeh.2016.12.012
- Wang, X., Aisihaer, N., & Aihemaiti, A. (2022). Research on the impact of live streaming marketing by online influencers on consumer purchasing intentions. *Frontiers in Psychology*, 13. doi:10.3389/fpsyg.2022.1021256
- Wang, X., & Wu, D. (2019, 2019//). Understanding User Engagement Mechanisms on a Live Streaming Platform. Paper presented at the HCI in Business, Government and Organizations. *Information Systems and Analytics*, Cham.
- Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What Signal Are You Sending? How Website Quality Influences Perceptions of Product Quality and Purchase Intentions. *MIS Quarterly*, 35(2), 373-396. doi:10.2307/23044048
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117, 543-556. doi:10.1016/j.jbusres.2018.08.032
- Xiaofeng, J. (2019). Research on consumers' willingness to purchase and integrate into e-commerce live broadcast platform [D]. Beijing University of posts and Telecommunications.
- Yuan, S. (2023). 2023 China live streaming e-commerce industry research report: digital human anchors are expected to enter the stage of fine development. Retrieved from <https://zhuanlan.zhihu.com/p/690904634>