pISSN: 1906 - 6406 The Scholar: Human Sciences
eISSN: 2586 - 9388 The Scholar: Human Sciences
https://assumptionjournal.au.edu/index.php/Scholar

Factors Affecting Consumers' Conformity, Trust, and Purchase Intention in Live Streaming Shopping in Hangzhou, China

Jiang Xun*

Received: May 1, 2024. Revised: September 15, 2024. Accepted: Frebuary 18, 2025.

Abstract

Purpose: This research paper investigates the factors affecting consumers' conformity, trust, and purchase intention in live-streaming shopping in Hangzhou, China. The conceptual framework proposed a causal relationship among professionalism, price discounts, immersion, parasocial interaction, social presence, consumer conformity, trust, purchase intention. **Research design, data, and methodology:** The researcher applied the quantitative method (n=500), distributing questionnaires to residents in Hangzhou who were over 18 years old and had a live-streaming shopping experience. The Nonprobability sampling includes judgmental, quota, and convenience sampling in collecting data and distributing surveys online and offline. The Structural Equation Model (SEM) and Confirmatory Factor Analysis (CFA) were used for the data analysis, including model fit, reliability, and validity of the constructs. **Results:** The results explained that professionalism, price discounts, immersion, parasocial interaction, social presence, consumer conformity, and trust significantly impacted purchase intention. Professionalism and price discounts had a significant impact on trust. Trust presented the strongest effect on purchase intention, followed by immersion, social presence, consumer conformity, parasocial interaction, price discounts, and professionalism. Price discounts presented the strongest effect on trust, followed by professionalism. **Conclusions:** Live streaming companies and live streamers are suggested to make good use of the marketing channel of live streaming to enhance consumers' purchase intention.

Keywords: Social Presence, Consumer Conformity, Trust, Purchase Intention, Live Streaming Shopping

JEL Classification Code: E44, F31, F37, G15

1. Introduction

With the rapid development of information and communication technology, live-streaming shopping has emerged as a significant consumer shopping channel and a mainstream marketing method for businesses to sell products through real-time streaming platforms (Chen & Lin, 2018). Live streaming is a novel approach using live streaming technology for online promotion by providing real-time conversation and video content, which lets users watch and broadcast video streams and makes it easier for viewers and streamers to communicate synchronously (Zhang et al., 2020). Live-streaming shopping integrates live-streaming video with online purchasing to offer customers video content linked to commodities, thereby influencing their purchase 0intention, and encouraging the completion of transactions between buyers and sellers (Yang & Lee, 2018).

In contrast to traditional online shopping, live streaming shopping offers notable benefits in product display, social connectivity, and customer experience (Clement Addo et al., 2021) by creating a more completely simulated, three-dimensional consuming situation and giving customers a highly immersive, high-presence shopping experience (Sun et al., 2019). According to Bao and Zhu (2022), in the circumstance of live streaming, the live streamer takes the top of experts, demonstrating product specifics from various

1*Jiang Xun, School of Economics and Management, Zhejiang Business College, China. Email: 351231488@qq.com

angles and suggesting products to buy. Customers could satisfy their desires for pleasure, purchase, and social interaction at the same time. Live streamers utilize the screen to communicate product information to the audience, and consumers often rely on visual cues to make purchasing decisions swiftly and with minimal cognitive effort. Since live streaming involves real-time engagement, consumers are more inclined to be visually stimulated and make rapid purchase decisions (Chen et al., 2023).

Wongkitrungrueng and Assarut (2020) argued that live streaming enhanced customers' trust in the goods sold by the vendors, resulting in a rise in product sales and fan interaction. Various marketing techniques have been demonstrated to affect consumers' purchase intention as they watch live streaming shopping (Chen et al., 2022). The appealing discounted price also stands out as a vital factor influencing consumers' purchase intention (Cheng et al., 2022). Furthermore, the live broadcast has critical authenticity, real-time interactivity, and rich visual effects, which increase viewers' sense of social presence and trust in the live streamer and, in turn, increase consumers' purchase intention (Liu et al., 2023). Cao et al. (2024) claimed that Customers' attitudes to purchase will also be influenced by perceived information transparency, remarks from other fans, and the authenticity of the goods. Apart from that, Wandoko et al. (2017) stated that live-streaming shopping has social presence and real-time interaction, which could improve the quality of communication between consumers and live streamers, eventually leading to purchase intention.

Many businesses embrace live-streaming commerce to increase customer attraction, boost marketing effectiveness and service quality, and extend their marketing channels (Zhang et al., 2020). China has emerged as one of the rapidly expanding markets for live streaming, exemplified by platforms like Taobao Live and TikTok, emphasizing the importance of visual engagement and vibrant social interaction (Guan et al., 2022). Based on the China Live Streaming E-commerce Industry Research Report, China's live streaming e-commerce market reached 4.9 trillion yuan in 2023, with a year-on-year growth rate of 35.2% (iResearch, 2024). According to the 53rd Statistics Report on China's Internet Development released by China Internet Network Center CNNIC (2024), by December 2023, 915 million Chinese Internet users were shopping online. The number of online live-streaming users in China reached 816 million, accounting for 74.7% of the total internet users. Among them, the scale of e-commerce live-streaming users was 597 million. Live-streaming shopping is already a significant driving force for the development of the economy and has demonstrated robust growth in practical applications, especially in China. At the same time, academia has yet to focus on this phenomenon adequately. Therefore, the research examines factors affecting consumers' conformity, trust, and purchase intention in live-streaming shopping.

2. Literature Review

2.1 Social Presence

Short et al. (1976) proposed the concept of social presence, which argues that an individual's social presence is determined by their perceived level of being a real person and their ability to communicate with others through media. Lombard and Ditton (1997) believed that social presence is a perception of being there and interacting with others. Lin (2021) stated that social presence refers to the sense of warmth conveyed through media platforms, which is crucial in influencing individuals' decisions regarding their engagement with media.

Lu et al. (2016) claimed that social presence could be categorized into three dimensions: web social presence, peer social presence and communication social presence, which impact customers' trust for merchants. Jiang et al. (2019) also distinguished three aspects of social presence: consumer to consumer interaction, consumer to merchant interaction and consumer to commodity interaction. Shin and Shin (2011) believed that social presence is an alternative to in-person interactions, which could improve consumers' perception of safety and attitudes towards purchasing in live streaming shopping.

Ma et al. (2022) believed that social presence of live streaming platform will help viewers comprehend the content streamers post easily. Social presence also reduces the psychological gap between viewers and streams. Ou et al. (2014) believed that social presence is a crucial component of communication technology that influences people's mental and physical responses. Social presence is considered a crucial indicator of trust which could be built through assessing live streamer's performance whether live up to consumers' expectation (Gefen & Straub, 2004). A communication channel that allows the user to experience a sense of unity with others through social cues is necessary for social presence (Hassanein & Head, 2007). Thus, this study put forwards below hypotheses:

H1: Social presence has a significant effect on consumer conformity.

H8: Social presence has significant effect on purchase intention.

2.2 Professionalism

Boyt et al. (2001) argued that professionalism refers to people's attitudes and behavior concerning their profession. Professionalism is a capacity that can be cultivated and enhanced over time, and it requires first-hand learning experience (Lesser et al., 2010). According to Olivier et al. (2020), professionalism is the possession of particular

abilities carried out by those who conduct themselves professionally. Professionalism refers to live streamers' ability to explain products thoroughly and in-depth in a live-streaming environment (Xu et al., 2022). Similarly, Ye et al. (2015) believed that professionalism is related to a live streamer's specialization, knowledge, and competence.

Professionalism is one main element affecting consumers' engagement in live-streaming shopping (Li et al., 2016). There are two dimensions of professionalism: language and field knowledge (Li et al., 2020). Because of professionalism, live streamers are more effective and persuasive than others. Customers are more likely to trust products recommended by live streamers. The more experienced and professional live streamers, the easier it is for consumers to recognize and acknowledge the live streamer and the products suggested by them (Lyu et al., 2022).

Bansal and Voyer (2016) mentioned that professionalism plays a key role in gaining consumers' trust, as consumers prefer to seek professional shopping guidance for their expertise, knowledge, and ability. Sun et al. (2020) pointed out that the level of professionalism impacts consumers' trust. The live streamer explains the product's function and usage, saving consumers time and money by ensuring the product is of excellent quality, building consumer favorability, and establishing trust in the live streamer. Therefore, the more the live streamer possesses professional knowledge, the more viewers can trust them (Xu et al., 2022). Lyu et al. (2022) also indicated that live streamers with a deeper understanding of commodity and service information will enhance consumers' trust in live-streaming shopping. Accordingly, the following hypotheses are proposed:

H2: Professionalism has a significant effect on trust.

H4: Professionalism has a significant effect on purchase intention.

2.3 Price Discounts

Price discounts are the widely used form of sales promotion to stimulate short-term demand for products and services (Hartley & Cross, 1988; Monroe, 1990). Price discounts are a popular marketing tactic that lowers the selling price, increases customer value awareness, and enhances the likelihood of purchase (Grewal et al., 1996). Price discounts refer to a temporary reduction when all consumers have the same chance to enjoy the discount (Chen et al., 1998). Compared with other promotion forms, price discounts are simpler to implement and give customers the incentive of an instant price drop (Madan & Suri, 2001).

Price discounts have an impact on consumer behavior, including brand choices, value perception, and consumption attitude (Bang et al., 2021). Agmeka et al. (2019) proposed that price discounts and time constraints facilitate purchase intention for online shopping. Price discounts are effective when customers compare the original and discounted price. Marketers need to comprehend the impacts of price discounts or the lowest price reduction amount necessary to persuade consumers to buy the products (Blattberg et al., 1995). For consumers concerned about costs, price discounts work better than premiums (Palazón & Delgado, 2009). One of the reasons people like live streaming is the appealing discounted price, which is uncommon in regular daily shopping (Cheng et al., 2022).

In live-streaming shopping, live streamers can provide price discounts and special offers to consumers without compromising the standard of goods or services, which results in increased trust (Hu & Chaudhry, 2020). Price discounts favor consumer behavior, including increasing trust and perceived usefulness (Lee & Chen, 2021). By offering carefully selected goods at deep discounts, the live streamer builds long-term trust with the audience (Zhang et al., 2021). Moreover, low prices and regular price discounts are the incentive to attract consumers to live-streaming shopping and enhance their trust (Bai et al., 2015; Wang et al., 2022). Price discounts not only increase offers' worth but also might have an unfavorable impact on consumers' perception of it by posing doubt on its reliability, leading to trust risk (Blattberg & Neslin, 1990). As a result, the following hypotheses are proposed:

H3: Price discounts has a significant effect on trust.

H5: Price discounts has a significant effect on purchase intention.

2.4 Immersion

Yim et al. (2017) proposed that immersion describes the degree to which the experience captures people's attention. *Immersion* is the psychological state in which a person perceives themselves as completely engulfed in an environment that offers constant sensations and stimuli (Witmer & Singer, 1998). Immersion is participating in a virtual activity (Agarwal & Karahanna, 2000). Huang et al. (2022) claimed that when watching live streaming, consumers might get completely absorbed, involved, and enjoy the entire experience, which is referred to as immersion.

If consumers have a positive online experience, they will feel entertained and absorbed in the content for a considerable time (Hoffman & Novak, 1996). The sense of self-inclusion impacted immersion in the virtual world and the isolation of the real world (Witmer & Singer, 1998). The level of involvement, both mentally and physically, reflects immersion (Carù & Cova, 2006). Immersion is regarded as the factor that enhances user reaction in various virtual environments. In addition, consumers can quickly become fully immersed in a digital environment through interaction (Schuemie et al., 2001).

An immersive experience increases consumers' likelihood of having a purchase intention (Koufaris, 2002). Immersive experiences created by external stimuli influence customers' purchase intention to which they are exposed (Huang et al., 2022). Immersion experience makes people more likely to have the purchase intention (Liao et al., 2022). Joo and Yang (2023) pointed out that purchase intention is affected by consumers' sense of immersion. Both interactivity and immersion significantly impact consumers' purchase intention (Yim et al., 2017). Customers' perception of the immersive atmosphere and interesting experience is favorable to developing personal relationships and trust between streamers and viewers in live streaming shopping, influencing consumers' purchase intention (Zhang et al., 2022). Therefore, the hypothesis is proposed:

H6: Immersion has a significant effect on purchase intention.

2.5 Parasocial Interaction

Parasocial interaction refers to how individuals engage with and form connections to depictions of people in the media, often referred to as media figures, encompassing both the methods and results of these interactions (Horton & Wohl, 1956). According to Xiang et al. (2016), parasocial interaction is a face-to-face personal relationship between online celebrities and their followers. Parasocial interaction refers to the illusionary experience in which consumers engage with personas under the impression that they actively participate in a reciprocal relationship (Labrecque, 2014). The extent of exposure to media figures correlates positively with receivers' perceived levels of parasocial interaction (Horton & Wohl, 1956). Despite its one-sided nature, parasocial interaction elicits feelings of intimacy akin to those experienced in reciprocal relationships. In addition, the perception of intimacy is fostered by establishing a sense of presence within the communication context, enhancing followers perceived emotional parasocial interaction (Ding & Qiu, 2017). Parasocial interaction with celebrities and observed that fans develop a sense of familiarity with them when they see them in the media, consequently leading to trust and connection (Lee & Watkins, 2016).

Colliander and Dahlen (2011) pointed out that Parasocial interaction impacts consumers' brand attitude and purchase intention. Parasocial interaction positively affects consumers' perception of brands, consequently increasing their purchase intention (Lee & Watkins, 2016). Strong parasocial interaction enhances consumers' purchase intention (Hwang & Zhang, 2018; Sokolova & Kefi, 2019). Lin et al. (2021) claimed that parasocial interaction with YouTube and Instagram strongly correlates with purchase intention. Through parasocial interaction, consumers' perceived brand quality, affect, and preference can all be improved by increasing consumers' purchase intentions (Liu et al., 2019). Fazli-Salehi et al. (2022) indicated that consumers who establish parasocial interaction with vloggers tend to show increased purchase intention to buy brands and products they suggest. Therefore, the hypothesis is proposed:

H7: Parasocial interaction has a significant effect on purchase intention.

2.6 Consumer Conformity

Consumer conformity is defined as adhering to group norms, being susceptible to group influence, and changing one's consumption habits due to a reference group (Lascu & Zinkhan, 2015). Based on Khandelwal et al. (2018), consumer conformity is individuals' inclination to adhere to a particular norm as well as the tendency of group members to develop a group norm. Consumer behavior, called consumer conformity, complies with social norms during the purchasing and consumption process (Khandelwal & Bajpai, 2013). According to Sages and Grable (2011), consumer conformity is characterized by adherence to group norms, receptivity to group influence, and behavioral shifts in consumption resulting from a reference group.

Park and Feinberg (2010) claimed that consumer conformity can be divided into normative and informational categories. Normative consumer conformity pertains to conforming one's behavior to meet the perceived standards of other group members. In contrast, informational consumer conformity is adhering to the purchasing opinions and judgments of other group members based on information received from them via their experience and skill. Moreover, normative consumer conformity is affected by internal consumer traits, whereas informational consumer conformity is related to external characteristics. Khandelwal et al. (2018) proposed that motivation, involvement, and self-esteem impact normative consumer conformity, while trustworthiness and expertise impact informational consumer conformity. In this situation, normative consumer conformity is commonly regarded as compliance, while informational consumer conformity is called acceptance. Badawi et al. (2021) further indicated that the consumer conformity process typically begins with normative conformity, followed by informational conformity, and then carried out by purchase intention.

Live streaming's social presence can reduce consumers' skepticism about products, encouraging conformity. As a social network, the virtual community, like a live streaming room, meets the members' need for emotional ties and a sense of belonging, eventually leading to consumer conformity (Park & Feinberg, 2010). The atmosphere and real-time interaction in live streaming would make consumers feel a social connection, leading to consumer

conformity (Sun et al., 2019). Consumers are more inclined to regard a group as reliable if they feel they are a member. As a result, customers are more likely to believe in the knowledge of reference group members and have fewer reservations about items, which encourages the building of consumer conformity (Liu et al., 2022). Hence, the following hypothesis is proposed:

H9: Consumer conformity has a significant effect on purchase intention.

2.7 Trust

Trust is the confidence one has in one's positive assumption about the behavior of others, typically stemming from prior interaction (Gefen, 2000). Jarvenpaa and Tractinsky (1999) defined trust as consumers' willingness to rely on the vendor and take action when such behavior makes consumers vulnerable to the vendor's influence. Trust is consumers' evaluation of a vendor's reliability. Kimery and McCard (2002) stated that trust is the willingness of customers to accept weakness for online transactions based on favorable expectations. Kim et al. (2004) argued that trust is the belief that the other party will act reliably in an exchange relationship.

According to Blau (1964), trust is based on three beliefs: integrity, benevolence, and ability. Trust is established when two parties have faith in each other's honesty and dependability (Morgan & Hunt, 1994). Trust can help customers eliminate potential negative behavior from the party they trust, thereby reducing risk perception to a more manageable level (Mayer et al., 1995). Trust is vital due to the lack of face-to-face communication for online shopping and an essential indicator of internet purchases (Flavián et al., 2006). Camp (2001) proposed that trust has three dimensions: security, privacy, and reliability in an online environment.

Kim and Park (2013) claimed that trust is crucial for consumers' purchase intention when using online platforms. Bhattacharya et al. (2022) claimed that trust is key to determining merchants' success because it enhances customers' purchase intention. Swan et al. (1999) revealed that customer trust results in a positive attitude toward satisfaction with salespeople and what they plan to purchase. Additionally, it fosters loyalty and encourages the development of a plan to repurchase and actual purchases from reliable and familiar sellers. Mukherjee and Nath (2007) argued that trust in online retailers positively influences consumers' purchase intention. Compared with price, trust significantly impacts purchase intention (Kim et al., 2012). Wang et al. (2022) also pointed out that trust and purchase intention has a positive correlation with each other. Accordingly, the following hypothesis is proposed:

H10: Trust has a significant effect on purchase intention.

2.8 Purchase Intention

Purchase intention refers to the willingness to buy products or services (Dodds et al., 1991; Martinelli & De Canio, 2021). In other words, purchase intention is consumers' intention to engage in consumption behavior. Zuo et al. (2014) and Zeithaml et al. (2018) explained that purchase intention is the likelihood that a customer will try to buy the product, a crucial requirement for buying behavior. The more buying intention there is, the greater the likelihood of purchasing. The definition of purchase intention pertains to the prompt behaviors of customers in a competitive market wherein they indicate their intention to purchase particular goods or services while simultaneously considering the accessibility of substitute possibilities (Kudeshia et al., 2016).

Purchase intention is crucial in driving consumer motivation and choice about a particular product brand (Shah et al., 2012). Ou et al. (2022) argued that customer engagement positively impacts purchase intention, as customers' repeated interactions and participation in the organization's activities indirectly improve their propensity to purchase. Dodds et al. (1991) proposed that purchase intention only appears when a customer feels a service or product is useful or valuable. Retailer, brand, time, and product are some factors that influence consumers' purchase intention (Kotler, 2000). Purchase intention is considered one of the most reliable predictors of future purchasing behavior (Farzin & Fattahi, 2018). During live-streaming shopping, consumers and the live streamer engage in real-time communication that improves consumers' comprehension of the product, lessens information asymmetry, and boosts purchase intention (Xu et al., 2022).

Consumers' purchase intention is affected by social presence (Lu et al., 2016). Ma (2021) states that social presence positively relates to purchase intention in a live-streaming environment. Information technology affordances, including visibility and advice purchasing, contribute to creating a consumer social presence in the live-streaming environment (Sun et al., 2019). Huang et al. (2022) pointed out that social presence is a stimulating perception that can impact consumers' purchase intention and actual buying behavior in live-streaming shopping. Moreover, social presence increases the likelihood of buying suggested products online and encourages customers to purchase if they have a positive or genuine face-to-face interaction. It has been proven that purchase intention is positively impacted by consumers' social presence (Gefen & Straub, 2003). Thus, the following hypothesis is proposed:

3. Research Methods and Materials

3.1 Research Framework

The conceptual framework of this study is developed from studying prior research and is adapted from three distinct theoretical models. The first model, proposed by Liao et al. (2022), pointed out that immersion (IMMR) and parasocial interaction (PSI) has a positive effect on purchase intention (PI). The second model, described by Zhong et al. (2022), studies the effect of professionalism (PRO) and price discounts (PD) on trust (TR) and purchase intention. The third model was examined by Liu et al. (2022) and focused on the relationship between social presence (SP), consumer conformity (CC), and purchase intention. The conceptual framework of this research is proposed in Figure 1.

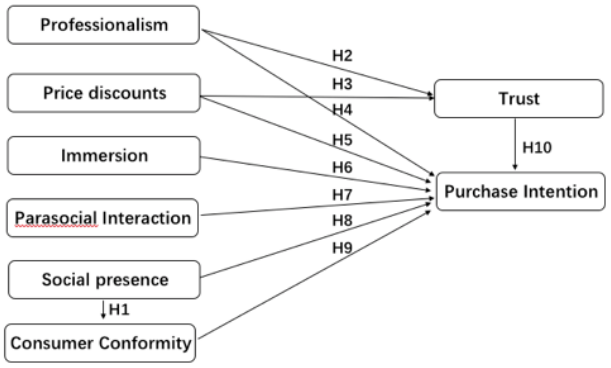

Figure 1: Conceptual Framework

H1: Social presence has a significant effect on consumer conformity.
H2: Professionalism has a significant effect on trust.
H3: Price discounts has a significant effect on trust.
H4: Professionalism has a significant effect on purchase intention.
H5: Price discounts has a significant effect on purchase intention.
H6: Immersion has a significant effect on purchase intention.
H7: Parasocial interaction has a significant effect on purchase intention.
H8: Social presence has a significant effect on purchase intention.
H9: Consumer conformity has a significant effect on purchase intention.
H10: Trust has a significant effect on purchase intention.

3.2 Research Methodology

The nonprobability sampling method is adopted for quantitative approach with a questionnaire distributed both online and offline to the target people who have experience in live streaming shopping and are over 18 years old in Hangzhou, China. The data has been gathered and examined to identify the significant impact on consumer conformity, trust, and purchase intention. The questionnaire has three parts. Firstly, the screening questions are used to identify the attributes of participants. Secondly, demographic questions are collected to gather respondents' personal information. Thirdly, a five-point Likert scale assessed eight proposed variables, ranging from strongly disagree to agree.

After designing the questionnaire, the validity and reliability need to be examined. Experts used Item Objective Congruence (IOC) to rate and evaluate the questionnaire's validity. Cronbach's Alpha approach is used to test reliability. For the pilot test, 50 respondents were selected. After that, the researcher distributed the questionnaire to 500 target participants. The data was analyzed using statistical program. Confirmatory Factor Analysis (CAF), model fit, and Structural Equation Model (SEM) were employed to examine the reliability and validity of the proposed model and the relationship between variables.

3.3 Population and Sample Size

The target population was Hangzhou residents from 14 districts who had experience in live-streaming shopping and were over 18 years old. The suggested minimum sample size, as determined by the sample size calculator, was 444, while the researcher chose a researcher chose data screening process; 500 valid responses were used in this research.

3.4 Sampling Technique

First, the judgmental sampling technique was adopted to select target district residents. After that, quota sampling was used to distribute the survey according to the proportionate sample size in each district. Finally, convenience sampling was used to distribute the questionnaire both online and offline.

Table 1: Sample Units and Sample Size

Fourteen Main Subjects	Population Size	Proportional Sample size
Residents in Shangcheng District	1,371,000	55
Residents in Gongshu District	1,177,000	48
Residents in Xihu District	1,167,000	47
Residents in Binjiang District	530,000	22
Residents in Xiaoshan District	2,110,000	85
Residents in Yuhang District	1,364,000	55

Fourteen Main Subjects	Population Size	Proportional Sample size
Residents in Linping District	1,108,000	45
Residents in Qiantang District	797,000	32
Residents in Fuyang District	851,000	34
Residents in Linan District	648,000	26
Residents in Tonglu Country	458,000	19
Residents in Chun'an Country	325,000	13
Residents in Jiande City	446,000	18
Residents in the Scenic Area of the west Lake	24,000	1
Total	**12,376,000**	**500**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

Five hundred respondents took part in the survey that the researcher conducted. The demographic profile is shown in Table 2. Regarding gender, 42.6% of the respondents were male, and 57.4% were female. The largest segment in this research was 18-30 years old, representing 45.2% of respondents, 36.4% of 31-40 years old, 15.2% of 41-50 years old, and 3.2% of over 50 years old. Regarding income, the biggest segment was 5000-10000, representing 40.4% of respondents, 25.4% above 10000, 20.0% of 2000-5000, and 14.2% below 2000. Regarding education, the major group was master's or above and bachelor's, accounting for 32.0% and 30.8%, respectively, followed by junior college 28.2% and high school or below 9.0%. Regarding the platform, the largest percentage of respondents selected Douyin Live, representing 46.6% of respondents, followed by 39.8% of Taobao Live, 9% of Little Red Book Live, 2.6% of Kwai Live, and 1.2% of JD Live. For products, the largest percentage of respondents chose clothing, representing 33.8%, followed by 20.4% for daily necessities, 18% for food, 12.8% for skincare/cosmetics, 8.4% for digital products, and 5.4% for baby care products. As for occupation, public institution employees accounted for the largest part, 25.6%, followed by 23.0% of enterprise employees, 20.4% of students, 15.2% of individual households/freelancers, and 10% of civil servants. As for district, Xiaoshan accounted for the largest segment of 17%, followed by 11% of Shangchen and Yuhang, 9.6% of Gongshu, 9.4% of Xihu, 9.0% of Lingping, 6.8% of Fuyang, 6.4% of Qiantang, 5.2% of Linan, 4.4% of Binjiang, 3.8% of Tonglu, 3.6% of Jiande, 2.6% of Chun'an and 0.2% of Scenic Area of the West Lake.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	213	42.6%
	Female	287	57.4%
Age	18-30 years old	226	45.2%
	31-40 years old	182	36.4%
	41-50 years old	76	15.2%
	Over 50 years old	16	3.2%
Income (RMB)	Below 2000	71	14.2%
	2000-5000	100	20.0%
	5000-10000	202	40.4%
	Above 10000	127	25.4%
Education	High school or below	45	9.0%
	Junior college	141	28.2%
	Bachelor	154	30.8%
	Master or above	160	32.0%
Platform	Taobao Live	199	39.8%
	Douyin Live	233	46.6%
	Little Red Book Live	45	9%
	Kwai Live	13	2.6%
	JD Live	6	1.2%
	Others	4	0.8%
Products	Clothing	169	33.8%
	Daily necessities	102	20.4%
	Food	90	18.0%
	Skincare / Cosmetics	64	12.8%
	Digital products	42	8.4%
	Baby care products	27	5.4%
	Others	6	1.2%
Occupation	Student	102	20.4%
	Civil Servant	50	10.0%
	Enterprise Employees	115	23.0%
	Public Institution Employees	128	25.6%
	Individual household / Freelancer	76	15.2%
	Others	29	5.8%
District (country/city)	Shangcheng	55	11.00%
	Gongshu	48	9.60%
	Xihu	47	9.40%
	Binjiang	22	4.40%
	Xiaoshan	85	17.00%
	Yuhang	55	11.00%
	Lingping	45	9.00%
	Qiantang	32	6.40%
	Fuyang	34	6.80%
	Linan	26	5.20%
	Tonglu	19	3.80%
	Chun'an	13	2.60%
	Jiande	18	3.60%
	Scenic Area of the West Lake	1	0.20%

4.2 Confirmatory Factor Analysis (CFA)

In this study, confirmatory factor analysis (CFA) was adopted. According to Truong and McColl (2011), the acceptable value of factor loading should be 0.5. It can be seen from Table 3 that all variables' factor loading is above 0.5. A CR value of 0.7 or above is considered acceptable, and the AVE value should be more than 0.5 (Lee et al., 2005). In addition, all variables' CR is over 0.7, and AVE is over 0.5 (Vongurai, 2024), as shown in Table 3.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variable	Source of Questionnaire (Measurement Indicator)	No. of Items	Cronbach's Alpha	Factors Loading	CR	AVE
Professionalism (PRO)	Zhong et al. (2022)	4	0.844	0.685-0.860	0.847	0.583
Price Discounts (PD)	Zhong et al. (2022)	4	0.807	0.695-0.736	0.808	0.513
Immersion (IMMR)	Liao et al. (2022)	3	0.818	0.756-0.790	0.818	0.600
Parasocial Interaction (PSI)	Liao et al. (2022)	3	0.804	0.732-0.779	0.805	0.579
Social Presence (SP)	Liu et al. (2022)	5	0.863	0.736-0.762	0.863	0.558
Consumer conformity (CC)	Liu et al. (2022)	5	0.864	0.734-0.763	0.864	0.559
Trust (TR)	Zhong et al. (2022)	4	0.892	0.813-0.838	0.893	0.677
Purchase Intention (PI)	Zhong et al. (2022)	4	0.898	0.822-0.837	0.898	0.689

In Table 4, the square root of AVE for each variable is greater than the corresponding value, confirming the validity. Apart from that, GFI, AGFI, NFI, CFI, TLI, and RMSEA are used as indicators for model fit in the CFA test.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 3.00 (Hair et al., 2006)	1.329
GFI	≥ 0.90 (Hair et al., 2006)	0.934
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.920
NFI	≥ 0.90 (Hair et al., 2006)	0.927
CFI	≥ 0.90 (Hair et al., 2006)	0.981
TLI	≥ 0.90 (Hair et al., 2006)	0.978
RMSEA	< 0.08 (Pedroso et al., 2016)	0.026
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

From Table 5, this study's convergent and discriminant validity exceed acceptable values, indicating validity as well. Moreover, these model measurements validated discriminant validity and subsequent structural model estimation validity.

Table 5: Discriminant Validity

	PRO	PD	IMMR	PSI	SP	CC	TR	PI
PRO	**0.764**							
PD	-0.071	**0.716**						
IMMR	-0.017	0.029	**0.775**					
PSI	-0.031	0.098	0.053	**0.761**				
SP	0.014	-0.031	-0.147	-0.01	**0.747**			
CC	-0.044	0.054	-0.016	-0.062	-0.034	**0.748**		
TR	0.209	0.326	0.198	0.179	0.232	0.244	**0.823**	
PI	0.183	0.273	0.252	0.224	0.203	0.228	0.526	**0.830**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

According to Gunduz and Elsherbeny (2020), structural equation modeling (SEM) estimates the causal relationship between variables and evaluates hypothesis testing. The goodness of Fit for the Structural Equation Model (SEM) is presented. For the ratio of Chi-square/degree-of-freedom (CMIN/DF), the model fit measurement should not be over 3, GFI, NFI, CFI, and TLI should be higher than 0.9 or equal to 0.9, AGFI should be higher than or equal to 0.80, and RMSEA should be less than 0.08. The statistical program was adopted to analyze the data, and the result of the fit index was presented as a good Fit, which is CMIN/DF=1.631, GFI=0.920, AGFI=0.907, NFI=0.907, CFI=0.961, TLI=0.958, and RMSEA=0.036, based on the values mentioned in Table 6. All of the indexes are within an acceptable range.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 3.00 (Hair et al., 2006)	1.631
GFI	≥ 0.90 (Hair et al., 2006)	0.920
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.907
NFI	≥ 0.90 (Hair et al., 2006)	0.907
CFI	≥ 0.90 (Hair et al., 2006)	0.961
TLI	≥ 0.90 (Hair et al., 2006)	0.958
RMSEA	< 0.08 (Pedroso et al., 2016)	0.036
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

4.4 Research Hypothesis Testing Result

Based on the regression weights and R2 variance, the researcher calculated the significance of each variable. The hypothesis testing results indicated that all proposed hypotheses were supported with a p-value of 0.05, except for H1. PD has the strongest effect on TR, which resulted in 0.398. TR has the strongest effect on PI, which resulted in 0.314. The β value of the effect of PRO on TR is 0.262. The β value of the effect of PRO, PD, IMMR, PSI, SP, and CC on PI was 0.180, 0.193, 0.259, 0.204, 0.215, and 0.210, respectively. However, The β value of the effect of SP on CC is -0.038, indicating the testing result is not supported. The causal relationships are illustrated in Table 7.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: SP→CC	-0.038	-0.732	Not Supported
H2: PRO→TR	0.262	5.478*	Supported
H3: PD→TR	0.398	7.440*	Supported
H4: PRO→PI	0.180	4.068*	Supported
H5: PD→PI	0.193	3.888*	Supported
H6: IMMR→PI	0.259	5.833*	Supported
H7: PSI→PI	0.204	4.602*	Supported
H8: SP→PI	0.215	5.023*	Supported
H9: CC→PI	0.210	4.928*	Supported
H10: TR→PI	0.314	6.269*	Supported

Note: * p<0.05
Source: Created by the author

From the results of hypothesis testing in Table 7, nine out of ten hypotheses were supported. In H1, social presence has no significant effect on consumer conformity. This finding contradicts Liu et al. (2022) and Sun et al. (2019), which have concluded a correlation. In terms of H2, the outcome of the analysis supported the hypothesis of the significant effect of professionalism on trust, representing the standard coefficient value of 0.262. This finding was consistent with the study of Bansal and Voyer (2016), Sun et al. (2020), and (Xu et al., 2022). Consumers would like to seek professional suggestions from live streamers due to their product expertise. H3 also supports the idea that price discounts significantly affect trust, with a standard coefficient of 0.398. This result confirmed the previous literature of Hu and Chaudhry (2020), Zhang et al. (2021), and Wang et al. (2022). Providing consumers with good products with price discounts leads to increased trust. The findings in H4 can prove that professionalism significantly affects purchase intention, resulting g in a standard coefficient value of 0.180. This positive correlation is aligned with the findings of Zhang et al. (2022), Xu et al. (2022) and Wang et al. (2022). From the H5 result, price discounts significantly affect purchase intention, resulting in the standard coefficient value of 0.193. This positive correlation is aligned with the findings of Agmeka et al. (2019), Gilbert and Jackaria (2002), and Nusair et al. (2010). Regarding H6, the outcome of the analysis supported the hypothesis of the significant effect of immersion on purchase intention, representing the standard coefficient value of 0.259. This finding was consistent with the study of Koufaris (2002), Huang et al. (2022), Liao et al. (2022) and Zhang et al. (2022). Consumers' immersive perception and experience are positively related to the relationship and trust with live streamers, eventually leading to purchase intention. Regarding H7, parasocial interaction significantly affects purchase intention, with a standard coefficient value of 0.204. This result is consistent with the papers of Colliander and Dahlen (2011), Hwang and Zhang (2018), and Sokolova and Kefi (2019). The finding in H8 also confirmed that social presence significantly affects purchase intention, resulting in a standard coefficient value of 0.215. The positive correlation is aligned with the findings of Lu et al. (2016), Ma (2021), and Huang et al. (2022). As for H9, the result demonstrated a positive effect of consumer conformity on purchase intention, with a standard coefficient value of 0.210. This study adhered to previous research by Berger and Heath (2007), Princes et al. (2020), and Khandelwal et al. (2018). Regarding H10, the outcome confirmed the hypothesis of the significant effect of trust on purchase intention, representing the standard coefficient value of 0.314. This finding was adhered to by studies by Kim and Park (2013), Bhattacharya et al. (2022), Kim et al. (2012), and Wang et al. (2022). Especially for online platforms, trust plays a vital role in consumers' purchase intention.

5. Conclusion and Recommendation

5.1 Conclusion

This research paper aims to determine the factors affecting consumers' conformity, trust, and purchase intention in live-streaming shopping in Hangzhou, China. The hypotheses were proposed as the conceptual framework to investigate how professionalism, price discounts, immersion, parasocial interaction, and social presence significantly affect consumer conformity, trust, and purchase intention. The questionnaires were developed and given to the target sample of residents who had a live-streaming shopping experience and were over 18 years old in Hangzhou, China. The collected data was analyzed using Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) to confirm the reliability and validity of constructs, ensure model fit, and test the proposed

research hypotheses. All factors in the conceptual model were significantly affected except for H1.

The research explained the findings as follows. First, social presence has no significant effect on consumer conformity. This finding is not consistent with the study of Liu et al. (2022). Second, both professionalism and price discounts have a significant effect on trust. Previous studies by Sun et al. (2020) and Zhang et al. (2021) confirmed their relationship. Compared with professionalism, price discounts have a bigger impact on trust. Third, results indicated that trust has the strongest significant effect on purchase intention in live-streaming shopping, followed by immersion, social presence, consumer conformity, parasocial interaction, price discounts, and professionalism, respectively, which is consistent with previous studies. In conclusion, all factors in the conceptual model significantly influenced trust and purchase intention, except that social presence has no significant effect on consumer conformity.

5.2 Recommendation

This study's findings revealed that professionalism, price discounts, immersion, parasocial interaction, social presence, and consumer conformity are determinants of consumers' trust and purchase intention in live-streaming shopping in Hangzhou, China. Therefore, the researcher recommended developing these features to increase consumers' purchase intention in live-streaming shopping. In theoretical and practical implications, merchants and live streaming teams should take full advantage of the marketing method of live streaming by creating a favorable shopping experience to stimulate consumers' purchase intention.

Firstly, it is recommended that live streamers take measures to enhance their professionalism in order to gain consumers' trust and have purchase intention eventually. Live streamers could introduce products more acceptably using simple language or exposing their expert knowledge to viewers through live demonstrations, drawings, and gestures. To improve product presentation and remove consumer doubts, live streamers need to be fully informed about the goods they are promoting. The live streaming platform can also make specific investments; for example, it can arrange regular professional and systematic training programs for live streamers (Liao et al., 2022).

Secondly, live streamers need to obtain products at a reduced cost without sacrificing quality to maintain their popularity. They can quickly turn a large fan base into clients, giving them significant bargaining power when requesting special discounts. Combining rich interaction and experience will build trust, motivating purchase intention (Zhong et al., 2022).

Thirdly, by improving the experience of immersion and parasocial interaction, consumers' purchase intention will increase accordingly. Live streamers should increase their interactivity to keep viewers interested and absorbed by incorporating fun and interesting activities that are connected to their products, including product demonstrations, games, flash sales, and so on (Zhong et al., 2022). In other words, consumers' perception of the engaging environment and favorable experience must be enhanced to feel immersed. Moreover, live streamers need to respond to viewers' inquiries promptly and precisely, which leads to a sense of intimacy in the reciprocal relationship.

Fourthly, consistent interaction is required to foster an almost in-person atmosphere with a social presence to reduce customers' concerns and persuade them to purchase. It is suggested that live streamers need to make every effort to give consumers a sense of social connection in the setting of live streaming because of the real-time communication and engagement, which would encourage customer conformity, eventually leading to purchase intention. For instance, the interactive effect can be increased to enhance their live purchasing experiences through the entire mobilization of audiovisual equipment. Create a positive interactive environment by enhancing interaction with consumers in order to strengthen the sense of social presence (Liu et al., 2022).

In conclusion, this study's outcome is useful for live streamers, live streaming companies, and e-commerce developers to achieve successful sales performance and profitability. Related parties should make use of live streaming promotion channels and work out some measures in order to build strong and long-term trust with consumers and make consumers have purchase intention, including showing the professionalism of the live streamer, offering qualified products with price discounts, stimulating audience's interaction and perception of social presence, giving viewers the feeling of immersion and belonging to the virtual group, building positive emotional connection in a live streaming shopping environment.

5.3 Limitation and Further Study

The limitations and future research studies can be addressed as follows. First, the population sample was used specifically for Hangzhou residents who have live-streaming shopping experiences and are over 18 years old in China. The degree of e-commerce development and cultural context may differ across geographical regions. There is a possibility for different analysis results when investigating in other cities and countries. Further study can be the study of other city or cross-country analysis as it may offer a thorough understanding of consumers' purchase intention in a live streaming shopping environment. Second, other constructs that potentially influence consumers' purchase intention can be investigated, such as interaction, brand loyalty, perceived

quality, customer engagement, etc. The conceptual framework may be developed based on different and more representative variables. Third, the research did not categorize or specify the product category associated with live-streaming shopping. When faced with diverse product categories, consumers may have different attitudes and behavioral judgments, influencing their purchase intentions.

References

Agarwal, R., & Karahanna, E. (2000). Time flies when you are having fun: cognitive absorption and beliefs about information technology usage. *MIS Quarterly, 24*(4), 665-694. https://doi.org/10.2307/3250951

Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science, 161,* 851-858. https://doi.org/10.1016/j.procs.2019.11.192

Badawi, B., Nurudin, A., & Muafi, M. (2021). Consumer Conformity, Social Ties and EWOM in Digital Marketing. *Ingénierie des systèmes d information, 26*(6), 569-576. https://doi.org/10.18280/isi.260607

Bai, Y., Yao, Z., & Dou, Y.-F. (2015). Effect of social commerce factors on user purchase behavior: An empirical investigation from renren.com. *International Journal of Information Management, 35*(5), 538-550. https://doi.org/10.1016/j.ijinfomgt.2015.04.011

Bang, H., Choi, D., Yoon, S., Baek, T. H., & Kim, Y. (2021). Message assertiveness and price discount in prosocial advertising: differences between Americans and Koreans. *European Journal of Marketing, 55*(6), 1780-1802. https://doi.org/10.1108/ejm-10-2019-0791

Bansal, H. S., & Voyer, P. A. (2016). Word-of-mouth processes within a services purchase decision context. *Journal of Service Research, 3*(2), 166-177. https://doi.org/10.1177/109467050032005

Bao, Z. S., & Zhu, Y. (2022). Understanding customers' stickiness of live streaming commerce platforms: an empirical study based on modified e-commerce system success model. *Asia Pacific Journal of Marketing and Logistics, 35*(3), 775-793. https://doi.org/10.1108/apjml-09-2021-0707

Berger, J., & Heath, C. (2007). Where consumers diverge from others: identity signaling and product domains. *Journal of Consumer Research, 34*(2), 121-134. https://doi.org/10.1086/519142

Bhattacharya, S., Sharma, R. P., & Gupta, A. (2022). Does e-retailer's country of origin influence consumer privacy, trust, and purchase intention? *Journal of Consumer Marketing, 40*(2), 248-259. https://doi.org/10.1108/jcm-04-2021-4611

Blattberg, R. C., Briesch, R., & Fox, E. J. (1995). How promotions work?. *Marketing Science, 14*(3), 122-132.

Blattberg, R. C., & Neslin, S. A. (1990). Sales Promotion: Concepts, Methods, and Strategies. *Applications and Marketing, 8*(3), 95-97.

Blau, P. M. (1964). *Exchange and Power in Social Life* (1st ed.). John Wiley & Sons.

Boyt, T. E., Lusch, R. F., & Naylor, G. (2001). The role of professionalism in determining job satisfaction in professional services: A study of marketing researchers. *Journal of Service Research, 3*(4), 321-330. https://doi.org/10.1177/109467050134005

Camp, L. J. (2001). *Trust and risk in Internet Commerce* (1st ed.). MIT Press.

Cao, C., Chu, C. X., Ding, X. Y., & Shi, Y. Y. (2024). Leave or stay? Factors influencing consumers' purchase intention during the transformation of a content anchor to a live stream anchor. *Asia Pacific Journal of Marketing and Logistics, 2*(4), 20-24. https://doi.org/10.1108/apjml-08-2023-0740

Carù, A., & Cova, B. (2006). How to facilitate immersion in a consumption experience: appropriation operations and service elements. *Journal of Consumer Behavior: An International Research Review, 5*(1), 4-14. https://doi.org/10.1002/cb.30

Chen, B., Wang, L., Rasool, H., & Wang, J. (2022). Research on the Impact of Marketing Strategy on Consumers' Impulsive Purchase Behavior in Livestreaming E-commerce. *Front Psychol, 13,* 905531. https://doi.org/10.3389/fpsyg.2022.905531

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. https://doi.org/10.1016/j.tele.2017.12.003

Chen, S. F., Monroe, K., & Lou, Y. C. (1998). The effects of framing price promotion messages on consumers' perception and purchase intentions. *Journal of Retailing, 73*(3), 353-372. https://doi.org/10.1016/s0022-4359(99)80100-6

Chen, Y. G., Tong, X. J., Yang, S. Q., & Zhou, S. S. (2023). Effects of intrinsic and extrinsic cues on customer behavior in live streaming: evidence from an eye-tracking experiment. *Industrial Management & Data Systems, 123*(9), 2397-2422. https://doi.org/10.1108/imds-10-2022-0606

Cheng, H., Huang, Y. T., & Huang, J. (2022). The application of DEMATEL-ANP in livestream e- commerce based on the research of consumers' shopping motivation. *Scientific Programming, 2022*, 1-15. https://doi.org/10.1155/2022/4487621

Clement Addo, P., Fang, J. M., Asare, A. O., & Kulbo, N. B. (2021). Customer engagement and purchase intention in live-streaming digital marketing platforms. *The Service Industries Journal, 41*(11-12), 767-786. https://doi.org/10.1080/02642069.2021.1905798

CNNIC. (2024). *53rd Statistics Report on China's Internet Development.* https://www.cnnic.net.cn/n4/2024/0322/c88-10964.html

Colliander, J., & Dahlen, M. (2011). Following the fashionable friend: the power of social media: weighing publicity effectiveness of blogs versus online magazines. *Journal of Advertising Research, 51*(1), 313-320. https://doi.org/10.2501/jar-51-1-313-320

Ding, Y., & Qiu, L. Y. (2017). The impact of celebrity-following activities on endorsement effectiveness on microblogging platforms. *Nankai Business Review International, 8*(2), 158-173. https://doi.org/10.1108/nbri-11-2016-0043

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research, 28*(3), 307-319. https://doi.org/10.1177/002224379102800305

Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research, 15*(2), 161-183. https://doi.org/10.1108/jamr-05-2017-0062

Fazli-Salehi, R., Jahangard, M., Torres, I. M., Madadi, R., & Zúñiga, M. Á. (2022). Social media reviewing channels: the role of channel interactivity and vloggers' self-disclosure in consumers' parasocial interaction. *Journal of Consumer Marketing, 39*(2), 242-253. https://doi.org/10.1108/jcm-06-2020-3866

Flavián, C., Guinalíu, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & Management, 43*(1), 1-14. https://doi.org/10.1016/j.im.2005.01.002

Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Omega, 28*(6), 725-737. https://doi.org/10.1016/s0305-0483(00)00021-9

Gefen, D., & Straub, D. W. (2003). Managing user trust in B2C e-services. *e-Service Journal, 2*(2), 7-24. https://doi.org/10.1353/esj.2003.0011

Gefen, D., & Straub, D. W. (2004). Consumer trust in B2C e-Commerce and the importance of social presence: experiments in e-Products and e-Services. *Omega, 32*(6), 407-424. https://doi.org/10.1016/j.omega.2004.01.006

Gilbert, D. C., & Jackaria, N. (2002). The efficacy of sales promotions in UK supermarkets: a consumer view. *International Journal of Retail & Distribution, 30*(6), 315-322. https://doi.org/10.1108/09590550210429522

Grewal, D., Marmorstein, H., & Sharma, A. (1996). Communicating Price Information through Semantic Cues: The Moderating Effects of Situation and Discount Size. *Journal of Consumer Research, 23*(2), 148-155. https://doi.org/10.1086/209473

Guan, Z., Hou, F., Li, B., Phang, C. W., & Chong, A. Y. L. (2022). What influences the purchase of virtual gifts in live streaming in China? A cultural context-sensitive model. *Information Systems Journal, 32*(3), 653-689. https://doi.org/10.1111/isj.12367

Gunduz, M., & Elsherbeny, H. A. (2020). Critical assessment of construction contract administration using fuzzy structural equation modeling. *Engineering, Construction and Architectural Management, 27*(6), 1233-1255. https://doi.org/10.1108/ecam-05-2019-0246

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariant Data Analysis* (6th ed.). Pearson International Edition.

Hartley, S. W., & Cross, J. (1988). How sales promotion can work for and against you. *The Journal of Consumer Marketing, 5*(3), 35-42. https://doi.org/10.1108/eb008230

Hassanein, K., & Head, M. (2007). Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping. *International Journal of Human-Computer Studies, 65*(8), 689-708. https://doi.org/10.1016/j.ijhcs.2006.11.018

Hoffman, D. L., & Novak, T. P. (1996). Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. *Journal of Marketing, 60*(3), 50-68. https://doi.org/10.1177/002224299606000304

Horton, D., & Wohl, R. R. (1956). Mass communication and para-social interaction; observations on intimacy at a distance. *Psychiatry, 19*(3), 215-229. https://doi.org/10.1080/00332747.1956.11023049

Hu, M., & Chaudhry, S. S. (2020). Enhancing consumer engagement in e-commerce live streaming via relational bonds. *Internet Research, 30*(3), 1019-1041. https://doi.org/10.1108/intr-03-2019-0082

Huang, Z., Zhu, Y. D., Hao, A., & Deng, J. (2022). How social presence influences consumer purchase intention in live video commerce: the mediating role of immersive experience and the moderating role of positive emotions. *Journal of Research in Interactive Marketing, 17*(4), 493-509. https://doi.org/10.1108/jrim-01-2022-0009

Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior, 87,* 155-173. https://doi.org/10.1016/j.chb.2018.05.029

iResearch. (2024). *Research Report on China's Live E-commerce Industry.* https://www.iresearch.com.cn/Detail/report?id=4316&isfree=0

Jarvenpaa, S. L., & Tractinsky, N. (1999). Consumer Trust in an Internet Store: A Cross-Cultural Validation. *Journal of Computer-Mediated Communication, 5*(2), 1-35. https://doi.org/10.1111/j.1083-6101.1999.tb00337.x

Jiang, C. Q., Rashid, R. M., & Wang, J. F. (2019). Investigating the role of social presence dimensions and information support on consumers' trust and shopping intentions. *Journal of Retailing and Consumer Services, 51,* 263-270. https://doi.org/10.1016/j.jretconser.2019.06.007

Joo, E., & Yang, J. (2023). How perceived interactivity affects consumers' shopping intentions in live stream commerce: roles of immersion, user gratification and product involvement. *Journal of Research in Interactive Marketing, 17*(5), 754-772. https://doi.org/10.1108/jrim-02-2022-0037

Khandelwal, U., & Bajpai, N. (2013). Consumer conformity matter to consumer attitude: A comparative study between metro and non-metro city. *Amity journal of Management, 1*(1), 2-10.

Khandelwal, U., Yadav, S. K., Tripathi, V., & Agrawal, V. (2018). E-consumer conformity and its impact on consumer attitude. *Journal of Asia Business Studies, 12*(4), 455-468. https://doi.org/10.1108/jabs-09-2015-0161

Kim, H.-W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust? *Electronic Commerce Research and Applications, 11*(3), 241-252. https://doi.org/10.1016/j.elerap.2011.06.003

Kim, H. W., Xu, Y., & Koh, J. (2004). A comparison of online trust building factors between potential customers and repeats customers. *Journal of the Association for Information Systems, 5*(10), 392-420. https://doi.org/10.17705/1jais.00056

Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management, 33*(2), 318-332. https://doi.org/10.1016/j.ijinfomgt.2012.11.006

Kimery, K. M., & McCard, M. (2002). Third-party assurances: Mapping the road to trust in e-retailing. *Journal of Information Technology Theory and Application, 4*(2), 63-82.

Kotler, P. (2000). *Marketing Management: Analysis, Planning, Implementation, and Control* (1st ed.). Prentice- Hall.

Koufaris, M. (2002). Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior. *Information Systems Research, 13*(2), 205-223. https://doi.org/10.1287/isre.13.2.205.83

Kudeshia, C., Sikdar, P., & Mittal, A. (2016). Spreading love through fan page liking: a perspective on small scale entrepreneurs. *Computers in Human Behavior, 54*, 257-270. https://doi.org/10.1016/j.chb.2015.08.003

Labrecque, L. I. (2014). Fostering Consumer–Brand Relationships in Social Media Environments: The Role of Parasocial Interaction. *Journal of Interactive Marketing, 28*(2), 134-148. https://doi.org/10.1016/j.intmar.2013.12.003

Lascu, D. N., & Zinkhan, G. (2015). Consumer Conformity: Review and Applications for Marketing Theory and Practice. *Journal of Marketing Theory and Practice, 7*(3), 1-12. https://doi.org/10.1080/10696679.1999.11501836

Lee, C.-H., & Chen, C.-W. (2021). Impulse Buying Behaviors in Live Streaming Commerce Based on the Stimulus-Organism-Response Framework. *Information, 12*(6). https://doi.org/10.3390/info12060241

Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. Journal of *Business Research, 69*(12), 5753-5760. https://doi.org/10.1016/j.jbusres.2016.04.171

Lee, M. K. O., Cheung, C. M. K., & Chen, Z. H. (2005). Acceptance of Internet-based learning medium: the role of extrinsic and intrinsic motivation. *Information & Management, 42*(8), 1095-1104. https://doi.org/10.1016/j.im.2003.10.007

Lesser, C. S., Lucey, C. R., Egener, B., Braddock, C. H., Linas, S. L., & Levinson, W. (2010). A behavioral and systems view of professionalism. *JAMA, 304*(24), 2732-2737. https://doi.org/10.1001/jama.2010.1864

Li, L., Uttarapong, J., Freeman, G., & Wohn, D. Y. (2020). Spontaneous, Yet Studious: Esports Commentators' Live Performance and Self-Presentation Practices. *Proceedings of the ACM on Human-Computer Interaction, 4(CSCW2)*, 1-25. https://doi.org/10.1145/3415174

Li, Z., Kaafar, M. A., Salamatian, K., & Xie, G. (2016). Characterizing and modeling user behavior in a large-scale mobile live streaming system. *EEE Transactions on Circuits and Systems for Video Technology, 27*(12), 2675-2686. https://doi.org/10.1109/tcsvt.2016.2595325

Liao, J. Y., Chen, K. Y., Qi, J., Li, J., & Yu, I. Y. (2022). Creating immersive and parasocial live shopping experience for viewers: the role of streamers' interactional communication style. *Journal of Research in Interactive Marketing, 17*(1), 140-155. https://doi.org/10.1108/jrim-04-2021-0114

Lin, C. A., Crowe, J., Pierre, L., & Lee, Y. (2021). Effects of parasocial interaction with an instafamous influencer on brand attitudes and purchase intentions. *The Journal of Social Media in Society, 10*(1), 55-78.

Lin, L. C.-S. (2021). Virtual gift donation on live streaming apps: the moderating effect of social presence. *Communication Research and Practice, 7*(2), 173-188. https://doi.org/10.1080/22041451.2021.1889190

Liu, F., Wang, Y., Dong, X. X., & Zhao, H. W. (2022). Marketing by live streaming: How to interact with consumers to increase their purchase intentions. *Frontiers in Psychology, 13*, 933633. https://doi.org/10.3389/fpsyg.2022.933633

Liu, M. T., Liu, Y. D., & Zhang, L. L. (2019). Vlog and brand evaluations: the influence of parasocial interaction. *Asia Pacific Journal of Marketing and Logistics, 31*(2), 419-436. https://doi.org/10.1108/apjml-01-2018-0021

Liu, W., Wang, Z. S., Jian, L., Sun, Z., & Chen, C. (2023). How broadcasters' characteristics affect viewers' loyalty: the role of parasocial relationships. *Asia Pacific Journal of Marketing and Logistics, 133*(1), 19-25.

Lombard, M., & Ditton, T. (1997). At the heart of it all: the concept of presence. *Journal of Computer- Mediated Communication, 3*(2), 46. https://doi.org/10.1111/j.1083-6101.1997.tb00072.x

Lu, B. Z., Fan, W. G., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: Empirical research. *Computers in Human Behavior, 56*, 225-237. https://doi.org/10.1016/j.chb.2015.11.057

Lyu, W. J., Qi, Y., & Liu, J. (2022). *Proliferation in live streaming commerce, and key opinion leader selection.* Electronic Commerce Research. https://doi.org/10.1007/s10660-022-09605-0

Ma, X., Zou, X., & Lv, J. (2022). Why do consumers hesitate to purchase in live streaming? A perspective of interaction between participants. *Electronic Commerce Research and Applications, 55*, 101193. https://doi.org/10.1016/j.elerap.2022.101193

Ma, Y. Y. (2021). To shop or not: Understanding Chinese consumers' live-stream shopping intentions from the perspectives of uses and gratifications, perceived network size, perceptions of digital celebrities, and shopping orientations. *Telematics and Informatics, 59*. https://doi.org/10.1016/j.tele.2021.101562

Madan, V., & Suri, R. (2001). Quality perception and monetary sacrifice: a comparative analysis of discount and fixed prices. *Journal of Product & Brand Management, 10*(3), 170-184. https://doi.org/10.1108/10610420110395395

Martinelli, E., & De Canio, F. (2021). Non-vegan consumers buying vegan food: the moderating role of conformity. *British Food Journal, 124*(1), 14-30. https://doi.org/10.1108/bfj-01-2021-0023

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review, 20*(3), 709-734. https://doi.org/10.5465/amr.1995.9508080335

Monroe, K. B. (1990). *Pricing Making Profitable Decisions.* McGraw-Hill Publishing.

Morgan, R. M., & Hunt, S. D. (1994). The commitment- trust theory of relationship marketing. *Journal of Marketing, 58*(3), 20-38. https://doi.org/10.1177/002224299405800302

Mukherjee, A., & Nath, P. (2007). Role of electronic trust in online retailing: a re-examination of the commitment-trust theory. *European Journal of Marketing, 41*(9/10), 1173-1202. https://doi.org/10.1108/03090560710773390

Nusair, K., Yoon, H. J., Naipaul, S., & Parsa, H. G. (2010). Effect of price discount frames and levels on consumers' perceptions in low-end service industries. *International Journal of Contemporary Hospitality Management, 22*(6), 814-835. https://doi.org/10.1108/09596111011063106

Olivier, B., Heras-Saizarbitoria, H., & Brotherton, M.-C. (2020). Professionalizing the assurance of sustainability reports: the auditors' perspective. *Accounting, Auditing & Accountability Journal, 33*(2), 309-334. https://doi.org/10.1108/aaaj-03-2019-3918

Ou, C.-C., Chen, K.-L., Tseng, W.-K., & Lin, Y.-Y. (2022). A Study on the Influence of Conformity Behaviors, Perceived Risks, and Customer Engagement on Group Buying Intention: A Case Study of Community E-Commerce Platforms. *Sustainability, 14*(4), 1941. https://doi.org/10.3390/su14041941

Ou, C. X., Pavlou, P. A., & Davison, R. M. (2014). Swift Guanxi in Online Marketplaces: The Role of Computer-Mediated Communication Technologies. *MIS Quarterly, 38*(1), 209-230. https://doi.org/10.25300/misq/2014/38.1.10

Palazón, M., & Delgado, E. (2009). The moderating role of price consciousness on the effectiveness of price discounts and premium promotions. *Journal of Product & Brand Management, 18*(4), 306-312. https://doi.org/10.1108/10610420910972837

Park, J. K., & Feinberg, R. (2010). E-formity: consumer conformity behaviour in virtual communities. *Journal of Research in Interactive Marketing, 4*(3), 197-213. https://doi.org/10.1108/17505931011070578

Pedroso, R., Zanetello, L., Guimarães, L., Pettenon, M., Gonçalves, V., Scherer, J., Kessler, F., & Pechansky, F. (2016). Confirmatory factor analysis (CFA) of the Crack Use Relapse Scale (CURS). *Archives of Clinical Psychiatry (São Paulo), 43*(3), 37-40. https://doi.org/10.1590/0101-60830000000081

Princes, E., Manurung, A. H., So, I. G., & Abdinagoro, S. B. (2020). A Closer Look at the Consumer Conformity in Industry 4.0: Purchase Intention Redefined. *Polish Journal of Management Studies, 22*(1), 401-417. https://doi.org/10.17512/pjms.2020.22.1.26

Sages, R. A., & Grable, J. E. (2011). *A Test of the Theory of Self-Esteem: A Consumer Behavior Perspective.* Washington DC.

Schuemie, M. J., van der Straaten, P., Krijn, M., & van der Mast, C. A. P. G. (2001). Research on presence in virtual reality: a survey. *Cyberpsychology & Behavior, 4*(2), 183-201. https://doi.org/10.1089/109493101300117884

Shah, S. S. H., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S. K. (2012). The impact of brands on consumer purchase intentions. *Asian Journal of Business Management, 41*(2), 105-110.

Shin, D.-H., & Shin, Y.-J. (2011). Consumers' Trust in Virtual Mall Shopping: The Role of Social Presence and Perceived Security. *International Journal of Human-Computer Interaction, 27*(5), 450-475.

Short, J., Williams, E., & Christie, B. (1976). *The Social Psychology of Telecommunications* (1st ed.). Wiley.

Sica, C., & Ghisi, M. (2007). The Italian versions of the Beck Anxiety Inventory and the Beck Depression Inventory-II: Psychometric properties and discriminant power. In M. A. Lange (Ed.), *Leading-edge psychological tests and testing research* (pp. 27-50). Nova Science Publishers.

Sokolova, K., & Kefi, H. (2019). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services, 53*, 101742. https://doi.org/10.1016/j.jretconser.2019.01.011

Sun, J., Zheng, Y., & Chen, J. (2020). The influence of credibility of online reviews on Consumers' trust: The moderating role of uncertainty. *Management Review, 32*(4), 146.

Sun, Y., Shao, X., Li, X. T., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications, 37*, 100886 https://doi.org/10.1016/j.elerap.2019.100886

Swan, J. E., Bowers, M. R., & Richardson, L. D. (1999). Customer trust in the salesperson. *Journal of Business Research, 44*(2), 93-107. https://doi.org/10.1016/s0148-2963(97)00244-0

Truong, Y., & McColl, R. (2011). Intrinsic motivations, self-esteem, and luxury goods consumption. *Journal of Retailing and Consumer Services, 18*(6), 555-561. https://doi.org/10.1016/j.jretconser.2011.08.004

Vongurai, R. (2024). An Empirical Investigation of Factors Influencing Innovation and Organizational Performance among Logistics and Supply Chain Organizations in Thailand. *The Journal of Distribution Science, 22*(2), 1-10, https://doi.org/10.15722/jds.22.02.202402.1

Wandoko, W., Abbas, B. S., Budiastuti, D., & Kosala, R. (2017). Online trust building through third party trust transfer and third-party protection. *Journal of Physics: Conference Series, 801*(1), 012060. https://doi.org/10.1088/1742-6596/801/1/012060

Wang, X. L., Aisihaer, N., & Aihemaiti, A. (2022). Research on the impact of live streaming marketing by online influencers on consumer purchasing intentions. *Front Psychol, 13,* 1021256. https://doi.org/10.3389/fpsyg.2022.1021256

Witmer, B. G., & Singer, M. J. (1998). Measuring presence in virtual environments: a presence questionnaire. *Presence: Teleoperators and Virtual Environments, 7*(3), 225-240. https://doi.org/10.1162/105474698565686

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. https://doi.org/10.1016/j.jbusres.2018.08.032

Xiang, L., Zheng, X. B., Lee, M. K. O., & Zhao, D. T. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management, 36*(3), 333-347. https://doi.org/10.1016/j.ijinfomgt.2015.11.002

Xu, P., Cui, B. J., & Lyu, B. (2022). Influence of Streamer's Social Capital on Purchase Intention in Live Streaming E-Commerce. *Front Psychol, 12*, 748172. https://doi.org/10.3389/fpsyg.2021.748172

Yang, H., & Lee, H. (2018). Exploring user acceptance of streaming media devices: an extended perspective of flow theory. *Information Systems and e-Business Management, 16*(1), 1-27. https://doi.org/10.1007/s10257-017-0339-x

Ye, H. J., Feng, Y., & Choi, B. (2015). Understanding knowledge contribution in online knowledge communities: A model of community support and forum leader support. *Electronic Commerce Research and Applications, 14*(1), 34-45. https://doi.org/10.1016/j.elerap.2014.11.002

Yim, M. Y.-C., Chu, S.-C., & Sauer, P. L. (2017). Is Augmented Reality Technology an Effective Tool for E-commerce? An Interactivity and Vividness Perspective. *Journal of Interactive Marketing, 39*, 89-103. https://doi.org/10.1016/j.intmar.2017.04.001

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (2018). The Behavioral Consequences of Service Quality. *Journal of Marketing, 60*(2), 31-46. https://doi.org/10.1177/002224299606000203

Zhang, L., Sethi, S., & Zhang, Y. M. (2021). Seeing is Believing: Does Live Streaming E-commerce Make Brands More Shoppable? *SSRN Electronic Journal, 2*(1), 1-10. https://doi.org/10.2139/ssrn.3992063

Zhang, M., Liu, Y., Wang, Y., & Zhao, L. (2022). How to retain customers: understanding the role of trust in live streaming commrece with a socio-technical perspective. *Computers in Human Behavior, 127*, 107052. https://doi.org/10.1016/j.chb.2021.107052

Zhang, M., Sun, L., Qin, F., & Wang, G. A. (2020). E-service quality on live streaming platforms: swift guanxi perspective. *Journal of Services Marketing, 35*(3), 312-324. https://doi.org/10.1108/jsm-01-2020-0009

Zhong, Y. Y., Zhang, Y. Y., Luo, M., Wei, J. Y., Liao, S. Y., Tan, K.-L., & Yap, S. S.-N. (2022). I give discounts, I share information, I interact with viewers: a predictive analysis on factors enhancing college students' purchase intention in a live-streaming shopping environment. *Young Consumers, 23*(3), 449-467. https://doi.org/10.1108/yc-08-2021-1367

Zuo, W. M., Wang, X., & Fan, C. (2014). Relationship between Electronic Word of Mouth and Purchase Intention in Social Commerce Environment: A Social Capital Perspective. *Nankai Business Review International, 17*, 140-150.