# THE IMPACT OF LIVE STREAMING EXPERIENCE ON ONLINE TRANSACTION: RESEARCH ON INDONESIAN B2C E-COMMERCE USERS

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## ABSTRACT

*Indonesia's e-commerce sector is rapidly growing and is projected to attract around 245 million users from 2023 to 2027. The industry has expanded to meet consumer demands for various goods, with live shopping emerging as a popular trend. Live shopping allows real-time interaction with sellers despite the inability to physically experience products, addressing consumer needs for daily necessities, health products, electronics, and more. However, challenges like purchasing uncertainty and trust issues accompany this trend. This study explores key variables in live streaming shopping using Smart PLS 4 software and online questionnaires. Variables analyzed include perceived product quality, brand awareness, streamer product knowledge, support from other members, shared values, cognitive trust, affective trust, and purchase intention. Research subjects are users of a leading B2C e-commerce platform in Indonesia, with data collected through simple random sampling and online questionnaires. The study utilized partial least squares structural equation modeling (PLS-SEM) to assess relationships among variables. Results indicate that perceived product quality, brand awareness, and streamer's product knowledge significantly influence consumer trust. Shared values also positively impact trust, influencing consumer willingness to purchase. However, support from other members lacks a significant impact on emotional trust, suggesting consumers prioritize the streamer and the product itself. The study highlights the mediating role of affective trust on cognitive trust and purchase intention, offering insights into consumer behavior and trust formation in live streaming shopping environments.*

**Keyword : -** *Live Shopping, Cognitive Trust, Affective Trust, and Online Purchase Intention*

## 1. INTRODUCTION

Live streaming, a popular form of interactive multimedia entertainment on the internet since 2011, is widely utilized for entertainment, communication, and product promotions (Hilvert-Bruce et al., 2018). Marketers leverage live streams on various media platforms to sell and advertise products, creating an interactive sales channel for items like clothing, electronics, and food. Unlike traditional streaming services, live streaming allows real-time interaction between streamers and viewers, enhancing authenticity and interactivity in online shopping experiences (Hu & Chaudhry, 2022). Despite the advantages of real-time product showcasing and live interaction, a common issue in live shopping is the high rate of order cancellations due to lack of trust, with consumers concerned about receiving products that do not meet their expectations, leading to lingering doubts about purchasing products showcased through live streams.

Previous research has delved into the impact of live streaming on consumer purchasing behavior. Chen et al. (2022) studied the Elaboration Likelihood Model (ELM) and Trust Transfer Theory's influence on purchase intention, contributing to increased consumer willingness to pay. Similarly, Gao et al. (2021) explored the role of ELM in decision-making, utilizing mindfulness as a modulating factor for persuasive perception and customer behavior

intentions. Identifying a research gap, further investigation is needed on how live streaming affects customer purchase decision processes through two paths: central routes (perceived product quality and brand awareness) and peripheral routes (perceived streamer product knowledge, member support, and shared values) impacting cognitive and emotional trust to influence purchase intentions..

## 2. LITERATURE REVIEW

### 2.1 Live Streaming Shopping

Live shopping, a rapidly advancing social commerce model, is gaining popularity among e-commerce platforms as a tool to boost sales performance, leading to the emergence of a new form of e-commerce known as live shopping. This innovative approach is transforming traditional social trade in several ways. Firstly, it allows streamers to directly showcase products, providing detailed information to customers (Wongkitrungrueng & Assarut, 2020). Secondly, customers can ask questions through comment screens, enabling instant interaction with streamers and reducing the communication gap (Wongkitrungrueng & Assarut, 2020). Moreover, live shopping addresses concerns about product authenticity in traditional e-commerce, fostering trust among customers and influencing purchase decisions directly. Additionally, real-time interaction helps consumers visually understand products, enhancing the shopping experience and influencing buying decisions Zhang et al. (2019). In Indonesia, major e-commerce platforms like Shopee Live (69%) are the most preferred by consumers, surpassing competitors like TikTok Live (25%)，Tokopedia Play (4%) and LazLive (2%), as indicated by a survey conducted in May 2023 (Populix, 2023).

### 2.2 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) was developed by social psychologists Richard Petty and John Cacioppo in 1984. ELM is described as a persuasive theory aiming to predict when and how individuals are persuaded by examining the way people process information. This framework differentiates routes based on argument quality and the credibility of sources representing each argument (Kang & Namkung, 2019).

The two main routes in ELM are the Central Route and the Peripheral Route. The Central Route involves detailed processing of information where individuals critically evaluate and thoroughly consider presented arguments, leading to lasting attitude changes (Littlejohn et al., 2017). Elements triggering the Central Route process are product quality and brand awareness (Zhou, 2012). Specific indicators for measuring product quality and brand awareness have been outlined by Chen et al. (2022).

On the other hand, the Peripheral Route describes a lack of critical thinking when evaluating information, leading to fast judgments based on simple routes and temporary behavior changes (Petty & Cacioppo, 1984). Factors such as liking, credibility, atmosphere, and social validation can influence decisions via the Peripheral Route (Littlejohn et al., 2017). Elements triggering the Peripheral Route include perceived streamer product knowledge, member support, and shared values (Liang et al., 2019). Specific indicators for measuring streamer product knowledge, member support, and shared values have been outlined by Chen et al. (2022).

### 2.3 Trust

Trust is essential in building successful relationships, with two key dimensions: Cognitive Trust and Affective Trust (Lewis & Weigert, 1985; McAllister, 1995; Punyatoya, 2019; Hofer, 2020). Cognitive Trust reflects customers' confidence in an entity's capabilities and reliability, grounded in accumulated knowledge. In the context of e-commerce, it involves consumer beliefs based on evaluating the authenticity of information provided (Wongkitrungrueng & Assarut, 2020). Huang et al. (2022) identified indicators of Cognitive Trust, such as reviewing the streamer's performance records, relying on the streamer's recommendations, and the streamer's ability to make decisions easier.

Affective Trust, on the other hand, is based on the emotional connection and care demonstrated by a partner, leading to a sense of security and perceived relationship strength (Corritore et al., 2003). In decision-making, Affective Trust involves emotional bonds between consumers and sellers (Corritore et al., 2003). Huang et al. (2022) outlined metrics to measure Affective Trust, including the streamer's readiness to provide support, focusing on the benefits of products, and the ability to balance purchasing decisions based on streamer comments.

In e-commerce, live streaming can enhance consumers' emotions and connections with sellers and products, ultimately influencing the desire to purchase products (Hsu, 2022). Trust, whether cognitive or affective, plays a crucial role in shaping consumer behaviors and experiences in the fast-evolving landscape of e-commerce (Hofer, 2020; Huang et al., 2022; Hsu, 2022).

## 2.4 Purchase Intention

Purchase intention refers to the likelihood of consumers buying a particular product in the future (Peña-García et al., 2020). It signifies the willingness or consideration to purchase a product, not necessarily leading to an actual purchase (Spears & Singh, 2004). Purchase intention is driven by factors such as attitude towards the product, social interaction, expected prices, and perceived product benefits (Qader & Zainuddin, 2010).

Various elements influence purchase intention, including consumer attitudes, situational factors, prices, and perceived benefits (Qader & Zainuddin, 2010). Factors like the lack of face-to-face communication in online shopping create uncertainty and risk, impacting purchase intention (Gao et al., 2015; Lu & Chen, 2021). Additionally, factors like enjoyment, social influence, adjustment, and perceived convenience contribute to consumer purchase intention (Singhal et al., 2019).

The presence of live streaming in online shopping significantly influences consumer confidence and purchase intention (Sun et al., 2019). Trust plays a crucial role in driving consumer attitudes towards online shopping, thereby leading to purchase intentions (Lu & Chen, 2021). Increased trust in their live streaming experience further enhances consumer purchase intention (Hong & Cha, 2013; Mainardes & Cardoso, 2019). Trust is based on individual perceptions and beliefs, influencing decision-making (Punyatoya, 2019). Therefore, focusing on consumer needs and creating interest is crucial in directing their purchase intentions (Yim et al., 2017).

## 3. DEVELOPMENT OF RESEARCH HYPOTHESES

### 3.1 The Impact of Central Route Dimensions on Cognitive Trust

Based on the research by Chen et al. (2022), two central route dimensions in live marketing can influence consumer behavior: perceived product quality and brand awareness. Perceived product quality refers to the extent to which consumers evaluate the advantages or strengths of a product (Sullivan & Kim, 2018). Consumers often use this evaluation to assess whether the product meets their expectations (Chen et al., 2022). Evaluating the product's benefits makes consumers feel more comfortable with the product and helps them understand its expected benefits and performance more accurately (Snoj et al., 2004). Previous studies have shown that product quality is a critical factor influencing consumer trust and purchase intentions (Then & Johan, 2021). Additionally, Chen et al. (2022) indicated in their study that consumers are more likely to trust a product when they perceive the quality of the product to match its characteristics and purpose based on their cognitive processes.

Brand awareness refers to the level of consumer recognition and perception of a brand's existence (Aaker, 1991). Familiarity with a brand has a greater impact on the trust in brand quality and performance (Wang et al., 2010). This allows consumers to consider the brand before making purchase decisions, making brand awareness essential as a solution for purchase decisions (Lou & Yuan, 2018). Keller (2003) posited that brand awareness is consumers' cognitive representation of brands and their familiarity with them. Consumers with higher brand awareness can increase trust in the brand. Further research by Chen et al. (2022) suggests that people tend to prefer products from familiar brands and believe in their good quality. Therefore, when a product offered by a streamer has high brand awareness, consumers are likely to develop cognitive trust in that product. Based on the two dimensions of central routes, the following hypotheses are formed:

**H1: Perceived product quality significantly influences cognitive trust**
**H2: Brand awareness significantly influences cognitive trust**

**3.2 The Impact of Peripheral Route Dimensions on Affective Trust**

When individuals encounter difficulties in processing messages, peripheral Routes are seen as a "shortcut". This explains why the peripheral route is the right choice when the likelihood of elaboration of a message is low. The three dimensions of peripheral Routes include perceived streamer product knowledge, member support, and shared values (Chen et al., 2022). Perceived streamer product knowledge refers to viewers' perception of the streamer's knowledge and product understanding during the live streaming process (Agnihotri et al., 2016). Streamers with product knowledge are more likely to increase consumer confidence and effectively meet their needs (Szymanski, 1988). Additionally, streamers with good expertise and the ability to answer consumer questions will enhance consumer affective trust (Suh & Chang, 2006).

The second dimension is member support, where it helps in forming consumer agreement with the information presented by the streamer (Chen & Lin, 2018). Consumer recognition also refers more to emotional conditions linked to consumer emotions and feelings. Positive comments, likes, and recommendations can impact consumer responses to the streamer, which subsequently influences trust formation (Hsu, 2022). Under the support of other members in live reactions, consumers develop affective trust (Chen et al., 2020).

The final dimension is shared values, where individuals hold similar beliefs on goals, interests, behaviors, and lifestyles (Morgan & Hunt, 1994). Shared values positively influence affective trust (Johnson & Grayson, 2005). Consumers perceiving shared values with the seller increase affective trust (Doney & Cannon, 1997). Similar values in live streaming affect consumer affective beliefs (Cheng et al., 2019). Based on the three dimensions influencing the formation of affective beliefs through the peripheral route, the study hypotheses are outlined as follows:
**H3: Perceived streamer product knowledge significantly influences affective trust**
**H4: Other's support significantly influences affective trust**
**H5: Shared values significantly influence affective trust**

**3.3 The Impact of Cognitive Trust on Affective Trust**

Cognitive trust is a consumer belief based on evaluating correct and reliable information (Wongkitrungrueng & Assarut, 2020; Huang et al., 2022). In contrast, affective trust refers to the emotional bond or connection individuals have when exchanging information (Corritore et al., 2003; Chang et al., 2015). Cognitive trust can influence affective trust (Huang et al., 2022). When consumers understand the purpose and value of product information, it enhances their shopping experience, leading to positive emotions and feelings (Hsu, 2022). These pleasant emotions or feelings form the basis of the emotional connection between sellers and consumers. Therefore, the study proposes the following hypothesis:
**H6: Cognitive trust significantly influences affective trust**

**3.4 The Impact of Trust on Purchase Intention**

This study investigates how consumers interpret the streamer' comments on e-commerce platforms cognitively and emotionally, impacting their purchase intentions. Streamers entertain audiences while providing product reviews for consumers. The comments provided can build trust in consumers towards the streamer, which is a key factor influencing consumers' attitudes towards online shopping, ultimately leading to behavioral intentions (Lu & Chen, 2021). Previous research has evaluated consumer trust in streamers based on credibility, reliability, professionalism, and conveyed information, serving as indicators of cognitive trust (McAllister, 1995). However, some studies assess information based on the relationship between the streamer and the consumer, indicating that cognitive and affective trust significantly impact purchase intentions (Huang et al., 2022). The higher the trust level consumers have in products and anchors, the more likely they are to be willing to make a purchase (Hong & Cha, 2013; Mainardes & Cardoso, 2019).

On the other hand, Lewis and Weigert (1985) stated that trust is a combination of rational thinking and emotions. Regardless of the depth of cognitive trust, if there is no accompanying affective trust, no action will be taken, indicating that affective trust must mediate the impact of cognitive trust on purchase intentions. Therefore, the study proposes the following hypothesis:
**H7: Cognitive trust significantly influences consumers' purchase intentions**
**H8: Affective trust significantly influences consumers' purchase intentions**
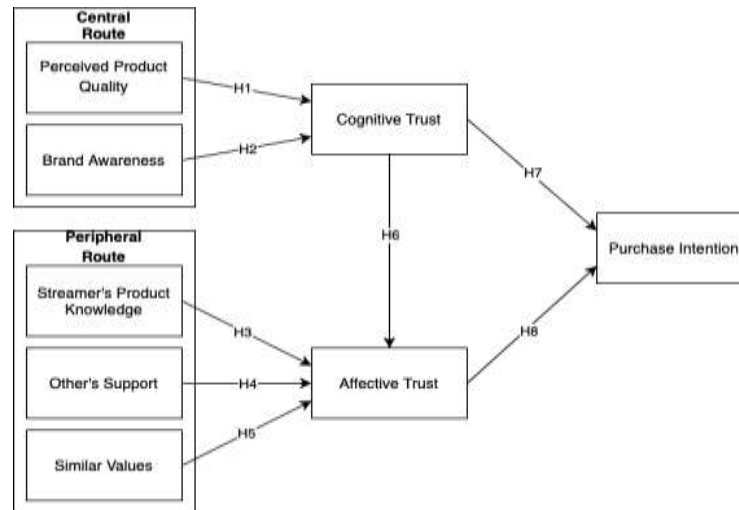**H9: Affective trust mediates the relationship between cognitive trust and purchase intentions**.

**Fig -1**: Conceptual Model

## 4. RESEARCH METHODS

This quantitative research study employs an exploratory research design to analyze the relationships between variables concerning how consumers interpret streamer's comments on an e-commerce platform, influencing their purchase intentions. It utilizes SmartPLS 4 software for data analysis, with the primary data source being online questionnaire results. The study adapts questionnaire items from previous relevant studies using a Likert five-point scale.

Targeting Indonesian individuals with online shopping knowledge, the survey is distributed through Google Forms on social media platforms to ensure a diverse and representative sample. The study uses a sample size of 100 respondents, meeting the recommended standards for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis (Hair et al., 2012; Hair et al., 2018). The analysis involves Outer Model analysis, Inner Model analysis, and Hypothesis Testing to examine the relationships among variables. This methodological approach ensures the reliability and validity of the results, aligning with best practices in quantitative research (Hilvert-Bruce et al., 2018).

## 5. RESEARCH RESULTS

### 5.1 Outer Model Analysis

Outer model analysis examines the relationships between specified variables and their indicators, evaluating Convergent Validity, Discriminant Validity, and Unidimensionality. This analysis is essential for assessing the robustness of the model and ensuring the validity of the measurements (Hair et al., 2019).

Convergent Validity is a measure of the effectiveness of an indicator as a variable and can be evaluated by observing the Outer Loading of each variable indicator. The loading factors of all indicators in this research are above 0.7, indicating that all indicators have high reliability (Hair et al., 2017).

Discriminant Validity refers to the magnitude of loadings between factors or components, where the loading value of one factor should be greater than the loading values of other factors. Evaluating discriminant validity typically involves two stages: first, comparing the results of cross-loadings, and second, examining the results of AVE (Hair et al., 2019).This research latent constructs within a block outperform those in other blocks, indicating no issues with discriminant validity in the cross-loading analysis. While the Average Variance Extracted (AVE) values are all above 0.50, meeting the requirements of the comprehensive reliability evaluation stage.

Evaluating the Outer Model's final step involves testing the unidimensionality of the model. Ghozali (2014) pointed out that Composite Reliability and Cronbach's alpha value can be utilized to assess the indicators' unidimensionality. This research Composite Reliability value of all variables are above 0.6, it is considered to meet

the standard of Composite Reliability. Additionally, Cronbach's alpha value can further evaluate the Composite Reliability, since all the Cronbach's alpha in this research are above 0.7, it is considered reliable or meets the Cronbach's alpha standard. The purpose of the Composite Reliability test is to validate the accuracy, consistency, and correctness of the instrument in measuring the structure. The final results of the Outer Model Analysis can be seen in Figure 2.
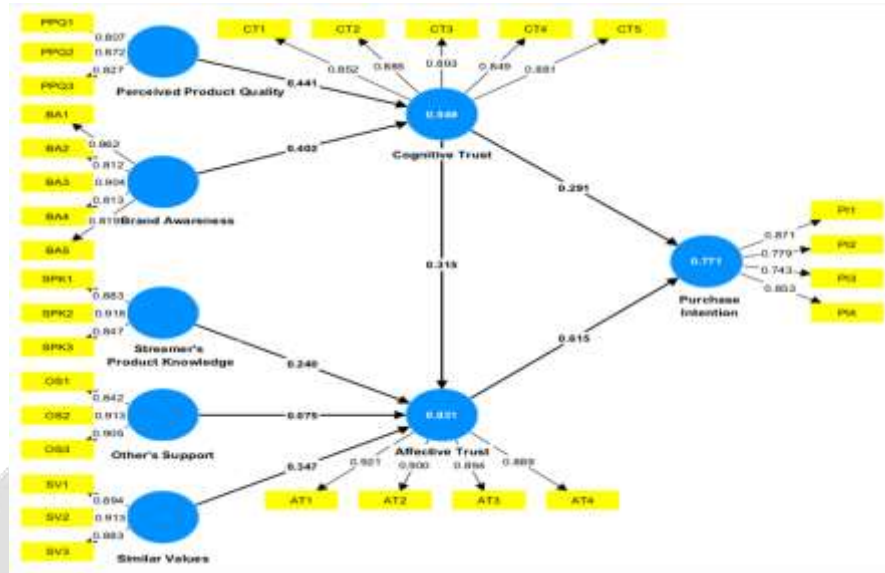


**Fig -2**: Results of Outer Model Analysis

**5.2 Inner Model Analysis**

The purpose of the inner model testing is to assess the relationships between latent variables, the exogenous and endogenous structures, to verify if they can explain the relationships between latent variables based on prior assumptions. The internal model testing or structural testing is evaluated based on three values: R-Square ($R^2$), Predictive Relevance ($Q^2$), and Goodness of Fit (GoF) values (Hilvert-Bruce et al., 2018).

In the context of a research study evaluating relationships between variables, the R-Square values were used to measure the impact of exogenous latent variables on endogenous variables. According to Chin (1998), different R-Square values categorize the influence strength into strong, medium, and weak levels. The analysis revealed that: For Cognitive Trust, the R-Square value was 0.549, indicating a moderate level of influence from exogenous variables; Affective Trust had an R-Square value of 0.831, showing a substantial impact from external factors, Purchase Intention had an R-Square value of 0.771, reflecting a significant influence from exogenous variables on endogenous variables. This suggests that the model effectively explains the relationships between the variables under study.

Predictive Relevance (Q) is used to evaluate the performance of the values generated by the model and its parameter estimates. To calculate the Predictive Relevance ($Q^2$), the following formula can be used (Hair et al., 2019) : $Q^2 = 1-(1-R1^2)(1-R2^2)......(1-Rp^2)$.
The Predictive Relevance of all variables is 0.983, according to Hair et al. (2019) indicates that exogenous variables have a high predictive correlation with their endogenous variables.

The final step in evaluating the inner model is to find the Goodness of Fit (GoF) value. Goodness of fit (GoF) is used to describe the overall level of model feasibility. To calculate it the following formula can be used (Tenenhaus, 2004): $GoF = \sqrt{\overline{AVE} \times \overline{R^2}}$. This research Goodness of Fit (GoF) value is 0.734, surpassing the threshold of 0.36, indicates that the model meets the requirements of a good instrument. This value suggests a good alignment between the selected data sample and the research model. The conducted tests of R, Q, and GoF demonstrate that the established model is robust, allowing for hypothesis testing to be conducted confidently.

**5.3 Hypotheses Analysis**

The purpose of hypothesis testing is to verify the truth of a research statement or research hypothesis. The hypothesis testing is performed through bootstrap resampling technique in SmartPLS 4. The bootstrapping process carried out analyzes not only whether there are direct effects between the variables, but also whether there are indirect effects. There are a total of 9 hypothesis that need to be answered during this bootstrapping process. Direct effect analysis will answer H1-H8, while indirect effect analysis will answer H9. The graphical results of the bootstrapping process can be seen in Figure 3.
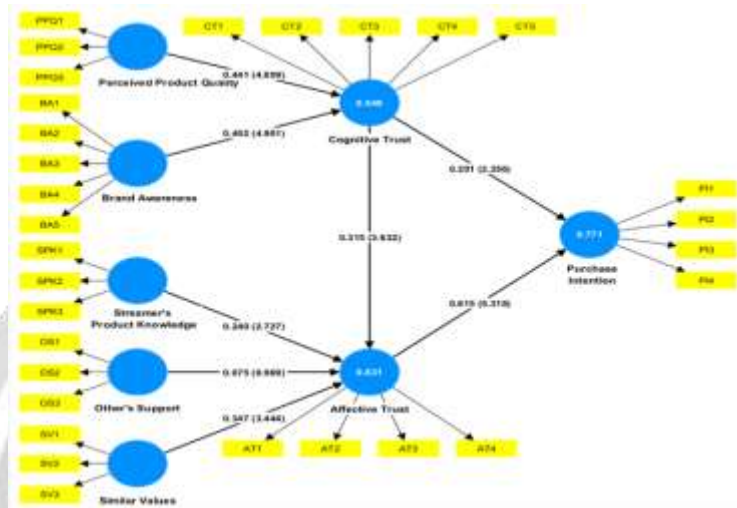


**Fig -3**: Graphical Results of the Bootstrapping Process

The direct impact can be obtained by observing the path coefficients from exogenous variables to endogenous variables (Ringle et al., 2012). There are 8 hypothesis in this study that need to be tested for direct effects. The following are the direct effect results (Path Coefficients) of each hypothesized path, as well as the T statistic values obtained from the SmartPLS 4 bootsrapping output results. See Table 1 for details.

**Table -1:** Results of Direct Effects Testing

|  | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T-statistics (|O/STDEV|) | P-values |
|---|---|---|---|---|---|
| **Similar Values->Affective Trust** | 0.347 | 0.352 | 0.101 | 3.444 | 0.001 |
| **Other's Support->Affective Trust** | 0.075 | 0.079 | 0.077 | 0.969 | 0.333 |
| **Brand Awareness->Cognitive Trust** | 0.402 | 0.410 | 0.082 | 4,901 | 0.000 |
| **Affective Trust->Purchase Intention** | 0.615 | 0.614 | 0.116 | 5,318 | 0.000 |
| **Streamer's Product Knowledge ->Affective Trust** | 0.240 | 0.232 | 0.088 | 2.727 | 0.006 |
| **Perceived Product Quality ->Cognitive Trust** | 0.441 | 0.439 | 0.091 | 4,859 | 0.000 |
| **Cognitive Trust->Affective Trust** | 0.315 | 0.312 | 0.087 | 3.632 | 0.000 |
| **Cognitive Trust->Purchase** | 0.291 | 0.293 | 0.124 | 2.356 | 0.018 |

| Intention | | | | | |
|-----------|--|--|--|--|--|

Direct effects can be said to be significant if the T-Statictics value is greater than the T-Table and the P-Value is less than 0.05. The T-Table used in this research is 1.9886, which is based on the degree of freedom (df\ =\ n\ -\ k), where n is the number of samples and k is the number of variables used.From Table 1 we can conclude that of the 8 direct effects tested, there were 7 significant effects and 1 effect that was not significant.

In this study, in addition to the 8 hypothesis that can be tested using the direct effect test, there is also 1 hypothesis that needs to be tested for the indirect effect. Indirect effects refer to a series of paths through one or more mediating variables (Ringle et al., 2012). The results of the indirect effect test are shown in Table 2.

As can be seen from Table 2, among the 10 indirect effect paths, 9 paths are significant, and only 1 path is not significant. Among these 9 significant paths, one of them is the path of cognitive trust→emotional trust→purchase intention. This indicates that affective trust plays a mediating role between cognitive trust and purchase intention. Based on these results, hypothesis H9 can be accepted. The mediating effect of emotional trust on cognitive trust and purchase intention is significant, with a path coefficient of 0.194, a T statistic of 3.761 > 1.9866, and a P value of 0.000 > 0.05.

**Table -2:** Results of Indirect Effects Testing

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T-statistics (|O/STDEV|) | P-values |
|---|---|---|---|---|---|
| **Perceived Product Quality-> Cognitive Trust->Affective Trust** | 0.139 | 0.138 | 0.050 | 2.753 | 0.006 |
| **Perceived Product Quality-> Cognitive Trust->Purchase Intention** | 0.128 | 0.128 | 0.060 | 2.131 | 0.033 |
| **Perceived Product Quality->Cognitive Trust ->Affective Trust -> Purchase Intention** | 0.085 | 0.083 | 0.031 | 2.741 | 0.006 |
| **Brand Awareness-> Cognitive Trust->Affective Trust** | 0.126 | 0.127 | 0.040 | 3.163 | 0.002 |
| **Brand Awareness-> Cognitive Trust->Purchase Intention** | 0.117 | 0.119 | 0.056 | 2.094 | 0.036 |
| **Brand Awareness -> Cognitive Trust ->Affective Trust ->Purchase Intention** | 0.078 | 0.076 | 0.024 | 3.265 | 0.001 |
| **Streamer's Product Knowledge-> Affective Trust -> Purchase Intention** | 0.148 | 0.146 | 0.067 | 2.194 | 0.028 |
| **Other's Support->Affective Trust -> Purchase Intention** | 0.046 | 0.048 | 0.048 | 0.958 | 0.338 |
| **Similar Values->Affective Trust -> Purchase Intention** | 0.214 | 0.219 | 0.080 | 2.666 | 0.008 |
| **Cognitive Trust->Affective Trust ->Purchase Intention** | 0.194 | 0.188 | 0.052 | 3.761 | 0.000 |

Table 3 shows all the results of the direct effect and indirect effect tests that have been conducted on the bootstrapping process. Overall, this study proposed 9 hypotheses. Eight of the hypotheses were confirmed, namely Hypothesis 1-3 and Hypothesis 5-9. The remaining 1 hypothesis was rejected, namely Hypothesis 4.

**Table -3:** Summary of Hypotheses Testing Results

|  | **Hypothess** | **Results** |
|---|---|---|
| **H1** | Perceived product quality significantly influences cognitive trust | **Accepted** |
| **H2** | Brand awareness significantly influences cognitive trust | **Accepted** |
| **H3** | Perceived streamer product knowledge significantly influences affective trust | **Accepted** |
| **H4** | Other's support significantly influences affective trust | **Rejected** |
| **H5** | Similar values significantly influences affective trust | **Accepted** |
| **H6** | Cognitive trust significantly influences affective trust | **Accepted** |
| **H7** | Cognitive trust significantly influences consumers' purchase intentions | **Accepted** |
| **H8** | Affective trust significantly influences consumers' purchase intentions | **Accepted** |
| **H9** | Affective trust mediates the relationship between cognitive trust and purchase intentions | **Accepted** |

## 6. CONCLUSIONS

The results of this study confirm the significant impact of Perceived Product Quality and Brand Awareness on Cognitive Trust, aligning with previous literature findings. Chen et al. (2022) observed a similar influence on consumer behavior in the context of live streaming marketing, reinforcing the importance of these factors in establishing consumer trust.

Furthermore, the study reveals that Streamer's Product Knowledge and Shared Values have a significant effect on Affective Trust, consistent with prior emphasis on the importance of streamer product knowledge（Szymanski，1988; Suh & Chang，2006）and shared values (Johnson & Grayson，2005; Doney & Cannon，1997; Cheng et al., 2019) in consumer-trust relationships. However, the study also points out that Other Member Support does not significantly affect Affective Trust, offering a divergent perspective compared to existing literature.

Additionally, the results are in line with Huang et al. (2022) concerning the positive impact of Cognitive Trust on Affective Trust and Purchase Intention, corroborating the significance of the relationship between trust dimensions in motivating consumer purchase decisions. These findings underscore the pivotal role of trust in consumer purchasing behavior.

The study's outcomes both coincide and diverge with the research by Lewis and Weigert (1985). While the influence of Cognitive Trust on Purchase Intention aligns with Lewis and Weigert's view of Affective Trust as a mediator between Cognitive Trust and Purchase Intention, the significant direct impact between Cognitive Trust and Purchase Intention contrasts with their findings, suggesting a more nuanced relationship between trust dimensions and purchase intentions.

## 7. LIMITATIONS

While this study has yielded valuable insights into factors influencing purchase intention in live streaming, the authors acknowledge several limitations:

- Data Collection Method: Using questionnaires may limit respondents' understanding of questions, potentially affecting the accuracy of research outcomes.
- Sample Restrictions: Surveys distributed through social media and Google Forms primarily reached acquaintances and relatives of the authors, mainly residing in urban areas. Generalizing results to smaller cities requires caution.
- Time Constraints: Data collection was confined to August to November 2023, possibly missing temporal variations that could impact the universality of research findings.
- Variable Selection: Despite basing variable selection on theoretical foundations and previous studies, the possibility of overlooking potentially influential variables may affect the accuracy of the research model.

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