International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Factors That Influence Consumer Attitude Towards Purchase Intention On The Shopee Application Live Streaming

Raihan Maulana Muthar[1*], Erlita Ridanasti[2]

[1,2]Faculty of Business and Economics, Islamic University of Indonesia.

[1*]Corresponding Author : raihanmm01@gmail.com

Abstract

This study aims to examine several factors that can influence consumer behavior or attitudes towards purchasing interest in live streaming on the Shopee application. This study is based on the phenomenon of live stream shopping on the Shopee marketplace where in the live streaming shopping session there is an interaction between the audience and influencers through live stream and several factors that can potentially trigger purchasing interest in the minds of consumers. Several factors that will be studied are influencers, price discounts, interactions, and audience attitudes towards the emergence of purchasing interest in them. This study uses a quantitative statistical approach with a data collection method using a questionnaire and obtained 200 research respondents. The statistical analysis used in this study is SEM PLS with the aim of studying the influence between research construct variables. The findings of this study state that influencers, price discounts, and interactions established with the audience have a positive and significant effect on audience attitudes. This audience attitude has a positive and significant effect on purchasing interest through Shopee Live Stream Shopping. The results of this study indicate that increasing interaction with the audience, utilizing the right influencers, and offering attractive price discounts during live streaming sessions on Shopee can increase the audience's positive attitude, which ultimately drives consumer purchasing interest.

Keywords: Influencer, Price discount, Interaction of Streamer, Shopee Livestream, Purchase intention

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

INTRODUCTION

The advancement of communication and information technology in the era of globalization is very rapid and dynamic, facilitating long-distance communication through the use of gadgets. The internet is the starting point for this rapid development, which then develops into a lifestyle and user needs. Digital communication technology creates a platform that supports seamless participation and transactions, while strengthening network effects to increase the user base (Broekhuizen et al., 2021). Digital platforms, which are hybrid structures that include organizations, systems, and technologies, enable direct interaction between different groups of users in an algorithmic ecosystem. Evolving digital technologies, such as artificial intelligence, big data, and other digital devices, also help reduce transaction costs, transformation, and various other costs, as well as automate processes such as matchmaking and pricing (Geliskhanov, 2018). In e-commerce, digital platforms must support a variety of business models, from e-shops to virtual shopping, by utilizing the internet and information technologies such as EDI, payment gateways, and digital shopping carts. The Internet provides consumers with access to compare prices across regions, understand demand dynamics, and benefit from market openness, allowing them to choose the best deals from multiple websites (Wulfert & Karger, 2022; Jain et al., 2021).

According to the *Global E-commerce Market 2024* report, global e-commerce growth is expected to reach 10.4%, with Indonesia ranked as the country with the highest growth in the world at 30.5%, almost three times the global average. Based on eCBD, the majority of countries with the highest e-commerce growth are in Asia, including Indonesia which is projected to grow by more than 30%, considering factors such as market behavior, GDP per capita, consumer spending, internet penetration, and population. The live streaming shopping phenomenon is increasingly becoming a challenge for business actors, especially with the rapid communication due to COVID-19. Live streaming-based e-commerce transcends traditional boundaries, providing information and enabling direct interaction between consumers and Internet celebrities, which influences consumer behavior and supports the company's long-term profits (Qing & Jin, 2022). Although still new in Indonesia, the popularity of live shopping has increased significantly, with 72% of internet users admitting to having watched it according to Populix research (2023). Big platforms like Shopee, Tokopedia, Lazada, and TikTok have adopted this feature, where 63% of shoppers who watch live shopping make transactions (IPSOS, 2023). The main characteristic of live streaming shopping is a virtual presence that provides an immersive experience like offline consumption (Baozhou & Weiguo, 2014). Done in real-time, the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

live streaming host offers complete products with specifications, often accompanied by sudden promos, giveaways, or discounts, which can encourage consumer buying interest. Viewers can also give *like* as a form of appreciation for the host and the products offered.

Shopee innovates in winning the Indonesian e-commerce market by releasing a *live streaming marketing* feature called Shopee Live, which allows sellers to conduct direct marketing and interact with buyers in real-time through the Shopee application. Shopee Live is one of the best promotional methods, with live broadcasts that can attract hundreds of thousands of viewers every day. In 2020, Shopee Live won two MURI awards for the categories "Longest online store live stream" and "Live stream online store with the most viewers" (Ginting & Harahap, 2022). Influencers on this platform play an important role in building customer trust, influencing positive consumer attitudes, and increasing online purchasing intentions through planned promotions and data-based evaluations (Apasrawirote & Yawised, 2022). In addition, discount strategies are often used to attract buyers, provide the perception of cheaper prices, and influence consumer decisions in the hope of improving company performance (Oktavia et al., 2022; Fadillah, 2013).

In the context of live streaming, network technology-based interactions enable real-time communication between consumers, broadcasters, and other shoppers. Professional broadcasters create an interactive atmosphere, creatively display products, and use clear communication to encourage active interactions that can enhance consumers' emotional experiences (Li et al., 2022). Consumer attitudes, which include evaluations, feelings, and tendencies towards an object, play a significant role in the selective process and purchasing decisions (Lampengan et al., 2019). Based on previous studies, variables such as influencers, price discounts, and interactions with streamers can influence consumers' attitudes towards stores or products and ultimately increase purchase intention. This study was conducted to fill the gap in the literature that is still limited and replicated from Yingyu et al., (2021) to broaden insights into the influence of these variables on consumer purchase intention.

THEORETICAL FRAMEWORK

S-O-R Theory (Stimulus, Organism, Response)

The S.O.R (Stimulus-Organism-Response) theory developed by Mehrabian and Russel in 1974 is based on environmental psychology, showing that the external environment can influence individual cognition and emotions and produce intrinsic and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

extrinsic behavioral responses. In recent years, this theory has often been used to examine consumer online shopping behavior. One study that utilizes the S.O.R theory is a study by Yingyu et al. (2021), which analyzed the effect of e-commerce channel choices on consumer purchasing interest. The results of this study indicate that the S.O.R theory is able to explain the psychological reactions of consumers that are stimulated by the external environment and culminate in behavior in the form of purchasing interest. This theory consists of three main components, namely stimuli influenced by the atmosphere of the e-commerce space, organisms that include the cognitive and emotional conditions of consumers, and responses in the form of consumer willingness to buy or consume certain products.

Social media influencers, as described by Rinka and Pratt (2018), are individuals who use social media platforms to build a self-image that attracts a large following, often as “online celebrities.” In the context of live e-commerce, influencers provide an initial experience of a product through live streaming that can increase consumer trust and motivate purchase intention (Wu et al., 2022). Price discounts in live streaming are also an effective marketing strategy to increase purchase decisions, as described by Fairy (2023) and Wongsunopparat (2022). In addition, real-time interactions between consumers and streamers help build social relationships that support the success of e-commerce, as revealed by Meng et al. (2021) and Men and Zheng (2019). Attitudes toward influencers play an important role in mediating the relationship between stimuli and purchase intentions, with a significant influence on purchase decisions (Within, 2022; Zhang et al., 2023). Finally, purchase intention reflects the consumer's tendency to purchase a product, which is formed through the process of information search and evaluation of alternatives (Sanita et al., 2019; Ma, 2022).

Influencer content appeals to audiences because they demonstrate engagement with a particular market, portray unique attitudes, and influence consumers to choose the products they promote (Khamis et al., 2017). Consumers tend to have a positive impression of influencers because the information provided is considered trustworthy and valuable (Hu et al., 2020). The informativeness and entertainment produced by influencers increase customer trust, influence attitudes, and online purchase intentions (Apasrawirote & Yawised, 2022). In addition to helping consumers cope with information overload, influencers also support purchase decisions by building brand awareness and purchase intentions, especially in network communities influenced by reference groups (Verhellen et al., 2013; Lou & Yuan, 2019).

H1: Influencers have a positive influence on consumer attitudes

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Online shopping through live streaming platforms often offers higher price discounts than physical stores, especially during shopping festivals with many coupons available (Yan, 2022). Price promotions are an important strategy in live streaming e-commerce, where price discounts can create positive consumer perceptions of merchants, increasing satisfaction, loyalty, and future purchasing behavior (Chen & Gao, 2023). Price discounts have also been shown to have a positive effect on consumer attitudes toward the platform and brand used (Yan, 2022).

H2: Price discounts have a positive effect on consumer attitudes

Live streaming is an e-commerce model that enables real-time interaction between streamers and consumers, where streamers can display products directly and answer questions related to price, transportation, or other information, creating a superior shopping experience compared to traditional e-commerce (Li et al., 2021; Chen et al., 2017). The interactivity felt during this two-way communication encourages the formation of positive consumer attitudes, improves product evaluation abilities, and has a significant impact on purchasing intentions and behavior on live streaming platforms (Kang et al., 2020; Wang & Wu, 2019). In addition, social interaction between consumers also provides better insight into products, which overall stimulates purchasing interest through information conveyed in live streaming (Muntinga et al., 2011).

H3: Streamer interaction has a positive effect on consumer attitudes

Consumer attitudes toward behavior, which are based on easily accessible beliefs, have a significant and positive influence on purchase intention, including in the context of websites or products endorsed by social media influencers (Novitasari & Cuandra, 2023; Lim, 2019). A positive attitude toward a particular product is a dominant predictor that increases purchase intention, especially if the product is recommended by a trusted streamer or influencer, because it reflects consumers' positive feelings toward the product (Yu, 2022).

H4: Attitude has a positive effect on Purchase intention

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

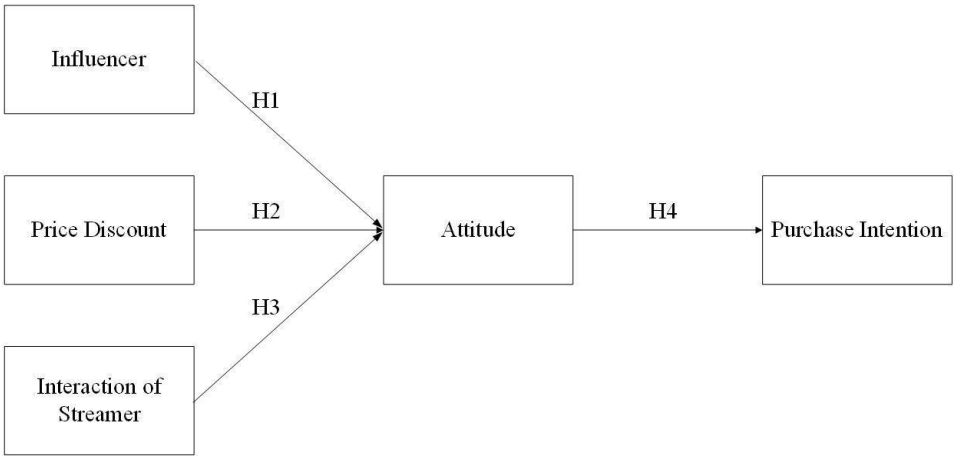


Figure 1. Research Model

RESEARCH METHOD

This study uses a **quantitative** approach that aims to test the hypothesis through statistical analysis. Data were collected from the population of Indonesian people who use the Shopee application, especially those who shop through the live streaming feature. The sampling technique used non-probability sampling, with the number of samples determined based on the theory of Hair et al. (2017), which is 5–10 times the number of indicator variables. With 20 research indicators, the sample size used was 200 respondents. Primary data was obtained through a Likert-scale-based questionnaire distributed online using Google Form. This approach allows for efficient, accurate, and timely data collection.

Data analysis was carried out using the Partial Least Square (PLS) method, which is part of the Structural Equation Modeling (SEM) technique. This method was chosen because of its ability to test latent variables through measurable indicators. In addition, data quality testing was carried out through reliability and validity tests using SPSS. Reliability was tested through the Cronbach's Alpha coefficient, while validity was analyzed using item-total correlation or factor analysis. This approach ensures that the research instrument produces consistent and relevant data to support further analysis.

RESULT AND DISCUSSION

Evaluation of the research model using Structural Equation Modeling (SEM) Partial Least Squares (PLS) was conducted to assess two main aspects: the measurement model (outer model) and the structural model (inner model). The measurement model

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

evaluates the validity and reliability of indicators in measuring latent constructs, while the structural model analyzes the relationship between constructs to assess the strength and direction of influence between variables. This evaluation aims to ensure the reliability and validity of the theoretical model, as well as identify significant relationships in the observed data. This study involved 200 respondents to test the research hypothesis.

Result

Statistics Analysis

The evaluation of the measurement model is tested with several indicators including: Convergent Validity, Discriminant Validity, and Reliability. The measurement model is calculated using the PLS Algorithm.

Outer Model (Measurement Model)

Convergent Validity

Table 1. Convergent Validity Testing

Variable	Item	Loading Factor	AVE	Results
Influencer	IF1	0.882	0.704	Valid
	IF2	0.811		Valid
	IF3	0.836		Valid
	IF4	0.827		Valid
Price Discount	PD1	0.868	0.767	Valid
	PD2	0.915		Valid
	PD3	0.805		Valid
	PD4	0.910		Valid
Interaction of Streamer	IT1	0.904	0.786	Valid
	IT2	0.805		Valid
	IT3	0.906		Valid
	IT4	0.927		Valid
Attitude	AT1	0.839	0.740	Valid
	AT2	0.867		Valid
	AT3	0.870		Valid
	AT4	0.863		Valid
Purchase Intention	PI1	0.891	0.764	Valid
	PI2	0.843		Valid
	PI3	0.876		Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

	PI4	0.885		Valid

Based on table 1 above, it is known that the loading factor value produced by each indicator is more than 0.7 and the AVE value is more than 0.5. Thus, these indicators are declared valid as a measure of their latent variables.

Discriminant Validity

Table 2. Discriminant Validity (Fornell Lacker)

Variable	Attitude	Influencer	Interaction	Price Discount	Purchase Intention
Attitude	**0.860**				
Influencer	0.223	**0.839**			
Interaction of Streamer	0.206	0.118	**0.887**		
Price Discount	0.227	0.186	0.229	**0.876**	
Purchase Intention	0.844	0.146	0.151	0.225	**0.874**

Table 3. Discriminant Validity (Cross Loading)

Item	Attitude	Influencer	Interactionof Streamer	Price Discount	Purchase Intention
AT1	**0.839**	0.147	0.214	0.205	0.706
AT2	**0.867**	0.240	0.157	0.165	0.765
AT3	**0.870**	0.179	0.204	0.191	0.721
AT4	**0.863**	0.199	0.133	0.223	0.708
IF1	0.217	**0.882**	0.101	0.177	0.163
IF2	0.132	**0.811**	0.077	0.153	0.039
IF3	0.197	**0.836**	0.057	0.167	0.141
IF4	0.185	**0.827**	0.158	0.126	0.117
IT1	0.141	0.119	**0.904**	0.246	0.111
IT2	0.131	0.116	**0.805**	0.181	0.081

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

IT3	0.196	0.089	**0.906**	0.206	0.177
IT4	0.229	0.105	**0.927**	0.191	0.146
PD1	0.132	0.137	0.159	**0.868**	0.153
PD2	0.262	0.153	0.201	**0.915**	0.244
PD3	0.132	0.223	0.181	**0.805**	0.148
PD4	0.212	0.162	0.246	**0.910**	0.204
PI1	0.792	0.162	0.133	0.197	**0.891**
PI2	0.704	0.159	0.151	0.205	**0.843**
PI3	0.746	0.072	0.112	0.209	**0.876**
PI4	0.703	0.116	0.135	0.174	**0.885**

Based on tables 2 and 3, the cross loading value on each item has a value > 0.70, and also each item has the largest value when connected to its latent variable compared to when connected to other latent variables. This shows that each variable in this study has correctly explained its latent variable and proves that the discriminant validity of all items is valid.

Composite Reliability

Table 4. Reliability Testing

Variabel	Cronbach's Alpha	Composite Reliability
Attitude	0.883	0.919
Influencer	0.861	0.905
Interaction of Streamer	0.910	0.936
Price Discount	0.902	0.929
Purchase Intention	0.897	0.928

Based on table 4 above, it can be seen that the composite reliability value of all research variables is > 0.7 and Cronbach Alpha > 0.7. These results indicate that each variable has met the composite reliability and Cronbach alpha so that it can be concluded that all variables have a high level of reliability. So that further analysis can be carried out by examining the goodness of fit model by evaluating the inner model.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Inner Model (Structural Model)

R-Square

Table 5. R-Square

Variabel	R-*Square*	R-*Square Adjusted*
Attitude	0.106	0.092
Purchase Intention	0.712	0.711

on table 5 above shows the R-Square value of the Attitude variable of 0.106, this value means that the Attitude variable can be explained by the independent variable of 10.6% and the remaining 89.4% can be explained by other variables not included in this study. While the R-Square value of the Purchase Intention variable is 0.712, this value means that the Purchase Intention variable can be explained by the independent variable of 71.2% and the remaining 28.8% can be explained by other variables not included in this study..

Predictive Relevance (Q-Square)

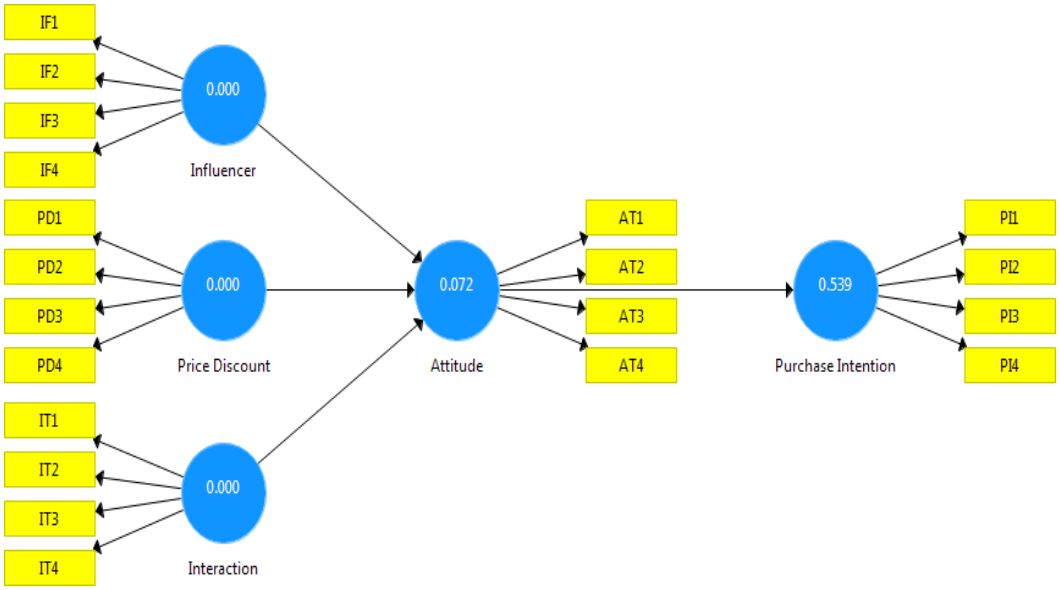


Figure 2. Predictive Relevance

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 6. Q-Square

Variable	Q^2 (=1-SSE/SSO)	Results
Attitude	0.072	Has a predictive relevance value
Purchase Intention	0.539	Has a predictive relevance value

Based on the data presented in the table above, it can be seen that the Q square value on the dependent variable is > 0. By looking at this value, it can be concluded that this study has a good observation value because the Q square value is > 0 (zero).

Hypotesis Testing Results

Table 7. Hypotesis Testing Results

Variable	Original Sample (O)	T Statistics (|O/STDEV |)	P Values
Attitude -> Purchase Intention	0.844	14.786	0.000
Influencer -> Attitude	0.176	2.889	0.004
Interaction of Streamer -> Attitude	0.148	2.149	0.032
Price Discount -> Attitude	0.160	2.072	0.039

DISCUSSION

Research on factors influencing consumer attitudes towards purchase intention on Shopee application live streaming shows that several elements, such as influencers, price discounts, and streamer interactions, have a significant influence on consumer attitudes. Puthlia & Thioanda (2020) revealed that credible and relevant influencers can shape consumer perceptions, increase their positive attitudes towards the promoted product,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

which ultimately has an impact on purchase intention. Sugiharto & Ramadhana (2018) also found that influencer involvement in promotions plays an important role in creating positive attitudes. In addition, Nafees et al. (2021) emphasized that the authenticity and emotional involvement of influencers strengthen the positive impact on consumer attitudes. Meanwhile, offering price discounts has also been shown to be effective in shaping positive consumer attitudes. Lee et al. (2018) explained that price discounts provide incentives that increase product appeal, and Souiden et al. (2019) and Vongurai (2021) confirmed that price discounts strengthen purchase intentions by creating a sense of urgency and a higher perception of value for the product.

In addition, intensive interactions between streamers and consumers during live streaming play a major role in increasing positive consumer attitudes. Zhu et al. (2019) found that direct interactions, such as Q&A and real-time feedback, create a more enjoyable experience and drive purchase intention. Chetioui et al. (2021) emphasized the importance of good interactions, such as active engagement and personalized communication, to strengthen consumers' emotional connection with the product. Chen et al. (2022) also stated that quality interactions can increase satisfaction and positive attitudes towards the product. All of these factors indicate that consumer attitudes, which are influenced by influencers, price discounts, and interactions with streamers, have a positive impact on their purchase intention. Apasrawirote & Yawised (2022), Song & Liu (2021), and Qing & Jin (2022) stated that positive attitudes formed will increase consumer purchase intention, underlining the important role of attitudes in driving purchase decisions on live streaming platforms such as Shopee.

CONCLUSION

This study produces several important conclusions: first, influencers are proven to have a positive and significant influence on consumer attitudes, with a positive coefficient and significant p-value, indicating that credible and relevant promotions from influencers can shape positive consumer attitudes, strengthen emotional connection and authenticity, and increase purchase intention. Second, price discounts also have a positive and significant influence on consumer attitudes, with findings indicating that effective discounts can shape positive views of products and encourage purchases. Third, intensive interaction during live streaming also has a positive influence on consumer attitudes, with significant coefficients and p-values, indicating that direct interactions such as Q&A and real-time feedback can increase positive consumer attitudes. Finally, consumer attitudes are proven to have a positive and significant influence on purchase

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

intention, indicating that positive attitudes play an important role in purchasing decisions, and these findings are in line with marketing strategies that shape positive attitudes, including through live streaming.

Recommendation

Based on the conclusions of the study above, several suggestions can be given: first, companies and marketers are advised to choose influencers who not only have a large number of followers, but also high credibility and relevance to the target audience. Influencers who can create emotional connections and show authenticity in their promotions will be more effective in influencing consumer attitudes. Second, to maximize the impact of price discounts, companies should implement a discount strategy that clearly provides added value and creates a sense of urgency, and communicate it effectively so that consumers feel they get more benefits from the transaction. Third, the quality of interaction during live streaming is also important, with dynamic, responsive, and personal interactions to strengthen emotional connections and improve consumer perceptions of the product. Finally, further research should explore the influence of additional factors such as user experience and social context on attitudes and purchase intentions in live streaming to gain deeper insight into the dynamics that influence purchasing decisions.

Managerial Implication

Based on the results of the study on factors that influence consumer attitudes towards purchase intention on Shopee application live streaming, there are several managerial implications that need to be considered. First, companies must choose influencers who have high credibility and relevance to the target audience, because influencers who are able to build emotional connections can strengthen consumers' positive attitudes towards products, so it is important for marketing managers to evaluate influencers thoroughly before working together. Second, the price discount strategy during live streaming must be designed to provide clear incentives and create a sense of urgency, as well as communicate discount offers attractively so that consumers feel they get more value from the transaction, which can increase product appeal and encourage purchases. Third, the quality of interaction in the live streaming session greatly influences consumers' positive attitudes, so managers must ensure dynamic and responsive interactions, such as Q&A and real-time feedback, and train broadcasters to provide a personalized experience and utilize technology to improve the quality of interactions.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Research Limitations

This study has several limitations, including the use of samples that are limited to certain consumer segments in the Shopee application, which may limit the generalizability of the findings and affect the relevance of the results to all users of the application or other markets with different characteristics. In addition, this study may not consider various other variables that influence consumer attitudes, such as demographic factors, psychographics, or market conditions, which may affect the completeness and accuracy of the findings. Finally, measuring attitudes and purchase intentions that rely on subjective methods, such as questionnaires, may be affected by respondent bias or differences in interpretation in answering questions, as well as the possibility of changes in attitudes and purchase intentions over time or situations, which makes the results of the study less consistent across contexts.

REFERENCES

Adna, A., Yusuf, M., Sidiq, A., & Affandi, M. (2024). *Pengaruh Kegiatan Live Streaming Tiktok terhadap Niat Beli Konsumen*. *8*, 24175–24185.

Apasrawirote, D., & Yawised, K. (2022). Factors Influencing the Behavioral and Purchase Intention on Live-streaming Shopping. Asian Journal of Business Research, 12(1), 39–56. https://doi.org/10.14707/ajbr.220119.

Broekhuizen, T. L. J., Emrich, O., Gijsenberg, M. J., Broekhuis, M., Donkers, B., & Sloot, L. M. (2021). Digital platform openness: Drivers, dimensions and outcomes. Journal of Business Research, 122(July 2019), 902–914. https://doi.org/10.1016/j.jbusres.2019.07.001.

Cai, H. (2021). The Impact of Impulsive Consumption on Supply Chain in the Live-Streaming Economy. https://doi.org/10.1109/ACCESS.2021.3068827.

Chen, A., Lu, Y., & Wang, B. (2017). International Journal of Information Management Customers ' purchase decision-making process in social commerce : A social learning perspective. International Journal of Information Management, 37(6), 627–638. https://doi.org/10.1016/j.ijinfomgt.2017.05.001.

Chen, H., Zhang, S., Shao, B., Gao, W., & Xu, Y. (2022). How do interpersonal interaction factors affect buyers' purchase intention in live stream shopping? The mediating effects of swift guanxi. Internet Research, 32(1), 335-361.

Chen, Y., & Gao, Y. (2023). Factors Driving Irrational Purchase Behavior of Live Streaming E-commerce : The Mediating Effect of Consumer Purchase Intention. 4(4), 818–830.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Chetioui, Y., Lebdaoui, H., & Chetioui, H. (2021). Factors influencing consumer attitudes toward online shopping: the mediating effect of trust. EuroMed Journal of Business, 16(4), 544-563.

Geliskhanov, I. Z. (2018). Digital Pltforn- A new economic institution. 19(July), 20–26.

Ginting, A. K., & Harahap, K. (2022). Pengaruh Direct Marketing dan Product Quality Terhadap Repurchase Intention pada Live Streaming Marketing Shopee Live (Studi pada Pengguna Aplikasi Shopee di Kota Medan). Journal of Social Research, 1(8), 851–863. https://doi.org/10.55324/josr.v1i8.175.

Giovani Antania Hanjani, A. W. (2019). Consumer Purchase Intention: The Effect of Green Brand and Green Knowledge on Indonesian Nestle Company Minat Beli Konsumen: Dampak Green Brand dan Green Knowledge pada Perusahaan Nestle Indonesia. III(1), 39–50.

Hausman, A. V., & Siekpe, J. S. (2009). The effect of web interface features on consumer online purchase intentions. Journal of Business Research, 62(1), 5– 13. https://doi.org/10.1016/j.jbusres.2008.01.018.

Hu, L., Min, Q., Han, S., & Liu, Z. (2020). International Journal of Information Management Understanding followers ' stickiness to digital in fl uencers : The e ff ect of psychological responses. 54(June). https://doi.org/10.1016/j.ijinfomgt.2020.102169.

Hu, M., Zhang, M., & Wang, Y. (2017). Computers in Human Behavior Why do audiences choose to keep watching on live video streaming platforms ? An explanation of dual identi fi cation framework. 75, 594–606. https://doi.org/10.1016/j.chb.2017.06.006.

Jain, V., Malviya, B., & Arya, S. (2021). An Overview of Electronic Commerce (e-Commerce) An Overview of Electronic Commerce (e-Commerce). May. https://doi.org/10.47750/cibg.2021.27.03.090.

Lee, J. E., & Chen-Yu, J. H. (2018). Effects of price discount on consumers' perceptions of savings, quality, and value for apparel products: mediating effect of price discount affect. Fashion and Textiles, 5, 1-21.

Nafees, L., Cook, C. M., Nikolov, A. N., & Stoddard, J. E. (2021). Can social media influencer (SMI) power influence consumer brand attitudes? The mediating role of perceived SMI credibility. Digital Business, 1(2), 100008.

Putlia, G., & Thioanda, N. N. (2020). Munculnya Digital Influencer Merubah Perilaku Konsumen Pada Promosi Produk, Pemilihan Produk, dan Keputusan Pembelian

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Generasi Milenial: Studi Pada Akun YouTube Ria SW. Jurnal Manajemen Strategi Dan Aplikasi Bisnis, 3(1), 39-50.

Souiden, N., Chaouali, W., & Baccouche, M. (2019). Consumers' attitude and adoption of location-based coupons: The case of the retail fast food sector. Journal of Retailing and Consumer Services, 47, 116-132.

Sugiharto, S. A., Ramadhana, M. R., Psi, S., & Psi, M. (2018). Pengaruh kredibilitas influencer terhadap sikap pada merek (studi pada mahasiswa Fakultas Komunikasi dan Bisnis Universitas Telkom). Jurnal ilmu politik dan komunikasi, 7(2).

Vongurai, R. (2021). Factors influencing consumer attitudes and purchase intentions of flash sale through online shopping platforms. Journal of humanities and social sciences Nakhon Phanom University, 11(1), 1-20.

Zhu, X., Teng, L., Foti, L., & Yuan, Y. (2019). Using self-congruence theory to explain the interaction effects of brand type and celebrity type on consumer attitude formation. Journal of Business Research, 103, 301-309.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.