THE IMPACT OF E-COMMERCE LIVE STREAMING MARKETING ON PURCHASE INTENTION

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ABSTRACT

With the development of information technology and mobile Internet, online live-streaming platforms have risen rapidly, and e-commerce platforms have also opened live-streaming functions. This study takes the SOR (Stimulus-Organism-Response) theory as the theoretical basis from the perspective of the three characteristic elements of e-commerce live streaming (Live streamer, that is, “person”; product, that is, “goods,” the field, that is, “live streaming platforms”). A model of factors influencing consumers' purchase intention in live streaming marketing was constructed, and empirical analysis was conducted to study the mechanism of the influence of the three elements on consumers' purchase intention. Therefore, the observed variables include live streamers' professionalism, popularity, and interactivity; products of quality, price, and practicality; and live streaming platforms' entertainment, promotion, and emotion. The mediating variables include trust and impulsiveness. The latent variable of purchase intention has three observed variables - intent to buy, recommend, or plan to buy. This study's conceptual framework was developed based on the literature review and theoretical background.

A survey was then used to assess the research model quantitatively. For the quantitative study,540 valid questionnaires were collected by a non-probability sampling online survey. The demographic information, reliability, validity, and regression were studied. Finally, the SEM was constructed and revised by IBM SPSS AMOS 26.

The findings revealed that the attributes of live streaming, including the live streamer, the product, and the field, as well as trust and impulsiveness, positively influence purchase intention. This study provides a novel perspective on live streaming e-commerce with evidence on how e-commerce live streaming drives purchase intentions, enriches the content of live streaming e-commerce literature, and explores the practical and academic implications for e-commerce live streaming.

Key words: E-commerce live streaming; SOR; Trust; Impulsiveness; Purchase intention

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Gu Yang

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INTRODUCTION

1.1 Background and Significance of the Research

1.1.1 Background of the Research

The outbreak of the novel coronavirus epidemic in 2020 served as a catalyst to stimulate the vitality of the e-commerce live broadcast industry. The market size rose 121% compared to the previous year, reaching 961 billion yuan (CINIC, 2021). In 2022, online live broadcast users will reach 751 million, becoming the second largest online audio-visual application after short videos. Network broadcasts have delved deeply into entertainment, education, business, and other fields and have broad prospects for future development (Utsi, 2022). From the perspective of live streaming users, according to the "Live streaming e-commerce industry high-quality development report" (Center, 2023), released by the China Internet Network Information Center, as of December 2022, the number of short-video users reached 1.012 billion, an increase of 77.7 million, with a growth rate of 8.3%, accounting for 94.8% of the total internet users.

From the perspective of the world, according to Statista's Market Insights (Katharina Buchholz, 2023), mobile e-commerce sales reached $2.2 trillion in 2023 and now make up 60 percent of all e-commerce sales around the world. It took only 4 years from 2017 to complete the trillion-dollar sales growth. Live commerce is fascinating and interactive, and it can shorten the customer's purchase decision path (C.-D. Chen et al., 2022). As consumers spend more time on their phones and tablets and have grown to value the convenience of ticking off their ever-increasing online shopping list wherever they are that be on the go or on the couch, -mobile e-commerce sales are poised to grow further in the context of the rapid development of the Internet and smartphones, the role of live streamers in live streaming marketing has elevated compared to traditional online e-commerce (Meng et al., 2021).

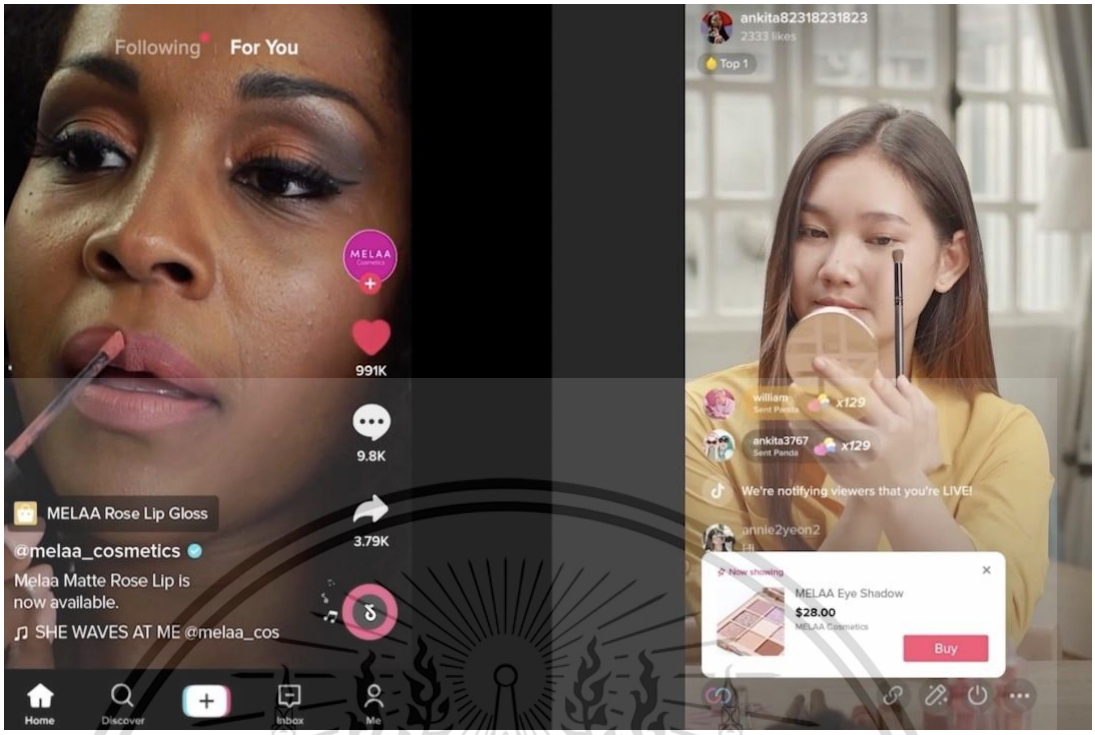

Figure 1.1 TikTok E-commerce Live Streaming

Source: TikTok App (2021)

According to the 47th China Interlink Network Development Statistics Report, since December 2020, the number of live e-commerce subscribers in China has reached 388 million (CINIC, 2021). E-commerce live streaming consists of three important elements: people, exactly the host and consumers, goods and platform (Ingham & Cadieux, 2016). Compared with the traditional static online shopping process, merchants can display products more intuitively in the e-commerce live streaming platform, and users can get more interaction and clues to make purchase decisions (Zhang et al., 2020) (Figure 1.1,1.2).

Live streaming can convey richer and more helpful information than text and pictures. This mode of "online drainage + offline experience" enhances the traffic and sales of physical stores and promotes the recovery of the traditional retail industry (Shiu et al., 2023). The characteristic of live interaction helps to rapidly collect information such as consumer demand and feedback from target groups, which is conducive to enterprises' rapid response and sales shift (Dai & Cui, 2022). While the rapid growth of live streaming e-commerce continues to generate new consumption growth points, it also helps young people find employment (Yan, 2022).

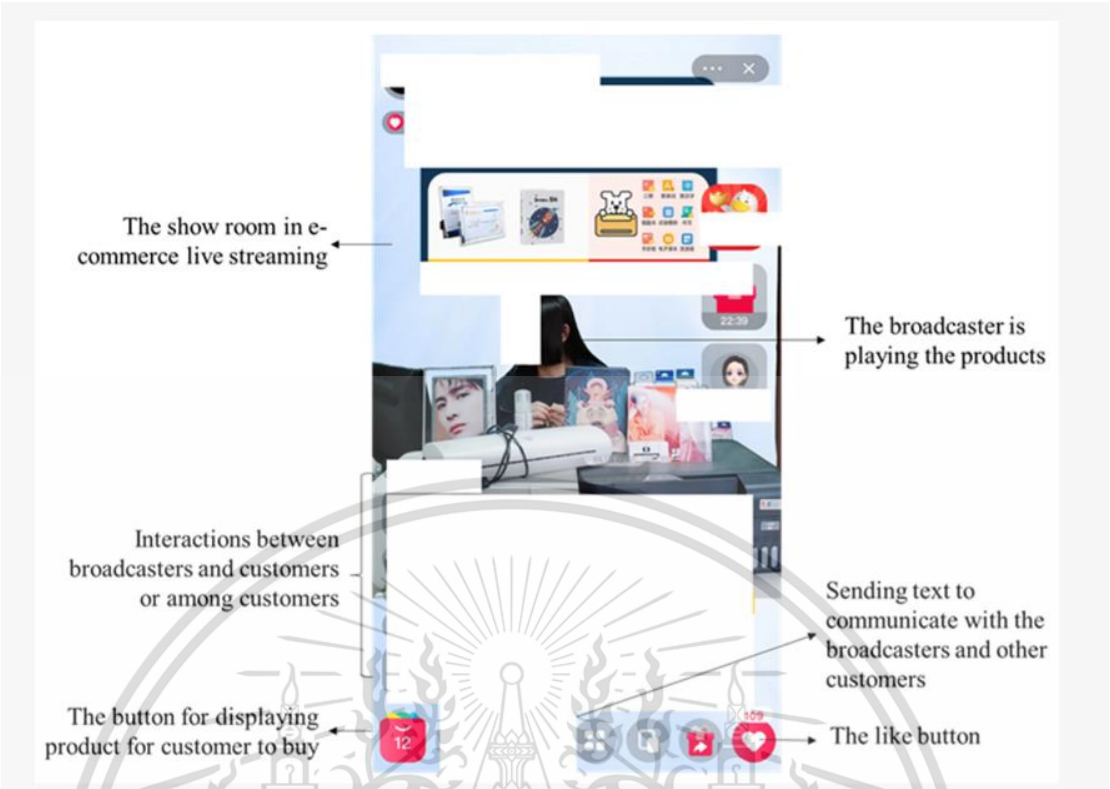

Figure 1.2 Taobao Live Streaming Platform

Source: Taobao App (2021)

According to (CINIC, 2021), most consumers can accept product recommendations during live streaming, and 64% of users have consumption purposes when watching live streaming. As an extension of the "live streaming+" model in the e-commerce field, e-commerce live streaming has broken the previous one-way sales model between a single person and a product and has developed into a marketing subject with the live streamer as the main body and content marketing as the medium, creating a fusion consumption process of services and experiences (Utsi, 2022). The most well-known example of a live streamer is Li Jiaqi, a live streamer on Taobao and TikTok for marketing cosmetics and daily necessities. On the first day of Double Eleven in 2022, the audience in the live-streaming platform exceeded 200 million, and sales reached RMB1653 billion to RMB36.1581 million pieces of products (Miranda et al., 2024).

Although there have been more and more studies on the actual behavior and intention of online shopping, there is still a lack of a complete discussion on the relationship between influencing behavior and live purchase intention, especially after the blockade caused by the new crown pneumonia epidemic, many large companies When discovering the benefits of live streaming. Many young self-employed entrepreneurs have started their businesses at home after losing their jobs during the COVID-19 pandemic (Yuan, 2023). Especially for such young people, live streaming is a good way. When purchasing products or services, consumers are

also more likely to seek out items or services recommended or supported by live streamers (Huang & Copeland, 2020).

After the influencing factors of consumers' purchase intention are known through research conclusions, merchants and live broadcasting enterprises can formulate corresponding sales strategies, including the building of live broadcasting rooms and products, the selection of anchors, the positioning and the coordination and balance of the relationship between various factors. The expected benefit of this study is to understand the factors affecting consumers' purchase intention in live shopping and to conduct prediction research. It is hoped that it will play a very important role in developing marketing strategies and increasing sales for live streaming enterprises (Shen & Xu, 2023).

1.1.2 Significance of the Research

This study contributes to the burgeoning body of literature on e-commerce live streaming by providing empirical evidence of the factors influencing consumer purchase intention. Consumers' purchase intention is the basis for the profitability of e-commerce live streaming platforms. In e-commerce live streaming, consumers' purchase behavior is directly transformed into platform sales, and purchase intention is an important prerequisite for purchase behavior. Only when consumers have a strong desire to buy, they will carry out the actual purchase operation, bringing real benefits to the merchants and the platform.

This research contributes to understanding the underlying mechanisms driving consumers' behavioral intention in the context of live streaming e-commerce. It emphasizes the factors of e-commerce live streaming, trust, and impulsiveness as critical drivers of improved consumer purchase intention. The findings of this study will assist firms performing live streaming operations on the platforms in better understanding the impact of attributes of live streaming in affecting consumers' purchase intention.

First, it covers almost all the essential attributes of e-commerce live streaming from a holistic perspective for the first time: Live streamer, Product, and Live streaming platform are well combined as stimulus variables to affect trust (which is related to cognition and emotion), and impulsiveness (which is more related to emotion) as an organism, thus affecting purchase intention. By incorporating cognitive and affective attitudes, the study helps better understand consumers' rational and emotional attitudes or evaluations of consumers' purchase intentions. Additionally, the study introduced consumer trust and impulsiveness in the theoretical model. Our results suggest that trust and impulsiveness act as mediators in the relationship between attributes of live streaming and consumer purchase intention. Through the literature review and the theoretical extension of this study, trust and impulsiveness as the organism are affected by independence, but they also affect purchase intention; their observable variables were measured from the cognitive and emotional aspects, respectively. From this unique perspective and

research entry point, this study is helpful for subsequent studies to clarify better the idea and necessity of studying consumer psychology's cognitive and emotional perspectives.

Secondly, the findings of this study may help businesses plan to develop in live streaming strategies for enhancing consumers purchase intention and behaviors. Thirdly, this study could be benefit for researchers as a reference for future studies on influencing factors of consumers' purchase intention in live streaming marketing, including the factors that affect consumers' impulsiveness, such as promotion, emotion. As well as factors such as professionalism, interactivity, that affect trust.

E-commerce live-streaming platforms such as Taobao.com have a considerable user base and can provide traffic for marketing merchants. The study needs to deeply explore how to make use of e-commerce live streaming, provide valuable content, and exert a positive impact in e-commerce live streaming marketing, attract consumers, expand traffic, and increase conversion rates. Therefore, exploring the impact factors of live streaming marketing on purchase intention can inspire the enterprise in terms of platform optimization, live streamer, and user management, which has certain practical significance in live streaming marketing.

Live streaming marketing ranks first in the budget increase plan. Major platforms have launched "live streaming subsidy" strategies one after another, actively tilting live streaming sources and algorithms more towards "high-value" content and enhancing consumers' sense of gain. Enterprises have gradually realized that well-designed products, highly relevant to users' needs, and valuable live content can promote sales and attract users' interests. A better understanding of the factors influencing viewers' willingness to participate continuously and to purchase virtual gifts can yield potential consumers and the internet platform to refine their strategies.

From an academic significance perspective, this study hope that by exploring the impact of e-commerce live streaming influencing factors on consumers' purchase intention and the specific impact paths, this study can provide a different analysis perspective for developing a live streaming platform. Through the research of this paper, the theoretical perspective and the selection range of influencing factors are enriched, and the theoretical and method references for subsequent scholars to do in-depth research on such topics are provided. The results will reveal the impact factors of purchase intention in live-streaming marketing.

1.2 Research Questions

Q1. Does e-commerce live streaming impact consumers' purchase intention?

Q2. What factors in e-commerce live streaming marketing will affect consumers' purchase intention?

Q3. How do these factors affect consumers' purchase intention?

1.3 Research Objectives

The specific research objectives are as follows:

1) To explore whether the e-commerce live streaming will affect consumers' intention to purchase.

2) To investigate the factors that affect consumers' purchase intention in live streaming marketing.

3) To find out how these factors affect consumers' purchase intention.

1.4 Research Scope

1) Population: The sampling population consists of Chinese people who watched the livestream and had shopping experiences on the live streaming platform.

2) This study's timeline is from Sep. 2021 to Feb. 2024, and the data collection timeline is from Dec. 2023 to Jan. 2024.

3) Study Variables: The variables in this study are classified into three types: exogenous latent, endogenous latent, and Mediator Variables, using a type interval rating scale.

The Exogenous latent and observed variables include:

(1) Live streamers

a. Professionalism

b. Popularity

c. Interactivity

(2) Product

a. Quality

b. Price

c. Practicality

(3) Field

a. Entertainment

b. Promotion

c. Emotion

Mediator variables include:

(1) Trust

a. Cognitive trust

b. Emotional trust

(2) Impulsiveness

a. Emotional experience

b. Impulsiveness trait

The endogenous latent and observed variables:

Purchase intention

a. Intend to buy

b. Recommending

c. Plan to buy

1.5 Expected Benefits

Therefore, this study is being conducted to explore the role of purchase intentions of live streaming marketing and the factors that influence consumers' purchase intention. The expected benefits are as follows:

1) Live streaming platforms, streamers, and scholars lack a holistic authority structure and integral system, from which to build a more holistic understanding and strategy in live streaming marketing. More and more marketers and companies have devised ways to engage with consumers more interactively, collaborate with participants through streaming technology, and increase brand awareness by using communication information. The results will determine the factors influencing purchase intention from consumers' perspectives in live streaming marketing. The findings will reveal how to improve and develop consumers' intention to purchase live-streaming platforms. This will benefit the long-term development of academic researchers, enterprises, and live streaming platforms.

2) The findings of this study help businesses plan to live stream on the live field and develop strategies for enhancing customers' engagement and trust. They will also help retailers devise their marketing strategies to create market opportunities in the future. They may also help them understand and manage consumers' needs and encourage them to consume, increasing their market share.

1.6 Research Implementation

(1) Questionnaire survey

(2) Collection of quantitative data

(3) Statistics for data analysis – SPSS

(4) Structural Equation Modeling - SEM

1.7 Definitions

1.7.1 E-commence Live streaming

E-commerce live streaming is a new form of e-commerce. It is a real-time streaming media technology that provides consumers with more intuitive and interactive services and sells goods through e-commerce platforms (such as Taobao, JD.com, Pin Duo duo, TikTok, etc.).

1.7.2 Live streamers

Live streamers refer to anchors who directly interact with users in online live-streaming marketing activities to attract users' traffic and reach the purposes of the sale.

1.7.3 Product

Product refers to something that is made to be sold. The product is generally classified as durable or consumable. Durable products, such as appliances, furniture, and jewelry, are generally long-lasting and purchased less frequently. Consumable products, including food, daily necessities, cosmetics, and skincare products, must be used quickly or replaced frequently. This study did not clearly define the classification of products purchased during live streaming.

1.7.4 Field

Field refers to characteristics of internet platforms in live streaming marketing, including entertainment, ways and means of promotion, atmosphere, and emotion in the online sales scene, the environment and atmosphere in live internet platforms, and so on.

1.7.5 Trust

Trust refers to the psychological activity in which consumers feel reliable to sellers and commodities and conclude transactions in live streaming marketing. Trust is a kind of judgment and recognition of the merchant's commitment, ability, and dependence, and it is a kind of emotion and willingness to act based on trust in its products or services and desire to continue the customer relationship with it.

1.7.6 Impulsiveness

Impulsiveness is a whim reaction caused by nerve stimulation, and sensibility surpasses rationality in transactions to achieve transaction activities.

1.7.7 Purchase intention

Purchase intentions are a consumer's plan to buy a product. They are considered a key predictor for successful marketing because they precede an actual purchase activity and are an essential predictor of purchase behavior.

1.7.8 The SOR Model

The Stimulus-Organism-Response (SOR) Model originated from the Stimulus-Response theory (SR) a theory of consumer behavior based on environmental psychology. With the rise of online shopping, the SOR model has been widely used to study the impact of different environmental stimuli on consumers' purchase intentions in the Internet environment.

1.7.9 Taobao

Taobao is a popular Chinese online shopping website owned by Alibaba Group. It is the largest e-commerce company in China.

1.7.10 JD

JD.com is a well-known e-commerce company in China, founded in 2004. Headquartered in Beijing, China, it is one of the largest B2C (business-to-consumer) online retailers in China and one of the largest Internet companies in the world. JD.com also has its own logistics system, covering all parts of the country to ensure the rapid delivery of goods.

1.7.11 Pin Duo duo

Pin Duo duo, termed PDD, is China's mainstream e-commerce mobile application for mobile internet. It is a third-party social e-commerce platform focusing on C2M group shopping. PDD aims to unite the power of more people, buy better things at lower prices, and experience more benefits and fun.

1.7.12 TikTok

TikTok is a creative short video social software incubated by ByteDance. Users can choose songs and short music works to edit their works. TikTok has also developed into a live-streaming e-commerce platform. Live streamers use short videos such as entertainment, science, and education to attract traffic in TikTok and conduct live marketing through live streaming and recorded streaming to sell products.

1.7.13 Kuai shou

Kuai shou is a popular short video-sharing platform in China with millions of active users. Users can shoot, edit, and share short videos. They can also upload and browse various content, including food, tourism, education, science and fashion, sports, and other themes. In addition, Kuai shou also provides live broadcasts, social networking, and shopping so people can interact and communicate with others.

CHAPTER 2
LITERATURE REVIEW

This research subject aims to construct the theoretical and conceptual frameworks through a literature review. Related concepts and research will be described and introduced to determine their relationship and identify gaps in this study. The structure of the content is as follows:

2.1 Review of E-commerce Live Streaming
2.2 Review of Consumer Purchase Intention
2.3 SOR Models of Live Streaming Marketing on Purchase Intention
2.4 Review of the Theory of Planned Behavior
2.5 Review of Trust
2.6 Review of Impulsiveness
2.7 Variable Relationship Analysis
2.8 Research Hypothesis
2.9 Conceptual Framework

2.1 Review of E-commerce Live Streaming

2.1.1 Definition of E-commerce Live Streaming

Unlike the traditional one-way product display methods of pictures and micro-videos, e-commerce live streaming is a real-time streaming media technology that provides consumers with more intuitive and interactive services (Yuan, 2023). By reading the literature of many scholars on e-commerce live research, Zhou (2021) concludes that e-commerce live broadcast mainly contains three elements: people, goods, and platforms. People include consumers, the audience of the live show, and the host, which is an indispensable part of live broadcast shopping(M. Zhang et al., 2022). The host or the seller wants to sell goods to potential consumers to make profits. The platform is usually a medium where e-commerce live streaming goes on and creates an immersive interactive shopping experience for consumers so that consumers will make the most intuitive response to the live situation in real-time, that is, the willingness to purchase (B. Chen et al., 2022).

According to Xu et al. (2023), live streaming allows streamers and viewers to watch, create, and share videos in real time on topics from gaming, shopping, and social channels to tourism and entertainment. It is distinct from earlier forms of social media in that it allows for real-time interaction and is highly synchronous. That makes live streaming an important new area of inquiry. However, live streaming platforms, streamers, and scholars lack an informed

structure from which to build a more holistic understanding and strategy. More and more marketers and companies have devised ways to engage with consumers more interactively, collaborate with participants through streaming technology, and increase brand awareness by using communication information (Krishen et al., 2021). Live streaming has been widely developed as an effective marketing channel, enabled by new technologies and delivered via PC and smartphone devices (Chen & Lin, 2018).

Lu and Siegfried (2021) studied that more consumers were willing to shop by watching live streaming than traditional shopping models because of convenience and time-saving, the participation of streamers and interaction with live streamers, the feeling of freshness, and so on. Live streaming allows streamers to demonstrate different aspects of products or services in real time, and the audience can ask questions or interact with the influencer during the live-stream session (Hu & Chaudhry, 2020). This triggers the audience's perception of authenticity, visuals, and interactivity. The co-creation of value by social media influencers and companies thus achieves a win-win situation (L. Ma et al., 2022).

Due to the development of network communication technology (Xin et al., 2023) and the prevalent activities of social media influencers improve the authenticity, visualization, and interactivity of online activities (Hu & Chaudhry, 2020). Live streaming has become a global social phenomenon facilitating economic flourishment, especially in e-commerce, such as e-commerce live streaming sales (Qi Ling, 2023).

Due to COVID-19 limitations, online purchasing has progressed beyond comments and pictures to real-time video broadcasting (Li & Peng, 2021; Lu et al., 2023). E-commerce live streaming, by which individuals can see the live streamers and directly chat with them through chat room functions concurrently, has whirled worldwide in recent years (Xue & Liu, 2023). Live-streaming purchasing offers significant improvements over conventional e-commerce regarding product representations, operational expenses, shopping environments, and selling strategies. Platforms such as Taobao Live (Li & Peng, 2021), WeChat Live, TanTan Live, and TikTok offer live purchasing capabilities to their users. In 2020, the number of Chinese customers using these social commerce services surpassed 713 million. This market was worth over 2 trillion yuan and created over 48 million new jobs (Hou et al., 2020; Lu et al., 2023). Unlike other forms of social media, live-streaming features, and facilities are synchronized, meaning that specific activities occur in real-time and with reciprocal communication (Dwivedi et al., 2023).

Though the attributes differ, the formers share many common characteristics with the latter. Concerning traditional shopping malls, several factors that affect consumer shopping behaviors have been studied, including product, service, location, facility, design, atmosphere,

price, leisure (Johnson et al., 2015); merchandise assortments, services quality, and prices (El Hedhli et al., 2017). Liang and Lai (2002) describe six motivational factors that affect how consumers choose stores (e.g., online order, search function, easy to sign up, home delivery, credit card payment, shopping cart feature), two hygiene factors (security and consistent style), and two media richness factors (e.g., product organization and navigational links) in online shopping. Chen et al. (2010) studied three related areas of website attributes: technology (e.g., security, privacy, and usability), shopping (e.g., convenience, trust, and delivery), and product (e.g., product value and merchandising. Davari et al. (2016) studied other factors, including product assortment, quality, price transparency, website convenience, and product assortment.

According to Wongsunopparat and Deng (2021), E-commerce live streaming is a ritualized marketing communication activity that uses live streaming platforms as the media and constructs communication scenes with various audio-visual symbols. This enables both parties to realize purchase behavior and interpret meaning in the interaction process.

Table 2.1 Definitions of E-commerce Live Streaming

Literature Support	**Definitions**
Chen and Lin (2018)	Live streaming has been widely developed as an effective marketing channel, enabled by new technologies and delivered via PC and smartphone devices.
Chen and Wang (2019)	Online live streaming is a recording medium of real-time images and voices. Through various communication methods such as instant messages, clicks, and user gifts, the audience at the scene can have an immersive feeling.
Qi Ling (2023).	E-commerce live streaming has exploded worldwide, and individuals can see the live streamers and concurrently chat with them through chat room functions.
Xiaofeng (2019)	E-commerce live streaming not only has social commerce attributes but also has streaming media attributes of live streaming media.
Krishen et al. (2021)	Collaborate with participants through streaming technology and increase brand awareness using communication information.

2.1.2 Classification of E-commerce Live Streaming

According to statistics, the most significant percentage of consumer consumption in the e-commerce live-streaming platform is food, clothing, beauty, sports and fitness, electronic products (Z. Wang et al., 2018), and travel. Through the analysis and research of literature in the field of e-commerce live streaming, it is found that the research directions are mainly the

reasons for users to watch, the willingness to watch for a long time, and giving gifts to live streamers, industry model outlook, and marketing strategy discussion. Scholars mainly only study the impact on consumer behavior from a single perspective of e-commerce live streaming, such as the impact of opinion leader characteristics and interaction types on user purchase intention (Liu, 2018). Few comprehensive systemic studies have been conducted on consumers' behavior in e-commerce live streaming.

During live streaming watching, consumers can interact with live streamers in real-time and with many other consumers, which increases consumers' understanding of products. On the other hand, it also caters to consumers' psychological pursuit of leisure and entertainment and enhances the sense of shopping experience, prices, and promotions (Wongsunopparat & Deng, 2021).

There are many classifications of e-commerce live streaming. One of the classifications of e-commerce live streaming is divided according to the type of live streamer, which is divided into these categories:

1) The form of " Celebrities + e-commerce live streaming platform."

In this form, the requirements for internet celebrities are essential. Not only do they need to be able to bring in traffic, but there are also specific requirements for their ability to sell products.

Tong (2017) proposed that live streamers include celebrities with a certain degree of activity on the e-commerce platform. Celebrities or stars with a certain amount of traffic on different platforms bring their traffic to the e-commerce platform for e-commerce live streaming. For short-term product sharing and recommendations such as Li Xian Weiya, Hu Ge and other celebrities have been invited to the live streaming platforms as anchors (Chen & Lin, 2018).

Some products are sourced from merchant stores opened by live streamers, and some are purchased by jumping to other brand merchant stores through live shopping cart links. The most prominent feature and advantage of streamers is that live streamers can increase their traffic (Shen & Xu, 2023).

2) The form of "Enterprise self-streaming + E-commerce live streaming platform."

In 2021, the traffic of mainstream live streamers will be transferred to personal streamers and enterprise self-streaming(Lin et al., 2021). The streamers of merchants' self-streaming include ordinary employees who operate brand e-commerce channels and entrepreneurial owners who open e-commerce shops. They all help consumers in the live streaming platform choose their stores' products with their professional solid ability and thorough explanation ability (Cui et al., 2021).

Among famous brands' e-commerce live streaming, more than 90% are self-streamed

by merchants, and celebrities account for less than 10%.(Cui et al., 2021; Dai & Cui, 2022). In e-commerce live streaming, the ability of live streamers to bring products should not be underestimated, but brands also are the long-tail traffic that cannot be ignored in e-commerce live streaming (Tian et al., 2022).

3) There are differences in purposes and forms between “Live streaming” and “Live streaming + E-commerce” marketing models in platforms.

Live streaming refers to using the Internet and streaming media technology for live broadcasting. Video has gradually become the mainstream expression method of the Internet because it integrates rich elements such as images, texts, and sounds. Through honest and vivid communication, it creates a strong sense of presence, attracts attention, and achieves a deep impression and lasting memory. Live streaming started as a way to gain attention and popularity. In the end, it is also used to convert into traffic.

In the current “live streaming + e-commerce” marketing model, live streaming is the main body, and e-commerce aims to monetize live traffic. In addition to e-commerce monetization, there are also profit methods such as live streamer rewards and live streaming page advertisement placement (Yu et al., 2021). The e-commerce live model of “live streaming + e-commerce” relies on the e-commerce platform and joins the live streaming form; consumers can understand the products more intuitively and vividly through the live streaming and ask questions about the product while watching the live streaming (Junchao et al., 2014).They can get streamers' replies, which shortens the time for consumers to make purchase decisions and meets consumers' needs for timely purchases.

In this paper, the study the latter: the “live streaming + e-commerce” model in marketing.

Table 2.2 Classification of E-commerce Live Streaming

Type	**Classification**	**Literature Support**	**Example**
E-commerce Live Streaming	Celebrities+ e-commerce live streaming platform	Tong (2017); Chen and Wang (2019)	Li Jiaqi; Li Xian, Weiya, Hu Ge
	Enterprise self-streaming+ e-commerce live streaming platform.	Yulu (2012)	Xiaomi; Estee Lauder; L'Oreal
Platforms	Website, Apps	JD. com; Taobao. com	Laptop, iPad, Smartphone, Desk computer
	Apps	TikTok; Kuai shou; Xiao hongshu	iPad, Smartphone, Pad
	Mixed		JD. com;

Type	Classification	Literature Support	Example
			Taobao. com;
Business types & platforms	Live streaming	Xiaofeng (2019)	Kua ishou, TikTok, Xiao hongshu
	Live streaming + e-commerce	Chao (2018)	Taobao.com, JD.com, PDD, and Taote.com

2.2 Review of Purchase Intention

2.2.1 Definition of Purchase Intention

Purchase intention refers to the consumer's willingness to purchase a particular product. The higher the purchasing intention, the higher the probability of purchasing (Kim, 2012).There have been many more studies on how traditional store attributes and online shopping website attributes affect consumer shopping intentions than live streaming shopping.

The concept of intention commonly used in psychological research represents the readiness of people to engage in a particular behavior and is used to judge their tendency to take that behavior. In purchasing behavior, intention will inevitably arise first, which is decisive in generating purchasing behavior (D. Ajzen, 1991). This can significantly represent the future consumption behavior of customers, so the purchase intention should reflect the customer loyalty that enterprises are more concerned about and will show characteristics such as repurchase. As the basis of purchase behavior, it refers to the probability that the consumer intends or is willing to buy a particular product in the future, and this purchase intention can reasonably predict the consumer's purchasing behavior (Feng et al., 2008).

Bagchi and Cheema (2013) used their willingness to pay to predict consumer behavior. Others have also proposed that purchase intention is a judgment of consumers on the trend of consumption behavior. Andreu et al. (2006) believed that consumers' purchase intention is a subjective possibility and preference directly related to their actions. According to (Rahmi et al., 2017), purchase intention is a consumer's plans to buy a product at a specific occasion or time, which is considered a key predictor for successful marketing because it precedes an actual purchase activity and acts as an essential predictor of purchase behavior (Peña-García et al., 2020). Kim and Park (2013) reported that people's attitude toward e-customized products mediates the relationship between consumers' psychological characteristics and purchase intention and concluded that consumers' attitudes toward an object are a primary factor in the intention to purchase (Chiou, 1998).

H. Chen et al. (2022a) explored how live streaming features influence purchase intention. The consumer's purchasing intention seems to contain the hedonic and utilitarian

shopping value (Chiu et al., 2014). Hedonic shopping value represents the underlying entertainment and affective value, which can be represented by heightened arousal, engagement, perceived freedom, fantasy (Chang et al., 2023), and affective aspects of the shopping experience (Chang et al., 2016), which are derived from the multisensory and emotional aspects of the shopping experience (Sorce et al., 2005), while utilitarian shopping value is related to the fulfillment of specific consumption needs by shopping activities, which reflects a goal-oriented, cognitive, non-affective outcomes (Jones et al., 2006).

Purchase intention is the "psychological stage" in purchasing decision-making (Wells et al., 2011). It is the consumer's planning or initiative to purchase the product (Rebelo, 2017). Purchase intention is the initial desire of consumers to buy things from online retailers in the realm of e-commerce (Ghasemaghaei & Hassanein, 2013). If the video content offers an enjoyable impression, it might boost purchase intention (Hua & Chiu, 2022). Purchase intention may represent consumer behavior outcomes since intention is a good predictor of actual behavior (Venkatesh & Davis, 2000).

Table 2.3 Definitions of Purchase Intention

Literature Support	**Definitions**
D. Ajzen (1991)	Purchase intention inevitably arises first in purchasing behavior and plays a decisive role in generating it.
Wells et al. (2011)	Purchase intention is the "psychological stage" in the purchasing decision-making process.
Venkatesh and Davis (2000).	Purchase intention may be viewed as a representation of consumer behavior outcomes since intention is a good predictor of actual behavior.
Dodds et al. (1991)	The consumer's willingness to purchase a particular product.
Rahmi et al. (2017)	Purchase intentions are a consumer's plans to buy a product at a specific occasion or time.
Peña-García et al. (2020).	It is a crucial predictor for successful marketing because it precedes an actual purchase activity and is an essential predictor of purchase behavior.
Kim and Park (2013)	They concluded that consumers' attitudes toward an object are a primary factor in the intention to purchase.
Ghasemaghaei & Hassanein,(2013)	Purchase intention is the initial desire of consumers to buy things from online retailers in the realm of e-commerce.

2.2.2 Research of Purchase Intention in E-commerce Marketing

The research on purchase intention of shopping websites mainly focuses on website construction, product content, commodity reputation, consumer attitude, and perception. Scholars have done much research on comprehensive online retail platforms, and the research is more specialized, subdivided, and in-depth. Some study the impact of factors such as platform security risks, scoring mechanisms, and reputation system construction on consumers' purchase intentions from the platform, some study consumer attitudes and perceptions from the perspective of consumers, and some scholars study online from the perspective of sellers. Factors such as store decoration, product brand, product reviews, seller reputation, online store evaluation, and other factors affect consumers' purchase intention.

For live e-commerce shopping, consumers must change their existing shopping habits. In the earlier channel shopping, consumers either selected products face-to-face in a limited number of stores (offline channels) or browsed static web pages to select products (online channels). E-commerce live streaming combines the advantages of the two channels to supply interesting shopping experiences and abundant products at competitive prices. Hsu et al. (2012) studied the impact of website quality on consumer satisfaction and purchase intention, and the results show that website quality will affect consumer satisfaction and purchase by affecting the intermediary variables, namely entertainment and popularity perceived by consumers.

It included that individual characteristics of Internet celebrities, e-commerce streaming marketing characteristics, and product features, all closely related to e-commerce live streaming (Park & Lin, 2020). A lack of purchase intention has been identified as one of the initial barriers to the development of online shopping (Rahman et al., 2018).

Wen (2012) found that consumers' purchase intentions on online travel products, the design quality of travel websites, and travelers' attitudes and satisfaction have an essential impact on purchase intentions. Erkan and Evans (2018) studied the influence of electronic public praise on consumers' purchase intentions. The research shows that anonymous reviews have a much more significant impact on consumers' online purchase intentions than friends' suggestions on social media. Wang and Wu (2019) found that in webcast marketing, perceived usefulness, entertainment, promotional prices, opinion leaders, trust, and interactivity all positively impact consumers' purchase intentions. Through empirical research, Xiaofeng (2019) found that trust, perceived entertainment value, and perceived utilitarian value positively impact consumers' willingness to purchase on live-streaming platforms.

Agrebi and Jallais (2015) found that consumers' perceived enjoyment and consumer satisfaction have a positive and important impact on their willingness to use smartphones for shopping when studying consumers' willingness to use smartphones for mobile shopping. Ko

et al. (2009) studied Korean consumers' mobile shopping intentions for fashion products. They proposed four perceived factors that affect consumers' mobile shopping intentions, namely, usefulness, entertainment, ease of use, and instant connectivity. The results showed that the first three factors positively correlate with perceived value, while an instant connection is negatively correlated. Natarajan et al. (2017) also researched consumers' willingness to use mobile shopping applications and the relevant influencing factors of consumers' sensitivity to purchase prices. They found that personal innovation ability and perceived risk are important in deciding whether to use mobile shopping applications. In addition, satisfaction and perceived ease of use significantly affect consumer's continued mobile purchase intention.

Lu et al. (2018) used data from Taobao.com and Tmall.com as sample data to study the factors that influence consumers' purchase intention in online transactions. Wu et al. (2018) studied the influence mechanism of multi-cues in the online shopping environment on consumers' purchase intention based on clue theory. They explored the effects of brand familiarity, reputation mechanism, and environmental presence on consumers' online trust and purchase intention through experimental design.

Deng et al. (2024) found that online reviews have different perception effects on consumers' purchase intentions, among which the effect of online reviews based on videos is the most significant. Yan (2022) took Taobao.com as an example, based on consumer psychology, from the three aspects of Internet public praise, Internet trust, and perceived network risk, conducted research on the degree of influence on consumers' online purchase intentions, and proposed that Internet public praise is one of the important factors affecting consumers' willingness to purchase online.

Zhu et al. (2023) put forward important factors that affect social shopping customer satisfaction and purchase intention based on referring to previous research results. The results show that price, convenience, and fun of using the website are three significant factors affecting customer satisfaction.

N. Zhang et al. (2022) studied the impact of social media characteristics on consumers' purchase intentions from social media characteristics such as participation, entertainment, interactivity, and personalization. The results showed that under the mediating effect of social presence and immersive experience, social four-dimensional media characteristics will positively impact consumers' purchase intention.

Hu (2023) took Xiao hongshu as an example to explore the characteristics of "content" and "socialization" in the UGC community shopping platform, as well as the influence of the connection between members in the community on the users' purchase intention. Based on the characteristics of community websites, X. Gao et al. (2022) studied the impact of community website user sharing on the Xiao hongshu APP platform on consumers' purchase intentions.

The study found that users' shares in community websites significantly impact consumers' purchase intentions. User sharing can attract users to use the platform and purchase products and merchants to settle in the e-commercial platform (Hu, 2023).

With the emergence of social commerce platforms, short video and live streaming platforms have social attributes and unique streaming media attributes, which can bring huge traffic to the live platform (P. Gao et al., 2022).Kuo and Chen (2023) took perceived value as an independent variable, introduced user participation and attitude as mediating variables, and studied the influence of mobile short video perceived value on purchase intention. Xiaofeng (2019) based on existing research, divides social presence into three levels: consciousness, cognition, and emotion, and divides them into live streamer social presence and other consumers' social presence according to interaction objects to study purchase intention, integrate into the platform in e-commerce live streaming.

2.2.3 Measurement of Purchase Intention

There are many studies on the purchase intention of social e-commerce, most of which focus on the factors influencing the purchase intention of social e-commerce. I. Ajzen (1991) considered the factor of consumer loyalty to measure consumers' purchase intention, including four items: "I feel good about this brand; I think this brand is worth it; I think this brand can satisfy me; I like this brand of products very much.".

Zhu et al. (2019) used the effect hierarchy model and commitment participation theory, a three-stage model established to evaluate the impact of product cognition on purchase intention. They believed that involvement, situation, and trust all have a positive impact on purchase intention. Zhou and Huang (2023) identified the factors influencing the purchase intention of social e-commerce through an empirical study, showed that the research on consumers' purchase intention and behavior has strong theoretical and practical value.

As the previous literature shows, many scholars have conducted in-depth research on how to measure purchase intention. The purchase intention scale of (Beatty & Ferrell, 1998) is widely accepted with four items. Jalilvand et al. (2011) studied how two items were used to measure the possibility of consumers' purchase, and two completely possible and impossible items were used to measure consumers' purchase intention.

Grewal et al. (1998) found that brands, the impact of store names, discount prices, and design influenced consumers.， these items measure purchase intention. LIM and DARLEY (2009) used three items to measure consumers' purchase intentions: "high or low chance; likely or unlikely; possible likely or possible unlikely."

The definition and measurement of purchase intention by Dodds et al. (1991) and Zeithaml et al. (1996) were used for reference, and a scale was developed to measure purchase

intention, including the following three items: “If the budget allows, I may buy this product; if my budget allows, I would like to buy this item; if my budget allows, I would consider purchasing this item.”

Moon et al. (2017) proposed that the possibility of consumer purchase can reflect customers' loyalty to a product or service. The scale contains three items: “Do you think it is worthwhile to purchase this product or service; you will often purchase this product or service, and you are willing to recommend it to others.”

According to previous studies, observed variables of purchase intention can be classified from different perspectives in the e-commerce live streaming. In the study, this study developed three observed variables of purchase intention:

1) Intend to buy: that is whether customers are willing to purchase in live streaming ;

2) Recommending: whether the consumer will recommend others to buy on live streaming platforms. Alternatively, if you click on the little red heart while watching the live broadcast, big data will automatically push it to familiar people.;

3) Plan to buy: whether consumers will continue watching live broadcasts to buy goods and form long-term habits in their daily lives.

Table 2.4 Observed Variables of Purchase Intention

Latent variables	**Observed variables**	**Items**	**Source**
Purchase intention	Behavioral intention; Recommending; Use behavioral;	Intend to use; Plan to use in the future; Recommend to others; Addicted to using	Huang and Zhou (2019)
	Behavioral intention; Continuous purchase intention	Consider to be the first choice; Intend to purchase; Will purchase in the future	Hsu et al. (2017)
	Intend to buy; Recommending;	Intend to buy; Recommending; Bookmark	Guo and Li (2022)
	Intend to buy; Recommending; Intend to adopt	Intend to buy; Recommend to others; Bookmark; Add to shopping cart	Moon et al. (2017)
	Intend to buy; Recommending; Repurchase intention	Willing to spend money; Recommend to others; Purchase in the future	Meng et al. (2023)

2.3 The SOR Models of Live Streaming Marketing on Purchase Intention

2.3.1 Definition of Stimulus-Organism-Response Theory

The SOR (stimulus-organism-response) theoretical model was proposed by scholars and applied to environmental psychology to explain the influence of external environmental factors on people's cognition, emotion, and behavior (Mehrabian & Russell, 1974a). In the context of online shopping, this model can reveal that environmental stimuli (S) will influence consumer internal states (O) and correspondingly affect consumers' overall responses (R). It regarded the argument quality of consumer-generated content on social commerce sites as an environmental stimulus. The organism pertains to customers' cognitive and emotional judgment of these contents, which are presented in the form of trust toward site members and trust toward the site. These emotional responses are facilitated by three core factors: pleasure, arousal, and dominance. For instance, 'excitement' is an emotional state composed of high levels of pleasure, arousal, and dominance; 'comfort' is characterized by high pleasure, high arousal, and low dominance; 'anger' involves low pleasure, high arousal, and high dominance.

The S-O-R mode reveals that product factors such as product price and product category; retailer factors such as promotion strategy, brand, and reputation; and subjective factors such as consumer cognitive emotions and personal experience perception could all affect consumer internal psychological state, which affect consumer emotional state and purchase intention (Ahrholdt et al., 2019). Ha and Stoel (2012) figured out consumers' purchase intention was treated as consumer behavioral responses.

Based on stimulus-organism-response (SOR) theory, B. Chen et al. (2022) introduced the "People-Product-Place" marketing strategy for livestreaming e-commerce from the perspective of consumer perception and aims to understand the impact of marketing strategy on impulsive purchase behavior in e-commerce livestreaming shopping scenes, and to examine the mediating effect of involvement. The results show that perceived e-commerce anchors' attributes ,perceived scarcity, and immersion positively influence impulsive purchase behavior. "People-Product-Place" marketing strategy is important; and that effective marketing triggers impulsive purchase.

Kang et al. (2021) used the SOR to study the impact mechanism of consumer behavior in the context of live e-commerce based on trust relationships in live streaming marketing. Tanjung and Hudrasyah (2016) pointed out that endorsers' perceived hypothesis was that trustworthiness influences purchase intentions. In addition, under the SOR model, trust is studied as a mediating variable, and the observed variables of trust can be studied as trust orientation and trust experience (Deng et al., 2021). Lee (2024) further elucidated the SOR theory's operation, explaining that stimuli manifest in various forms based on different

environmental characteristics. Organisms, situated between stimuli and ultimate behavioral responses, encompass cognitive or emotional internal states. "Cognitive" states involve information processing thought processes, while ‘emotional’ states encompass feelings or emotional experiences. Internal psychological states culminate in behavioral actions.

According to Zhang and Benyoucef (2016), the factors affecting consumers’ purchase intention can be divided into two categories based on the S-O-R model: one is the objective stimulus representing “the stimulus,” and the other is the customer perception factor representing“ the organism,” which can be described in terms of impulsiveness and trust ((Koo & Ju, 2010).They noted that online shoppers encounter numerous external cues, such as online promotions, content marketing, personalized recommendations, and social reviews. These cues influence internal emotions and cognition, subsequently impacting purchase intentions.

Patanasiri and Krairit (2019) assert that the SOR theory framework provides a robust theoretical basis for e-commerce and systematically explores consumers’ continuous purchase intentions in social e-commerce. Interactivity on social media is considered an external environmental factor influencing internal psychological states, ultimately leading to behavioral responses (Hewei & Youngsook, 2022). Patanasiri and Krairit (2019) delved into web-based and social-based e-commerce, utilizing website interactivity and social identity as external stimuli. These factors, in turn, influenced website involvement, the flow of user experience, and purchase intentions. Liang and Cheok (2023) studied the influencing factors of willingness to pay for online content, they used content value and peer payment propensity as stimulating variables in the model, expected benefits as mechanism variables, and users' free psychology as mediating variables to explore their impact on response variables, and their influence of users' purchase intention A similar SOR model about consumer behavior proposed by (Shang et al., 2023),which shows that under the incentives of the market and the environment, consumers will finish specific purchase behaviors according to their characteristics and purchase decision-making procedures. Meng et al. (2020) studied the influencing factors of willingness to pay for online content; they used content value and peer payment propensity as stimulating variables in the model, expected benefits as mechanism variables, and users' free psychology as mediating variables to explore their impact on response variables and their influence of users’ purchase intention (Vazquez et al., 2021).

In addition, the SOR theory is closely connected with the impulse purchase in marketing. Liang and Cheok (2023) proposed a model consisting of three parts environmental stimulus, individual state, and individual response. Whenever the environmental stimulus acts on the individual, it will have a certain impact on the individual state, thus causing the individual to approach or avoid behavior. In the process of forming the body assessment, it is found that when human beings are affected by the external environment, they will affect

people's emotional response and ability to perceive things and further affect people's behavioral responses.

According to Zhou (2021), whose research is based on SOR(Stimulus-Organism-Response) theory, live shopping is a new e-commerce model that attracts consumers through a visual interface, real product display, interactivity, and entertainment. The research on purchase behavior by Liu et al. (2020), whose research is based on SOR(Stimulus-Organism-Response) theory, as a new e-commerce model, live streaming attracts consumers through a visual interface, actual product display, interactivity, and entertainment.

Eroglu et al. (2003) applied the SOR theory to the study of online shopping, using the scene characteristics and atmosphere of internet platforms as external stimuli and using users' internal emotional state (such as perceived pleasure, arousal, etc.) as the organism to take the users' satisfaction and related intimacy or avoidance behavior in response.

Nam et al. (2021) conducted a cross-cultural comparison of the impact of e-service quality on consumers' trust-behavioral intentions in online apparel shopping using a proposed theoretical S-O-R model. They demonstrated that trust is a key mediator in interconnecting the relationship between website design and responsiveness and online purchase intention in the S-O-R paradigm.

2.3.2 Review of the SOR Models Research on Purchase Intention

Many scholars combined the SOR model to propose an impact model for consumer purchase intention research. Their studies are all based on different shopping patterns or environments, so the influencing factors are different.

In the current research of e-commerce live streaming, the external stimulus variables using the SOR theory mainly include environment, brand, product characteristics, service, price, experience, after-sales policy, etc., and the mechanism variables include consumer sentiment, consumer perception, consumer attitude, consumer trust, etc. Ultimately, these emotional influences lead to behavioral responses.

Chang et al. (2011) ENREF 46 believed that the stimulus are the retail environmental characteristics (ambient, design, and social factors) as they affect the emotional responses of the consumer. Organism refers to 'internal processes and structures intervening between stimuli external to the person and the final actions, reactions, or responses emitted. positive emotional responses refer to the consumer's positive feelings toward the retail environmental characteristics and represent the affective aspect of the organism component .Response in the S-O-R paradigm represents the final outcomes and the final decisions of consumers, which can be approach or avoidance behaviors.

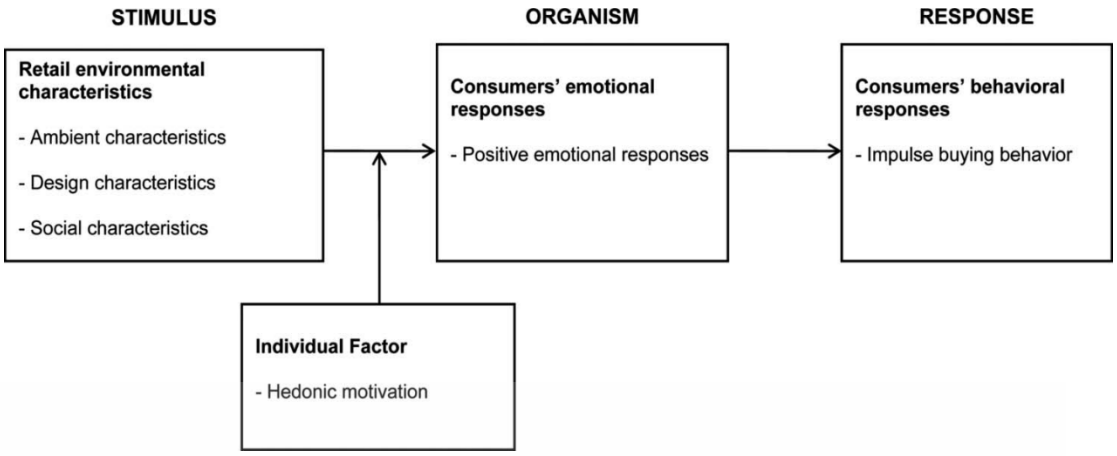

Figure 2.1 The SOR Model (Chang et al., 2011)

Park and Lennon (2009) explored how branding and promotions affect online consumers' psychological state and behavioral responses in the clothing shopping environment, building brand and promotion (S) through influence affect consumers' perception of product value and store image (O), and ultimately affect customers' purchase intention (R) research model (see Figure 2.2).Price promotion is an important determinant of perceived value in an online apparel shopping environment.

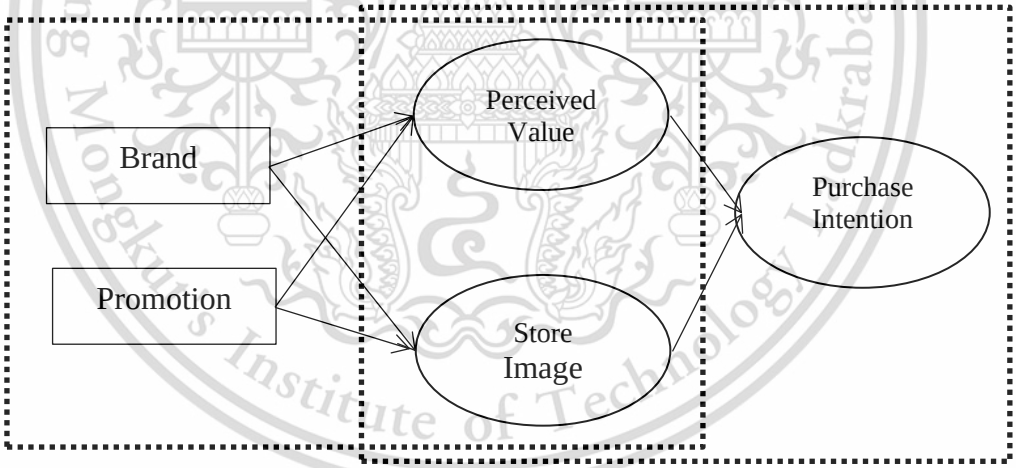

Figure 2.2 The SOR Mode (Park & Lennon, 2009)

Kim and Lennon (2010) used the SOR model to establish the model (shown in Figure 2.3) to study the influence of website information on consumers' purchase intention. Their findings showed that perceived risk influences active shopping as an essential factor in the response. Compared with shopping in physical retail stores, consumers rely heavily on information provided on websites when shopping, and website information is negatively correlated with consumer risk perception.

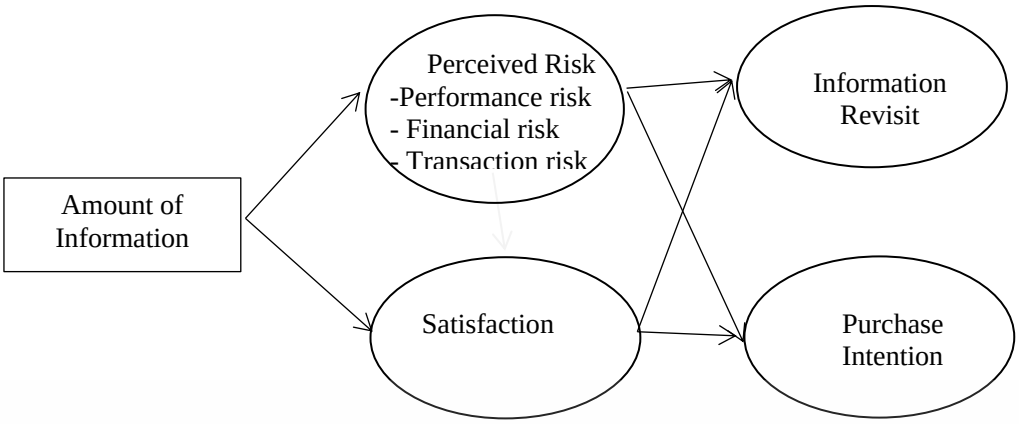

Figure 2.3 The SOR Model (Kim & Lennon, 2010)

Lin and Shen (2023) conducted a structural model of the consumers' purchase intentions on community e-commerce platforms on the basis of the SOR model. The results show that the perceived value is positively influenced by the product features, content marketing, and community factors, and perceived value also impact consumers' purchase intention.

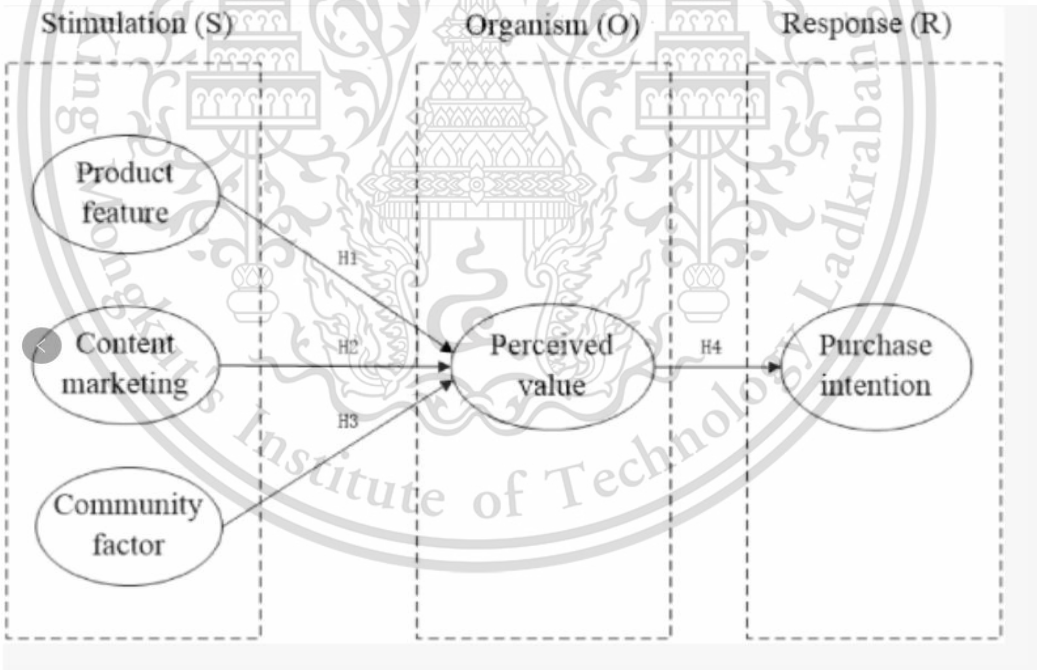

Figure 2.4 *The SOR* Model (Lin & Shen, 2023)

Yulu (2012) used the SOR model to build a model of consumers' online clothing purchase intention, as shown in Figure 2.5. It combines brand and promotion among product and online retailer characteristics. The product information in the middle is used as the environmental stimulus, and the emotional and cognitive factors in the consumer characteristic factors are taken as the mediator variable; the consumer's purchase intention is studied as a

response construction model. The study results found that consumer sentiment plays a significant role. Product display and information description will affect consumers' purchase intention, and product promotion can increase consumers' purchase intention.

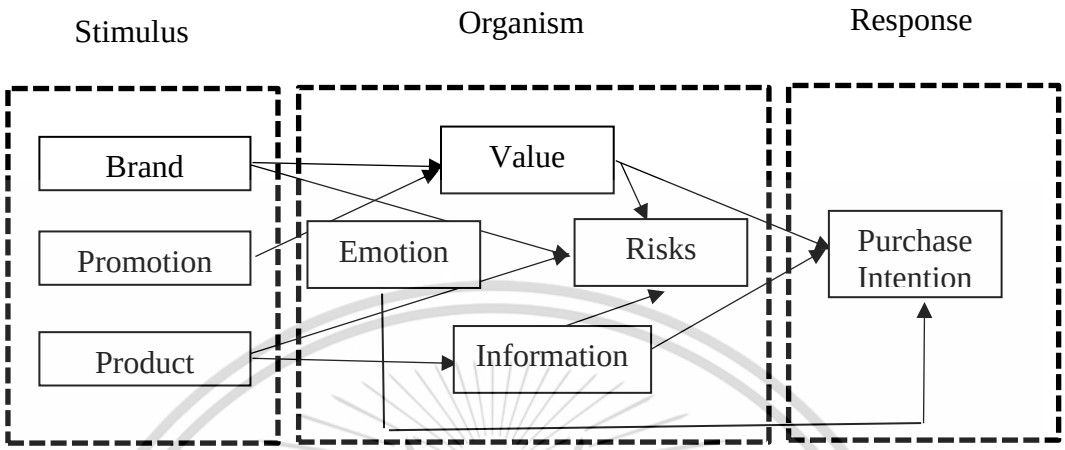

Figure 2.5 The SOR Model (Yulu, 2012)

Shiu et al. (2023) described a study that used a combination of information processing theory and flow theory with a Stimulus-Organism-Response framework. The model is built in Figure 2.6. An integrated model was proposed that stimuli such as individual (i.e., perceived interactivity) and situational influences (i.e., dynamic characteristics and atmosphere clues) can elicit the intrinsic states of organisms (i.e., immersive experience and social interaction), which then result in a response (i.e., online purchase intention).

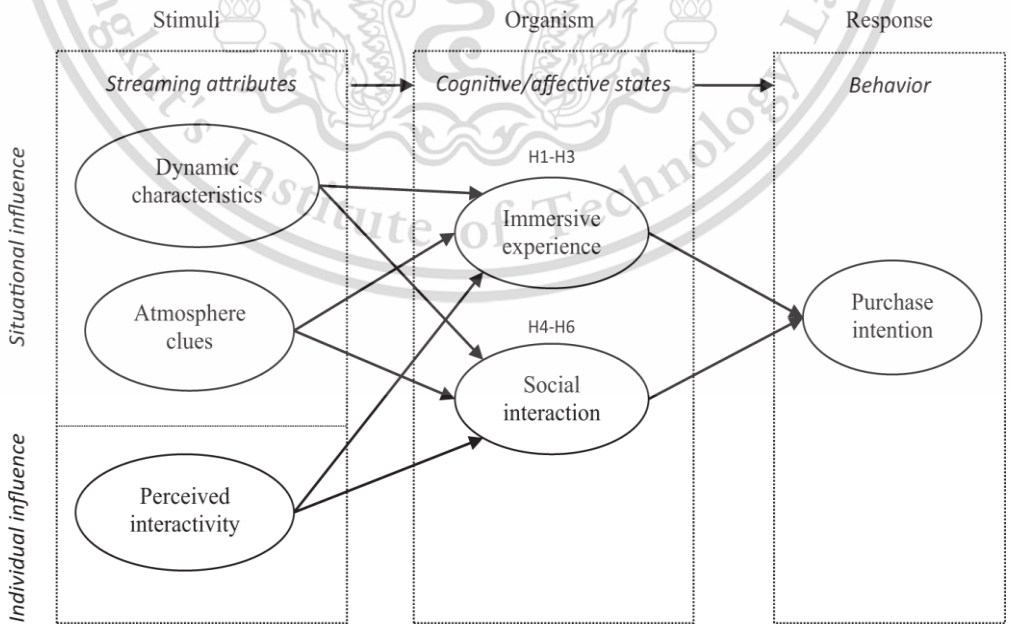

Figure 2.6 The SOR Model (Shiu et al., 2023)

Junchao et al. (2014) used external stimuli and personal impulse characteristics as stimuli in the study of online group purchases, with factors of positive emotions as an intermediary variable, to study the influencing factors of consumers' impulse purchase intention. The model is built in Figure 2. 7. The study found that consumers' positive emotions affect consumers' impulse purchase intention. Positive influence, external stimuli, and impulse traits directly impact positive emotions. There is a significant mediating effect in the relationship between impulse personal traits, external stimuli, and impulse purchase intention.

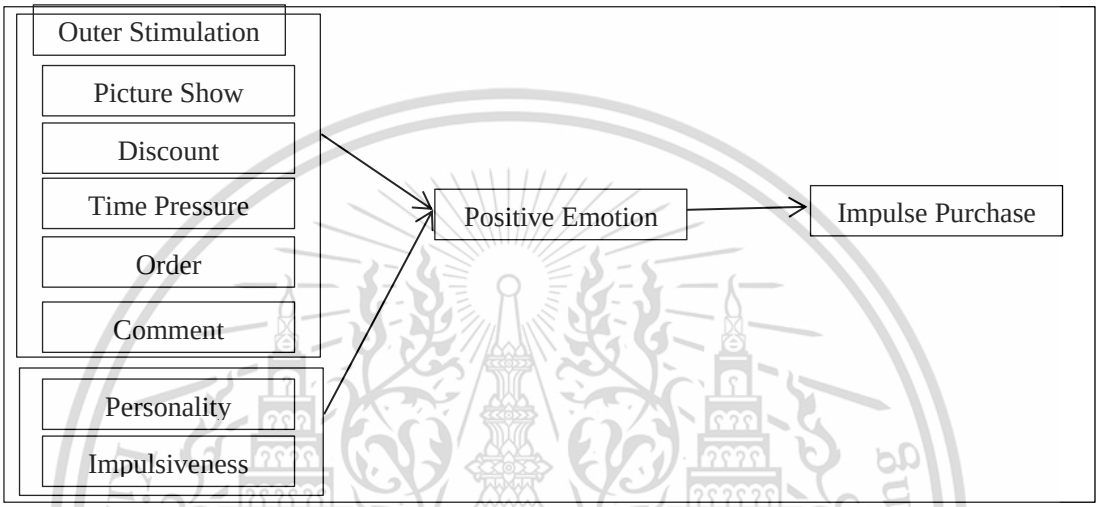

Figure 2.7 The SOR Model (Junchao et al., 2014)

Hewei and Youngsook (2022) proposed a study on the impact of social e-commerce fashion products on continuous purchase intention. They explored the relationship between social media interactivity, perceived value, immersion experience, and continuous purchase intention. He constructed a SOR model of the influence of continuous purchase intention on fashion products in social e-commerce. As shown in **Figure 2.*8,*** the interaction of social media is used as a pre-variable, perceived value and immersive experience are used as intermediary variables and continuous purchase intention is used as a dependent variable.

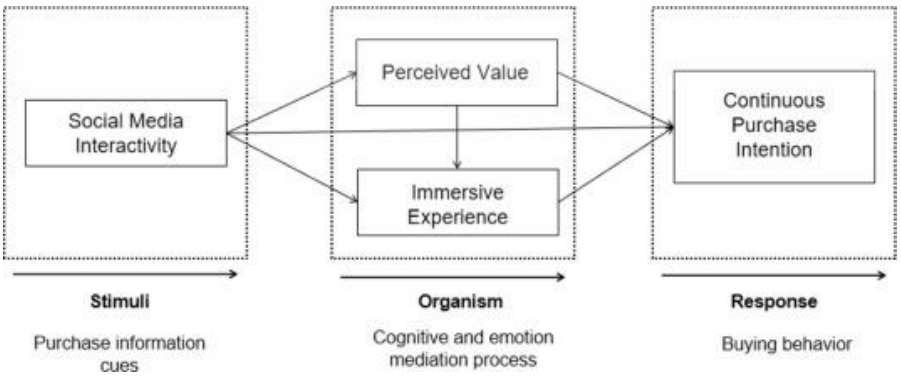

Figure 2.8 The SOR Model (Hewei & Youngsook, 2022)

Xiaofeng (2019) combined the SOR model to construct the model of consumers' purchase intention and integration intention in the e-commerce live streaming platform, as shown in Figure 2.9. The results show that the social presence of live streamers and consumers can have a significant indirect positive impact on consumers' purchase intention and integration intention, among which perceived entertainment value, perceived utilitarian value, and trust all play partial mediating roles.

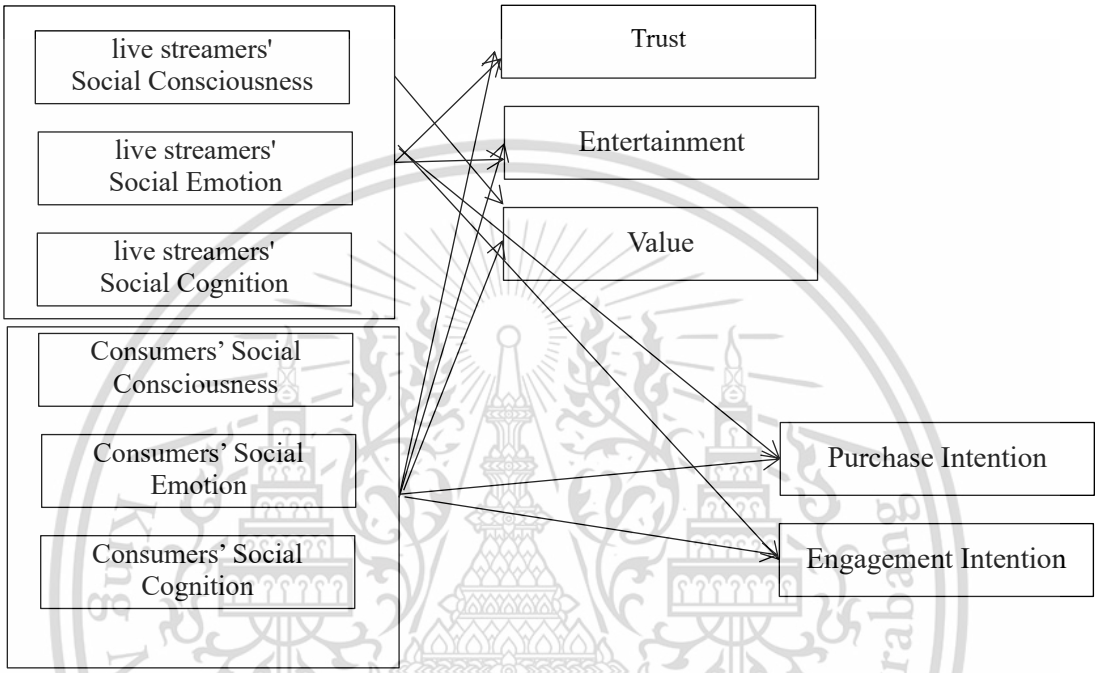

Figure 2.9 The SOR Model (Xiaofeng, 2019)

XL Wang (2022) draws from the stimulus–organism–response (S-O-R) model to explore the impact on consumer attitudes in the context of Chinese e-commerce live streaming, as shown in Figure 2.10. They distributed survey questionnaires to Chinese consumers with live-streaming shopping experiences to examine this impact. The results show that expertise, bargaining power, post-sales services, and live streaming schedules of online live streamers affect consumer impulsivity. Moreover, trust and impulsiveness increased consumers' purchasing intentions. The implications and future research directions are discussed in this article.

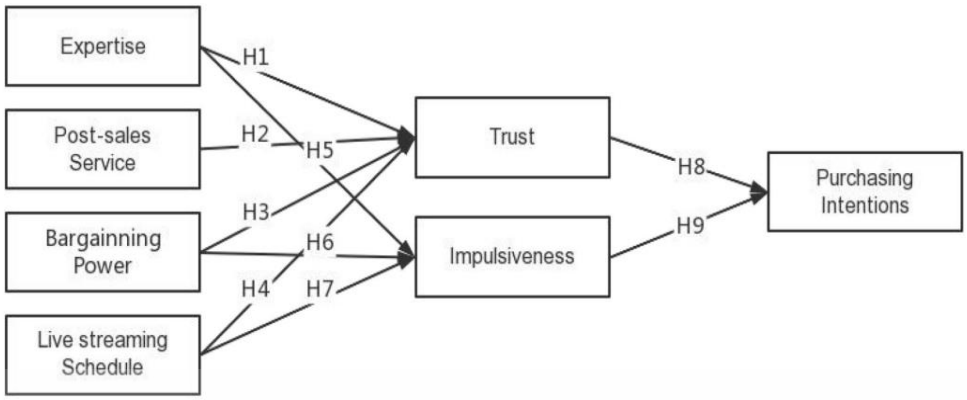

Figure 2.10 The SOR Model (XL Wang 2022)

2.4 Review of the Theory of Planned Behavior

2.4.1 Definition of the Theory of Planned Behavior

The theory of reasoned action (TRA) was proposed by Fishbein (1975). This model, which studies the determinants of conscious behavioral intention, can explain virtually any human behavior and is one of the most fundamental and influential theories for studying human behavior. The theory of reasoned action (TRA) predicts and explains individual behavior under the assumption that "the occurrence of behavior is based on the control of individual willpower." However, in the actual situation, the degree to which an individual will control behavior is often affected by time, money, information, ability, and many other factors. Hence, the theory of rational behavior is often unable to give a reasonable explanation for the behavior that is not entirely controlled by individual will. Therefore, Ajen proposed the theory of planned behavior (TPB) based on TRA (I. Ajzen, 1991).

According to the Theory of Reasoned Action (TRA), behavior can largely be predicted by the individual's attitudes toward performing the behavior in question through the intervening effect of behavioral intention. The essential attitudes in this process are those specific to the specific behavior being studied; it is not sufficient to consider the individual's attitudes more generally (Ajzen & Fishbein, 1988; Fishbein, 1975).

According to the theory of reasoned action, customers' attitudes positively impact their intentions to buy a product (O'Fallon et al., 2007). Research on social shopping can enable social shopping companies to understand the determinants of consumers' purchase intentions clearly (Hsu et al., 2017).

The theory also postulates that a person's intentions about performing a behavior (which ultimately determine whether they will do so) are influenced by social pressures or "subjective norms," which arise from their perceptions of what others will think about them

performing the behavior in question (Vallerand et al., 1992).

In this theoretical model, both personal attitudes and social or "normative" factors directly influence behavioral intentions, which are the strongest predictor of actual behavior (Fishbein, 1975). Other factors in the external environment indirectly influence behavior through their influence on attitudes and subjective norms (Tsai et al., 2012).

Under the Theory of Planned Behavior (TPB), attitudes, subjective norms, and behavioral controls impact an individual's intention to undertake a specific behavior. Intention constitutes a crucial construct within the theory, mediating between consumers' dynamics and behavior. It was among the initial theories that employed personal beliefs to anticipate human behavior (Osei et al., 2022).

According to TPB, intention is a direct function of attitudes, subjective norms, and control over behavior (Ajzen, 2011). Subjective norms mirror an individual's perception of prevalent social pressures. If an individual perceives that others approve (or disapprove) of a certain behavior, he/she will be more (or less) inclined to have the intention to carry out that behavior. An attitude towards behavior refers to an individual's favorable or unfavorable assessment of a particular behavior. The theory posits that the more positive the attitude towards an action, the stronger the individual's willingness to execute it (O'Connor & Armitage, 2003). Behavioral control factors pertain to the perceived influence of a particular factor on facilitating or hindering a specific behavior. Ajzen (2011) concedes that emotions arise from beliefs and influence intentions and behavior. The theory is purely rational as it disregards two dimensions that significantly modify human judgment and behavior: emotional and cognitive factors (Hegner et al., 2017).

2.4.2 The Theory of Planned Behavior (TPB) and Purchase Intention

Scholars agree that purchase intention is in the purchase decision-making stage among the five stages of consumer purchase behavior. Consumers now have brand preferences, and purchase intentions are generated through collecting information and comparing evaluations. If there are no other circumstances, consumption will take purchasing behavior.

Purchase intention is defined in the context of live streaming as the willingness of consumers' behavior to purchase a product in marketing. The theory of planned behavior (TPB) shows that personal behavioral norms are an important factor affecting behavior, in addition to personal emotions. TPB theory helps researchers pinpoint the behavior's antecedents and then make interventions to address the adverse effects of these elements. The SOR framework focuses on how stimulus factors (i.e., Promotion) impact an organism's emotional thoughts and cognition and, thus, behavioral responses (i.e., impulsively). We want to understand better the factors that influence purchase intention by combining the stimulus–organ–response (SOR)

framework and the theory of planned behavior (TPB) model (Tan et al., 2019).

Based on the S-O-R theory, a vital consumer behavior theory is used to strengthen and broaden the understanding of the S-O-R concept by studying its similarity with the theory of planned behavior (TPB). The existing literature has not mainly explained their similarities; thus, this research makes an incremental effort to help expand the connection between them. Meanwhile, TPB explains consumer behavior from the "as-planned" attitude or preparatory states of customers' confidence (Blythe, 2013).

Based on the technology acceptance model (TAM), the theory of planned behavior (TPB), and the Trust Theory, a structural equation model is established by (Gq, 2023) to conduct an empirical study on the consumer behavior of live E-commerce. The research results show that perceived usefulness, trust, and subjective norms all have significant positive impacts on consumers' usage intention. In addition, perceived ease of use and trust also have significant positive impacts on perceived usefulness. Use behavior indicates the feedback from previous experiences and is consequently related to consumers' decisions on innovative technologies, including behavioral intentions and actual use behavior (Dzidzah et al., 2020).

As mentioned, to predict consumer behavior, it is necessary to know the attitudes, perceived values, and internal factors that generate online purchase intent. From the theory of planned behavior, behavioral intention refers to the motivational factors that drive a specific action, resulting in behavioral intention to perform and express actual behavior (Ajzen, 1985). Previous research has attempted to improve the explanation of the theory of planned behavior despite its generality in predicting behavioral intentions. However, additional variables added to the theory of planned behavior model will confirm which factors affect behavior in more detail (Chen & Tung, 2014; Kaiser & Scheuthle, 2003). According to the TPB, trust and perceived behavior control strongly affected active participation behavior for shopping in live streaming (Sembada & Koay, 2021). Pavlou (2002) aims to predict consumer intentions to transact online, drawing upon the theory of planned behavior (TPB). Consumer intention to transact in e-commerce is proposed as a three-dimensional behavioral intention to receive information, provide requisite personal information, and engage in product purchases. Ajzen (2011), as discussed above, indicates that affect and emotions can have indirect effects on intentions and behavior by influencing the kinds of beliefs that are salient in a given situation, as well as the strength and evaluative connotations of these beliefs. However, it also suggested that affect can influence behavior in a more direct fashion and that this possibility is not sufficiently accounted for in the TPB. The TPB is concerned with the prediction of intentions. Behavioral normative and control beliefs, as well as attitudes, subjective norms, and perceptions of behavioral control, are assumed to feed into and explain behavioral intention. Whether intentions predict behavior depends in part on factors beyond the individual's control,

i.e. the strength of the intention-behavior relation is moderated by actual control over the behavior. Mohammed and Ferraris (2021) believe consumers' attitude substantially influences the intention to continue participating in online shopping via social media. Zhao et al. (2016) stated that prediction and reasoning for social media behavior can be established through the application of TPB.

2.5 Review of Trust

2.5.1 Definition of Trust

Research on trust was first carried out in psychology. Scholars believe trust is multidimensional, often divided by type, degree, stage, and level. From a sociological perspective, Lewis and Weigert (1985) pointed out that trust is considered to include both affective and cognitive aspects and functions. Previous studies have also revealed that trust is a critical factor influencing consumers' purchase behavior. In reviewing relevant research results, academic circles usually define consumer trust from different perspectives.

In e-commerce, trust is the belief in something or someone based on their characteristics, such as goodness, fairness, honesty, competence, and many others (McKnight & Chervany, 2001). Trust in the seller is defined as the customer's belief in the seller based on the seller's competency and reliability in serving the customer's long-term interests (Chandrruangphen et al., 2022). Trust in a product is defined as the customer's belief that it will meet their expectations (Wongkitrungrueng & Assarut, 2020).

Swan et al. (1999) finds that trust in salesperson creates successful sales relationship through positive customer attitudes, intentions, and behaviors.

Trust is a belief in a probability that a person will behave in certain ways. It is a precondition for consumers to engage in e-commerce, as well as a crucial aspect of enhancing consumer loyalty and establishing a connection between celebrities and consumers in online commerce activities (Hsu et al., 2017).Perceived trust is the level of trust users have in Internet celebrities, as well as the information and products shared by Internet celebrities, during the purchasing process. Emotional trust in a brand or product improves consumers' purchase intent for that brand or product (Habibi et al., 2014). Moreover, when an influencer has sufficient credibility, consumers are more likely to believe that the recommended products are authentic and trustworthy, thereby enhancing purchase intention (Zafar, Qiu, et al., 2021). Trust not only reduces the transaction risk of consumers but also diminishes the uncertainty of interaction, thereby boosting consumers' anticipation of a successful purchase (San-Martín & Jiménez, 2018). Jimenez et al. (2019) studied different levels of trust and showed that it plays an important role in any marketing relationship. Furthermore, trust is important in

establishing successful interactions, which leads to continued benefits and expectations of (Aaker & Moorman, 2023)

Individual behavior changes over time, which may affect current or future purchases. At the same time, Zhu et al. (2022) pointed out that to develop rational communication between brands or individuals, one requires competitive advantage and dynamic financial activities. To increase customer satisfaction and loyalty, one must also develop trust.

However, trust also depends on other factors, including communication strategy and marketing factors such as communication, perceived price, perceived quality and trust, opportunistic behavior, cultural similarity, parallel goals, satisfaction, perceived risk, and brand and company attributes (Hunt, 2018).

Zafar, Shen, et al. (2021) define system trust as a belief that system trust It can be described in two ways: structural assurances, including safeguards such as statutes, laws, warranties, and contracts. One party's reliance feels safe, which enables trust, and the normality of the situation makes the situation look normal and reduces uncertainty in the transaction.

Consumer trust is defined by two aspects: intention and action. Tripp et al. (2023) pointed out that when an online store can meet customers' expectations of honesty, competence, and kindness, it will generate a lot of trust power, leading to their purchase behavior. Alkhalifah (2022) believes that trust is a kind of judgment and recognition of the commitment, ability, and dependence of the merchant, and a kind of emotion and willingness to act based on trust in its products or services and willingness to continue the customer relationship with it.

Cognitive trust is customers' confidence or willingness to rely on the competence and reliability of service providers. It comes from accumulated knowledge that allows one to make predictions. Some subjective factors, such as consumer emotions, trust, and personal experience perception, could all affect the consumer's internal psychological state, which, in turn, affects the consumer's emotional state and purchase intention.

Gordon et al. (2016) believes that customer trust is a key element in mobile e-commerce. In e-commerce, there are transaction and technical risks, and enhancing trust can reduce consumers' risk awareness, thereby making consumers take a more active purchasing attitude toward related products (Xie & Yuan, 2021).

Yasa and Cop (2022) found a significant positive correlation between the degree of trust and purchase intention in an analysis of consumers' trust in and purchase intention of private brands. Norizan et al. (2023) in online retailers, the higher the consumer's willingness to purchase the product or service. Trust has the ability to decrease behavior hesitation to intend to buy in e-vendor website. Pavlou (2003) gives power of control over the transaction to consumers ,it is likely that trust live streaming platforms support customers in their shopping behavior.

Table 2.5 Definitions of Trust

Literature Support	Definitions
Lewis and Weigert (1985)	Trust is considered to include both affective and cognitive aspects and functions.
Hsu et al. (2017)	Trust is a belief in a probability that a person will behave in certain ways. It is a precondition for consumers to engage in e-commerce, as well as a crucial aspect of enhancing consumer loyalty and establishing a connection between celebrities and consumers.
Alkhalifah (2022)	Trust is a kind of judgment and recognition of the commitment, ability, and dependence of the merchant, and a kind of emotion and willingness to act based on trust in its products or services.
Wongkitrungrueng and Assarut (2020)	Trust in a product is defined as the customer's belief that it will meet their expectations
McKnight&Chervany, (2001)	Trust is the belief in something or someone based on their characteristics, such as goodness, fairness, honesty, competence, and many others

2.5.2 Measurement of Trust

Trust is the expectation of consumers towards sellers that they have appropriate behavior in fulfilling their commitments to consumers. Trust plays a crucial role in the live streaming environment, where the inability to examine products physically necessitates a high degree of trust in the live streamers and the platforms. Trust in the product is defined as the customer's belief that it will meet their expectations (Lewis & Weigert, 1985).

Trust can be divided into cognition-based and emotion-based variants (Cheung et al., 2009). These variants come together to form the basis of and motivation for consumers' purchase intention (Peck & Childers, 2006).

The development of the rapid establishment of a trusting relationship between viewers and streamers is critical to fostering engagement and encouraging purchases (Guo et al., 2021). Cognitive and affective attitudes significantly and positively predict consumer purchase intention in live streaming (Wongkitrungrueng & Assarut, 2020). Trust can affect user judgment and behavior in the online environment. In our study, trust can be divided into cognitive trust and emotional trust. Cognitive trust is customers' confidence or willingness to rely on the competence and reliability of service providers; it comes from accumulated knowledge. Consumers will favor a brand if they trust a celebrity and the celebrity likes it. It is an emotional trust. Emotional trust in the brand or product will improve consumers' willingness

to buy the brand or product (Habibi et al., 2014). The live streaming platforms where viewers feel valued and supported enhance trust in the platform itself and the live streamers and products featured (Dilidaer Aili, 2023; Peng, 2023). With its antecedents, trust has a positive effect on consumer purchase decisions (Rahmawati & Widiyanto, 2013). As Zhu et al. (2015) emphasized, different genres of videos show radically different viewing patterns. Compared with official streamers, customers who watch third-party streamers' live streaming are more likely attracted by their personal charm and thus may make unplanned purchases without knowing about the products because they trust in the streamer in such a special situation. However, there is no research on the influence of live streaming genres on trust and customer behavior in live streaming commerce.

This study is largely based on the trust scale (Pennington et al., 2017), combined with the research of (Gundlach & Cannon, 2010) and other scholars. It was adapted in line with the context of live-streaming marketing, and a trust questionnaire was finally formed.

Sembada and Koay (2021) studied the impact of consumer trust on cross-border e-commerce platforms on consumers' purchase intentions based on the perceived risk theory and proposed that consumer trust is negatively correlated with consumers' perceived risk and positively correlated with purchase intention. There is a partial mediation effect between trust and purchase intention. Chao (2018) took customer trust as a mediating variable and studied the impact of consumers' foreign cultural identity, perceived cost, perceived benefit, and perceived risk on consumers' purchase intention.

Deng et al. (2021) pointed out that trust is a customer's belief that an electronic retailer will perform transaction-related procedures according to customer expectations. They proposed four factors that affect customer trust on e-commerce platforms-customer factors (trust orientation, online shopping experience, network preference, etc.), platform factors (credibility, word of mouth, function, etc.), service communication factors (service efficiency, effective communication), information security factors (the platform no false advertisements, protects customer information, platform payment security, and the platform can honor the agreements signed with customers (Chao, 2018).

Research shows that trust positively influences a consumer's intention to buy (Straub et al., 2004) .Trust has the mediating position in an electronic market (Ba & Pavlou, 2002) and in the proposed model has the mediating role. It is mainly due to the fact that trust has a key influence on the success of e-commerce (Ming-Hsien et al., 2009) and it should have the same influence in social commerce.

2.6 Review of Impulsiveness

2.6.1 Definition of Impulsiveness

In the 1940s, DuPont researchers first proposed impulsiveness in consumer purchase behavior. Later, scholars aroused interest and discussed it in depth in many fields. In the early days, scholars believed that an impulse purchase was an unplanned purchase (Clover, 1950)

Rook (1987) describes impulse buying as exhibiting a number of characteristics: the feeling of an overwhelming force from the product: an intense feeling of having to buy the product immediately and ignoring of any negative consequences from the purchase, then feelings of excitement, even the conflict between control and indulgence. This description suggests emotion overpowering a more cautious and considered approach to purchasing. Beatty and Ferrell (1998) pointed out a difference between impulse and unplanned purchases, and unplanned purchases with the addition of "external stimulus" factors can be considered impulse purchase.

Some scholars have also introduced consumer psychology to explore impulse purchases. Theoretical studies showed that there is no common attitude to this consumer behavior. Scientists characterize this behavior as buying without prior planning, responding to unplanned trade offers, sudden stimulus followed by emotional intentions, hedonic motives, social interaction, or emotional and cognitive process entirety. Weinberg and Gottwald (1982) believed that psychological factors affect impulse purchase behavior, whose main feature is that consumers feel a sudden, powerful, irresistible force, prompting consumers to desire to have something immediately. The consumer personality characteristics, impulsiveness, and hedonic nature of shopping all affect impulsive purchase intention. Xiaoyuan (2014) researched both personal impulsiveness and store image as independent variables and found that personal impulsiveness has a positive effect on impulsive purchase intention.

The specific link shows that impulsiveness traits significantly positively predict impulse purchase behavior, and there is a significant positive correlation between the two (Weinberg & Gottwald, 1982). Product consumption, mainly due to the desire to experience pleasure and happiness. From the perspective of enjoyment, the buying experience during the shopping process may be more valuable (Holbrook & Hirschman, 1982). This means that consumers are more interested in enjoying shopping, they think shopping is a way to relax. They can feel happy during shopping. So that they buy products or services that appeal to them and make them feel impulsiveness. Dholakia (2000) found that consumers' impulse behavior is influenced by cognitive and volitional processes. In daily purchase behavior, the proportion of impulse purchases far exceeds people's predictions, accounting for more than 80% (Strack

& Deutsch, 2012) and some researchers pointed out that in impulse purchases, about 40% are from online shopping. This is also relatively easy to understand. Online shopping has its convenience of browsing and purchasing, coupled with marketing factors such as website design and "shopping festival" promotions; consumers are more prone to impulse purchase behavior in the online network environment (Verhagen & Van Dolen, 2009).

The basic premise of the relationship between personality traits and impulsive buying tendency. Verplanken and Herabadi (2001) was the underlying assumption that impulsive buying tendency is a stable individual difference trait. Hence, it was expected that impulsive buying tendencies would correlate with one or more of the five dimensions of personality. Personality is considered a set of psychological traits and mechanisms within the individual organism, relatively enduring, and are supposed to reflect individual differences (Larsen et al., 2005).

Researchers have demonstrated that personality traits have been a research topic of interest in studying individual differences in impulse buying studies. Impulsive buying tendency is conceptual as a consumer trait (Rook & Fisher, 1995) , defined as "the degree to which an individual is likely to make an unintended, immediate, and unplanned purchase"(Jones et al., 2003) .

Verplanken and Herabadi (2001) argued that impulse-buying tendencies express broader personality patterns. A person who always thinks before acting might also adopt such behavior patterns when shopping. Herabadi (2003) argued that while conscientiousness and agreeableness were negatively correlated with impulsive buying propensity, the cognitive dimension neuroticism was positively correlated with impulsive buying tendency. Bratko et al. (2013) showed that the phenotypic correlations of impulsivity, neuroticism, and extroversion are largely driven by heavy genetics. Therefore, impulsive buying tendencies and personality traits are influential.

Verhagen and van Dolen (2011) argued that impulse buying occurs when people experience an urge to buy a product without considering why and for what reason they need it. The urge is sometimes irresistible, and consumers may, therefore, feel temporarily out of control and pay less attention to behavioral consequences. As affective rather than cognitive processes dominate impulse buying, decision-making is usually short and spontaneous. According to Luo et al. (2019) , the sensory experience of the online shopping experience affects consumers' awakening mood, sensory expertise, cognitive expertise, and practical knowledge.

Table 2.6 Definition of Impulsiveness

Literature Support	Definitions
Clover (1950)	An impulse purchase is an unplanned purchase.
Bayley and Nancarrow (1998)	There is a difference between impulse and unplanned purchases, and unplanned purchases with the addition of "external stimulus" factors can be considered impulse purchases.
Weinberg and Gottwald (1982)	Psychological factors will affect impulse purchase behavior, whose main feature is that consumers feel a sudden, powerful, irresistible force, prompting consumers to desire to have something immediately.
Verplanken and Herabadi (2001)	Impulse-buying tendencies can be seen as the expression of broader personality patterns.
Strack et al. (2006)	The proportion of impulse purchases far exceeds people's predictions, accounting for more than 80%.
Verhagen and van Dolen (2011)	Consumers are more prone to impulse purchase behavior in online networks.
Bratko et al. (2013)	Impulsive buying tendencies and personality traits are influential.

2.6.2 Researches of Impulsiveness

Impulsivity is a trait that has a strong affective component and a lack of cognitive control over behavior. It is an irresistible urge that coincides with a lack of concern for objective reasoning (Bayley & Nancarrow, 1998). Customer characteristics such as age, gender, income level, education level, profession, marital status and ethnicity play an important role in impulsive purchases (Rook & Fisher, 1995). Many store attributes such as quality of salesperson interaction, the display attractiveness, promotion excellence and product attributes such as quality, packaging attractiveness and price benefits instigate unplanned purchases. Impulsive purchases offer gratification on the grounds of emotional aspects (Weun et al., 1998), that are more hedonic. The virtual retail formats offer rich experiences through technological innovations to develop impulsiveness. Attractive shopping procedures, displays, personalized customer care, etc. are few such attractions in e-commerce. A major challenge in e-commerce pertains to cart abandonment behavior of customers. The initial impulses created becomes insufficient to complete purchase process. While "impulsiveness" engenders guilt, and judgement primarily at an ideal or ritual level, it does not correspond to respondents' feelings about acting impulsively at the point of purchase or lead them to curtail their behavior. Before considering the content of their impulsive "shopping behavior", we need to consider why they are shopping beyond "functional" needs. Hedonic consumption and positive emotion significantly affect impulsive buying behavior (Rahmawati, 2019).

Puri (1996) conceptualized it as" consumer impulsiveness," a construct based on the dimensions of prudence (cognitive) and hedonism (affective). Verplanken and Herabadi (2001) suggest that impulse buying tendency is rooted in personality. In the marketing literature, researchers distinguish between impetus (buying trait tendency) and action (impulsive-buying behavior) (Rook & Fisher, 1995) .

Initially, the scales that were developed to measure the impulsive buying tendency treated it as a single dimension construct (Rook & Fisher, 1995).Buying impulsiveness trait can be defined as the extent to which one is likely to make unplanned, instantaneous, and unreflective purchases. Recent studies in consumer research have demonstrated that buying impulsiveness is a distinctive personal trait that represents one's tendency to think and act in a distinctive, identifiable way (Beatty & Ferrell, 1998). Highly impulsive buyers are more likely to react to spur-of-the-moment buying stimuli, and they are more open to unexpected buying ideas; they are triggered by physical proximity to a desired product; they are dominated by emotional attraction to the product as well as the immediate gratification (Rook & Fisher, 1995).

In the live-streaming shopping situation, consumers are stimulated by the interaction with anchors and evaluate the interaction. During the process, consumers get a good experience that fluctuates positive emotions (Liu & Tse, 2018). When consumers are in a positive emotional state, they will pay more attention to products. Thus, they may overestimate their economic ability and need to increase the possibility of impulsive purchases (Khachatryan et al., 2018). Xing et al. (2010) reveal that only the experienced shoppers' attitudes highly affect their buying intention. Spiteri Cornish (2020) uses experiments to demonstrate that it is the post-purchase experience, not the purchase experience, that reinforces or curtails future impulse buying. Indeed, irrespective of the valence of the purchase experience, a negative post-purchase experience (whereby a product or service is found to have limited use/does not deliver expected benefits) results in post-purchase regret, which in turn curtails future impulse buying.

Some researchers have studied the external factors of impulse buying. For instance, Sharma et al. (2010) show that consumers' impulsiveness has a strong relationship with impulse buying, and optimum stimulation level has a strong link with variety-seeking behavior.

Some researchers have tried to capture the influence of stimulation levels in aspects such as mood and emotion (Foroughi et al., 2013), examining the impact of constraints such as time and money (Beatty & Ferrell, 1998) (Dholakia, 2000). However, the role of intrinsic factors in impulse shopping cannot be ignored, such as impulse buying tendency (Foroughi et al., 2013) , shopping enjoyment tendency (Mohan et al., 2013), personality ((Bratko et al., 2013); (Herabadi, 2003), and culture (Pornpitakpan & Han, 2013).Summarizing it can be

stated that the most important characteristic of impulsive purchasing is that the behavior of impulsive buying appears as a consumer's response to a stimulus, experienced in the purchase environment and that is the immediate decision after purchasing a consumer feels emotional and cognitive reactions ((Virvilaitė et al., 2011).

Impulsive purchasing occurs often and is related to a desire to change (negative) or extend (positive) emotional state while shopping (Holbrook & Gardner, 1993) .Narasimhan et al. (1996) did not find a statistically significant relationship between the "promotional elasticity" of a product category and impulse buying. Biswas and Burton (1993) pointed out that customers will calculate the monetary cost according to the promotion activities of merchants, and then make different purchase decisions.

Two core characteristics of impulse buying are that it is unplanned and lacks cognitive deliberation. It is triggered by product encounters while browsing the store and does not lead to the formation of cognitively structured attitudes or intentions. Second, emotions dominate the impulse buying process. Although impulsive buying does not preclude information processing, emotions play a key role. From a social perspective, consumer character is closely related to impulse purchase. The morality of sellers and marketers actively encouraging consumers to consume is controversial . However, some studies have also shown that impulse purchases have a positive side, mainly because they can bring consumers a certain sense of satisfaction (Hackl & Westlund, 2000). At the same time, impulse purchases also play a positive role in alleviating consumers' negative emotions. Chen and Wang (2016) investigates the influence of impulsivity traits (high/low) and product type (hedonic product/utilitarian product) in online shopping on impulse buying intention. Impulsive purchase motivation occurs when the consumers' needs have been satisfied. Consumers' needs may be different, utilitarian or hedonistic. Consumers with motivations based on hedonic needs may engage in shopping-related activities that involve multisensory, fantasy, and emotional experiences ((Solomon, 2007). Impulsivity buying is classified more as a hedonic behavior related to emotional experience and psychological motivations rather than rational and functional benefits (Olsen et al., 2016), linked fashion to positive emotions, and in turn impulsive buying, by studying Impulse buying through participation in fashion, hedonic consumption tendencies, and positive emotions. The results show that fashion orientation and hedonic consumption tendency, directly and indirectly, affect purchase intention through positive emotions.

Demangeot and Broderick (2007) pointed out that the hedonic motivations associated with the adventure explain the intention of consumers to continue buying in online shops. For this type of customer, shopping is stimulating, their purchasing behavior being motivated by the quest for happiness, fantasy, enjoyment and entertainment. When visiting

online shops, these customers seek pleasant experiences and emotional satisfaction.

Parsad et al. (2017) investigate positive relationship of consumers' impulse buying tendency and urge to buy with impulse buying. Also, two of the store-related environment factors—sales personnel and display , color schema ,have influence on impulsive buying among consumers. Affective and cognitive makeup are important factors in studying the phenomenon of impulse buying. Coley and Burgess (2003) studied the cognitive processes associated with impulsive buying behavior. The results showed significant differences in affective process components between men and women, with women being more emotionally and cognitively impulsive than men. The greater impact of positive emotions on impulse buying behavior was found in the study of Helena Vinagre and Neves (2008), who studied the impact of service quality and patient emotions on satisfaction in Portugal. The results showed that differences influenced satisfaction in service quality and emotional experience. The finding supports the argument that impulsive buying does not depend on affective feelings alone. Online judgment of trust reduces uncertainty and underlies risk assessments (Gefen et al., 2003), contributing to their cognitive processing in online purchasing.

2.6.3 Measurement of Impulsiveness

As the previous literature shows, many scholars have conducted in-depth research on measuring impulsiveness in purchases. The impulse purchase intention scale is widely accepted with four items. Verplanken and Herabadi (2001) also developed a two-factor, 20-item impulsive buying tendency measurement scale. Shah et al. (1999) defined the impulsive buying tendency as "consumer buying impulsivity" and added the behavioral dimension to the affective and cognitive components to come up with three higher-order dimensions. According to (Trivedi, 2013), impulsive buying is based on the theoretical basis of consumer decision-making from the perspective of emotion or impulsive decision-making. This view holds that consumers are likely to associate some highly involved feeling or emotion, such as joy, hope, fantasy, or even a little magic, with certain purchases or possessions. Consumers do not carefully search, consider, and evaluate alternatives before purchasing.

Beatty and Ferrell (1998) defined, that visitors of big supermarkets are characterized by impulsive purchase behavior more often. Observation of products in different shops and emotional experience is closely related to impulsive purchasing.

Holloway and Beatty (2003), Dholakia (2000) further supplemented the research on the measurement of impulse purchase. Beatty took this as a blueprint, expanded it with live-streaming marketing, and compiled the Impulsive Purchase Intention Scale:"When I see this product, I want to own this product immediately," "When I see this product, I have the desire to buy this product," and "When I see this product, I feel that the product is what I want," "When

I saw this product, although it was not the product I planned to buy before, I want to buy him now."

Rook and Fisher (1995) built the following buying impulsiveness scale:

• I often buy things spontaneously.

• "Just do it" describes the way I do things.

• I often buy things without thinking.

• "I see it. I buy it" describes me.

• Sometimes I feel like buying things on the spur of the moment.

• I buy things according to how I feel at the moment.

• I carefully plan most of my purchases.

• Sometimes I am a bit reckless about what I buy.

Some scholars have investigated the possible role of intrinsic factors such as impulsive buying tendency (Mohan et al., 2013), purchase enjoyment tendency (Mohan et al., 2013), materialism (Garðarsdóttir & Dittmar, 2012), personality (Herabadi, 2003) (Herabadi et al., 2009), and culture difference. According to (Haq & Abbasi, 2016), when people need new experiences and want to explore new worlds and curiosity, they will feel more happiness, pride, and fun in shopping. These are all propositions about how people satisfy their emotional experiences. people are involved in impulsive buying due to emotion, pleasure, and social environment. Gulfraz et al. (2022) pointed out the online customers' shopping experience can be a strong predictor of online impulsive buying behavior

Son et al. (2021) pointed out positive emotion increases when a tendency toward hedonic consumption is experienced in fashion retail outlets for fashion products in a rapidly changing environment. As a significant personality trait, prior research has posited that impulsiveness is a crucial predictor of consumers' urge to buy impulsively (Beatty & Ferrell, 1998) (Mohan et al., 2013). Yet, its moderating role has not been fully revealed. It is consistent with the study of (Babin et al., 1994),who noted that value is subjective perceptions derived from external influence.

Research also demonstrates that individuals with different personality traits may emphasize different consumer values (Williams & Poehlman, 2016). Compared to the high-involvement consumers who watch daily, their consumption ability and willingness to accumulate are relatively higher; if their consumer experience improves, they are more likely to receive orders (Hwang & Griffiths, 2017). Compared at the same time, it can also attract similar emotional experiences. Therefore, live streamers or live streaming businesses can pay more attention to improving their interest and user 's experience quickly.

2.7 Variable Relationship Analysis

2.7.1 Live Streamer and Observed Variables

E-commerce live streaming, a booming branch of online retailing, has enabled online retailers to interact with customers face-to-face, defying spatial restrictions (Meng et al., 2021). Recent research in live-streaming social commerce has started to regard streamers' characteristics as essential signals that affect customers' purchase intention. The streamer, regarded as an influencer (Meng et al., 2021; Park & Lin, 2020), can utilize their recommendations to affect consumers' purchase behavior and buying intention The motivations and characteristics of viewers who watch live streaming always vary (M. Zhang et al., 2022), thus viewer characteristics should be considered when investigating their behaviors in live streaming participation. found that anchors, as one of the most important links in live-streaming, have a huge impact on consumers' purchasing behavior and the final output of delivery results. Wei (2021) studied the main factors which affect consumers' live shopping behavior. Finally, through the cluster analysis classify customer groups, they find the main influencing factors of different classified customer groups. The research results show that the characteristics of anchors have a significant impact on consumers' purchase behavior in live streaming marketing.

Chen et al. (2024) adopts the literature review method, and after reading and analyzing a large number of relevant literatures, summarizes the impact of the personal characteristics of anchors in live streaming on final purchasing behavior, the professionalism, interaction, popularity, appearance and personal charm of anchors are generally considered to be factors that can arouse consumer perception and have a positive impact on consumer's purchase behavior.

Based on the S–O–R theory, Wang et al. (2021) investigates the impact of live broadcast characteristics on consumers' social presence and flow experience, along with their impact on the consumers' consumption intention in live e-commerce scenarios . Compared with traditional e-commerce websites that mainly rely on product information from static pictures to conduct their purchases, live streaming commerce provides real-time sight, sound, and motion to deliver product information, thus raising information authenticity and enriching content (Zhang et al., 2020).

Streamers demonstrate how to use products through live streaming, which allows the products to be more vividly visualized (Sun et al., 2019). Live streamers are well-known people with huge followers and are considered endorsers who can draw many online consumers to Taobao live streaming (Santo & Marques, 2022). Live streamers are regarded as thought leaders in the live streaming field and are typically followed by consumers (Guo et al., 2021).

They are classified in more detail according to their identities, and they are divided into three types: self-live streamers, professional live streamers, and amateur live streamers (Yu et al., 2022) .

A professional live streamer is a group that signs a contract with a live streaming platform or MCN organization to be a full-time live streamer. It has a data operation and shooting team with professional knowledge to ensure continuous and stable fan maintenance and content output and find or dock advertising resources. Amateur live streamers are ordinary users; they share their daily lives or content-rich videos to attract fans and become part-time live streamers. As one group of the primary social media users, live-streaming consumers have experience using social media platforms. They are easily impacted by live streamers and celebrities in live-streaming marketing. Tao et al. (2024) empirical research proposes that features of live streamers (expertise, attractiveness, and humor) play an essential role in social commerce intentions. L. Ma et al. (2022) adopted four live peculiarities, namely, interactivity, visualization, entertainment, and professionalization, as external stimuli.

Chandrruangphen et al. (2021) pointed out that prior studies suggest that several shopping attributes may influence consumer values, including product attributes (e.g., assortment, quality, trendiness, and brand name), seller attributes (e.g., presentation, interactivity, guidance, image, physical attractiveness, and humor), price. However, whether such a list of attributes is fully applicable or complete is unknown.

The social live streaming platform provides network live streamers with the space to realize the fan economy (C. Wang et al., 2018).Shuang et al. (2022) proposed that live streamers have a positive impact on consumers' purchase intention, in which the professionalism, attractiveness, interactivity, and emotional responses of consumers all have a positive impact on consumers' purchase intentions. Kim (2022) found that the credibility and attractiveness of live streamers impact consumers' purchase intentions. The celebrity endorser have a greater influence on consumers' attitudes and purchase intention (McCormick, 2016).

L. Wang et al. (2022) proposed live streamers' professionalism, popularity, interactivity, and homogeneity. These characteristics affect the purchase intention by affecting the two intermediary variables of perceived value and trust. Rungruangjit (2022) believes that enterprises seek celebrities to endorse products; the main points to consider are the consistency of celebrities and products, the professional knowledge of celebrities, and the personal charm of celebrities, which will affect consumers' willingness to buy.

According to previous studies, the variables observed by live streamers can be classified from different perspectives in e-commerce live streaming, we developed the three observed variables of live streamers:

1) Professionalism

Expertise is the degree to which a live streamer can provide relevant knowledge or experience that is correct and valid when consumers perceive information. The attraction of expertise is the power to guide people in a certain direction (Kim & Lennon, 2013). The professionalism of a live streamer refers to the relevant knowledge, experience, or skills that the streamer possesses and disseminates to their followers or other audiences. The e-commerce anchor must take the initiative to understand the product in depth, more understanding than ordinary people, so that in the introduction, give a more professional and detailed introduction, high product involvement is also the basis of professionalism (Chao, 2018).

Huang (2021) found that popularity, professionalism, and interactivity impact user perception of online purchase intentions. These factors can stimulate recipients to trust them and promote impulse purchase behavior in live marketing. Expertise is a vital characteristic of a well-known and following influencer, and who is seen as a dependable source of information by followers (Daneshvary & Schwer, 2000). According to AlFarraj et al. (2021), indicated there was impact of attractiveness and expertise on online engagement and purchase intention.

Meng et al. (2023) pointed out that live streamers refer to individuals who have mastered a large amount of knowledge and experience, are highly expressive and professional, and whose information they publish can have a greater impact on others. A celebrity with the reputation of an expert, in particular, is more persuasive (Aaker & Keller, 1990) and generating more purchasing intentions (Ohanian, 1991).As an advanced and latest form of e-commerce, live streaming e-commerce enables consumers to obtain the virtual perception of smell, taste, and touch of goods through the alternative experience of the live streamer (Wang et al., 2021). Through the "signal transmission" method of live streamer telling products, live streaming e-commerce reduces the transaction decision time of consumers to a certain extent, solves the problems of product quality perception and information overload, and effectively reduces the information asymmetry between buyers and sellers (Wang & Chen, 2021).

Bansal and Voyer (2000) pointed out that consumers want to seek expert advice when purchasing. The main reason is that professionalism will reduce the perceived risk in the procurement evaluation stage, and the information given by experts will have a decisive impact on purchase intentions.

Celebrities refer to the degree to which endorsers are perceived to have adequate knowledge, experience, or skills to promote the product (Van der Waldt et al., 2009). If the endorser has more knowledge about the product, it will lead to a positive attitude of consumers toward the brand (Chan et al., 2014).

2) Popularity

Popularity refers to the degree to which an individual or an organization is known to

the public and its social influence (Paul et al., 2016). It also refers to the traits and effects of live streaming, representing consumers' familiarity with and recognition of the live streamer. Anchors are the core figures of live-streaming e-commerce programs, and their flow and heat can quickly gather consumers and achieve higher sales performance (Clement et al., 2021).

The higher the popularity, the better the quality and high quality will bring customer trust and satisfaction (Clemons et al., 2006). On the other hand, popularity may bring about herding behaviors, where customers follow the group choices regardless of personal needs, product or service quality (Banerjee, 1992) (Parthasarathy & Bhattacherjee, 1998). According to herd behavior theory, when the quality of products or services selected by customers through herding behavior is not good enough or cannot meet customer needs, it will arouse strong dissatisfaction and then destroy the trust and good relationships between customers and the company (Zeelenberg & Beattie, 1997).

Therefore, live streamers, internet celebrities, key opinion leaders, MCs, star entrepreneurs, and government officials with many fake social relationship users have used live-streaming platforms to recommend products for promoting sales (Li & Peng, 2021) (Park & Lin, 2020). If the anchor lives in the product-related "false advertising," "poor quality," and other adverse events, even negative public opinion that has nothing to do with distribution activities, will reduce the trust of consumers and cognition of the host, directly affect the willingness of consumers to watch live, consumer trust and repurchase rate Chao (2018). People will predict their future behavior based on their previous behavior. This unique social attribute includes multiple meanings, such as social status, public familiarity, and live streamer effect.

Arifani and Haryanto (2018) found through research that if a speaker with a particular reputation or exposure appears in the online reviews of a product, then product sales will be affected. In addition, some professional live streamers already have personal popularity, so the products they have introduced will have the so-called live streamer effect (Guan et al., 2022).

Cai and Wohn (2019) found that consumers participate in e-commerce live streaming for the functional purpose of finding product information and the hedonic purpose of watching their favorite live streamer. The unique characteristic and popularity of live streaming attract many practitioners to use it to enhance customers' immersion experience, reduce uncertainty (Wongkitrungrueng & Assarut, 2020) and assist in online shopping (Sun et al., 2019).

The popularity of e-commerce anchors in addition to their own status and influence, but also have a good reputation and high exposure, so that their promotion will be accepted by the vast number of consumers (Meng, 2012), the audience will produce the first purchase will

have a willingness (Qian & Li, 2020).

3) Interactivity

The information streamers recommend impacts consumers' attitudes and buying intentions to a certain extent. Interactivity refers to the frequency of communication and interaction between the live broadcaster and the consumer in the e-commerce live broadcast. This represents the frequency of social interaction and communication between the consumer and the live broadcaster.

Compared to social networking platforms, live streaming platforms are unique places that enable streamers' product demonstrations and synchronous interactions with online watchers through functionalities such as live videos and real-time online conversation with spatial and communication immediacy (Yue Huang, 2021), live streaming platforms enable two-way instantaneous transmissions that involve interactions between the live streamers and the audience and interactions between online audiences. Thus, live streaming platforms allow audiences to immerse themselves in online interactions just like in face-to-face interactions (Lee et al., 2019). This interaction fosters a deeper connection between brands and consumers. It introduces a new layer of complexity to the consumer decision-making process, where emotions and social influences play pivotal roles (Qi Ling, 2023). In live-streaming commerce, a consumer can interact with a streamer and other consumers, and this interaction takes place in real time, Xue et al. (2020) showed that interactivity impacts the consumer's cognitive and affective state in social commerce.

Additionally, the rapport built through regular interaction and developing a personal connection with the audience can significantly enhance trust, creating a loyal viewer base more inclined to purchase based on the live streamer's recommendations (June-Suh Cho, 2021; qing & Jin, 2022). Kotler et al. (2012) found that information based on interpersonal interaction is more likely to impact other consumer purchasing desires and trigger consumer purchasing behavior, an essential means for enterprises to obtain market value and maintain a competitive advantage. Emotional interaction and support can make consumers feel their needs will be met and mentally resonate (Yuksel & Labrecque, 2016)), reducing social distance and increasing the sense of authenticity and experience (F. Xu et al., 2020).

Through the live broadcast of the comprehensive display of products, the communication and interaction between consumers and anchors greatly increase the disclosure of product information. The larger the scale of live broadcast, the smaller the information asymmetry of the product, the higher the trust of consumers in the product and anchors, and the stronger the purchase intention (F. Xu et al., 2020; Yang, 2019). At the same time, the "celebrities" with high social influence will recommend and sell their products. The quasi-social relationship they bring to consumers maximizes the social value of products, has a positive

impact on product sales, and stimulates the purchase willingness of consumers. Y. Wang et al. (2022) believes that live streamer should improve their level of interaction with customers in a targeted manner. An increased intensity of seller-customer interaction will always increase the customer's willingness to purchase, thus enhancing the customer's trust in the seller.

From the interaction process view and social interaction theory perspective, trust is derived from the interaction communication between buyers and sellers, and the relationship between the two parties develops with interaction (Joo & Yang, 2023). Hou et al. (2020) found that social interactivity and social presence explain individuals' intentions to watch live streaming. Chin-Lung Hsu and Judy Chuan-Chuan Lin (2020) proved sociability can be used to predict consumers' loyalty in the live-streaming field.

In the e-commerce live streaming field, buyers generally have an asymmetric three-sided social relationship, including individual consumers, other consumers, and live streamers. The higher the frequency of interaction between the live streamer and the audience, the greater the relationship strength. In many cases, live streamers are loved by some "fans" and influence the fans. Therefore, the higher the level of customer interaction, the higher the customer's trust in the seller. Cai et al. (2018) defined e-commerce live broadcasting as e-commerce that integrates real-time social interaction through real-time video live broadcasting. One of the main features is real-time interaction.

Sun et al. (2021) pointed out that the interaction between buyers and e-commerce websites can increase their sense of spatial presence, and the online interaction between buyers and sellers and buyers can enhance buyers' sense of social presence. Zhou and Jia (2018) found that the higher the degree of interactivity in live-streaming marketing, the higher the degree of virtual experience perceived by customers. Hence, customers are more likely to feel they are in a "real" online store.

Leeraphong and Sukrat (2018) find that sellers' interactivity affects customers' shopping intentions. Seller interactivity refers to the seller's ability to communicate with shoppers. Hou,(2020) also find that streamers interacting with viewers affect the viewer's intention to continue watching.

Table 2.7 Observed Variables of Live Streamers

Latent Variable	**Observed Variable**	**Label**	**Item**	**Source**
Live streamers	Professionalism	Pro1	Extensive product knowledge.	C. Wang et al. (2018); Bansal and Voyer (2000);
		Pro2	Better understanding	
		Pro3	Rich experience	

Latent Variable	Observed Variable	Label	Item	Source
		Pro4	Personalized suggestion	Martins et al. (2019); Huang (2021); Meng et al. (2023); Chan et al. (2014); Van der Waldt et al., (2009)
		Pro5	Professional responses to questions	
	Popularity	Pop1	Certain influences and status	Paul et al. (2016); Maichum et al. (2016); Clement et al. (2021); Arifani and Haryanto (2018); Sokolova and Kefi (2020);Li and Peng (2021); Wei et al. (2022)
		Pop2	Popular with most people	
		Pop3	Strong attractiveness.	
		Pop4	Celebrity endorsement	
		Pop5	Like to buy products recommended	
	Interactivity	Int1	Effectively interact	Cai et al. (2018); Leeraphong and Sukrat (2018); F. Xu et al.,(2020); Yang (2019); Hu and Chaudhry (2020). Joo and Yang (2023); Hou, Guan, Li and Chong (2020); Bao et al. (2016)
		Int2	Give feedback	
		Int3	Browse the comments and chat.	
		Int4	Share my feelings	
		Int5	Reply to questions on time.	

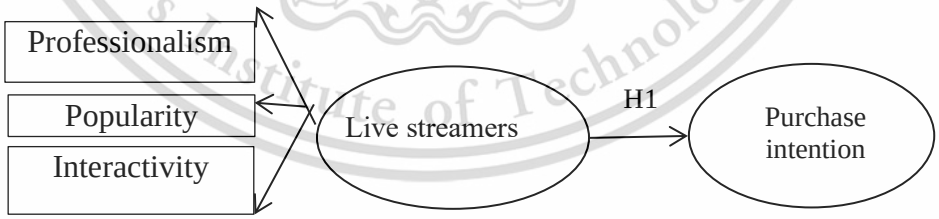

Figure 2.11 Relationship between Streamer and Purchase Intention

2.7.2 Product and Observed Variables

The content and forms of live-streaming e-commerce are rich and diverse, and a wide variety of products can be displayed and sold through live broadcasting. Due to limited research, this study did not clearly define the classification of products purchased during live streaming.

Customers are attracted by online broadcasts in real time that present how products are developed and used, show different perspectives of products, and clarify any areas of customer confusion through online interactions (Kang et al., 2021).

Park and Lin (2020) found that a reasonable fit between the background environment and the product could effectively stimulate consumers' purchase intention. Meng et al. (2023) proposed that the marketing model of Internet celebrity is constructed from the perspective of trust and takes the characteristics of Internet celebrity, marketing characteristics, and product factors as three constructs. Many factors affect the trust between internet celebrities and consumers, and internet celebrities' popularity, interaction, and professionalism are the most critical factors.

Singh et al. (2021) pointed out a positive correlation between product and scene characteristics and the impulse purchase intention of an online group of consumers, among which product characteristics significantly affect purchase intention. Yulu (2012) studied three related areas of website attributes: technology (e.g., security, privacy, and usability), shopping (e.g., convenience, trust, and delivery), and product. Other factors include product assortment, quality, price transparency, website convenience, and product assortment. Patanasiri and Krairit (2019) posted that variables of the product we study include quality, price, and practicality of the product.

1) Quality

Bell and Tang (1998) revealed a significant relationship between price, quality, and communication/advertisement, and trust. They also revealed the importance of perceived quality, price information, and advertisements in impacting consumers purchase behavior.

Product quality refers to the quality of a product, the physical good, or a particular service of a product. Quality is well known to be the most significant factor that assists consumers in their decision-making. Consumers could make a decision when they perceive an equal balance between price and quality, in which case, purchase intention was increased (Elliott & Cameron, 1994).Although online shopping has become increasingly common (Huang & Zhou, 2019), customers may get a product different from what they expected (e.g., a low-quality product or a fake), which leads to barriers to building trust (Chen & Wang, 2019).

Quality refers to the superiority or excellence of a product (Zeithaml, 1988). Chinomona (2013) find that perceived product quality positively influences customer trust and purchase intention. Additionally, stores that offer products of low quality would lose customer trust ((Jarvenpaa et al., 2000). They believe that product characteristics can indirectly affect purchase intention through other factors.

Chen and Wang (2019) proposed that product information significantly affects perceived information, and the significance of perceived information affects perceived value. The content quality of a product can arouse consumers' perceived value and then affect the purchase intention. According to (Wang & Wang, 2023), product quality significantly and positively affects consumers' willingness to purchase. Sweeney and Soutar (2001) argued that the price attribute should be separated from the other attributes such as quality in measuring perceived functional value as price and quality have different influences on perceived value; price has a negative effect and quality has a positive effect on perceived value. (Yang & Kim, 2018) suggest that quality and price are sub-factors of functional value.

McEachern et al. (2007) reported that factors of attitude stem from communication, perceived price, perceived quality, as they have a significant effect upon the customer purchasing behavior. In other words, communication, perceived price, perceived quality ,has a positive significant effect on trust and purchase behavior(Alekam et al., 2017).Babin et al. (1999) found that the consumption motivation mainly comes from the characteristics of the product itself, and the quality evaluation of the product is the most intuitive and important reason that affects their choices. Sweeney and Soutar (2001) developed the scale related to this dimension of value and referred to it as functional value that comprises two components which are the performance and the quality of the product.

Several studies have found that customers do not only consider the product performance or its quality when evaluating the function of the product but also consider how the product can be used easily without any difficulty or confusion while using it. According to Z. Wang et al. (2018) ,both of the source attractiveness and the argument quality have a positive effect on the attitude toward product, then the product has a positive effect on product purchase intention.. H. Chen et al. (2022a) found that the quality of product and product fit uncertainty have a negative influence on purchase intention. Pura and Brush (2005) used the term "convenience value" instead of functional value and included ease of use as one of the scales to measure it. It was found that perceived "ease of use" has a positive and direct effect on customer satisfaction (Tung, 2013).

Quality is the most important elements that assists consumers in their decision-making, consumers always decide to make a final decision when they perceive an equal balance between price and quality, in which case, the purchase intention will be increased (Elliott & Cameron, 1994).

2) Price

Baabdullah et al. (2019) found that price and cost are the most important balancing concepts in consumers' minds, which determine consumers' perception of the value of goods

or services in purchasing activities. Concerning the customer need for product function, several authors proposed that price attribute is part of functional value besides reliability and durability which is often referred to as product quality (Stone-Romero et al., 1997).

Lu and Siegfried (2021) pointed out some people preferred to shop by watching live streams because they could receive much more discount coupons from the living room. The study shows that when the interaction between e-commerce live streamers and consumers is not enough to establish a high-trust relationship, price and quality still have a greater impact on whether consumers purchase products (Nawaz et al., 2021). The lower the price of e-commerce products perceived by consumers than in actual stores, the stronger the consumer's purchase intention. Consumers decide to buy because of the product quality and features they perceived. product usefulness, shopping convenience, and product price have been found to be important contributing factors to consumers ' buying intention (Lee & Chen, 2021).

Yan (2014) pointed out that under the C2C e-commerce platform, the multi-factors that affect consumers' purchase intention are account security, price advantage, product display, and seller reputation in descending order of influence.

Junchao et al. (2014) verified the effect of multiple external stimuli on consumers' impulse purchase intention. The research found that external stimuli include price discounts, transaction records, graphic displays, purchase reviews, time pressure, and other factors. Among these factors, price discounts have the greatest impact on consumers' purchase intention.

Wongkitrungrueng and Assarut (2020) compared the traditional retail channels with e-commerce, consumers can get intuitive product features, interactive communication opportunities, and lower prices on live e-commerce shopping platforms, which will help improve their shopping emotional experience. The study by Becerra (2015) adds to the existing literature by Dodds et al. (1991) conceptual model of the effect of price, brand name, and vendor name on product evaluation. The study uses brand and vendor trust as indicators of quality, since quality or performance may be used as basis to determine trust.

3) Practicality

In marketing literature, utilitarian and hedonic consumption values are well-known consumption values that explain consumer behavior and consumer decision-making. Therefore, generally speaking, the value of purchasing can be divided into intrinsic value and extrinsic value. Among them, intrinsic hedonic value refers to enjoyment, and purchases motivated by fun and leisure, while extrinsic utilitarian value is mostly related to the functional attributes of products. One of the most important functional attributes of a product is practicality.

According to statistics of the Post Bureau of China on 6th April 9, 2021, the quantity of the express delivery industry reached more than 300 million parcels per day, of which 65.8%

belonged to practical products with a weight lower than 1 kilogram. In live streaming marketing, products that have practicality and are consumable are easier to sell in the live streaming platform (Shen & Xu, 2023). Practicality refers to the quality of being able to provide effective solutions to problems, or the quality of being suitable for a particular occasion or use(Cambridge Dictionary, 2019).

The content and forms of e-commerce live streaming are rich and diverse. The live content will highlight the practicality and use effect of the product. To et al. (2007) found that utilitarian motivation is an antecedent of consumer intention to search and intention to purchase online. Consumers with utilitarian motivation pay more attention to the practicality of products. Practical products always refer to the daily necessities at home or office which have the characteristics of small, light, daily uses, and consumable. Meanwhile, they are more convenient for delivery by express companies h low freight charges. The low freight charge and lightweight directly affect the sales of the practical products in e-commerce live streaming marketing. In many studies of e-commerce, the researchers found that consumers tend to buy small and low-price practical products at live streaming promotions which can not only meet their daily needs but also their utilitarian motivation (H. Chen et al., 2022b).

According to (Xuesong Wang et al., 2022), perceived practical value refers to the overall estimation of the practical efficacy and service level that consumers may enjoy after weighing the cost of a product or service. The higher the practical value felt by consumers, the greater the probability of purchase intention may be.

E-commerce live streaming company has a large number of products to choose from, which can make personalized product recommendations according to the preferences and needs of the audience, and improve the shopping experience and purchase decision-making efficiency. The product characteristics, product quality, appearance, price, brand, and category all have different impacts on purchase intention (Sung et al., 2023). Verplanken and Herabadi (2001) found that consumers do not have the same preference for all products, different categories of products bring different levels of stimulation to the same consumer, and some consumers will only respond to stimuli from some products. Subsequently, further and more detailed researches were carried out to refine the product categories, and it was confirmed that the proportion of consumers' impulse purchase of functional products is much higher than that of hedonic products.

Table 2.8 Observed Variables of Product

Latent Variable	**Observed Variable**	**Label**	**Item**	**Source**
		Qua1	Receive the same product	

Latent Variable	Observed Variable	Label	Item	Source
Product	Quality	Qua2	The quality is reliable.	Chen and Wang (2019);Zeithaml (1988); Chinomona (2013) Jacoby and Szybillo (1995);Kang et al. (2021);Park and Lin (2020)
		Qua3	Be good value	
		Qua4	Have quality inspection report.	
		Qua5	After-sales product service	
	Price	Pri1	Reasonable	Becerra (2015); Dodds et al. (1991); Stone-Romero et al. (1997);Lu and Siegfried (2021); Choi and Rifon (2012)
		Pri2	Competitive	
		Pri3	Lower than the market price	
		Pri4	The price can be accepted	
		Pri5	Better than sold by stores	
	Practicality	Pra1	Daily necessities	Verplanken and Herabadi (2001); Kang et al., 2021; To et al. (2007); H. Chen et al. (2022b);
		Pra2	Products inseparable from daily life	
		Pra3	Most of daily fast-consuming goods	
		Pra4	Practical and durable	
		Pra5	More effectiveness	

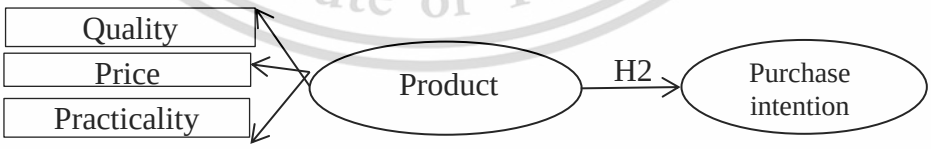

Figure 2.12 Relationship between Product and Purchase Intention

2.7.3 Field and Purchase Intention

"Field" refers to the characteristics of e-commerce live streaming platforms, it refers to entertainment, emotion, ways, and means of promotion, the atmosphere in the online sales scene, the environment in live streaming, and so on. An e-commerce platform is a software or website that provides information authenticity and transaction safety for both sellers and

consumers to play their roles and complete online deals (Engert et al., 2022). According to the study of the influence factors by Wang and Chen (2021) , who use the improving influencer model based on Dholakia et al. (2006), the factors affecting consumers' impulsive buying can be divided into three parts: situational factors, marketing stimulus factors, and individual factors. Situational factors include consumer's disposable time and money, sales atmosphere, commodity touching, and service interaction. Marketing stimulus includes commodity prices and promotional prices.

The atmosphere of e-commerce live streaming reflects the situation in the live streaming platform (Xiao & Guo, 2020). Such as transactions of goods, the number of real-time online viewers, etc. According to the theory of herd behavior and group effect, the more people who place an order in an e-commerce live broadcast, the stronger the ability of its live streaming room to draw traffic, and viewers will be more inclined to continue watching live streaming and feel recognized (Chandrruangphen et al., 2021). The sales atmosphere in the live-streaming field is another important marketing stimulus, that has been widely valued by merchants(AlFarraj et al., 2021).

One of the main challenges faced by online merchants maintain consumers interest and get them to reuse their shopping apps, revisit their e-shopping system and repurchase the product, Ingham and Cadieux (2016) aimed at clarifying the respective role of e-shopping system quality and attitude, usefulness, enjoyment, and trust to explain the consumer's intention to return to online merchants. Customers are attracted by online broadcasts in real-time that are used to present how products are developed and used, to show different perspectives of products, and to clarify any areas of customer confusion through online interactions (Wongkitrungrueng & Assarut, 2020).

At the same time, virtual friendship, emotional engagement, and platform attachment are antecedents of online purchasing intentions (Tao et al., 2024).Some studies use social relations to discuss the participation willingness of e-commerce live streaming providers (Hu & Chaudhry, 2020). However, this approach ignores consumers' perception of the attributes of e-commerce live streaming platforms . There is no doubt that social interaction, as the primary feature of live streaming (Luo et al., 2024), encourage impulsive buying behavior (Hu & Chaudhry, 2020). Other factors are equally important. In this regard, most research on live streaming takes a technological or live streamer's aspect to optimize user experience (K. Zhao et al., 2019). In the online environment of e-commerce transactions, consumers' purchase decisions depend not only on the final product quality, but also on the online sales scene, the environment, and the form of content presentation (Kim et al., 2022).

Wu and Guan (2021) used the interactive features and product types of live streaming

platforms as external stimuli, cognitive emotions as mediators, and consumer intentions as a response, and constructed a model to study the affection of interaction on online shopping behavior. live streamers equipped with the newest live-streaming technology can face the greatest number of customers by delivering real-time communication, which significantly reduces uncertainty and other risks during the purchasing process in life (Hu & Chaudhry, 2020), it affects user's behavior to a certain extent.

Ma et al. (2020) studied the influence of Taobao store decoration on consumers' purchase intention through an empirical survey of Taobao consumers. They proposed that different online store atmospheres will affect the behavior of users after browsing the website, and the behavior of users is not the same and will vary according to individual personalities.

The traffic popularity of the live streaming platform indirectly shows the popularity of the live streaming platform (AlFarraj et al., 2021). The live streaming popularity index is measured by indicators such as the number of views, the number of subscriptions, the number of viewers, the peak popularity, the average number of online users, the conversion rate, the number of conversion fans, and the average stay time of viewers, as well as the interactivity, entertainment, and promotional policies of the live streaming platform (Wang et al., 2021).

Ma et al. (2020) analyzed the content and form of live marketing and analyzed that the live marketing strategy will stimulate consumers' online purchase behavior by reducing consumers' psychological distance and uncertainty. Adil and Bennaceur (2021) use the SOR model and take trust and perceived risk as mediating variables, to study the influence of the online store environment on consumers' purchase intentions. The results show that consumers' perceptions of website quality and website brand affect consumers' trust and perceived risk, which in turn affects purchase intentions for a particular online retailer.

The situational factors of e-commerce live streaming platforms are reflected in the situation in the live streaming platforms. Such as transactions of goods, the number of real-time online viewers, etc. Attachment to live streaming platforms is defined as the emotional bond of users to platforms (Kim et al., 2022).

According to previous studies, the observed variables of Field can be classified from different perspectives in the e-commerce live streaming.

1) Entertainment

Entertainment refers to the degree of pleasure consumers feel when watching live broadcasts, aiming to satisfy consumers' pleasure psychology. Entertainment is the degree to which an experience is fun, interesting, or pleasant (Moon & Kim, 2001). The value of entertainment lies in the ability to meet people's needs for escapism, recreation, aesthetic enjoyment, or emotional release(Yu & Xu, 2017).

Audiences tend to utilize social media to relieve stress and obtain entertainment (Chen

& Lin, 2018). Consumers participate in live broadcast e-commerce consumption to a large extent for personal relaxation and stress relief (Zhang et al., 2020). At the same time, creative pop-ups posted by viewers and hover animations of live broadcast windows also increase the entertainment of e-commerce live broadcasts (X. Xu et al., 2020) .Moreover, live streaming can also give viewers a feeling of fun and enjoyment called the playfulness of (Li & Peng, 2021). Consequently, customers are likely to be immersed in these online live activities and then lead them to a state of flow (Chu et al., 2023).

When purchasing clothing products online, consumers will look for and value the external environment or experience, such as those who experience a sense of fun, excitement, or pleasure which can generate emotional responses in people, thereby affecting their overall evaluation of purchase intention (Ma et al., 2020). In some interesting live broadcast sites that completely grab your attention, consumers ignore certain behaviors or things when they are completely immersed in an activity. In the study of communication, marketing, and other related disciplines, consumers forget the experience of time passing on the live broadcast platform, which is called immersive experience (Chu et al., 2023).

Entertainment is reflected in lively and interesting topics initiated by platform anchors, as well as a series of entertainment activities organized by shopping platforms or anchors (Chen & Lin, 2018), such as regular draws, virtual red envelopes, likes, etc. Consumers' attention will be completely focused on the interaction, their curiosity will be fully mobilized, and the process of interaction will be very interesting (Liu et al., 2024).

The motives and characteristics of users watching are more emotional than rational, and purposeless watching live broadcasts (Li & Peng, 2021). Shopping has been long regarded as an entertainment that brings people fun and joy (Sternquist et al., 2004). In online environment, perceived enjoyment come from an experience in website or online shop (Ingham et al., 2015). Perceived enjoyment refers to the extent to which consumers feel pleasure when they purchase product or services on internet. The possibility of consumers to make transactions is higher when they feel pleasure on an online shop (Cheah et al., 2015). Logically, when consumer receives enjoyment, they also satisfy on online shopping and more willing to purchase product and services on internet (Jin & Sternquist, 2004).

Vijayasarathy and Jones (2000) believe that the consumer shopping experience is also reflected in the attractiveness of shopping to consumers, including the measurement of the time and energy spent by consumers on shopping, the adaptability (compatibility), and shopping entertainment (fun). Wang and Wang (2023) found that enhancing the entertainment and interactivity of e-commerce streaming, as well as the preferential nature of products in e-commerce live streaming can help improve consumers' purchase intention.

Studies have revealed that consumers may derive enjoyment from platform functions, marketing strategies used by internet platforms, and interactivity with others (Tseng & Wei, 2020).

Chin-Lung Hsu and Judy Chuan-Chuan Lin (2020) found that entertainment gratification leads to customers' loyalty toward the live streaming platform. Entertainment in live broadcasts can significantly affect consumers' emotional experience, perceived value, and attitude towards usage (Chen & Lin, 2018). Entertainment also has a significant impact on purchase intention. While social environment characteristics may have both optimistic (e.g., friendly salespeople) and pessimistic (e.g., network congestion) effects on consumer behavior, the positive aspect of social traits is more likely to encourage consumer behavior (i.e., positive actions such as browsing). Arnold and Reynolds (2003) found that consumers with hedonic motivation enjoy socializing when shopping. Consumers with hedonic motivation may also pursue shopping to seek others' acceptance and recognition.

2) Promotion

Promotion is one of the marketing elements comprising any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand, or issue. Promotion is an effective marketing tool to influence consumer's purchasing intention. Large-scale promotions generally cause quick decisions and impulse buying by consumers (Stanko, 2016).

The higher the price discount, the higher the consumers' shopping satisfaction and the stronger the sense of purchase, which may lead the consumers to buy unplanned or make additional buying (Yu et al., 2018), the result is that the more favorable product prices are, the more consumers are willing to pay, especially discretionary item.

Consumers can get higher discounts and concessions in the live broadcast room, thus improving their perceived practical value and enhancing their purchase intention in promotion of products (Zhang, 2023). Zhang Yulu (2022) believes that product display and information description will affect consumers' purchase intention, and product promotion can increase consumers' purchase intention.

Sai and Su (2023) pointed out that the form of online promotion chosen by the seller has an impact on the purchase intention impulsively. There is a positive relationship between the length of time consumers browse the storefront website interface and their impulse purchase intentions. When consumers stay on the live streaming platforms for a longer time, they are more likely to have impulse purchase intentions.

3) Emotion

Among the techniques that researchers have employed to explore how atmospherics influence consumer behavior at retail, (Mehrabian & Russell, 1974b) approach to

environmental psychology has been well represented in consumer research. The model by (Mehrabian & Russell, 1974a) under the assumption that pleasure, arousal, and dominance, the three emotional responses, mediate actual consumer behavior such as a desire to affiliate with others in the setting, desire to stay in or escape from the setting, willingness to spend time and money, and to consume. Donovan et al. (1994) used the PAD model to measure shoppers' emotions during the shopping experience. The significance of their study lies in that it showed how the impact of the emotional variables on store behavior was independent of cognitive variables, such as perceptions of quality and price.

Emotional connection to internet platforms can positively affect the stickiness of users to the internet platform. Platform attraction is the driving factor that affects consumers' loyalty to tourism and shopping websites (Wang et al., 2024), attachment to the internet platforms can significantly increase the participation and retention rate of their users(Li et al., 2021) .

The atmosphere outside shops, the atmosphere in the inner shops, the layout shops, and the interior decoration store that is the components of the atmosphere shops that can be made as directors by the purchase decision (Fitrianingsih & Usman, 2019).

Weitz (2009) said that the behavior will consumers is also influenced by the atmosphere shops. The increased number of purchases will make consumers feel that the purchase risk is shared, resulting in a happy mood. According to the theory of herd behavior and group effect, the more people who place an order in an e-commerce live broadcast, the stronger the ability of the live broadcast rooms to drain traffic, and the individual will be more inclined to watch and feel recognized (Yin, 2020).

There is a growing increase in customer perception be the atmosphere shop will be more increased from the consumer purchasing decisions. Sudirjo et al. (2023) stated that the atmosphere as a design business environment to produce the influence specifically to overseas buyers will likely increase willingness. Solomon (2007) found that mood of a person or psychological state at the time will have a great impact on what is bought or how to assess a refund. There is a growing customer of entering live streaming rooms comfortable activities will be more increase emotion and then customers decide to buy. Emotion is closely related to consumers' subjective perception, reflecting consumers' evaluations and attitudes towards products or services (Zhang et al., 2024).

Ha and Stoel (2009) believed that consumers' feelings about the sales environment and purchase experience are the decisive factors affecting consumers' online shopping. Therefore, when the emotional support received by consumers is higher, the psychological connection of the consumers will be enhanced. Consumers are more likely to engage in positive, persistent behaviors when emotionally supported live streaming (Sjöblom & Hamari, 2017).

Further studies indicate that viewers are inclined to be more emotionally attached to

and identify with media personas that provide rich interaction experiences (Frederick et al., 2012). Consumers can easily enjoy the multi-sensory, fantasy, and emotional aspects they experience during shopping, the feeling of psychological enhancement in such a shopping environment may evoke a hedonic buying intention in the viewer (Alba & Williams, 2013).

A variety of encounters occurred in commerce can provide customers with good surprises. Previous researchers pointed out that as flow experience itself is so enjoyable, customers are willing to bear all kinds of high costs to achieve it (Kazancoglu & Demir, 2021).According to prior literature, customers' pleasurable emotions have positive effects on their satisfaction which is an important factor affecting customers' purchase and repurchase intention (Lee & Jeong, 2012)

Table 2.9 Observed Variables of Field

Latent Variable	**Observed Variable**	**Label**	**Item**	**Source**
Field	Entertainment	Ent1	Interact with the anchor	Moon and Kim (2001);Yu and Xu (2017);Zhang et al. (2020);X. Xu et al. (2020);Chin-Lung Hsu and Judy Chuan-Chuan Lin (2020)
		Ent2	Enjoy the shopping process	
		Ent3	Cost-effective	
		Ent4	Relaxed and happy	
		Ent5	Shopping just for fun	
	Promotion	Pro1	Flash sales	Stanko (2016); Wang et al. (2014); Yu and Zhou (2018);Verhagen and van Dolen (2011); Lu et al. (2022); Zhu et al. (2023)
		Pro2	Bookmark coupons	
		Pro3	The price discount is attractive.	
		Pro4	Limited time	
		Pro5	Heart beats faster	
	Emotion	Emo1	Feel satisfied with the experience	Sai and Su (2023); Karbasivar and Yarahmadi (2011); Lee and Jeong (2012); Kauffman (2002) Ha and Stoel (2009); Sjöblom and Hamari (2017).
		Emo2	Like shopping in live streaming	
		Emo3	Happy to browse, comment, and interact	
		Emo4	A temporary escape from the real world	
		Emo5	Forget the time	

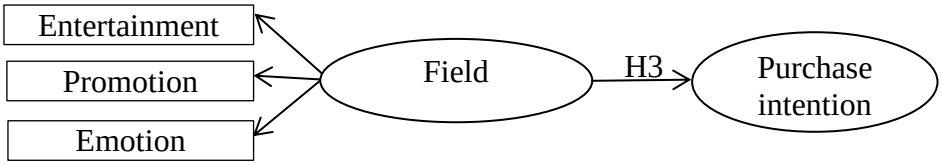

Figure 2.13 The Relationship Between Field and Purchase Intention

2.7.4 Relationship of Trust and Purchase Intention

Trust is one of the important factors for users to make purchase decisions. Building trust with consumers can increase consumers' intention to buy products. Foreign scholars started earlier in this field of research. It can be concluded that domestic and foreign scholars generally believe that the perception of trust factors in the consumption process will have an important impact on purchase intention. The consumer's cognitive trust rests on confidence in the ability and responsibility of the source (Cook & Wall, 1980). On the other hand, emotional trust alerts or primes consumers to interpersonal relationships and emotional information (Johnson-George & Swap, 1982). Trust in products, according to Garbarino and Johnson (1999), is consumers' belief in the reliability and performance of product quality. Live shopping has an experiential component in that products cannot be directly touched. Delgado‐Ballester and Munuera‐Alemán (2001) believe that customers' evaluations of indirect interaction with products/brands, such as advertising, word of mouth, brand reputation, and so on, will affect trust. Customers' favorable feelings about a product may be promoted by trust in the product (Z. Zhao et al., 2020), increasing their propensity to buy and suggest the product to others and even encouraging others to become engaged audiences (Guo et al., 2021).

For online consumers, strong emotional and cognitive reactions can enhance consumers' purchase intention (Gao et al., 2018). Wongkitrungrueng and Assarut (2020) took the perspective of trust to investigate the impact on customer behavior. This finding is consistent with Jarvenpaa et al. (2000), who found that customer trust in a store increases the intention to shop from that store. Previous studies have confirmed that consumers' emotional and cognitive reactions have significant positive effects on their perceptions of product quality (Compeau et al., 1998). For online consumers, strong emotional and cognitive reactions can enhance consumers' purchase intention (Gao et al., 2018).

Cognitive trust is customers' confidence or willingness to rely on the competence and reliability of service providers (Komiak & Benbasat, 2006). It comes from accumulated knowledge that allows one to make predictions, with some level of confidence, regarding the likelihood that a focal partner will live up to obligations. Affective trust is the confidence one

places in a partner based on feelings generated by the level of care and concern the partner demonstrates (Rempel et al., 1985). In our study, we draw on a well-established theoretical precedent for examining emotional aspects of trust from the social psychology literature that conceptualizes trust as having cognitive, affective, and behavioral dimensions (Lewis & Weigert, 1985). Trust can be divided into cognition-based and emotion-based variants (Chakraborty & Bhat, 2018),these variants come together to form the basis of and motivation for the purchase intention of consumers. Peck and Childers (2006) shows that product evaluation blogs increase trust in product, it can also be considered that products carried by trusted sellers could be more trusted. Lăzăroiu et al. (2020) suggest that trust in online shopping may increase customer purchase intentions.

Y. Zhao et al. (2020) studied the shopping situation in an e-commerce environment and proposed that trust would play a decisive role in the purchase intention. By studying the impact of knowledge sharing in virtual communities on consumers' purchase intention

Deng et al. (2021) combined e-commerce with factors affecting customer trust and proposed four factors that affect customer trust on e-commerce platforms- customer factors (trust orientation, online shopping experience, network preference, etc.), platform factors (credibility, word of mouth, function, etc.), service communication factors (service efficiency, effective communication), information security factors (the platform no false advertisements, protects customer information, platform payment security, and the platform can honor the agreements signed with customers).

Liang and Cheok (2023) proposed that the symbolic value recognized by consumers in live streaming can directly affect consumer participation, which indicates that the main purpose of consumers watching live streaming is to gain social recognition and improve social status. Knowledge value needs to rely on the intermediary role of trust to have an impact on participation behavior.

Escobar-Rodríguez and Bonsón-Fernández (2017) suggests that trust in online shopping may increase customer purchase intentions. Customers who are satisfied with the product will trust the product which will lead them to purchase the product (Chinomona et al., 2013).

Table 2.10 Relationship Research between Trust and Purchase Intention

Researcher	**Relationship**
X. Ma et al. (2022)	Concluded that website reputation, relationship strength, and streamers' professionalism and trust would all have an impact on purchase intention, and the most critical factor was trust.
Gefen (2000)	Long-term community trust can promote purchase intention
Chinomona et al.,	Customers who are satisfied with the product will trust the product

Researcher	Relationship
（2013）	which will lead them to purchase the product.
Kang et al. (2021)	Used the SOR to study trust relationship with purchase intention in live streaming marketing.
Gao et al. (2018)	For online consumers, strong emotional and cognitive reactions can enhance consumers' purchase intention.
XL Wang (2022)	Subjective factors such as consumer cognitive emotions and personal experience perception could all affect the consumer's internal psychological state, which, in turn, affects the consumer's emotional state and purchase intention.
Deng et al. (2021)	Combined e-commerce with factors affecting customer trust, and proposed four factors that affect customer trust on e-commerce platforms.
Peck and Childers (2006)	Trust can be divided into cognition-based and emotion-based variants. These variants come together to form the basis of and motivation for the purchase intention of consumers.

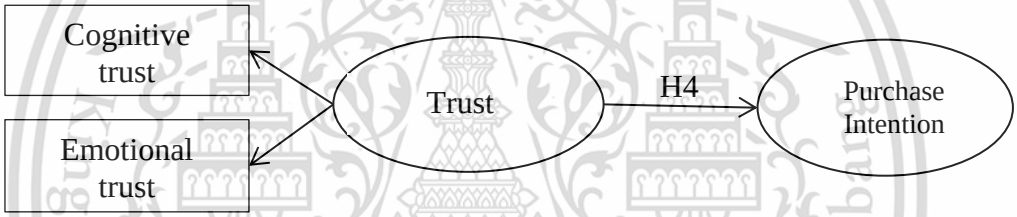

Figure 2.14 Relationship of Trust and Purchase Intention

2.7.5 Researches of Impulsiveness and Purchase Intention

Some scholars have stated that impulse purchase intention is a kind of psychological impulsiveness, which refers to the sudden and strong desire to own something immediately (Rook & Fisher, 1995). Beatty and Ferrell (1998) pointed out that consumers' positive emotions are related to the urge to buy on impulse. Therefore, the impulsive consumers are more emotional than non-impulsive consumers. The stronger the impulse purchase intention, the easier it is to stimulate the impulse purchase behavior.

According to the research on impulsive buying behavior by a series of scholars such as Wang and Chen (2021), impulsive buying is a rapid, unplanned purchase influenced by both internal and external factors. The influencing factors mainly include the impulsive characteristics of consumers, discretionary time and money, commodity attributes, sales service process, and so on. Individual characteristic factors include consumer impulsive traits, self-control, shopping hedonism psychology, and commodity popularity.

Furthermore, impulse buying, driven by the interactive and spontaneous nature of live streams, underscores the persuasive power of e-commerce live streaming in influencing

consumer decisions (Yue Huang, 2021).

The impulse purchase intention is summarized as: before the impulse purchase behavior of consumers, consumers have the idea of wanting to own a certain product, which is very sudden and has no compulsive, spontaneous, and eagerness. (Beatty & Ferrell, 1998)

The consumer personality characteristics, the impulsiveness of consumers, and the hedonic nature of shopping all affect impulsive purchase intention (Liu et al., 2020). Wang and Chen (2021) researched both personal impulsiveness and store image as independent variables and found that personal impulsiveness has a direct positive effect on purchase intention.

L. Li et al. (2022) conducted research on consumers' impulse purchase intention and behavior based on the e-commerce shopping festival and found that price discounts, time pressure, and other stimuli affect purchase intention and impulse purchase behavior through the mediation of positive emotions.

Liu and Liu (2020) constructed the theory and research model of many individual characteristics on impulse purchase intention in the e-commerce environment. In their model, many individual traits are transformed into personal biographical characteristics, self-control degree, emotional state, and cognitive evaluation level when online shopping, etc., and the influence of different personal traits on impulsive purchase intention is comprehensively and carefully studied.

Junchao et al. (2014) used external stimuli and personal impulse characteristics as "S" in the study of online group purchases, with factors of positive emotions as an intermediary variable, to study the influencing factors of impulsive purchase intention. The study found that the positive emotions of consumers affect purchase intention. The outer stimulation(time pressure, discount, order, comment) and personal traits(impulsiveness) have significant positive influences on positive emotions. The positive emotions had a significant mediating effect on the relationship between personal traits, external stimulation, and impulsive purchase intention.

Consumers with motivations based on hedonic needs may engage in shopping-related activities that involve multisensory, fantasy, and emotional experiences (Solomon, 2007).

Verhagen and van Dolen (2011) stated, that when they compare impulsive and non-impulsive consumers, the latter is followed by rational and utilitarian decisions, so purchasing experience of impulsive consumers has high emotions.

According to the emotional experiences of consumers with motivations based on hedonism, they are irrational in the decision-making process, and their willingness to purchase is usually affected by various environmental factors (Butt et al., 2022). Based on emotional experience, people will make more impulse purchases at night than during the day. In addition, it has been reported that individuals high in impulsive buying tendencies were more likely to

be affected by marketing stimuli such as advertisements, visual elements, or promotional gifts, engage in in-store browsing, and tended to respond more frequently to urges to buy impulsively (Foroughi et al., 2013).

According to (Zhang & Benyoucef, 2016), the factors affecting consumers' purchase intention can be divided into two categories: one is the objective stimulus representing the stimulus, and the other is the customers' perception factor representing the organism (Koo & Ju, 2010), which can be described by impulsivity and trust. Moreover, the research on trust and impulsivity has certain enlightening significance for the implementation of measures to improve consumers' purchase intentions in e-commerce live streaming (Y. Zhao et al., 2019).

XL Wang (2022) draw from the stimulus-organism-response (S-O-R) model to explore the impact on consumer attitudes in the context of Chinese e-commerce live streaming. He believed that trust and impulsiveness increased consumers' purchasing intentions. Xiong (2020) argues that impulsive purchase behavior has always been a focus of consumer behavior experts from the standpoint of online shopping platforms，the convenience and publicity of e-commerce platform can trigger consumers' positive consumption emotions.

Table 2.11 Relationship Research between Impulsiveness and Purchase Intention

Researcher	**Relationship**
Youn and Faber (2000)	Consumers with higher impulsiveness tend to indulge more in impulse purchasing, who have a tendency experienced more lack of control.
Zhang et al. (2018); Dewi et al. (2017)	Consumers' personality characteristics, such as impulsiveness and the hedonic nature of shopping affect purchase intention.
K. Zhao et al. (2019)	The study of trust and impulsiveness had certain significance for the implementation of improvement measures regarding consumers' purchase intention in live streaming.
Tarka et al. (2022)	Personality characteristics of consumers, such as shopping hedonicity and impulsiveness, confirmed the impact of these factors on impulsive purchase intentions.
Junchao et al. (2014)	Outer stimulation(time pressure, discount, order, comment) and personal traits(impulsiveness) have significant positive influences on positive emotions.
XL Wang (2022)	Trust and impulsiveness increased consumers' purchasing

Researcher	Relationship
	intentions.
Foroughi et al. (2013); Grohmann (2009)	Individual traits are transformed into personal biographical characteristics. And different personal traits have a direct positive effect on purchase intention.
Santo and Marques (2022)	Price discounts, time pressure, and other stimuli affect the purchase intention and impulse purchase behavior through the mediation of positive emotions.

Figure 2.15 Relationship of Impulsiveness and Purchase Intention

2.7.6 Relationship of Live Streamers with Trust and Impulsiveness

Many empirical studies have confirmed the relationships between the characteristics of live streamers with trust, also the relationship between characteristics of live streamers and impulsiveness. In live streaming marketing, trust in the live streamer and the products on sale is a process that is gradually accumulated during the live streaming process. Trust can enhance the user's sense of dependence and trust in a certain live streamer, thereby improving consumer confidence in purchase intention. From the social subsystem perspective, interaction, as a critical feature in live streaming commerce, can promote the flow of information and emotion, effectively reducing customers' perceived risk, thus increasing customers' trust (Bao et al., 2016). Real-time interaction plays a key role in users' experience because it facilitates the flow of information and emotion, making it possible to build solid and stable interpersonal relationships between sellers and customers (Ou et al., 2014). Different from traditional e-commerce in which customers can only accept static information unilaterally and passively, customers are not only the receivers of information in live streaming commerce, but also participate in the design and delivery of services by interacting with streamers or sharing information to other viewers directly (Zhou & Huang, 2023).

According to Meng et al. (2023) ,the greater consumer trust in internet celebrities and the products they promote, the greater their intent to purchase is. Chen and Yang (2023) emphasizes the significance of customer experience, influencer trust, and influencer attachment as key drivers of consumer purchase intention.

Erdogan (1999) claims that celebrities who are perceived as trustworthy will affect purchase intentions. Moreover, celebrity endorsements with a high trustworthiness score can change consumer attitudes and purchase intention. M. Li et al. (2022) conceptualized interaction from three dimensions of social presence and found out that the social presence of the anchor was the antecedent influencing consumers' impulse buying. According to M. Zhang et al. (2022) ,trust in streamers is more crucial because it can be transfer to products

Live streaming sales enable sellers to present products in unique ways, which can boost consumers' emotions and feelings, resulting in product trust (Wongkitrungrueng & Assarut, 2020). According to our literature review, the observed variables of live streamers are professionalism, popularity, and interactivity in live streaming marketing (Chen et al., 2023). Kim et al. (2022) showed that the influence of live streamers makes the recipients of information more aware of the validity of the information, so live streamers with a certain popularity are more likely to be reliable sources of information, which has an impact on the perception and behavior of recipients, and then interactively with customers can easily build their trust (Xie et al., 2022).

Gefen et al. (2003) pointed out that in the virtual environment of the Internet, consumers lack social interaction when shopping, which leads to a decline in trust. Wongsunopparat and Deng (2021) argued that the popular live streamer' only purpose in live marketing is to stimulate customers' confidence and push them to impulse purchase. Breves et al. (2019) pointed out that source credibility, professional knowledge, and brand evaluation of live streamers affect consumers' behavioral intention; The fit degree of live streamer and brand has a positive influence on live streamer image and advertising effect. Jin and Muqaddam (2019) studied network live streamers and enhanced consumer trust, brand credibility, and brand trust through quasi-social interaction. According to Ling-Bing Guo (2021); Xingsong Shi (2022), there is significant impact of e-commerce live streaming on consumer purchase intentions, noting the critical role of trust, streamer-consumer rapport, and the perceived value of the offered products.

In the process of Internet celebrity marketing, the popularity, personal appeal, and professionalism of internet celebrities have a significant impact on users' trust, with popularity having the greatest impact, which coincides with the previous findings (Wei et al., 2022).

Tanjung and Hudrasyah (2016) study confirms that live streamer endorsers' perceived hypothesis was made: trustworthiness influences purchase intentions. Chuang and Chiu (2017) claim that purchasing decisions and brand credibility are greatly affected by live streamers who are believed to be truthful and trustworthy.

Emotional marketing is becoming more and more popular in live streaming to build

trust between live streamers and the customers to promote the purchase activities. The live streamer builds emotional trust with customers by singing, dancing, and jokes (Lu & Chen, 2021).

X. Xu et al. (2020) proposed that the characteristics of professionalism, popularity, interactivity, and homogeneity affect purchase intention by affecting the two intermediary variables of perceived value and trust.

Tong (2017) believes that the interactivity, authenticity, and vividness of live shopping will affect consumers' purchase intention by affecting spatial presence, and interactivity, authenticity, spatial presence, and social presence will also affect trust.

Cunningham et al. (2019) that an E-commerce live broadcast is a form of "fan economy", then there is an initial trust between sellers and consumers. Many consumers believe what the live streamer conveys to them in the advertisement and trust them.

The fact that consumers enter the live streaming room and watch continuously shows they trust the particular live streamer (Park & Lin, 2020). The essence of online celebrities' monetization is to use the channel to convert followers' trust in internet celebrities into purchasing power differently to achieve an economic form of monetization (Erdogan, 1999) (Li & Peng, 2021). It was supported by (Tran & Nguyen, 2022), who believed that purchasing decisions and brand trust greatly affected live streamers who were believed to be trustworthy.

By enabling shoppers to interact with the seller, customers have more trust in the seller and the product, which affects engagement with the seller (Wongkitrungrueng & Assarut, 2020).

Table 2.12 Relationship between Live Streamers with Trust and Impulsiveness

Researcher	**Relationship**
Cho and Yang (2021)	Purchasing decisions and brand credibility are greatly affected by live streamers who are believed to be trustworthy.
Lin and Nuangjamnong (2022)	Live streamers who are popular are more likely to be reliable sources of information, and they can easily build customers' trust by interfacing with them.
Chao (2018)	Popularity, professionalism, and interactivity impact user perception in the study of online purchase intentions. This can stimulate recipients to trust them and promote impulse behavior in live marketing activities.

Researcher	Relationship
Breves et al. (2019)	Source credibility, professional knowledge, and brand evaluation of live streamers affect consumers' behavioral intention.
Wongkitrungrueng and Assarut (2020)	By enabling shoppers to interact with the seller, customer has more trust in the seller and trust in the product, which in turn, affects engagement with the seller.
Chen and Yang (2023)	The popular streamer' only purpose in live marketing is to stimulate the watchers' trust and push them with impulse purchases.

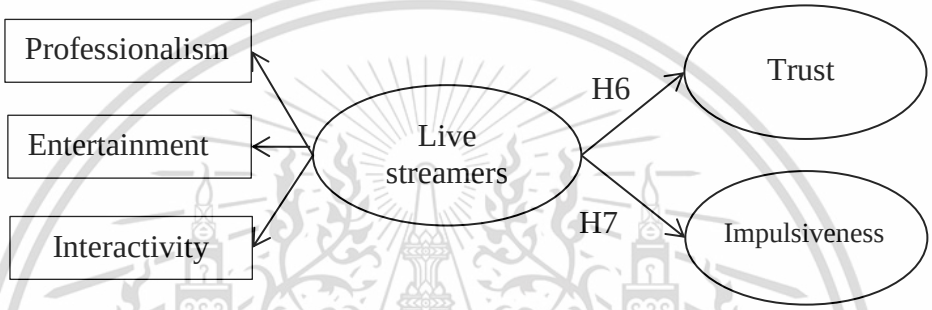

Figure 2.16 The Relationship of Live Streamers with Trust and Impulsiveness

2.7.7 Relationship of Product with Trust and Impulsiveness

Products, as the core of tangible commerce, are the ultimate purpose for customers to pay attention to live-streaming shopping. According to previous literature, the characteristics of products in live streaming have three main observed variables - quality, price, and practicality. Customers pay more attention to these factors in live streaming than traditional shopping.

Online purchasing systems involve more risks than traditional ones, so most consumers are price-sensitive (Kacen et al., 2012). Therefore, when consumers find that a celebrity's live broadcasting is always low or very cost-effective, they will look for the best price and increase their trust in the internet celebrity (Zhang & Gu, 2015). Therefore, it proves that trust is closely related to the cost of the shopping process (Haq & Abbasi, 2016).

Live-streaming sales enable sellers to present products uniquely, boosting buyers' emotions and feelings and resulting in product trust (Wongkitrungrueng & Assarut, 2020).

The utilitarian shopping value is related to fulfilling specific consumption needs through shopping activities, which reflects goal-oriented, cognitive, and non-affective outcomes (Jin et al., 2019). Combining the realistic characteristics of e-commerce live streaming, the three-dimensional display of products by the live streamer on the spot

significantly reduces virtual and risk and simultaneously realizes the fans' trust.

The finding that product quality and price transparency significantly positively influence trust in sellers is consistent with prior studies. (Halim et al., 2014) Moreover, (Chinomona et al., 2013) showed that product quality positively influences customer trust and intention to purchase. (Mittal & Agrawal, 2016). Bertini and Gourville (2012) showed that price transparency builds customer trust and enhances customer engagement and purchase intentions.

C. Wang et al. (2018) conducted research on consumers' impulse purchase intention and behavior based on the e-commerce shopping festival. They found that price discounts, time pressure, and other stimuli affect impulse purchase intention and purchase behavior by mediating positive emotions.

Whether shopping online or in a physical store, product perception of quality, price, and practicality is an essential factor affecting consumers' purchase intention. Karim and Imam (2021) believe that price discounts within a limited sale time can affect consumers' perception of products, thereby triggering users' trust and then pushing impulse purchases.

In e-commerce live streaming, because the number of products is limited, consumers often need to complete the snap-up within a few seconds after the live streamer broadcasts the shopping link. During this process, consumers feel the pressure caused by the limited quantity, which will boost their trust and impulse purchase (Wang et al., 2016). Godinho et al. (2016) found that in time-limited situations, users' perception of opportunity cost will lead them to make impulsive purchase decisions (Yue Huang, 2021). According to Ningrum and Rizan (2021), live e-commerce platforms should provide reliable quality products and effective after-sales service to get lasting long-term trust. Houston and Taylor (1999) found that product quality was the fundamental determinant of consumers' intention to purchase on the website and affected the level of trust. Kaplan and Nieschwietz (2003b) proposed that perceived product quality was the critical measure of the outcome variable impacted by the formation of consumers' trust.

Rizki et al. (2023) found that product quality has positively improved consumers' satisfaction in online shopping. Chen et al. (2016) proposed that the higher the price discount of a product, the stronger the consumers' trust and impulsiveness. Karim and Imam (2021) investigated the impacts of impulse buying behavior of consumers in terms of online shopping and sales promotion; impulse buying grows year on year as sales promotion activities influence consumers.

Table 2.13 Relationship between Product with Trust, Impulsiveness

Researcher	Relationship
Houston and Taylor (1999)	Product quality was the fundamental determinant of consumers' intention to purchase on the website and affected the level of trust.
Rizan et al. (2020)	Live e-commerce platforms should provide reliable quality products and effective after-sales service to form lasting long-term trust.
Chen et al. (2016)	The higher the price discount of a product, the stronger the consumers' trust and impulsiveness.
Kaplan and Nieschwietz (2003a)	Perceived product quality was the important measure of the outcome variable impacted by the formation of consumers' trust.
Wongkitrungrueng and Assarut (2020)	Live-streaming sales enable sellers to present products uniquely, boosting buyers' emotions and feelings and resulting in product trust.

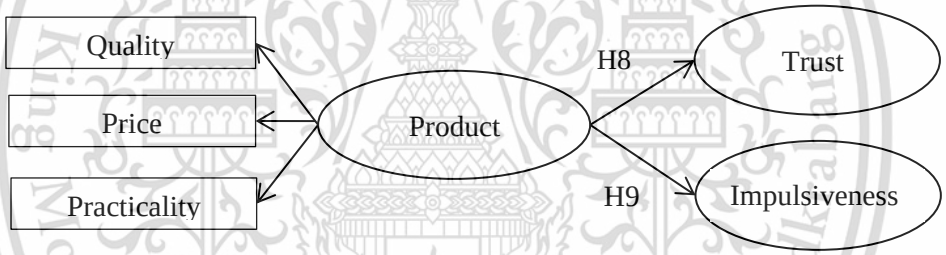

Figure 2.17 The Relationship of Product with Trust and Impulsiveness

2.7.8 Relationship of Field with Trust and Impulsiveness

Combining consumers' personality characteristics, we conduct experiments on different online store environments, and the results show that the online store environment will affect the subjects' perception of the goods, thereby affecting the purchase decision. In addition, there is a positive relationship between the length of time consumers browse the storefront website interface and their impulse purchase intentions. When consumers stay on the live streaming platforms longer, they are more likely to have impulse purchase intention (Wang & Chen, 2022). At the same time, impulse purchase intention will further affect consumers' impulse purchase behavior. Extant literature lacks a comprehensive framework to explain consumers' impulsive buying behavior (Badgaiyan & Verma, 2014). When consumers purchase products, they are influenced by their surroundings and exhibit impulse consumption psychology (Bindra et al., 2022)

In addition to the influences of platforms' atmosphere and shopping environment,

personal characteristics are associated with consumers' impulse buying. Researchers believe that impulsive buying may stem from consumers' personality traits, such as impulsiveness and best stimulation levels (Sharma et al., 2010), shopping enjoyment (Beatty & Ferrell, 1998), or lack of self-control (Youn & Faber, 2000).

Online platform trust boosts users' purchase intention. By reducing online perceived risks, trust in the platform directly affects consumer repurchase intentions (Guo & Li, 2022). If consumers believe that online platforms are truthful, efficient, and fulfill their commitments, they are more likely to buy from them (Califf et al., 2020). However, platform trust may improve the propensity for impulsive buying. Impulsive buying tendency is considered a manifestation of general impulsiveness (Badgaiyan et al., 2016). Users aimlessly scroll through pictures of SHC on a website and then choose to buy as an effect of website trust, which will be called impulsive buying tendencies for the platform (Jung et al., 2020).

Promotion is an effective marketing tool for influencing consumer shopping decisions. Large-scale promotions on live streaming platforms generally lead to quick decisions and impulse purchases by consumers (Stanko, 2016). Singh et al. (2021) analyze the factors influencing impulse purchase intention during online shopping. They showed that seller commitment and qualification, seller service quality, online store decoration, product introduction, and commodity price are essential factors affecting online consumers' impulse purchase intention.

Attachment to the field (live streaming platforms) is defined as the emotional bond of users to platforms (Johnson et al., 2015). The emotional connection between consumers and internet platforms can positively affect their stickiness to the platform. Platform attraction is the driving factor that affects consumers' loyalty to tourism and shopping websites (Do et al., 2020). Attachment to the Internet platform can significantly increase users' participation and retention rate (L. Zhang et al., 2022).

Lu et al. (2022) proposed enriching social cues in live streaming and creating a warm and lifelike shopping environment to enhance the user's emotional and social on-the-spot experience and thereby increase the purchase intention.

M. Li et al. (2022) noted a positive correlation between field characteristics and impulse purchase intention. Luo et al. (2021) pointed out that the form of online promotion the seller chooses impacts impulsively on the purchase intention.

Moody et al. (2014) pointed out that the scale of internet platforms, reputation, transaction security, information, communication, and word of mouth would positively impact consumers' trust and purchase intention.

Schiffman et al. (1951) reported that the positive atmosphere created by the store

environment significantly influences impulsive buying. The significant positive impact of the shopping atmosphere on impulsive buying behavior is consistent with the results of (Mattila & Wirtz, 2001), who believe that consumers' evaluation environment is significantly more positive in displaying higher levels of impulsive buying behavior.

Park et al. (2015) concluded that retailers can differentiate their stores by establishing a relationship between the store's atmosphere and consumers' emotional states. Even if consumers are in a negative emotional state when entering a store, they may become emotionally heightened and spend more money.

Table 2.14 Relationship between Field with Trust, Impulsiveness

Researcher	Relationship
Mattila & Wirtz, (2001)	The shopping atmosphere has a significant positive impact on impulsive buying behavior.
Schiffman et al. (1951)	The positive atmosphere created by the store environment significantly influences impulsive buying.
Moody et al. (2014)	The scale of internet platforms, reputation, transaction security, information, communication, and word of mouth would positively impact consumers' trust and purchase intention.
Badgaiyan et al., (2016)	Platform trust may improve the propensity for impulsive buying. Impulsive buying tendency is considered a manifestation of general impulsiveness.
Stanko (2016)	Large-scale promotions in live streaming platforms generally lead to quick decisions and impulse purchases by consumers.
M. Li et al. (2022)	There is a positive correlation between field characteristics and impulse purchase intention.

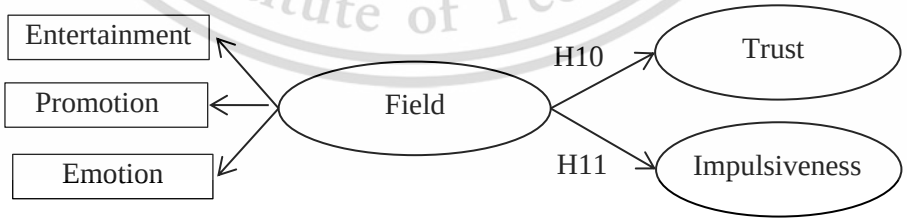

Figure 2.18 The Relationship of Field with Trust and Impulsiveness

2.8 Research Hypothesis

Accordingly, we proposed the following hypothesis:

Hypothesis 1 (H1): The characteristics of live streamers have a positive influence on purchase intention.

Hypothesis 2 (H2) The characteristics of the product have a positive influence on purchase intention.

Hypothesis 3 (H3): The characteristics of the field have a positive influence on purchase intention.

Hypothesis 4 (H4): Trust has a positive influence on purchase intention.

Hypothesis 5 (H5): Impulsiveness has a positive influence on purchase intention.

Hypothesis 6 (H6): The characteristics of live streamers have a positive influence on trust.

Hypothesis 7 (H7): The characteristics of live streamers have a positive influence on impulsiveness.

Hypothesis 8 (H8): The characteristics of the product have a positive influence on trust.

Hypothesis 9 (H9): The characteristics of the product have a positive influence on impulsiveness.

Hypothesis 10 (H10): The characteristics of the field have a positive influence on trust.

Hypothesis 11 (H11): The characteristics of the field have a positive influence on impulsiveness.

2.9 Conceptual Framework

According to the literature review, relevant concepts and theories were researched, and the relationship between the variables related to the research objective was analyzed. As a result, the conceptual framework was developed, as shown **in Figure 2.19.**

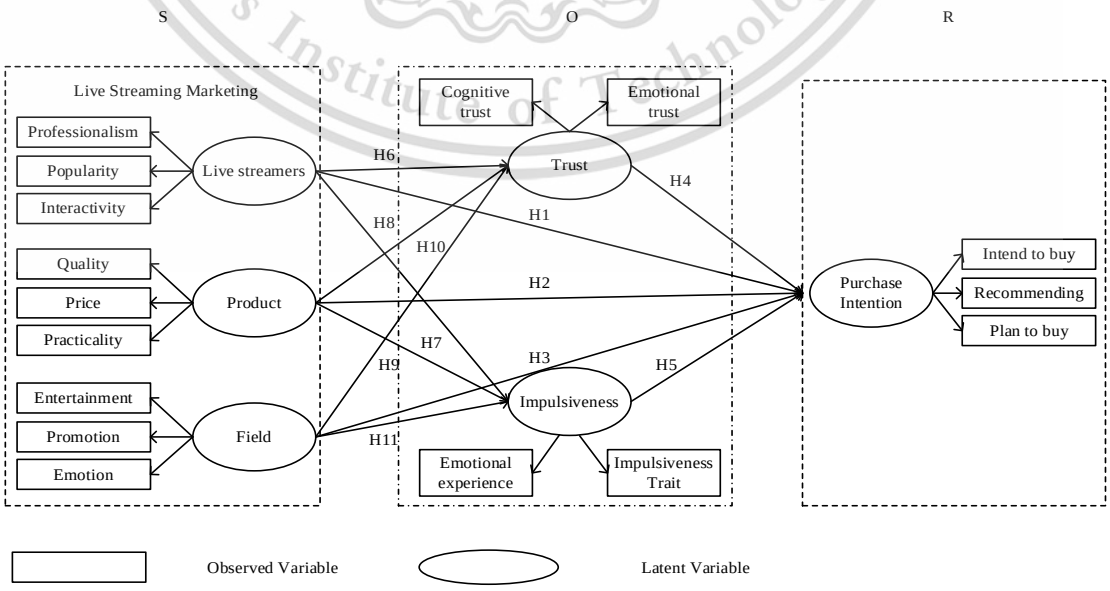

Figure 2.19 Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

This study aims to study the impact of e-commerce live-streaming marketing on consumers' purchase intention in China. The study used a quantitative method to study the relationship between the independent variables -live streamer, product, field- and the latent variables - purchase intention, trust, and impulsiveness. SPSS AMOS 26 analyzed the data. This study constructed the SEM, which was revised and formulated after the data analysis.

The procedures of this study are designed for further scientific study of this research as the following:

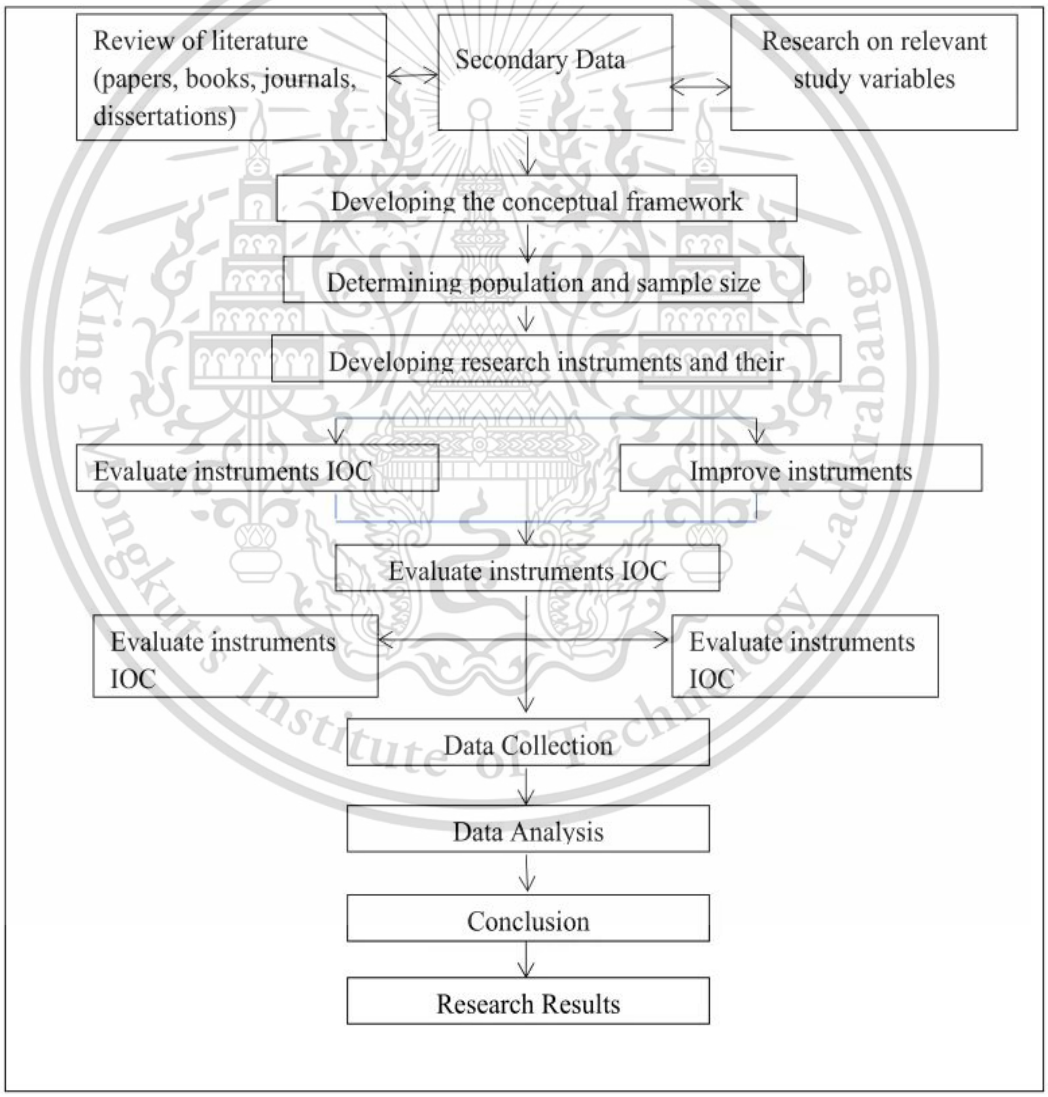

Figure 3.1 The procedures of the study

The structure of this chapter is as follows.

3.1 Quantitative Study

3.1.1 Population and Samples

3.1.2 Sample Size

3.1.3 Sampling Methods

3.1.4 Variables

3.1.5 Research Instruments and Scales

3.1.6 Quality of the Instruments

3.1.7 Data Collection

3.1.8 Data Analysis

3.1.9 Statistical Analysis

3.2 Ethical Consideration

3.1 Quantitative Study

3.1.1 Population and Samples

The research population consists of Chinese consumers who use E-commerce live streaming. Participants are users who have experience shopping in live streaming and have different demographic characteristics. The specific population is unknown.

However, Table 3.1 presents the group of people with characteristics that fit the desired parameters for the study population.

Table 3.1 China information

Users	**Number of Users**
Total population	1.412 billion
Internet Users	1.068 billion
Short Video Users	1.012 billion
Live Streaming Users	751 million

Source: www.maigoo.com (2020)

These are the Top 10 Brand Index E-commerce Live Steaming Platforms in China (2022). **(See Figure 3.2 and Table3.2)**

Figure 3.2 Top 10 Live Streaming Platforms in China (2022)

Source: www.maigoo.com (2022)

Table 3.2 Top 10 Brand Index Live Streaming Platforms in China (2022)

TOP 10	Live Streaming Platforms or Applications	Brand Index
NO. 1	Taobao Live Streaming	85.9
NO. 2	TikTok	84.9
NO. 3	Kuai shou	84.3
NO. 4	JD Live Streaming	88.3
NO. 5	Xiao Hong Shu	82.7
NO. 6	WeChat Video	81.9
NO. 7	Mogu.com	81.8
NO. 8	PDD Live Streaming	80
NO. 9	VIP.com	79.4
NO. 10	Suning.com Live Streaming	78.4

Source: www.maigoo.com (2022)

3.1.2 Sample Size

The sample size of each region we needed for the questionnaire survey was distributed according to the percentage geographical distribution of users in China's online live streaming

industry. The quota random sampling ratio using five groups in Table 3.1 was calculated from the proportion of users in different regions in e-commerce live streaming in China.

Stevens (2002) stated that considering the number of measurement parameters required by the sample size or population, the estimated variables in the study should be 20 samples per 1 variable. Accordingly, this study included 16 observed variables, and the required at least samples included 20*16 = 360. Schumacker and Lomax (2016) believe that SEM requires a larger sample size in analyzing structural equation models than other methods. Considering China's large population, the sample size of this study is 1.5 times the minimum sample size, that is, 540 (360*1.5=540).

3.1.3 Sampling Methods

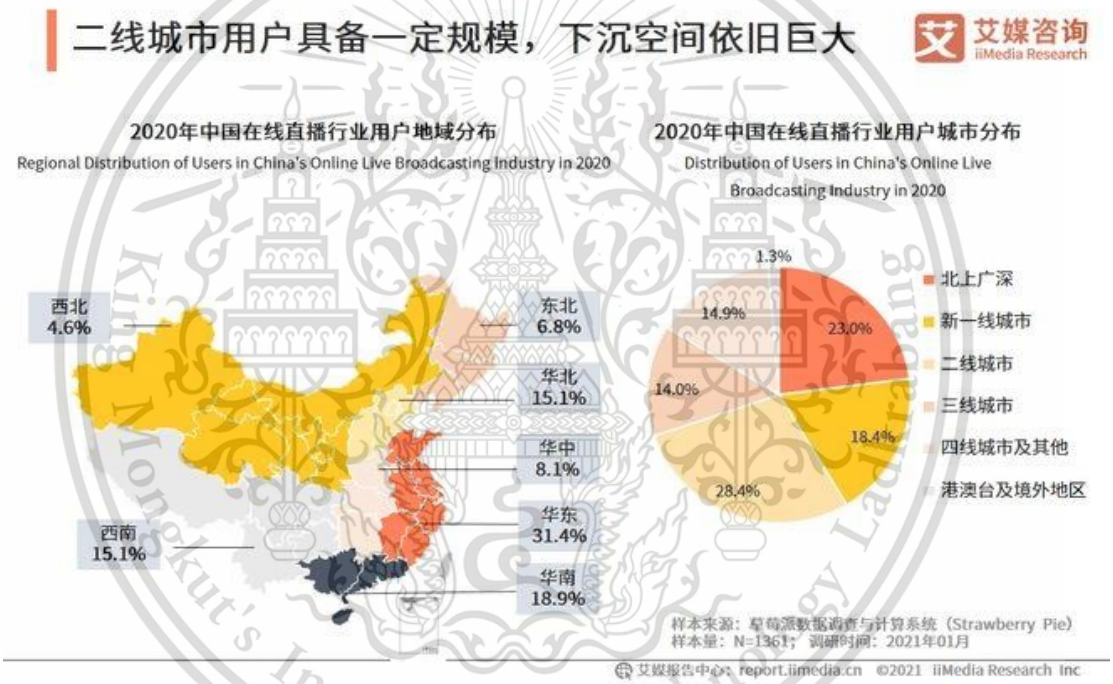

Figure 3.3 Regional Distribution of Users of the Live Streaming Industry in China in 2020
Source: https://www.163.com/dy/article/GB33KRV305389KLH.html (Report. media. cn)

According to the data on the website of Report ii Media Inc., in Jan 2021, the analysis of the data collected by the Strawberry Pie data and computer system research shows that we can draw the Regional Distribution of Users who use live streaming and consumption in China.

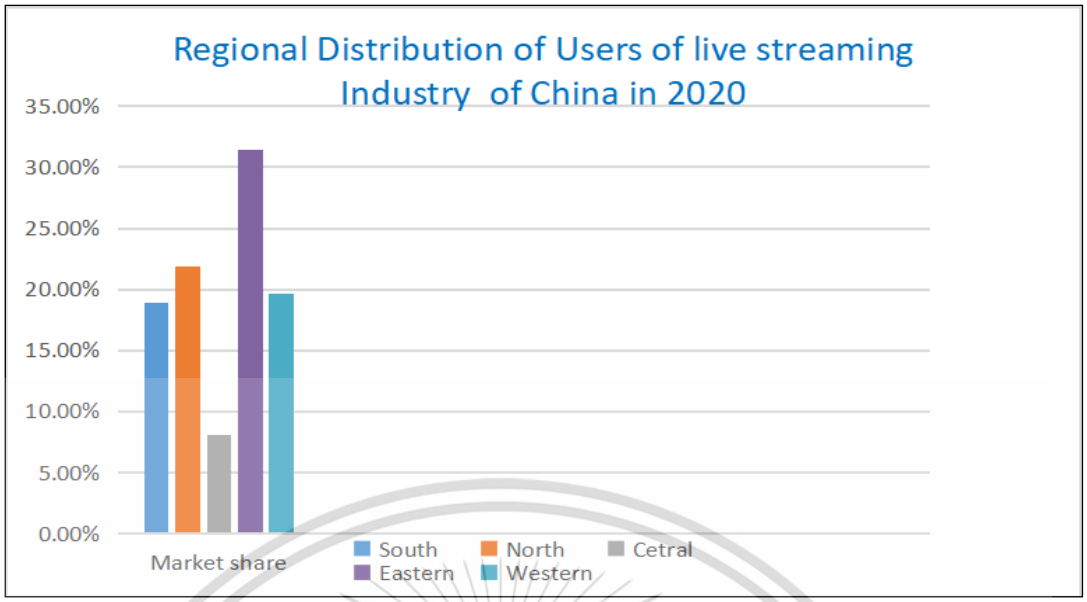

Figure 3.4 Regional Distribution of Users of the Live Streaming Industry in China in 2020

Figure 3.4 shows that the quota random sampling ratio using five groups in Table 3.3 was calculated from the proportion of users' regional distribution in different regions in e-commerce live streaming marketing in China.

Table 3.3 Regional distribution of Users and Sampling

No.	Region	Radio	Sampling
1	Southern region	18.9%	102
2	Northern region	21.9%	118
3	Central Region	8.1%	44
4	Eastern Region	31.4%	170
5	Western Region	19.7%	106
Total		100%	540

Based on non-probability sampling methods, an online survey was conducted from December 2023 to January 2024. Participants came from five typical large-sized cities in China: Guangzhou, Beijing, Wuhan, Nanjing, and Chengdu. The above five cities were selected based on two important considerations. First, the development of e-commerce live-streaming sales industries in these cities is mature, and urban residents widely accepted e-commerce live-streaming shopping. Second, these cities are the largest in the southern, northern, central, eastern, and western parts of mainland China, which would increase the number of representatives of the survey samples and the applicability of research findings. Participants are users who have experience shopping in live streaming and have different demographic characteristics.

3.1.4 Variables

The variables in this study have 6 Latent Variables and 16 observed variables.

1) live streamers have three observed variables :

- Professionalism
- Popularity
- Interactivity

2) The product will be studied from the three observed variables :

- Quality
- Price
- Practicality

3) The field (live streaming platforms) will be studied from three observed variables:

- Entertainment
- Promotion
- Emotion

4) Purchase intention has three observed variables :

- Intend to buy
- Recommending
- Plan to buy

5) Trust has two observed variables:

- Cognitive trust
- Emotional trust

6) Impulsiveness has two observed variables:

- Emotional Experience
- Impulsiveness Trait

3.1.5 Research Instruments and Scales

1) The questionnaire is established as a research tool to demonstrate and detect variables related to consumers' purchase intention in E-commerce live-streaming marketing in China.

2) Develop and prepare research questionnaire structures. Collect data from relevant theories, literature, concepts, and research.

3) Study the theories, literature, concepts, and research relevant to the recognition of interactions between latent internal, external, and observed variables in the development of the questionnaire structure.

4) Perform a request update based on the instructions.

5) Take expert and professional suggestions for the revised questionnaire. Test 20 samples before launching the final questionnaires—exact and identical verification of each

question between subject and question.

6) Carry out the informal questionnaire and study the validity and reliability with the requirement that Cronbach's alpha is greater than 7 and KMO is greater than 9.

The final questionnaire to be used for the study has been updated to reinforce the questionnaires in case of a leak.

The Structure of the questionnaire

Part 1: Demographic Data of the Respondents.

Part 2:Questions about observed variables of E-commerce live streaming marketing.

Part 2 (1) The questions about **"Live streamers"** in live streaming marketing can be researched from three observed variables such as "professionalism, popularity, and interactivity". Each of the observed variables is designed with a 5-level Likert scale. The ratio and interval scales are applied in the questionnaire.

Regions in e-commerce live streaming marketing in China.

Table 3.4 Questions of "Professionalism"

Professionalism						
PRO1	Live streamers' explanations and introductions can help me quickly understand the product.	1	2	3	4	5
PRO2	I consider the streamer to be an expert in this field.	1	2	3	4	5
PRO3	The famous internet celebrity has product experience.	1	2	3	4	5
PRO4	Live streamers can give me personalized purchase advice based on personal experience.	1	2	3	4	5
PRO5	Live streamers can give professional responses to questions related to products or services.	1	2	3	4	5

In the table of "Professionalism" of Live streamers, there are five questions with 5-level Likert scales, each numbered from PRO1 to PRO5. Hereby, "Professionalism" is abbreviated as " PRO" for brief expression in this study.

Table 3.5 Questions of "Popularity"

Popularity						
POP1	The live streamer has a certain influence and status in related fields.	1	2	3	4	5
POP2	Streamers are popular with most people.	1	2	3	4	5
POP3	The live streamer has strong attractiveness.	1	2	3	4	5
POP4	The characteristics of products the celebrity promotes and sells are highly appropriate for her/him.	1	2	3	4	5
POP5	I like to buy products recommended by well-known celebrities.	1	2	3	4	5

In the table of “Popularity,” there are five questions with 5-level Likert scales, each numbered from POP1 to POP5. Hereby, “Popularity” is abbreviated as “ POP” for brief expression in this study.

Table 3.6 Questions of “Interactivity”

Interactivity						
INT1	I can effectively interact with celebrities through live streaming of products.	1	2	3	4	5
INT2	I will send pop-ups on live streaming platforms and give feedback. developed from the source:	1	2	3	4	5
INT3	I like to browse the comments and chat in the live broadcast room.	1	2	3	4	5
INT4	I like to give gifts and share my feelings on live-streaming platforms.	1	2	3	4	5
INT5	The live streamer can reply to my questions in time, especially about recommended products.	1	2	3	4	5

In the table of “Interactivity,” there are five questions with 5-level Likert scales, each numbered from INT1 to INT5. In this study, “Interactivity ” is abbreviated as “ INT” for brief expression.

Part 2(2) is the questions about **“Product”** in live streaming marketing can be researched from three observed variables such as “Quality, Price, and Practicality.” Each of the observed variables is designed with a 5-level Likert scale. The ratio and interval scales are applied.

Table 3.7 Questions of “Quality”

Quality						
QUA1	I believe the product I receive will be the same as the one shown on live streaming.	1	2	3	4	5
QUA2	The quality of the products sold on the live-streaming platform is reliable, and I often buy them.	1	2	3	4	5
QUA3	Goods on live streaming platforms are of good value when buying.	1	2	3	4	5
QUA4	The products sold in live streaming have the date of production, the address of the manufacturer, and the quality inspection report.	1	2	3	4	5
QUA5	The products sold by the live streamers have after-sales maintenance services.	1	2	3	4	5

In the table of “Quality,” there are five questions with 5-level Likert scales, and each question is numbered from QUA1 to QUA5. Hereby, “Quality” is abbreviated as “QUA” for brief expression in this study.

Table 3.8 Questions of "Price"

Price						
PRI1	The price of the goods sold in live streaming is relatively trustworthy.	1	2	3	4	5
PRI2	The price of the goods sold in live streaming is competitive.	1	2	3	4	5
PRI3	The price of the goods sold by the live streamer is sometimes lower than the market price.	1	2	3	4	5
PRI4	At the current price, live e-commerce provides more commodity value.	1	2	3	4	5
PRI5	Cost saving is the main utilitarian motivation for online shopping.	1	2	3	4	5

In the table of "Price," there are five questions with 5-level Likert scales, each numbered from PRI1 to PRI5. Hereby, "Price" is abbreviated as " PRI " for brief expression in this study.

Table 3.9 Questions of "Practicality"

Practicality						
PRA1	The frequency of repurchase of the same household supplies in the live broadcast is very high.	1	2	3	4	5
PRA2	The necessities of life live streamers sell are inseparable from daily life.	1	2	3	4	5
PRA3	Most of the daily fast-consuming consumer goods at home are purchased in the live broadcast room.	1	2	3	4	5
PRA4	The goods sold by the live streamer are very practical and durable.	1	2	3	4	5
PRA5	Food and drinks bought d in the live broadcast room are usually consumed quickly.	1	2	3	4	5

In the table of " Practicality," there are five questions with 5-level Likert scales, and each question is numbered from PRA1 to PRA5. Hereby, "practicality" is abbreviated as "PRA" for brief expression in this study.

Part 2(3) is the questions about "**Field**" in live streaming marketing based on three observed variables: "Entertainment, Promotion, and Emotion." Each of the observed variables is designed with a 5-level Likert scale. The ratio and interval scales are applied.

Table 3.10 Questions of "Entertainment"

Entertainment						
ENT1	E-commerce live-streaming shopping is interesting because I can interact with the anchor.	1	2	3	4	5
ENT2	E-commerce live-streaming shopping is fun because I enjoy the shopping	1	2	3	4	5

Entertainment						
	process.					
ENT3	E-commerce live-streaming shopping is imaginative.	1	2	3	4	5
ENT4	Staying in the live studio makes me very relaxed and happy.	1	2	3	4	5
ENT5	Watching live streaming is not just for shopping but sometimes for fun, which is also acceptable.	1	2	3	4	5

In the table of "Entertainment," there are five questions with 5-level Likert scales, each numbered from ENT1 to ENT5. Hereby, "Entertainment" is abbreviated as "ENT" for brief expression in this study.

Table 3.11 Questions of "Promotion"

Promotion						
PROM1	I often participate in flash sales on the live streaming platform.	1	2	3	4	5
PROM2	I frequently bookmark coupons.	1	2	3	4	5
PROM3	The price discounts on the live-streaming platform are very attractive to me.	1	2	3	4	5
PROM4	Positive promotions affect the impulse to buy.	1	2	3	4	5
PROM5	I am more likely to make an unintended purchase if the product has a sale or clearance sign.	1	2	3	4	5

The table of "Promotion" has five questions with 5-level Likert scales. Each question is numbered from PROM1 to PROM5. Hereby, "Promotion" is abbreviated as "PROM" for brief expression in this study.

Table 3.12 Questions of "Emotion"

Emotion						
EMO1	I feel satisfied with the shopping experience in the e-commerce live streaming platforms.	1	2	3	4	5
EMO2	I like shopping on e-commerce live-streaming platforms very much.	1	2	3	4	5
EMO3	My heart beats faster when there is a promotion on the live platform.	1	2	3	4	5
EMO4	Watching the live streaming gives me a temporary escape from the real world.	1	2	3	4	5
EMO5	When watching a live stream, I do not realize how time passes.	1	2	3	4	5

In the table of "Emotion," there are five questions with 5-level Likert scales, each numbered from EMO1 to EMO5. Thus, "Emotion " is abbreviated as "EMO" for brief expression in this study.

Part 2(4) contains questions about the "**Trust**" and **"Impulsiveness"** of consumers in live streaming marketing. The ratio and interval scales are applied. Hereby, "Trust" is abbreviated as "TRU" for brief expression in this study. "Impulsiveness" is abbreviated as "IMP" for brief expression in this study. In live streaming marketing with 5-level Likert scales.

Table 3.13 Questions of "Trust"

Trust						
TRU1	I trust the quality of goods purchased on live E-commerce platforms.	1	2	3	4	5
TRU2	The e-commerce shopping platform has a good after-sales service system.	1	2	3	4	5
TRU3	The law can fully protect me in e-commerce live-streaming shopping.	1	2	3	4	5
TRU4	I think e-commerce live streaming is trustworthy.	1	2	3	4	5
TRU5	The famous internet celebrity is a reliable source of information.	1	2	3	4	5
TRU6	I believed that the products or services recommended by the streamer were of high quality.	1	2	3	4	5

Table 3.14 Questions of "Impulsiveness"

Impulsiveness						
IMP1	I have experienced impulse buying when there is a promotion.	1	2	3	4	5
IMP2	Most of my purchases are planned.	1	2	3	4	5
IMP3	I experienced unplanned buying when I am browsing the web just for fun。	1	2	3	4	5
IMP4	I can't help buying when I see a good deal.	1	2	3	4	5
IMP5	I have an impulse-buying tendency.	1	2	3	4	5
IMP6	Sometimes, I have hedonic shopping tendencies.	1	2	3	4	5

Part 2(5) the questions about the **"Purchase intention"** of consumers in live streaming, will be studied from three observed variables such as "Intend to buy, Recommending, Plan to buy". Each of the observed variables is designed with a 5-level Likert scale. The ratio and interval scales are applied.

Table 3.15 Questions of "Intend to Buy"

Intend to Buy						
ITB1	I have positive purchase intentions on live streaming shopping.	1	2	3	4	5
ITB2	I intended to purchase products or services from the e-commerce live streaming room.	1	2	3	4	5

Intend to Buy						
ITB3	I will purchase what I need on this platform instead of going to others.	1	2	3	4	5
ITB4	If there is a product or service I want to buy, priority will be given to buying from the live-streaming studio.	1	2	3	4	5

In the table "**Intend to buy**," there are five questions with 5-level Likert scales, and each question is numbered from ITB1 to ITB5. Hereby, "Intend to buy" is abbreviated as "ITB" for brief expression in this study.

Table 3.16 Questions of "Recommending"

Recommending						
REC1	I am willing to recommend others to buy products on the live streaming platforms or to watch the live streaming.	1	2	3	4	5
REC2	When others consult about the goods, I will immediately recommend this store.	1	2	3	4	5
REC3	I will recommend the products that streamers recommended to my family and friends.	1	2	3	4	5
REC4	I often share forwarding links at the request of the live streamer.	1	2	3	4	5

In the table of "**Recommending**" in live streaming marketing, there are five questions with 5-level Likert scales, and each question is numbered from REC1 to REC5. Hereby, "Recommending " is abbreviated as " REC" for brief expression in this study.

Table 3.17 Questions of "Plan to Buy"

Plan to buy						
PTB1	I will continue using live streaming shopping in the future.	1	2	3	4	5
PTB2	Using this live-streaming shopping platform is part of my life.	1	2	3	4	5
PTB3	I predicted that I would purchase products or services from an e-commerce live streaming room.	1	2	3	4	5
PTB4	I am in the habit of looking for goods in e-commerce live streaming.	1	2	3	4	5

In the table "**Plan to Buy**" in live streaming marketing, there are five questions with 5-level Likert scales, and each question is numbered from PTB 1 to PTB5. Hereby, "Plan to Buy" is abbreviated as "PTB" for brief expression in this study.

The questionnaire is designed according to the above procedure based on the literature review and previous study. According to the variables and hypotheses, the questionnaire is divided into seven parts. This questionnaire uses 5-level Likert scales for frequency,

descriptive, and relationship study, and construct SEM by SPSS Amos 26. Each question is numbered and marked for further study.

The structure of the questionnaires will be summarized in the following

Table 3.18 Development of Scale and Research Questions

Latent Variable	**Observed Variable**	**Prototype of Research Questions**	**Number**
Live streamers	Professionalism Popularity Interactivity	Zhang Shuya (2018); Chen and Lin (2018); Min zhou et al.(2021)； Xueli Wang et al. (2022) ; Rungruangjit (2022)	15
Product	Quality Price Practicality	Szybillo and Jacoby (1974); Min zhou et al.(2021); Deng et al. (2021); Junchao et al. (2014)	15
Field (Live streaming platforms)	Entertainment Promotion Emotion	Gefen (2000);Verhagen and van Dolen (2011); Karbasivar and Yarahmadi (2011); Lu et al. (2022) ;Zhu et al. (2023)	15
Trust	Cognitive Trust Emotional Trust	Gefen (2000); Cheung et al. (2009) XL Wang (2022);Peck and Childers (2006);Deng et al. (2021);X. Ma et al. (2022)	6
Impulsiveness	Impulsiveness Trait Emotional Experience	Beatty and Ferrell (1998); Rook and Fisher (1995);Dholakia (2000);Verhagen and van Dolen (2011);Badgaiyan et al. (2016);; Xueli Wang et al. (2022); Rungruangjit (2022)	6
Purchase Intention	Intend to Buy Recommending Plan to Buy	Paul et al. (2009); Rungruangjit (2022); Xueli Wang et al. (2022); Chen and Tsai (2007);Theingi and Aung (2009);Venkatesh et al. (2003)	12

Table 3.19 The 5-level Scale of Scoring Criteria

Point	**Evaluation Criteria**			
	Agreement	**Frequency**	**Importance**	**Quality**
5	Strongly Agree	Always	Very Important	Excellent
4	Agree	Often	Important	Good
3	Undecided	Sometimes	Moderately Important	Fair
2	Disagree	Rarely	Slightly Important	Poor
1	Strongly Disagree	Never	Unimportant	Very Poor

Source: Nemoto and Beglar (2014)

The data description of the variables at the 5-level rating scale is based on the interval calculation in compliance and the principle of classification. Therefore, the distance of each interval will be used in the evaluation criteria of the variables as shown in Table 3.20.

Table 3.20 Evaluation Criteria for Likert Scale Questions

Score Interval	**Evaluation Criteria**			
(Mean)	**Agreement**	**Frequency**	**Importance**	**Quality**
4.20-5.00	Strongly Agree	Always	Very Important	Excellent
3.40-4.19	Agree	Often	Important	Good
2.60-3.39	Undecided	Sometimes	Moderately Important	Fair
1.80-2.59	Disagree	Rarely	Slightly Important	Poor
1.00-1.79	Strongly Disagree	Never	Unimportant	Very Poor

Source: Çelik and Oral (2016)

Table 3.21 Codes of Variables in This Study

Type of Variable	**Name of Variable**	**Code**	**Meaning**
Latent Variable	live streamers	LIV	Characteristics of live streamer
Observed Variable	Professionalism	PRO	Professionalism
Observed Variable	Popularity	POP	Popularity
Observed Variable	Interactivity	INT	Interactivity
Latent Variable	Product	PRDT	Characteristics of Product
Observed Variable	Quality	QUA	Quality
Observed Variable	Price	PRC	Price

Table 3.21 (Continue)

Type of Variable	Name of Variable	Code	Meaning
Observed Variable	Practicality	PRA	Practicality
Latent Variable	Field	FLD	Characteristics of Platforms
Observed Variable	Entertainment	ENT	Entertainment
Observed Variable	Promotion	PRO	Promotion
Observed Variable	Emotion	EMO	Emotion
Latent Variable	Trust	TRU	Trust
Observed Variable	Cognitive Trust	COST	Cognitive Trust
Observed Variable	Emotional Trust	EMOT	Emotional Trust
Latent Variable	Impulsiveness	IMP	Impulsiveness
Observed Variable	Impulsiveness Trait	IPMT	Personal Trait
Observed Variable	Emotional Experience	EMOE	Emotional Experience
Latent Variable	Purchase Intention	PUR	Purchase Intention
Observed Variable	Intend to buy	ITB	Intend to buy
Observed Variable	Recommending	REC	Recommendation
Observed Variable	Plan to buy	PTB	Plan to buy

3.1.6 Quality of the Instruments

Reliability and validity analysis checked the quality of the instruments. This study used bilingual languages, Chinese and English. Therefore, the translation quality was supervised by the samples and the computer language-checking software.

The questionnaire used to collect data was compliant with the recommended structure. Check the item-objective congruence(IOC) of the questionnaire. IOC will help evaluate the congruence among the questions included in the questionnaire and their ability to address the research objectives and questions. The test questions used to explain each research variable must have a certain degree of reliability and validity; otherwise, they will not be able to represent the value of the variable.

1) Reliability Test

Reliability represents the reliability or stability of the questionnaire. The Cronbach coefficient usually expresses it. If a>8, it indicates that the questions in the designed questionnaire have strong internal consistency and do not deviate from the setting of the research theme. When 7<a<8, it indicates that the reliability of the questionnaire is basically within the acceptable range. If a<6, it indicates that the content reliability of the designed questionnaire is very low and needs to be improved.

Cronbach's alpha coefficient has been used to measure reliability estimates. Kline

(2012) indicated that the reliability is considered excellent when it is >0.9, adequate if >0.8, and acceptable if >0.5. The constructs and subscales are higher than the minimum desirable of 0.60.

2) Validity Test

Reliability checking by using the developed questionnaire to collect data with live steaming users for testing (Pre-Test) amount of 20 questionnaire results to check the power of classification of each item and total by considering the correlation coefficient or corrected item-total correlation (CITC) by providing questions with classification power more than 0.50, is considered to be sufficient quality and taken to find the whole confidence value (Reliability) by the Cronbach Alpha and by using the empirical variable questionnaire with confidence values greater than 0.70 and above is considered high confidence. This research uses a measure of internal consistency by using the method of determining the coefficient of reliability or internal consistency called "Cronbach's Alpha," which is the method that has been developed from the formula (Hair et al., 2006) into an alpha coefficient. It can be used with a non-systemic score of 0-1, such as the rating scale. The formula is as follows.

$$\alpha = \frac{K}{K-1}[1-\frac{\Sigma i^2}{t^2}]$$

Where

α: Reliability coefficient

K: Number of questions

i^2: Variance of scores for each question

t^2: The aforementioned

When calculating Cronbach's alpha coefficient from the 20 questionnaires that were used in the study, it was then used to collect the actual data.

1) Back-Translation

In this research, a questionnaire survey was conducted among Chinese consumers. Therefore, the questionnaire language is Mandarin Chinese. The Chinese questionnaire must be translated from Chinese to English. The translation must ensure validity and reliability. This may not be meaningful and lacking quality enough to lead to acceptance of linguistic and cultural differences (Hilton & Skrutkowski, 2002). This questionnaire's Chinese-English Translation does not have jargon words and terms. Therefore, the translation is to get equivalent words. In addition, there are no cultural differences in the translation. The translation was checked by the focused group interviewees and two experts. The Language of the translation is double-checked by online grammar proofreading websites - Grammarly and Lingues.

3.1.7 Data Collection

1) Primary Data

a. Provide and request letters of cooperation for collecting data and approval by the authorized person from the Ph.D. Program in Industrial Business Administration, KMITL. Requested letters propose to ask for users' information from 540 respondents to collect the data in this research.

b. Distribute the questionnaires to 540 respondents until the completed data collected target.

c. Compile the 540 questionnaires and then analyze the data process.

2) Secondary Data

The data are collected from relevant literature, such as books, theses, dissertation papers, journals, statistical data websites, etc. These secondary data are analyzed and summarized by critical reading and used for synthesis and analysis.

3.1.8 Data analysis

This section is about quantitative data analysis. The researchers must consider the core data for the analysis agreement as to the completed questionnaires. For statistical tests, the meaning level and acceptable error are 0.05. The procedure and statistical analysis methods are as follows:

1) The statistical analysis of sample distribution uses descriptive statistics, i.e., percentage and mean. And fundamental analysis of the model. This study used 16 variables to recognize the structural equation model's distribution and variation. Descriptive research statistics included mean, SD, skewness, kurtosis, and AMOS.

2) The analysis of the relationships between the variables, AMOS, and Pearson's other correlation coefficient is the main program, and the structural equation model factors are fundamental data. The criteria for the correlation coefficient are shown in Table 3.22

Table 3.22 Five-level Coring Criteria of Correlation Coefficient

Correlation coefficient (r)	**The relationship level**
r > 0 .8	Very high
0 .6 < r < 0 .8	Quite high
0 .4 < r < 0 .6	Moderate
0 .2 < r < 0 .4	Quite low
r < 0 .2	Low

Source: Taweerat (1997)

3) KMO is considered appropriate for testing compatibility between empirical data and the conceptual framework for data suitability measurement.

4)The conceptual framework was examined using the AMOS, and the theories, concepts, and examination of the literature concerned were also obtained.

3.1.9 Statistical Analysis

In this study, we use the Structural Equation Model (SEM), which several researchers commonly use with nominal, ordinal, interval, and ratio scaled variables (Hair et al., 2012).In particular, they appreciate the ability of SEM to evaluate latent variables at the observational level(outer or model) or the theoretical test relations between latent variables(inner or structural model). The most popular statistical programs in the SEM inspection are AMOS, PLS-graph, LISREL, etc. The AMOS Version 26 program is used to analyze data to:

Study the relationship between latent variables by theoretical testing.

Analysis of latent variables related to indicators or empirical variables.

In examining the measurement quality, the AMOS program using Confirmatory Factor Analysis (CFA) increases the opportunity to analyze the variance and covariance to check the harmony, precision, or consistency of the gage construction; the technique aims to test the hypothesis for evaluating latent variables at the observer level or the theoretical testing relationship between latent variables (Hair et al., 2012).The investigator uses techniques to analyze the variable of all variables by examining the overall picture given by the equation to confirm whether or not indicators or empirical variables are being introduced to create theoretical variables, as well as relevant statistics to assess consistency between the conceptual framework and the empirical data, as shown in Table 3.23

Table 3.23 Statistics for Evaluating the Consistency of the Conceptual Framework with Empirical Data

Statistic	**Symbol**	**Objective**	**Statistics for the conceptual framework with empirical data**
Relative Chi-square	X2/df	To show the conceptual framework, the empirical data is consistent	X2/pdf < 2.0
Goodness of Fit Index	X2/df	Measure the harmonious harmony level between 0-1.00	≥0.90
Adjusted Goodness of Fit Index	AGFI	Measure the harmonious harmony level between 0-1.00	≥0.90
Root Mean Square Error of Approximation	RMSEA	To inform the tolerances of the conceptual framework, the root form of the average error square between 0 and 100 is estimated.	<0.50

Source: Schumacker and Lomax (2010)

3.2 Ethical Consideration

The data collection is for this research only. Personal questions and personal information were not shared with others. There are efforts to prevent participants from harming and respect their dignity in all areas. Finally, the researchers of this research project received full consent from all respondents and should be certified by Ethics in Human Research before the survey.

CHAPTER 4
ANALYSIS AND FINDINGS

This chapter will analyze and summarize the influencing factors and paths of consumers' buying intentions in live broadcast marketing through the data results of empirical research to correspond to whether the objectives of this study are realized and verify whether the hypothesis and framework model of this study are valid. Based on theoretical analysis, this study obtained relevant data through a questionnaire survey and conducted empirical analysis. The chapter is organized into several sections. The first section is a descriptive statistic of the demographic variables used in the data. The second section contains descriptive statistics of the respondents' opinions regarding the study variables, including live streamer, product, live streaming platform, trust, impulsiveness, and purchase intention. The third section presents the evaluation of the research models, including correlation analysis and model fitness. The fourth section presents the findings of Structural Equation Modelling (SEM), and the last section summarizes the chapter.

In the empirical analysis, all hypothesis tests will use $p<0.05$ as the significance threshold indicator for hypothesis validity. In addition, to minimize measurement errors as much as possible, the estimation of each effect in the model will be corrected for bias by bootstrap sampling 5000 times.

4.1 Socio-demographic information

The characteristics of the study sample’s data show the socio-demographic information of the 540 respondents.

Table 4.1 Characteristics of the Study Sample

Variables	Category	Frequency	Percent
Gender	Female	356	65.9
	Male	184	34.1
Age	Under 18years old	71	13.1
	18-30years old	292	54.1
	30-50years old	119	22.0
	Older than 50 years old	58	10.7

Table 4.1 (Continue)

Variables	Category	Frequency	Percent
Region	Southern region	102	18.9
	Northern region	118	21.9
	Central Region	44	8.1
	Eastern Region	170	31.4
	Western Region	106	19.7
Using Time	Less than 1 year	178	33.0
	1- 3 years	176	32.6
	More than 3 years	186	34.4
Watching Time	Less than 1 hour	391	72.4
	1-2 Hours	128	23.7
	More than 2 Hours	21	3.9
Platform	TikTok	370	68.5
	Kuai shou	242	44.8
	Taobao	312	57.8
	JD	210	38.9
	PDD	82	15.2
	We chat Video	110	20.4
	Xiao Hong Shu	102	18.9
	Mogu.com	65	12.0
	VIP.com	38	7.0
	Suning.com Live Streaming	30	5.6
Product	Daily necessities	325	60.2
	Food and drinking	288	53.3
	Cosmetics and skin care	146	27.0
	Jewelry	34	6.3
	Clothes	282	52.2
	Furniture and electrical appliances	58	10.7
	Sports and outdoor products	81	15.0

The online survey was conducted in wjx.cn, which is the most popular online survey website in China. According to the regional distribution rate of users in China's live streaming industry in 2020 (CINIC, 2021), we calculated the population in the five regions after calculating the quota random sampling proportion. We collected 540 valid questionnaires, including 356 females and 184 males. The age distribution is mainly in the 18-30 age group,

accounting for 54.1%. Next are participants aged 30-50, accounting for 22.0%. In the statistics of the usage time of live streaming platforms, there were no participants who had never used the platform before, while the proportion of participants who used the platform for less than 1 year, 1-3 years, and more than 3 years was about 33%. In the daily live streaming time, the proportion of participants who watch less than 1 hour is the highest, reaching 72.4%, followed by 1-2 hours, accounting for 23.7%. However, only 21 participants watch live streaming for more than 2 hours a day, accounting for 3.9%.In addition, more than 50% of the participants chose platforms such as TikTok and Taobao as the most frequently watched live streaming platforms, followed by Kuai shou and JD. In contrast, VIP.com and Suning.com Live Streaming platforms had fewer viewers. Among the product categories purchased in the live streaming room, daily necessities, food and drinking, and clothes accounted for the highest proportion, with 60.2%, 53.3%, and 52.2% of participants choosing the above three categories.

4.2 Respondents Opinions

This section analyzes the respondents' feedback regarding the various latent variables and their observant variables. There were six latent variables used in this study, which include the live streamers, product, field, trust, impulsiveness, and purchase intention. In the questionnaire survey, all variables were measured using the Likert five-point scoring scale to obtain the participants' attitudes toward each variable. All observed variables are measured using a 5-point Likert scale, with the mean value indicated as follows:

Mean value between 1.00 -1.80 is “Strongly Disagree.”

Mean value between 1.81 -2.60 is “Disagree.”

Mean value between 2.61 -3.40 is “Neutral.”

Mean value between 3.41 -4.20 is “Agree.”

Mean value between 4.21 -5.00 is “Strongly Agree.”

Calculate the mean and corresponding dimension score of different questions based on the selection results of each question option. The calculation results are shown in Tables 4.2 to 4.7.

Live Streamers

"Live Streamers" consists of three dimensions: Professionalism(PROF), Popularity(POP), and Interactivity(INT), each containing five specific questions. The analysis result is based on data from 540 respondents. Among them, the mean calculation results show that the overall mean of the Professionalism dimension is 3.68 ± 0.75, and the mean scores of the five items belong to are between 3.64 and 3.74. According to the mean classification results, each item's dimension scores and scores are at the "agree" level. The overall average score of The Popularity dimension is 3.74 ± 0.73, and the average score of the five items belongs to is

between 3.72 and 3.77. According to the classification results of the mean in the previous text, each item's dimension score and score are all at the "agree" level. The overall average score of the Interactivity dimension is 3.80 ± 0.75, and the average score of the five items belongs to is between 3.74 and 3.82. According to the classification results of the mean in the previous text, each item's dimension and score are at the "agree" level.

Table 4.2 Live Streamers Respondents Opinion

Live Streamers		**Opinion Levels**					**Mean**	**SD**	**Level**
		1	2	3	4	5			
Professionalism							3.68	0.75	Agree
PROF1	n	13	55	100	283	89	3.70	0.94	Agree
	%	2.4	10.2	18.5	52.4	16.5			
PROF2	n	13	65	109	269	84	3.64	0.96	Agree
	%	2.4	12.0	20.2	49.8	15.6			
PROF3	n	19	51	111	264	95	3.68	0.99	Agree
	%	3.5	9.4	20.6	48.9	17.6			
PROF4	n	13	49	98	286	94	3.74	0.93	Agree
	%	2.4	9.1	18.1	53.0	17.4			
PROF5	n	23	58	99	271	89	3.64	1.02	Agree
	%	4.3	10.7	18.3	50.2	16.5			
Popularity							3.74	0.73	Agree
POP1	n	13	46	100	294	87	3.73	0.91	Agree
	%	2.4	8.5	18.5	54.4	16.1			
POP2	n	11	52	105	277	95	3.73	0.93	Agree
	%	2.0	9.6	19.4	51.3	17.6			
POP3	n	13	45	95	289	98	3.77	0.92	Agree
	%	2.4	8.3	17.6	53.5	18.1			
POP4	n	15	52	100	277	96	3.72	0.96	Agree
	%	2.8	9.6	18.5	51.3	17.8			
POP5	n	16	47	90	281	106	3.77	0.96	Agree
	%	3.0	8.7	16.7	52.0	19.6			
Interactivity							3.80	0.75	Agree
INT1	n	18	48	75	294	105	3.78	0.97	Agree
	%	3.3	8.9	13.9	54.4	19.4			

Table 4.2 (Continue)

Live Streamers		**Opinion Levels**					**Mean**	**SD**	**Level**
		1	2	3	4	5			
INT2	n	14	42	77	304	103	3.81	0.92	Agree
	%	2.6	7.8	14.3	56.3	19.1			
INT3	n	24	51	78	275	112	3.74	1.03	Agree
	%	4.4	9.4	14.4	50.9	20.7			
INT4	n	10	48	80	292	110	3.82	0.92	Agree
	%	1.9	8.9	14.8	54.1	20.4			
INT5	n	14	36	86	301	103	3.82	0.91	Agree
	%	2.6	6.7	15.9	55.7	19.1			
Overall							3.74	0.67	Agree

Product

The independent variable Product consists of three dimensions: Quality(QUA), Price(PRC), Practicality (PRA) each containing five specific questions. The analysis result is based on data from 540 respondents. Among them, the mean calculation results show that the overall mean of the Quality dimension is 3.77 ± 0.74, and the mean scores of the five items belong to are between 3.74 and 3.80. According to the mean classification results, each item's dimension scores and scores are at the "agree" level. The overall average score of the Price dimension is 3.68 ± 0.80, and the average score of the five items is between 3.65 and 3.69. According to the classification results of the mean in the previous text, each item's dimension score and score are all at the "agree" level. The overall average score of the Practicality dimension is 3.77 ± 0.77, and the average score of the five items belongs to is between 3.73 and 3.83. According to the classification results of the mean in the previous text, each item's dimension and score are at the "agree" level.

Table 4.3 Product Respondents Opinion

Product		**Opinion Levels**					**Mean**	**SD**	**Level**
		1	2	3	4	5			
Quality							3.77	0.74	Agree
QUA1	n	11	53	75	294	107	3.80	0.94	Agree
	%	2.0	9.8	13.9	54.4	19.8			
QUA2	n	21	50	83	276	110	3.75	1.01	Agree
	%	3.9	9.3	15.4	51.1	20.4			

Table 4.3 (Continue)

Product		**Opinion Levels**					**Mean**	**SD**	**Level**
		1	2	3	4	5			
QUA3	n	16	40	89	305	90	3.76	0.92	Agree
	%	3.0	7.4	16.5	56.5	16.7			
QUA4	n	9	60	87	290	94	3.74	0.93	Agree
	%	1.7	11.1	16.1	53.7	17.4			
QUA5	n	19	43	89	278	111	3.78	0.98	Agree
	%	3.5	8.0	16.5	51.5	20.6			
Price							3.68	0.80	Agree
PRC1	n	17	59	97	273	94	3.68	0.99	Agree
	%	3.1	10.9	18.0	50.6	17.4			
PRC2	n	29	55	83	272	101	3.67	1.06	Agree
	%	5.4	10.2	15.4	50.4	18.7			
PRC3	n	22	66	94	256	102	3.65	1.05	Agree
	%	4.1	12.2	17.4	47.4	18.9			
PRC4	n	13	58	106	269	94	3.69	0.96	Agree
	%	2.4	10.7	19.6	49.8	17.4			
PRC5	n	20	56	93	271	100	3.69	1.01	Agree
	%	3.7	10.4	17.2	50.2	18.5			
Practicality							3.77	0.77	Agree
PRA1	n	15	45	85	296	99	3.78	0.94	Agree
	%	2.8	8.3	15.7	54.8	18.3			
PRA2	n	16	61	82	277	104	3.73	0.99	Agree
	%	3.0	11.3	15.2	51.3	19.3			
PRA3	n	14	54	83	285	104	3.76	0.96	Agree
	%	2.6	10.0	15.4	52.8	19.3			
PRA4	n	7	53	77	289	114	3.83	0.91	Agree
	%	1.3	9.8	14.3	53.5	21.1			
PRA5	n	13	60	74	292	101	3.76	0.96	Agree
	%	2.4	11.1	13.7	54.1	18.7			
Overall							3.74	0.71	Agree

Field

The independent variable:" Field" consists of three dimensions: Entertainment (ENT), Promotion (PROM), Emotion (EMO), each containing five specific questions. The analysis

result is based on data from 540 respondents. Among them, the mean calculation results show that the overall mean of the Entertainment dimension is 3.81 ± 0.74, and the mean scores of the five items belong to are between 3.78 and 3.82. According to the mean classification results mentioned earlier, the dimension scores and scores of each item are at the "agree" level. The overall average score of the Promotion dimension is 3.71 ± 0.66, and the average score of the five items belongs to is between 3.67 and 3.78. According to the classification results of the mean in the previous text, the dimension score and the score of each item are all at the "agree" level. The overall average score of the Emotion dimension is 3.64 ± 0.70, and the average score of the five items belongs to is between 3.58 and 3.67. According to the classification results of the mean in the previous text, the dimension score and the scores of each item are at the "agree" level.

Table 4.4 Field Respondents Opinion

Field	**Opinion Levels**						**Mean**	**SD**	**Level**
	1		2	3	4	5			
Entertainment							3.81	0.74	Agree
ENT1	n	16	43	90	271	120	3.81	0.97	Agree
	%	3.0	8.0	16.7	50.2	22.2			
ENT2	n	17	45	71	294	113	3.82	0.96	Agree
	%	3.1	8.3	13.1	54.4	20.9			
ENT3	n	12	47	79	291	111	3.82	0.93	Agree
	%	2.2	8.7	14.6	53.9	20.6			
ENT4	n	15	40	85	298	102	3.80	0.92	Agree
	%	2.8	7.4	15.7	55.2	18.9			
ENT5	n	16	44	79	303	98	3.78	0.94	Agree
	%	3.0	8.1	14.6	56.1	18.1			
Promotion							3.71	0.66	Agree
PROM1	n	14	39	107	303	77	3.72	0.89	Agree
	%	2.6	7.2	19.8	56.1	14.3			
PROM2	n	9	46	122	286	77	3.70	0.88	Agree
	%	1.7	8.5	22.6	53.0	14.3			
PROM3	n	14	52	103	300	71	3.67	0.91	Agree
	%	2.6	9.6	19.1	55.6	13.1			
PROM4	n	10	42	94	305	89	3.78	0.88	Agree
	%	1.9	7.8	17.4	56.5	16.5			

Table 4.4 (Continue)

Field	**Opinion Levels**						**Mean**	**SD**	**Level**
	1		2	3	4	5			
PROM5	n	17	50	113	274	86	3.67	0.96	Agree
	%	3.1	9.3	20.9	50.7	15.9			
Emotion							3.64	0.70	Agree
EMO1	n	18	47	104	295	76	3.67	0.94	Agree
	%	3.3	8.7	19.3	54.6	14.1			
EMO2	n	19	46	109	292	74	3.66	0.94	Agree
	%	3.5	8.5	20.2	54.1	13.7			
EMO3	n	17	59	122	279	63	3.58	0.94	Agree
	%	3.1	10.9	22.6	51.7	11.7			
EMO4	n	10	62	118	280	70	3.63	0.91	Agree
	%	1.9	11.5	21.9	51.9	13.0			
EMO5	n	12	63	107	282	76	3.64	0.94	Agree
	%	2.2	11.7	19.8	52.2	14.1			
Overall							3.72	0.61	Agree

Trust

The independent variable Trust consists of two dimensions: Cognitive trust (COGT), Emotion trust (EMOT) ,each containing three specific questions. Among them, the mean calculation results show that the overall mean of the Cognitive Trust dimension is 3.69 ± 0.76, and the mean scores of the three items belong to are between 3.64 and 3.74. According to the mean classification results mentioned earlier, the dimension scores and scores of each item are at the "agree" level. The overall average score of the Emotion Trust dimension is 3.72 ± 0.77, and the average score of the three items belongs to is between 3.70 and 3.74. According to the classification results of the mean in the previous text, the dimension score and the score of each item are all at the "agree" level.

Table 4.5 Trust Respondents Opinion

Trust		**Opinion Levels**					**Mean**	**SD**	**Level**
		1	2	3	4	5			
Cognitive Trust							3.73	0.73	Agree
COGT1	n	11	46	112	278	93	3.73	0.91	Agree
	%	2.0	8.5	20.7	51.5	17.2			
COGT2	n	14	50	108	286	82	3.69	0.93	Agree
	%	2.6	9.3	20.0	53.0	15.2			
COGT3	n	13	44	91	302	90	3.76	0.91	Agree
	%	2.4	8.1	16.9	55.9	16.7			
Emotional Trust							3.72	0.77	Agree
EMOT1	n	19	45	96	286	94	3.72	0.96	Agree
	%	3.5	8.3	17.8	53.0	17.4			
EMOT2	n	14	53	102	284	87	3.70	0.94	Agree
	%	2.6	9.8	18.9	52.6	16.1			
EMOT3	n	14	39	118	269	100	3.74	0.93	Agree
	%	2.6	7.2	21.9	49.8	18.5			
Overall							3.73	0.73	Agree

Impulsiveness

The independent variable "Impulsiveness" consists of two dimensions: Emotional Experience (EMOE) and Impulsiveness Trait (IPMT), each containing three specific questions. Among them, the mean calculation results show that the overall mean of the Emotional Experience dimension is 3.67 ± 0.78, and the mean scores of the three items belong to are between 3.62 and 3.71. According to the mean classification results mentioned earlier, the dimension scores and scores of each item are at the "agree" level. The overall average score of the Impulsiveness Trait dimension is 3.69 ± 0.77, and the average score of the three items belongs to is between 3.66 and 3.70. According to the classification results of the mean in the previous text, the dimension score and the score of each item are all at the "agree" level.

Table 4.6 Impulsiveness Respondents Opinion

Impulsiveness		**Opinion Levels**					**Mean**	**SD**	**Level**
		1	2	3	4	5			
Emotional Experience							3.67	0.78	Agree
EMOE1	n	17	57	115	274	77	3.62	0.96	Agree
	%	3.1	10.6	21.3	50.7	14.3			
EMOE2	n	20	54	109	260	97	3.67	1.00	Agree
	%	3.7	10.0	20.2	48.1	18.0			
EMOE3	n	9	52	106	294	79	3.71	0.89	Agree
	%	1.7	9.6	19.6	54.4	14.6			
Impulsiveness Trait							3.69	0.77	Agree
IPMT1	n	22	39	107	282	90	3.70	0.97	Agree
	%	4.1	7.2	19.8	52.2	16.7			
IPMT2	n	14	42	112	294	78	3.70	0.90	Agree
	%	2.6	7.8	20.7	54.4	14.4			
IPMT3	n	19	56	95	292	78	3.66	0.97	Agree
	%	3.5	10.4	17.6	54.1	14.4			
Overall							3.68	0.74	Agree

Purchase Intention

The independent variable "Purchase Intention" consists of three dimensions: Intend to buy (ITB), Recommending (REC), Plan to buy (PTB), each containing four specific questions. The analysis result is based on data from 540 respondents. Among them, the mean calculation results show that the overall mean of the Intend to Buy dimension is 3.73 ± 0.74, and the mean scores of the four items belong to are between 3.68 and 3.76. According to the mean classification results mentioned earlier, the dimension scores and scores of each item are at the "agree" level. The overall average score of the Recommending dimension is 3.78 ± 0.75, and the average score of the four items belongs to is between 3.77 and 3.79. According to the classification results of the mean in the previous text, the dimension score and the score of each item are all at the "agree" level. The overall average score of the Plan to Buy dimension is 3.76 ± 0.71, and the average score of the four items belongs to is between 3.70 and 3.83. According to the classification results of the mean in the previous text, the dimension score and the scores of each item are at the "agree" level.

Table 4.7 Purchase Intention Respondents Opinion

Purchase Intention		**Opinion Levels**					**Mean**	**SD**	**Level**
		1	2	3	4	5			
Intend to Buy							3.73	0.74	Agree
ITB1	n	12	43	109	282	94	3.75	0.91	Agree
	%	2.2	8.0	20.2	52.2	17.4			
ITB2	n	15	46	100	294	85	3.72	0.93	Agree
	%	2.8	8.5	18.5	54.4	15.7			
ITB3	n	23	48	97	282	90	3.68	0.99	Agree
	%	4.3	8.9	18.0	52.2	16.7			
ITB4	n	14	41	106	278	101	3.76	0.93	Agree
	%	2.6	7.6	19.6	51.5	18.7			
Recommending							3.78	0.75	Agree
REC1	n	6	56	81	308	89	3.77	0.88	Agree
	%	1.1	10.4	15.0	57.0	16.5			
REC2	n	14	47	89	288	102	3.77	0.94	Agree
	%	2.6	8.7	16.5	53.3	18.9			
REC3	n	17	43	83	290	107	3.79	0.95	Agree
	%	3.1	8.0	15.4	53.7	19.8			
REC4	n	11	53	81	293	102	3.78	0.93	Agree
	%	2.0	9.8	15.0	54.3	18.9			
Plan to Buy							3.76	0.71	Agree
PTB1	n	10	47	106	286	91	3.74	0.90	Agree
	%	1.9	8.7	19.6	53.0	16.9			
PTB2	n	8	40	90	298	104	3.83	0.87	Agree
	%	1.5	7.4	16.7	55.2	19.3			
PTB3	n	16	54	99	279	92	3.70	0.96	Agree
	%	3.0	10.0	18.3	51.7	17.0			
PTB4	n	17	46	97	273	107	3.75	0.97	Agree
	%	3.1	8.5	18.0	50.6	19.8			
Overall							3.75	0.67	Agree

4.3 Test for Normality and Correlation Analysis

4.3.1 Test for Normality

In descriptive statistics and normality tests, the mean is the representative constant of

a set of data, and the standard deviation is used to represent the discrete trend of the sample data. When the standard deviation is lower, it indicates a higher degree of concentration in the data distribution, and the trend of participants choosing the same option is stronger. Conversely, when the standard deviation is larger, it indicates that the results of participants choosing a certain question are more dispersed. The calculation results of mean and standard deviation do not have a certain standard division, but either too low or too high is illogical. The skewness coefficient is a parameter value that describes the degree to which a distribution deviates from symmetry. When the score distribution curve of the test results shows perfect symmetry, the skewness coefficient is 0. When the peak of the distribution is on the left side of the symmetry axis (indicating a higher number of low-scoring individuals and a lower overall mean), it is a normal skewness distribution, and the skewness coefficient is positive; When the peak of the distribution is located on the right side of the symmetry axis (indicating a higher number of high scoring individuals and a higher overall mean), it is a negatively skewed distribution, and the skewness coefficient is negative. The kurtosis coefficient represents the degree of concentration in the distribution of sample data scores. When the kurtosis is higher than 0, it indicates a high degree of concentration in the data (with a low standard deviation). Conversely, when the kurtosis is higher, it indicates a strong trend of dispersion in the selection results of the subjects. In addition, kurtosis and skewness coefficients can also serve as reference standards for whether the score distribution meets normality. When the absolute value of kurtosis and skewness coefficients is less than 2, it can be considered that the data meets the prerequisite for an approximate normal distribution, and there will be no parameter deviation during analysis.

According to the calculation results in Table 4.8, it can be seen that the absolute values of the kurtosis coefficients of each variable are all below 1, and the absolute values of the skewness coefficients are below 2. Therefore, the variable scores meet the premise of an approximate normal distribution, and parameter testing can be used to analyze and process the data.

Table 4.8 Test for Normality

	Mean	**SD**	**Kurtosis**	**Skewness**	**Normal Distribution**
Live Streamers	3.74	0.67	-0.037	-1.004	✓
Product	3.74	0.71	-0.297	-0.961	✓
Field	3.72	0.61	0.069	-0.951	✓
Trust	3.73	0.73	-0.024	-0.853	✓
Impulsiveness	3.68	0.74	-0.199	-0.902	✓
Purchase Intention	3.75	0.67	0.651	-1.148	✓

4.3.2 Correlation Analysis

Correlation analysis is a statistical analysis method that studies the correlation between two or more random variables of equal status and is the prerequisite and foundation for conducting regression analysis. The correlation coefficient is generally represented by r, ranging from -1 to 1. When the correlation coefficient is negative, it indicates a trend of opposite variation between variables, that is, an increase in the score of one variable leads to a decrease in the score of the other variable. When the correlation coefficient is positive, it indicates a trend of the same variation between variables, that is, an increase in the score of one variable leads to an increase in the score of the other variable. The Pearson correlation analysis method was used to compare the correlation between variables, and the calculation results of the variable correlation coefficient matrix are shown in Table 4.9. According to the data in the table, there is a significant positive correlation between all 16 dimensions, and the correlation coefficient between the dimensions to which the same variable belongs is higher than 0.6, indicating a moderate or higher degree of correlation. All variables meet the prerequisite conditions for latent variable fitting and regression analysis.

Table 4.9 Correlation Analysis

	PROF	POP	INT	QUA	PRC	PRA	ENT	PROM	EMO	COST	EMOT	EMOE	IPMT	ITB	REC	PTB
PROF	1															
POP	0.741**	1														
INT	0.697**	0.683**	1													
QUA	0.234**	0.224**	0.214**	1												
PRC	0.194**	0.205**	0.180**	0.769**	1											
PRA	0.234**	0.235**	0.211**	0.740**	0.764**	1										
ENT	0.194**	0.246**	0.230**	0.216**	0.177**	0.201**	1									
PROM	0.204**	0.247**	0.249**	0.194**	0.204**	0.169**	0.662**	1								

Table 4.9 (Continue)

	PROF	POP	INT	QUA	PRC	PRA	ENT	PROM	EMO	COST	EMOT	EMOE	IPMT	ITB	REC	PTB
EMO	0.188**	0.212**	0.218**	0.227**	0.187**	0.196**	0.641**	0.632**	1							
COGT	0.267**	0.303**	0.320**	0.260**	0.221**	0.250**	0.314**	0.323**	0.330**	1						
EMOT	0.277**	0.276**	0.309**	0.279**	0.235**	0.265**	0.295**	0.314**	0.314**	0.888**	1					
EMOE	0.265**	0.265**	0.310**	0.231**	0.202**	0.211**	0.312**	0.265**	0.249**	0.186**	0.170**	1				
IPMT	0.316**	0.304**	0.326**	0.277**	0.233**	0.230**	0.342**	0.279**	0.305**	0.231**	0.208**	0.823**	1			
ITB	0.224**	0.282**	0.275**	0.224**	0.262**	0.235**	0.214**	0.235**	0.241**	0.309**	0.279**	0.276**	0.236**	1		
REC	0.243**	0.278**	0.271**	0.255**	0.252**	0.289**	0.239**	0.195**	0.266**	0.306**	0.276**	0.308**	0.283**	0.754**	1	
PTB	0.245**	0.306**	0.303**	0.258**	0.278**	0.280**	0.258**	0.245**	0.274**	0.346**	0.305**	0.299**	0.292**	0.738**	0.720**	1

4.4 Measurement of the Model

In examining the measurement quality, the AMOS program using Confirmatory Factor Analysis (CFA) increases the opportunity to analyze the variance and covariance to check the harmony, the precision, or the consistency of the gage construction. The technique aims to test the hypothesis for evaluating latent variables at the observer level or the theoretical testing relations between latent variables (Hair et al., 2012). Based on descriptive statistics and correlation analysis, AMOS21.0 software was used to establish various variables and overall measurement models to test the aggregation of variables themselves and the overall structural fit of the model.

4.4.1 Confirmatory Factor Analysis (CFA)

The schematic diagram of the Live Streamers variable test in the results of the first-order variable confirmatory factor analysis is as follows. The fitting calculation results show that the Chi-square was 0 and the degrees of freedom were 0 (implying a saturated model).

GFI= 1, IFI= 1; CFI= 1 and NFI= 1. For the factor loadings, PROF had the highest factor weight of 0.87, POP was second in rank with a factor weight of 0.85, and the last one was INT with a factor weight of 0.80 respectively. The factor weights were statistically significant at a 0.05 level of significance.

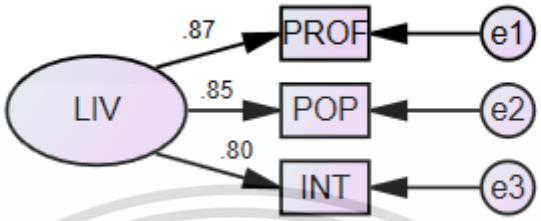

Figure 4.1 CFA Analysis – Live Streamers Variable

The schematic diagram of the Product variable test in the results of the first-order variable confirmatory factor analysis is as follows. The fitting calculation results show that the Chi-square was 0 and the degrees of freedom were 0 (implying a saturated model). GFI= 1, IFI= 1; CFI= 1 and NFI= 1. For the factor loadings, PRC had the highest factor weight of 0.86, and QUA and PRA were second in rank with a factor weight of 0.86. The factor weights were statistically significant at a 0.05 level of significance.

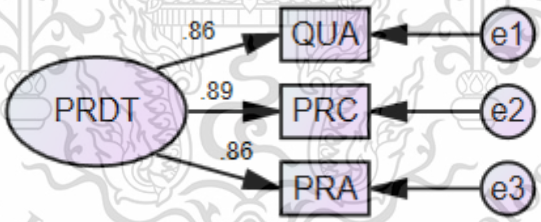

Figure 4.2 CFA Analysis - Product Variable

The schematic diagram of the Field variable test in the results of the first-order variable confirmatory factor analysis is as follows. The fitting calculation results show that the Chi-square was 0 and the degrees of freedom were 0 (implying a saturated model). GFI= 1, IFI= 1; CFI= 1 and NFI= 1. For the factor loadings, ENT had the highest factor weight of 0.82, PROM was second in rank with a factor weight of 0.81, and the last one was EMO with a factor weight of 0.78 respectively. The factor weights were statistically significant at a 0.05 level of significance.

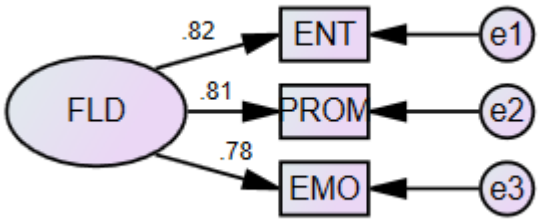

Figure 4.3 CFA Analysis - Field Variable

The schematic diagram of the Trust variable test in the results of the first-order variable confirmatory factor analysis is as follows. The fitting calculation results show that the Chi-square was 0 and the degrees of freedom were 0 (implying a saturated model). GFI= 1, IFI= 1; CFI= 1 and NFI= 1. For the factor loadings, COGT had the highest factor weight of 0.97, and the last one was EMOT with a factor weight of 0.91 respectively. The factor weights were statistically significant at a 0.05 level of significance.

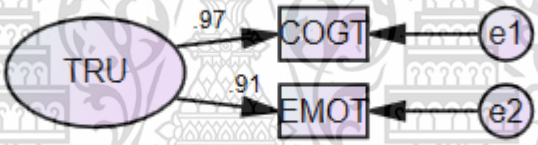

Figure 4.4 CFA Analysis - Trust Variable

The schematic diagram of the Impulsiveness variable test in the results of the first-order variable confirmatory factor analysis is as follows. The fitting calculation results show that the Chi-square was 0 and the degrees of freedom were 0 (implying a saturated model). GFI= 1, IFI= 1; CFI= 1 and NFI= 1. For the factor loadings, IPMT had the highest factor weight of 0.91, and the last one was EMOE with a factor weight of 0.90 respectively. The factor weights were statistically significant at a 0.05 level of significance.

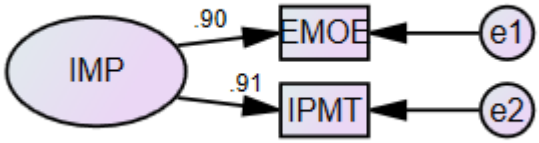

Figure 4.5 CFA Analysis - Impulsiveness Variable

The schematic diagram of the Purchase Intention variable test in the results of the first-order variable confirmatory factor analysis is as follows. The fitting calculation results show that the Chi-square was 0 and the degrees of freedom were 0 (implying a saturated model). GFI= 1, IFI= 1; CFI= 1 and NFI= 1. For the factor loadings, ITB had the highest factor weight of 0.88, REC was second in rank with a factor weight of 0.86, and the last one was PTB with a factor weight of 0.84 respectively. The factor weights were statistically significant at a 0.05 level of significance.

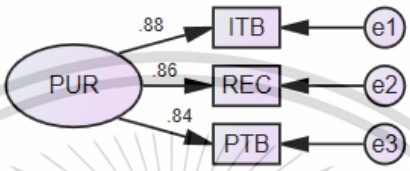

Figure 4.6 CFA Analysis - Purchase Intention Variable

4.4.2 Confirmatory Factor Analysis (CFA) of Model

Based on the results of the first stage model fitting test, all variables are included in a unified model to test the overall fit. The fitting calculation results show that the Chi-square was 105.772 and degrees of freedom was 89, CMIN/df=1.188<5; GFI= 0.976>0.9, IFI= 0.997>0.9; CFI= 0.997>0.9 and NFI= 0.981>0.9; RMR=0.012<0.05; RMSEA=0.019<0.05.In summary, the fit indicators of the variables in the questionnaire survey results meet the analysis criteria, the model fit is good, the overall fit is high, and the questionnaire has strong structural validity.

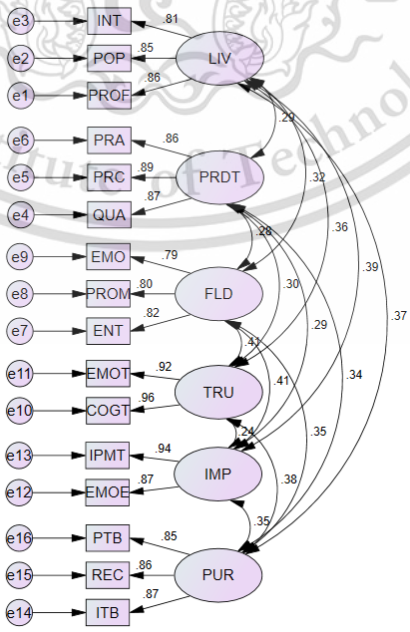

Figure 4.7 CFA Analysis

Table 4.10 CFA Fit Indices

Indices	**Criteria**	**Statistics Value**
CMIN/DF	<5	1.188
GFI	>0.9	0.976
NFI	>0.9	0.981
IF	>0.9	0.997
CFI	>0.9	0.997
NFI	>0.9	0.981
RMR	<0.08	0.012
RMSEA	<0.08	0.019
Conclusion	**Model Fit**	

Among the observed variable load values to which each latent variable indicator belongs, the standardized load value parameter is all higher than 0.7, and the explanatory rate calculation results are all above 0.5. Therefore, the latent variable has strong representativeness for each observed variable. The combined reliability (CR) and mean-variance extraction (AVE) were used as the evaluation indicators for questionnaire aggregation validity. When the CR is higher than 0.7 and the AVE is higher than 0.5, it indicates that the item measurement content contained in the variable has a consistent connotation, that is, the variable aggregation validity is good. On the contrary, it indicates that the directionality of questions under the same variable is different. According to the standardized load value parameters calculated through confirmatory factor analysis, CR and AVE were calculated. The results showed that the CR values of all six variables in the model were above 0.8, and AVE was above 0.5, indicating strong convergent validity of each variable.

Table 4.11 CFA Factor Loadings

Variables		**Factor Loading**			***t***	**Squared R**
Latent Variables	**Observed Variables**	**Estimate**	**S.E.**	**Estimate**		
LIV	PROF	1.000		0.859		0.739
	POP	0.962	0.042	0.855	22.734	0.731
	INT	0.935	0.043	0.810	21.531	0.656
		CR=0.879 ; AVE=0.708				
PRDT	QUA	1.000		0.866		0.750
	PRC	1.110	0.043	0.887	25.891	0.786
	PRA	1.037	0.042	0.859	24.960	0.738
		CR=0.904 ; AVE=0.758				

Table 4.11 (Continue)

Variables		**Factor Loading**			***t***	**Squared R**
Latent Variables	**Observed Variables**	**Estimate**	**S.E.**	**Estimate**		
FLD	ENT	1.000		0.821		0.673
	PROM	0.874	0.047	0.803	18.635	0.645
	EMO	0.899	0.049	0.786	18.332	0.617
		CR=0.845 ; AVE=0.646				
TRU	COGT	1.000		0.963		0.928
	EMOT	1.019	0.044	0.922	23.300	0.850
		CR=0.941 ; AVE=0.889				
IMP	EMOE	1.000		0.873		0.762
	IPMT	1.072	0.061	0.943	17.616	0.889
		CR=0.904 ; AVE=0.826				
PUR	ITB	1.000		0.871		0.759
	REC	0.998	0.041	0.858	24.370	0.736
	PTB	0.935	0.039	0.847	24.016	0.718
		CR=0.894 ; AVE=0.737				

4.5 Reliability Analysis

The reliability and validity of the model constructs were evaluated in this section. The reliability was evaluated using (Fornell & Larcker, 1981) criteria that the Convergent Reliability (CR) of every construct should be equal to or higher than 0.70, (which satisfies the act that all the items were able to accurately measure the factors (Kline, 1999) and the average variance extracted (AVE) should be equal to or higher than 0.50 (Segars, 1997). The data are presented in Table 4.12 below. From the table above, the CR for the study ranged between 0.879-0.941, while the AVE ranged between 0.646 – 0.889. From the results, all factor loading, CR, and AVE values meet the recommended norms and standards, meaning that the proposed construct convergence validity of the measurement model is good.

Table 4.12 Validity and Reliability Results

Variables	Cronbach's Alpha	CR	AVE
LIV	0.878	0.879	0.708
PRDT	0.903	0.904	0.758
FLD	0.844	0.845	0.646
TRU	0.940	0.941	0.889
IMP	0.903	0.904	0.826
PUR	0.894	0.894	0.737

4.6 Research Result of Empirically Determining

Based on the reliability and validity test results, a structural equation model, as shown in Figure 4.8, was established to test the comprehensive impact relationship between variables, with Live Streamers, Product, and Field as independent variables, Trust and Impulsiveness as mediating variables, and Purchase Intention as dependent variable. The Structural Equation Modelling (SEM) was applied to evaluate the effects of various variables on the intention of consumers 'purchase in China. The following SEM model output was obtained as following:

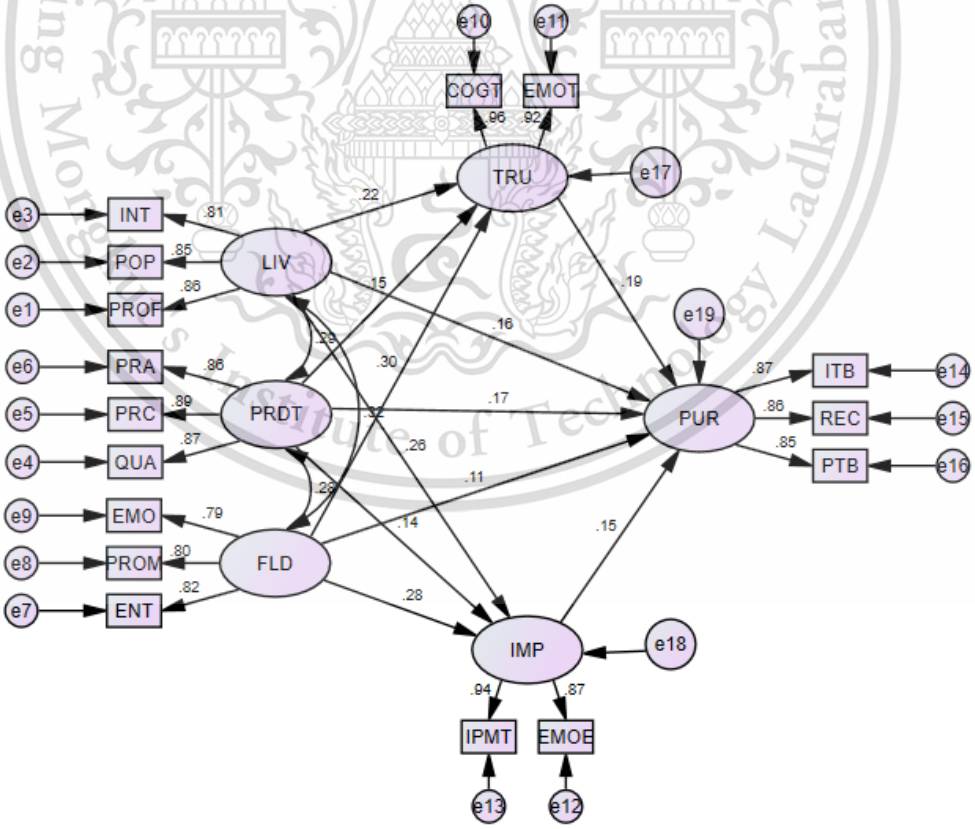

Figure 4.8 Model framework developed for SEM

The fitting calculation results show that the Chi-square was 105.879 and degrees of freedom was 90, CMIN/df=1.176<5, GFI= 0.976>0.9, IFI= 0.997>0.9; CFI= 0.997>0.9 and NFI= 0.981>0.9; RMR=0.012<0.05; RMSEA=0.018<0.05. In summary, the fit indicators of the variables in the model meet the analysis criteria, the model fit is good, the overall fit is high, and the model has strong structural validity.

Table 4.13 Fit Indices for SEM

Indices	**Criteria**	**Statistics Value**
CMIN/DF	<5	1.176
GFI	>0.9	0.976
NFI	>0.9	0.981
IF	>0.9	0.997
CFI	>0.9	0.997
RMR	<0.08	0.012
RMSEA	<0.08	0.018
Conclusion		**Model Fit**

The path relationship between variables is shown in Table 4.14 below.

According to the calculation results, Live Streamer has a significant positive regression effect on Purchase Intention, with a regression coefficient of β=0.158 and a significance test result of p=0.002<0.01, indicating that hypothesis H1 is valid.

The product has a significant positive regression effect on Purchase Intention, with a regression coefficient of β=0.171 and a significance test result of p<0.001. Hypothesis H2 is valid.

The field has a significant positive regression effect on Purchase Intention, with a regression coefficient of β=0.116 and a significance test result of p=0.040<0.05. Hypothesis H3 is valid.

Trust has a significant positive regression effect on Purchase Intention, with a regression coefficient of β=0.175 and a significance test result of p<0.001. Hypothesis H4 is valid.

Impulsiveness has a significant positive regression effect on Purchase Intention, with a regression coefficient of β=0.141 and a significance test result of p=0.003<0.01. Hypothesis H5 is valid.

Live streamer has a significant positive regression effect on Trust, with a regression coefficient of β=0.240 and a significance test result of p<0.001. Hypothesis H6 is valid.

Lives streamer has a significant positive regression effect on Impulsiveness, with a regression coefficient of β=0.270 and a significance test result of p<0.001. Hypothesis H7 is

valid.

Product has a significant positive regression effect on Trust, with a regression coefficient of β=0.164 and a significance test result of p<0.001. Hypothesis H8 is valid.

The product has a significant positive regression effect on Impulsiveness, with a regression coefficient of β=0.149 and a significance test result of p=0.002<0.01. Hypothesis H9 is valid.

The field has a significant positive regression effect on Trust, with a regression coefficient of β=0.346 and a significance test result of p<0.001. Hypothesis H10 is valid.

The field has a significant positive regression effect on Impulsiveness, with a regression coefficient of β=0.314 and a significance test result of p<0.001. Hypothesis H11 is valid.

Table 4.14 Path Analysis Regression Weights

			Estimate	**S.E.**	**C.R.**	**P**	**Label**
Direct Effects							
TRU	<---	LIV	0.240	0.051	4.752	***	
IMP	<---	LIV	0.270	0.051	5.290	***	
TRU	<---	PRDT	0.164	0.049	3.332	***	
IMP	<---	PRDT	0.149	0.049	3.055	0.002	
TRU	<---	FLD	0.346	0.055	6.256	***	
IMP	<---	FLD	0.314	0.056	5.645	***	
PUR	<---	LIV	0.158	0.051	3.126	0.002	
PUR	<---	PRDT	0.171	0.047	3.609	***	
PUR	<---	FLD	0.116	0.057	2.059	0.040	
PUR	<---	TRU	0.175	0.045	3.882	***	
PUR	<---	IMP	0.141	0.047	2.964	0.003	
Indirect Effects							
PUR<---TRU<---LIV			0.042	0.015	2.800	0.001	
PUR<---TRU<---PRDT			0.029	0.012	2.417	0.002	
PUR<---TRU<---FLD			0.061	0.021	2.905	0.001	
PUR<---IMP<---LIV			0.038	0.017	2.235	0.009	
PUR<---IMP<---PRDT			0.021	0.011	2.309	0.006	
PUR<---IMP<---FLD			0.044	0.020	2.200	0.011	

Note *p<0.05**p< 0.0l and ***p<0.001

In addition, the coefficient product method was used to calculate the indirect effect size of each indirect influence in the model. The results showed that Live Streamer had an indirect effect size of 0.042 on Purchase Intention through Trust, and the significance test result was p=0.001<0.01; The indirect impact effect of Product on Purchase Intention through Trust is effect=0.029, and the significance test result is p=0.002<0.01; The indirect effect of the field on Purchase Intention through Trust is effective=0.061, and the significance test result is p=0.001<0.01.

The indirect impact of Live streamer on Purchase Intention through Impulsiveness has an effect size of 0.038 and a significance test result of p=0.009<0.01; The indirect impact of Product on Purchase Intention through Impulsiveness has an effect size of 0.021, and the significance test result is p=0.006<0.01; The indirect effect of Field on Purchase Intention through Impulsiveness has an effect size of 0.044, and the significance test result is p=0.011<0.05. Table 4.15 shows the calculation results for the direct and indirect impact of each variable in the model and the total impact.

Table 4.15 Direct, Indirect, and Total Effects

			Direct Effects	**Indirect Effects**	**Total Effects**
PUR	<---	LIV	0.158	0.080 (0.042+0.038)	0.238 (0.158+0.080)
PUR	<---	PRDT	0.171	0.050 (0.029+0.021)	0.221 (0.171+0.050)
PUR	<---	FLD	0.116	0.105 (0.061+0.044)	0.221 (0.116+0.105)
PUR	<---	TRU	0.175	-	0.175
PUR	<---	IMP	0.141	-	0.141

4.7 Hypothesis Testing

According to the empirical analysis results, all 11 hypotheses proposed in this study have been accepted. The details refer to Table 4.16.

Table 4.16 Hypothesis test results

	Hypothesis	
H1	The characteristics of live streamers have a positive impact on purchase intention.	Accept
H2	The characteristics of the product have a positive impact on purchase intention.	Accept
H3	The characteristics of the field have a positive impact on purchase intention.	Accept
H4	Trust has a positive impact on purchase intention.	Accept
H5	Impulsiveness has a positive impact on purchase intention.	Accept
H6	The characteristics of live streamers have a positive impact on trust.	Accept
H7	The characteristics of live streamers have a positive impact on impulsiveness.	Accept
H8	The characteristics of the product have a positive impact on trust.	Accept
H9	The characteristics of the product have a positive impact on impulsiveness.	Accept
H10	The characteristics of the field have a positive impact on trust.	Accept
H11	The characteristics of the field have a positive impact on impulsiveness.	Accept

CHAPTER 5
Conclusions and Discussions

5.1 Introduction

The objective of the research is mainly to 1) explore whether live streaming marketing will affect the intention to purchase of consumers;2) investigate the factors that affect the purchase intention of consumers in live streaming marketing;3) find out how these factors affect the purchase intention of consumers. The research consisted of six latent variables and 16 observed variables. The sampling size was used with 540 participants for data collection. Various statistical tests were conducted, including descriptive statistics, correlation analysis, reliability and validity analysis of the data, confirmatory factor analysis (CFA), and structural equation modeling (SEM).

The research examines the impact of live-streaming marketing on purchase intention from three perspectives: the characteristics of the live streamer, the product, and the field, which directly influence trust and impulsiveness. Based on the findings of the previous chapters, this chapter presents a discussion of the findings, a summary of the findings, implications, and recommendations of the research.

5.2 Discussion of the Findings

The discussion of this research's findings is organized according to the research questions and research hypothesis, evaluating whether the findings agree with the previous research findings. By integrating the structural equation modeling (SEM) approach, confirmatory factor analysis (CFA), and rigorous hypothesis testing, the study showed the relationships between live streaming attributes and their influence on consumer trust, impulsiveness, and purchase intention. This study aims to contribute to the existing knowledge system on live streaming e-commerce consumer behavior by comprehensively analyzing consumer purchase intention factors. We extend recent live streaming shopping studies (Cai et al., 2018),(Sun et al., 2019).

5.2.1 Effect of the characteristics of live streamers on purchase intention

This section discusses the influence of live streamers on consumers' purchase intention in China. Based on the findings, the dimensions of live streamers have a significant and positive effect on purchase intention ($\beta = 0.158$, $p=0.002<0.01$). It is conclusive that the characteristics of live streamers (professionalism, popularity, interactivity) have a positive influence on purchase intention. These findings are supported by literature, such as the study by Zhu and

Liu (2023), factors such as professionalism, interactivity, and popularity of live streamers, among others, have been shown to influence purchase intention substantially. Also, a study by Clement Addo et al. (2021) indicated that the characteristics of influencers positively impact purchase intention.

5.2.2 Effect of the characteristics of the product on purchase intention

This section discusses the influence of the product on consumers' purchase intention in China. Based on the findings, the product's dimensions have a significant positive effect on purchase intention, with a regression coefficient of $\beta=0.171$ and a significance test result of $p<0.001$. It is conclusive that the characteristics of the product (quality, price, practicality) have a positive influence on purchase intention. Previous studies conducted on the same issue had similar findings. According to Tsiotsou (2006), who indicated that the product had a direct and an indirect positive effect (through overall satisfaction) on purchase intention. Varying study environments could justify the contrast between previous and current research. Also, Y. Zhao et al. (2019) found that the dimensions of the product increase their propensity to buy and suggest the product to others. Chandrruangphen et al. (2021) found that product quality and price transparency influence customer intention to watch and purchase.

5.2.3 Effect of the characteristics of the field on purchase intention

This section discusses the influence of the field (live streaming platforms) on consumers' purchase intention in China. Based on the findings, the dimensions of the field have a significant positive effect on purchase intention ($\beta=0.116$, $p=0.040<0.05$). It is conclusive that the characteristics of live streaming platforms (entertainment, promotion, emotion) have a positive influence on purchase intention. These findings are similar to those of Xiong (2020), whose study indicated that the characteristics of e-commerce platforms can trigger consumers' positive purchase intention. Also, Zhang et al. (2020) found that the live streaming platform services assist customers in efficiently obtaining more precise product information, finally increasing online purchase intention.

5.2.4 Effect of trust on purchase intention

This section discusses the influence of trust on consumers' purchase intention in China. Based on the findings, trust significantly and positively affects purchase intention ($\beta=0.175$, $p<0.001$). This study observed that an increase in the level of trust (cognitive trust and emotional trust) would increase purchase intention. Previous studies conducted on the same issue had similar findings. Kim and Park (2013) found that trust significantly affects purchase intention. Also, a survey by Straub et al. (2004) shows that trust positively influences a consumer's intention to buy. These findings are similar to those of Santo and Marques (2022),

who stated that trust in the e-commerce site positively influences purchase intention.

5.2.5 Effect of impulsiveness on purchase intention

The effects of impulsiveness on consumers' purchase intention in China. It was found that impulsiveness positively and significantly impacts consumers' purchase intention (β=0.141, p=0.003<0.01). This study observed increased impulsiveness (impulsiveness trait and emotional experience) would increase purchase intention. These findings are similar to the conclusion that the general impulsiveness of consumers has a more substantial impact on purchase intention (Aroean & Michaelidou, 2015). These findings are similar to Zhang et al. (2018), who found that impulsiveness is a crucial predictor of consumers' purchase intention.

5.2.6 Effect of the characteristics of live streamers on trust

This section discusses the effect of live streamers on consumers' trust. Based on the findings, it was found that live streamers' characteristics positively influence trust. (β=0.240,p<0.001). Previous studies conducted on the same issue had similar findings. These findings agree with that of Chandrruangphen et al. (2022), who state that live streamers positively influence trust and behavior intention. Jin and Muqaddam (2019) studied how live streamers enhanced consumer trust, brand credibility, and brand trust through quasi-social interaction.

5.2.7 Effect of the characteristics of live streamers on impulsiveness

This section discusses the effect of live streamers on consumers' impulsiveness in China. Based on the findings, it was found that the characteristics of live streamers significantly and positively affect impulsiveness (β= 0.270, p<0.001). Previous studies conducted on the same issue had similar findings. These findings are identical to those of (Zhang et al., 2023), who indicate that live streamers positively influence affective intensity and consumers' impulse buying in live-streaming commerce.

5.2.8 Effect of the characteristics of product on trust

This section discusses the effect of the characteristics of products on consumers' trust in China. Based on the findings, the characteristics of the product significantly and positively affect trust (β=0.164, p<0.001). Previous studies conducted on the same issue had similar findings. These findings are in agreement with those of C.-D. Chen et al. (2022) state that customers' trust and favorable feelings may be promoted by trust in the product (Y. Zhao et al., 2019). Chinomona (2013) found that perceived product quality positively influences customer trust.

5.2.9 Effect of the characteristics of product on impulsiveness

This section discusses the effect of products on consumers' impulsiveness in China. Based on the findings, the characteristics of the product significantly and positively affect impulsiveness (β=0.149, p=0.002<0.01). Previous studies conducted on the same issue had similar findings. These findings are identical to the conclusion that Chandrruangphen et al. (2022) found that product factors, including product personal appeal and price transparency, significantly impact consumers' impulsive purchases.

5.2.10 Effect of the characteristics of field (live streaming platforms) on trust

This section discusses the effect of live streaming platforms on consumers' trust in China. Based on the findings, the characteristics of live streaming platforms significantly and positively affect trust (β= 0.346, p<0.001). Previous studies conducted on the same issue had similar findings. These findings agree with those of Chandrruangphen et al. (2022), who proposed a framework that examines the influence of live streaming attributes on customer trust and intention to watch and purchase fashion clothing. These findings are similar to those of (Wongkitrungrueng & Assarut, 2020), who found that factors influence consumer trust and shopping engagement.

5.2.11 Effect of the characteristics of field (live streaming platforms) on impulsiveness

This section discusses the effect of the field (live-streaming platforms) on consumers' impulsiveness in China. Based on the findings, the characteristics of live streaming platforms significantly and positively affect impulsiveness (β=0.314, p<0.001). Previous studies conducted on the same issue had similar findings. These findings agree with those of Nawaz et al. (2021), who found that live platforms may improve the propensity for impulsive buying. Also, a study by Li et al. (2023) indicated that website design and other platform attributes are related to impulsiveness, which is positively correlated.

5.3 Implications

The theoretical implication aims to develop a model of impacting consumers' purchase intention for live streaming marketing in China and examine the direct effect, indirect effect, and combined influence of relationships among live streamers, products, fields, and purchase intention. There are two types of implications: theoretical and practical.

5.3.1 Theoretical Implication

The present research has multiple theoretical implications that enrich consumer

psychology and behavior literature. This study contributes to the burgeoning body of literature on e-commerce live streaming by providing empirical evidence of the factors influencing consumer purchase intention. This research contributes to understanding the underlying mechanisms driving consumers' behavioral intention in the context of live streaming e-commerce. It emphasizes the factors of e-commerce live streaming, trust, and impulsiveness as critical drivers of improved consumer purchase intention.

First, it covers almost all the most critical attributes of e-commerce live streaming from a holistic perspective for the first time: Live streamer, Product, and Live streaming platform are well combined as stimulus variables to affect trust (which is related to cognition and emotion), and impulsiveness (which is more related to emotion) as an organism, thus affecting purchase intention. By incorporating cognitive and affective attitudes, the study helps better understand consumers' rational and emotional attitudes or evaluations of consumers' purchase intentions.

Additionally, the study introduced consumer trust and impulsiveness in the theoretical model. Our results suggest that trust and impulsiveness act as mediators in the relationship between attributes of live streaming and consumer purchase intention. Through the literature review and the theoretical extension of this study, trust and impulsiveness as the organism are affected by independence, but they also affect purchase intention; their observable variables were measured from the cognitive and emotional aspects, respectively. From this unique perspective and research entry point, this study is helpful for subsequent studies to clarify better the idea and necessity of studying consumer psychology's cognitive and emotional perspectives.

5.3.2 Practical Implication

From the perspective of practical implications, the entry barrier to live e-commerce is low, and any merchant and individual is currently eligible to participate. Hence, live e-commerce has extensive coverage, and most industries have live steamers nowadays. The cost for consumers to switch between live broadcasting rooms is meager, and consumers can access various information in live streaming. Hence, it is highly challenging for platforms and streasss

Due to the low industry entry threshold, many live broadcast platforms and anchors will gradually be phased out from the market amidst intense competition in the future. E-commerce platforms and merchants must accurately target their audience and tailor their live content, methods, and hosts accordingly. By offering carefully selected, reliable, cost-effective, high-quality products, customer trust can be strengthened to promote healthy product sales development.

We believe that e-commerce merchants can select high-quality goods and strong practicality and do more promotional activities to select popular, professional, and audience-better interactive anchors. The platform should pay more attention to its atmosphere and the impact of promotional activities. In the future, we can continue to focus on improving

consumers' trust in anchors, platforms, and products, stimulating consumption impulse from the consumer psychology perspective, and then further study how to improve purchase intention and actual purchase behavior.

These findings affect marketing strategies and platform positioning in the live streaming e-commerce. Further, the proposed theoretical model helps policymakers and merchants understand the factors influencing consumers' sustainable shopping intention in live streaming.

5.4 Limitations and Recommendations

Based on the research questions and objectives, this study describes, analyzes, and demonstrates whether and how various factors of live streaming e-commerce affect consumers' purchase intention from an empirical and quantitative perspective. Because there is much literature on the purchase intention of consumers, the analysis and research angles are varied. The study investigated the impact of characteristics of live streaming on purchase intention based on the S-O-R theoretical framework and how it works. In addition, limited by the research conditions and restrictions, this study still has certain limitations and will offer some recommendations.

5.4.1 Limitations of the research

The study focused on the Chinese market while offering a representative sample of typical markets, which may limit the generalizability of findings to other cultural contexts. This means that the different populations of the study and other antecedents, such as different live-streaming attributes, could be incorporated into future studies. Future research could explore similar models in different geographical and economic settings to examine the universality or specificity of these dynamics.

Regarding product category, the live streaming attributes may impact customer trust and behaviors in different product categories, such as home organizers, fitness accessories, and small kitchen appliances, which are more functional than stylish and fun.

Additionally, the rapid evolution of live streaming technology and consumer preferences calls for continuous exploration of emerging trends and their impact on consumer behavior. Future studies could investigate the role of technological advancements, such as augmented reality (AR) and virtual reality (VR), in enhancing the live-streaming consumers' shopping experience.

Finally, we recommend expanding future research to include marketing ethics theory. While live streamer marketing enhances marketing performance, it also brings adverse effects such as advertising fraud and malicious competition. Understanding the influencing factors and mechanisms of live streamers in marketing ethics is a necessary but less explored social issue

that merits further investigation.

5.4.2 Recommendation

Live streamers should receive professional training to enhance their familiarity with the clothing industry, thus excavating the unique value of clothing and accurately positioning it for the crowd. Live streamers can interact with consumers through the bullet screen, obtain consumer demand quickly, pay attention to real-time bullet screen speeches, and guide consumers to communicate and talk actively. In terms of live broadcast entertainment, online live broadcast platforms and merchants should increase entertainment settings in live broadcasts, innovate entertainment activities, strengthen consumers' understanding of clothing products or brands, and increase consumers' interest in participating in live streaming.

Instead of pursuing the latest and fashionable products, live-streaming marketing should pay attention to the most critical issues: the quality and price of the product. E-commerce platforms should concentrate on selecting products with high quality and focus on selecting cost-effective, practical products to increase profits. In addition, they should bolster after-sales service, user satisfaction, and loyalty. Products should be guaranteed pre-sales and after-sales services, and personalized services should be improved. Flexible and varied promotional strategies should be developed to enhance the degree of product preference. To ensure high-quality products, choose cost-effective, good-quality, practical goods. Consumers will never buy cheaper goods elsewhere than in the live room. Consumers will have a good experience when watching the live broadcasts, generate user stickiness and trust in live shopping, and develop a conscious behavior of looking for daily necessities from watching the live streaming.

The live streaming platform can pay more attention to creating multiple marketing incentives, creating value-added content, and creating the "ID" of the live broadcast room, attracting more consumers to watch and increasing the potential consumption probability. The platform should design the shopping scene specifically and pay attention to the user interface, navigation structure, and other features so that consumers can use the platform and understand product information more quickly. The combined effect of various marketing stimuli always puts consumers in a mood of excitement and pleasure. In this continuous positive emotion, consumers gradually produce purchase impulses, and this purchase desire may be beyond the original purchase plan, which can stimulate the potential demand of consumers and promote product sales.

In the future, the application of AI technology will run through all aspects of live streaming activities, significantly improving the operational efficiency and effect of the live streaming e-commerce industry; AI technology can reshape the whole industrial chain of e-commerce, and improve efficiency in an all-round way; Through data analysis and algorithm recommendation, AI technology accurately matches the goods or services that consumers are

most interested in or can meet their individual needs, which not only improves the matching efficiency of both ends of commodity supply and demand but also improves the purchase conversion rate.

Many real cases can be obtained and used to verify the impact factors of purchase intention in live-streaming marketing. We can use big data to get key popularity words from social network platforms to contract a new conceptual model and then analyze it further. These key influencing factors in live live-streaming marketing can enable each merchant and the e-commerce live platform to make better strategic choices to gain more consumer groups and higher market sales. Many live streaming e-commerce enterprises continue to innovate in product quality assurance and improvement, using digital management, intelligent testing and other means.

For the live streaming industry, various policies of the government regulatory departments have been introduced successively, and specific supervision has been put forward to address the problems of anchors brushing orders, cheating and misleading consumers, selling fake and shoddy products, issuing false advertisements, etc., to enhance the threshold of live streaming by streamers.

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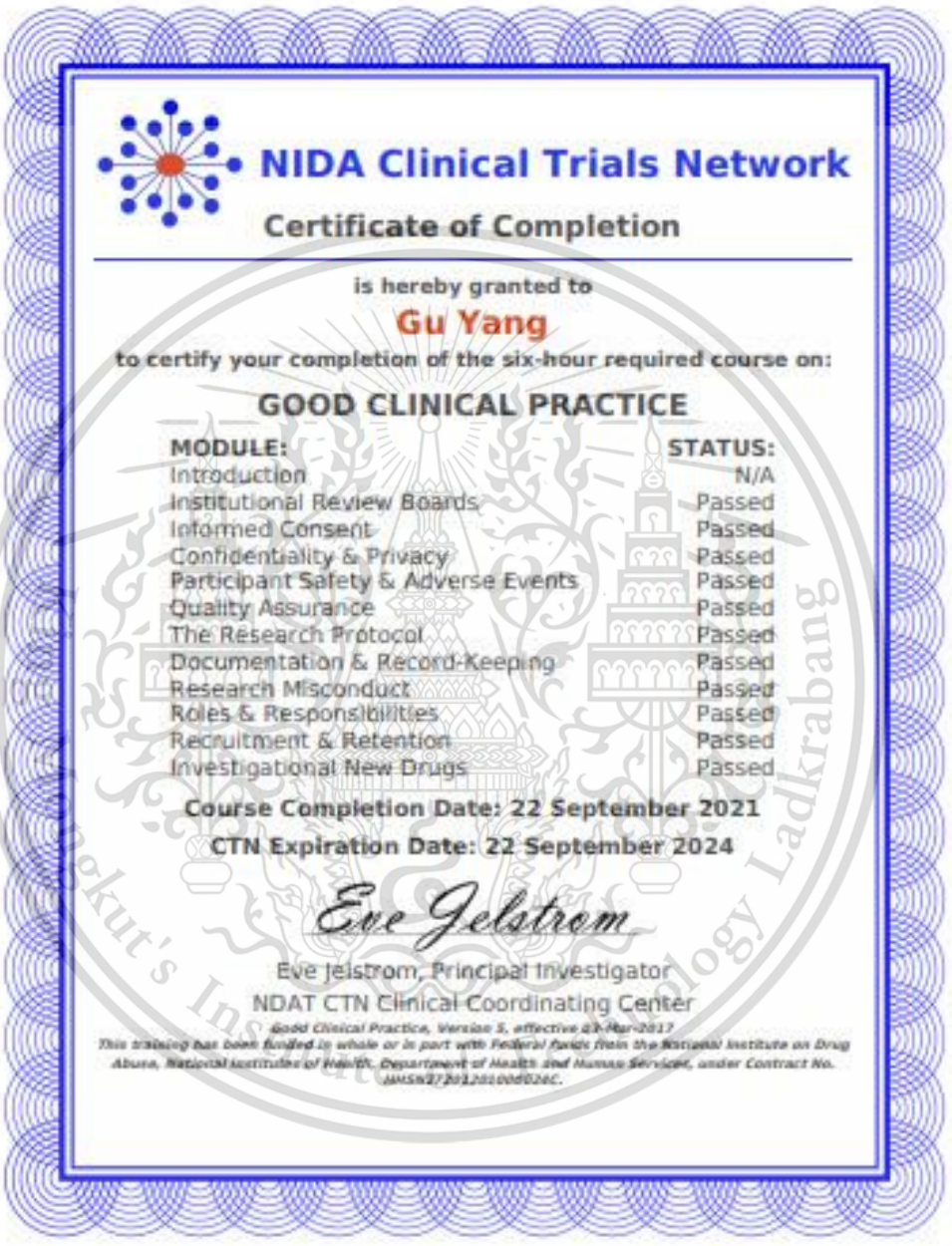
APPENDIX

APPENDIX A

ETHICAL TRAINING CERTIFICATE



NIDA Clinical Trials Network

Certificate of Completion

is hereby granted to

Gu Yang

to certify your completion of the six-hour required course on:

GOOD CLINICAL PRACTICE

MODULE:	STATUS:
Introduction	N/A
Institutional Review Boards	Passed
Informed Consent	Passed
Confidentiality & Privacy	Passed
Participant Safety & Adverse Events	Passed
Quality Assurance	Passed
The Research Protocol	Passed
Documentation & Record-Keeping	Passed
Research Misconduct	Passed
Roles & Responsibilities	Passed
Recruitment & Retention	Passed
Investigational New Drugs	Passed

Course Completion Date: 22 September 2021

CTN Expiration Date: 22 September 2024

Eve Jelstrom

Eve Jelstrom, Principal Investigator

NDAT CTN Clinical Coordinating Center

Good Clinical Practice, Version 5, effective 23-Mar-2017

This training has been funded in whole or in part with Federal funds from the National Institute on Drug Abuse, National Institutes of Health, Department of Health and Human Services, under Contract No. HHSN271201000026C.

APPENDIX B

QUESTIONNAIRE OF THE IMPACT OF E-COMMERCE LIVE MARKETING ON PURCHASE INTENTION

This questionnaire is a part of the research of the Doctor of Philosophy Program in Industrial Business Administration (International Program), Faculty of KMITL Business School, at KMITL University. The data collected from this questionnaire will be treated with the utmost confidentiality. Please kindly answer to the best of your knowledge.

The questionnaire designed for this study will be divided into seven parts:

Part 1: Demographic Data of the Respondents

Part 2: Questions about the respondents' use of live streaming and purchase experience.

Part 3: Questions about observed variables of live streamer

Part 4: Questions about observed variables of the Product

Part 5: Questions about observed variables of Field

Part 6: Questions about Trust and Impulsiveness

Part 7: Questions about observed variables of Purchase Intention

第一部分：问卷回答者的描述性统计(Part I: Demographic Data of the Respondent)

请回答适用于下面列出的每个问题,点击 □ 的选项。

Tick (√) the option applicable for each of the questions listed below.

1) 性别（Gender）: □女性 (Male)　□ 男性 (Female)

2) 年龄（Age）:□ 18岁以下（Under 18years old）

□20-30岁(20-30years old)

□30-50岁(30-50years old)

□ 50岁以上(Older than 50years old）

3) 您经常观看的直播平台是（The live shopping platforms you often watch）:

□ 抖音（TikTok）

□快手(Kuai shou)

□ 淘 宝(Taobao)

□京东(JD)

□ 拼多多(PDD）

□ 微信短视频（We chat Video）

□ 小红书(Xiao hongshu)

□蘑菇街（ Mogu.com）

□唯 品 会(VIP.com)

☐苏宁直播(Suning.com Live Streaming)

4) 您最常在直播观看中购买的商品有哪些？ (The main products you usually buy in live streaming shopping)

☐日用小商品(Daily necessities)

☐食品饮料(Food and drinking)

☐美妆护肤(Cosmetics and skin care)

☐珠宝首饰(Jewelry)

☐服装(Clothes)

☐家具家电(Furniture and electrical appliances)

☐运动和户外用品(Sports and outdoors products)

☐汽车(Car)

5) 您目前在中国的居住地属于(Your location of current residence in China):

☐华南地区(Southern region)

☐北部地区(Northern region)

☐华中地区(Central region)

☐华东地区(Eastern region)

☐西部地区(Western region)

6) 你曾经使用过直播平台吗？ (Have you ever used a live streaming platform?)

☐是的(Yes) ☐没有(No)

7) 你在看直播的时候买过东西吗 (Have you ever bought something while watching a live stream?)

☐是的(Yes) ☐没有(No)

8) 你使用这些直播平台（App）已经有多长时间了？ (How long have you been using the live streaming platforms(App)）?

☐从不 (Never)

☐少于1 年(Less than 1 year)

☐1- 3年(1- 3 years)

☐3年以上(More than 3 years)

9) 你每天要花多长时间看直播?(How long do you spend in watching the live streaming per day?)

☐少于1小时(Less than 1 hour)

☐ 1-2小时(1-2 Hours)

☐超过2小时(More than 2 Hours)

Part 2: Questions about observed variables of E-commerce live streaming marketing

在接下来的调查问卷中，每个问题背后的五个数字代表了不同的一致程度：“1”-强烈不同意；“2”-不同意；“3”-不确定；“4”-同意；“5”-强烈同意。请仔细阅读每个问题，并在相应的数字上标记“√”.In the following questionnaire, the five numbers behind each question represent different levels of agreement: "1" -strongly disagree; "2" -disagree; "3" -not sure; "4" -agree; "5" - strongly agree. Please read each question carefully and tick " √ " on the corresponding number.

Questions about observed variables of live streamer					
专业性(Professionalism)					
1.直播者的解释和介绍可以帮助我快速理解该产品。Live streamers' explanations and introductions can help me quickly understand the product.	1	2	3	4	5
2.我认为他是这个领域的专家。I consider the streamer to be an expert in this field.					
3.这位著名的主播有产品经验。The famous internet celebrity has product experience.					
4.主播可以根据个人经验给我提供个性化的购买建议。live streamers can give me personalized purchase advice based on personal experience.					
5.直播者可以就与产品或服务相关的问题提供专业的回答。Live streamers can give professional responses to questions related to products or services.					
受欢迎(Popularity)					
6.直播者在相关领域具有一定的影响力和地位.Live streamers have specific influence and status in related fields.	1	2	3	4	5
7.主播往往受大多数人的欢迎。Streamers are always popular with most people.					
8.主播们非常有吸引力。Live streamers have strong attractiveness.					
9. 名人推广和销售的产品的特点和他们自身特点很一致。The characteristics of products the celebrity promotes and sells are highly appropriate for her/him.	1	2	3	4	5
10.我喜欢买名人们所推荐的产品。I like to buy products recommended by well-known celebrities.					
(Interactivity)					

11. 我可以通过产品的直播来有效地和名人互动。I can effectively interact with celebrities in the live streaming with products.	1	2	3	4	5
12 我会在直播间发送弹幕，并给予反馈.I will send pop-ups in live streaming platforms and give feedback. Developed from the source:					
13.我喜欢在直播室里浏览评论和聊天。I like to browse the comments and chat in the live broadcast room.					
14.我喜欢在直播平台上送礼物和分享我的感受。I like to give gifts and share my feelings on live streaming platforms.					
15.主播会及时回答我的问题，特别是关于推荐产品的问题。The live streamer can reply to my questions in time, especially about recommend products.					
Questions about observed variables of Product					
质量(Quality)					
16. 我相信我收到的产品将会和在直播上显示的一样。I believe the product I receive will be the same as shown on live streaming.	1	2	3	4	5
17. 在直播平台上销售的产品质量是可靠的，我经常购买。The quality of the products sold on the live streaming platform is reliable, and I often buy them.					
18.在直播平台上购买的商品是物有所值的。Goods on the live streaming platforms are good value for buying.					
19.直播销售的产品有生产日期、厂家地址和质量检验报告。The products sold in live streaming have the date of production, the address of the manufacturer and the quality inspection report.					
20. 通过直播销售的产品都有售后维护服务。The products sold in live streaming have after-sales maintenance services.					
价格(Price)					
21. 直播中销售的商品的价格值得信赖。The price of the goods sold in live streaming is relatively trustworthy.	1	2	3	4	5
22.直播间 销售的商品的价格在市场上具有竞争力。The price of the goods sold in live streaming is competitive in the market.					
23. 主播出售的商品的价格有时会低于市场价格.The price of the goods sold by the live streamer is sometimes lower than the market price.					
24. 直播中售卖的商品价格与价值相符合.At the current price, live e-commerce provides more commodity value.					
25.节约成本是直播购物的主要功利动机。Cost saving is the main utilitarian motivation for live streaming shopping.					

实用性(Practicality)					
26.在直播中复 购 同样的家用品的频率很高。The frequency of repurchase of the same household supplies in the live broadcast is very high.	1	2	3	4	5
27.主播出售的生活必需品，它们与日常生活密不可分。The necessities of life live streamer sell, they are inseparable with daily life.					
28.大部分日常快速消费的消费品都是在直播间购买的。Most of daily fast-consuming consumer goods at home are purchased in the live broadcast room.					
29.主播出售的商品非常实用和耐用。The goods sold by live streamers are very practical and durable.					
30.在直播中买回来的食品饮料等通常消耗的很快。Food and drinks bought d in the live broadcast room are usually consumed quickly.					
Questions about observed variables of Field					
娱乐性(Entertainment)					
31. 直播购物很有趣，因为我可以与主播互动。 E-commerce live-streaming shopping is interesting because I can interact with the anchor.	1	2	3	4	5
32. 直播购物很有趣，因为我喜欢购物的过程。E-commerce live streaming shopping is fun because I enjoy the shopping process.					
33. 直播购物是富有想象力的。E-commerce live streaming shopping is imaginative.					
34. 在直播室里让我非常放松和快乐。Staying in the live studio makes me very relaxed and happy.					
35. 观看直播不仅是为了购物，有时仅仅为了好玩，这也是可以接受的。Watching live streaming is not just for shopping, but sometimes for fun, which is also acceptable.					
促销(Promotion)					
36..我经常参与直播平台上的闪购。 I often participate in flash sales on the live streaming platform.	1	2	3	4	5
37.我经常收藏优惠券。I frequently bookmark coupons.					
38. 直播平台上的价格折扣对我很有吸引力。The price discounts on live streaming platforms are very attractive to me.					
39.积极促销影响购买的冲动性。Positive promotions affect the impulse to buy.					
40.如果产品有促销或清仓标志，我更有可能进行意外购买。I am more likely to make an unintended purchase, if the product has a sale or clearance sign.					

情感(Emotion)					
41.我对在电商直播平台上的购物体验感到满意 I feel satisfied with the shopping experience in the e-commerce live streaming platforms.	1	2	3	4	5
42..我非常喜欢在直播平台上购物 I like shopping in the e-commerce live streaming platforms very much.					
43.当直播平台有促销活动时，我的心跳会更快.My heart beats faster when there is a promotion in the live platform.					
44.观看直播可以让我暂时逃离了现实世界。Watching the live streaming gives me a temporary escape from the real world.					
45. 当看直播时，我不知道时间是如何流逝的。When watching a live-stream, I don't realize how time passes.					
关于信任和冲动的问题(Questions about Trust and Impulsiveness)					
信任（Trust)					
认知信任(Cognition Trust)					
46.我相信在现 场电商平台上购买的商品的质量。I trust the quality of goods purchased on live E-commerce platforms.	1	2	3	4	5
47.电商 购物平台拥有良好的售后服务系统。The e-commerce shopping platform has a good after-sales service system.					
48.法律可以充分保护我在电商直播中购物。 The law can fully protect me in e-commerce live streaming shopping.					
情感信任(Emotion Trust)					
49. 我认为电商直播是值得信赖的 I think e-commerce live streaming is trustworthy.	1	2	3	4	5
50. 著名的 网 红是可靠的信息来源。The famous internet celebrity is a reliable source of information.					
51. 我相信主播推荐的产品或服务是高质量的。I believed that the products or services recommended by the streamer were of high quality.					
冲动性(Impulsiveness)					
情感体验(Emotional Experience)					
52. 我经历过促销时冲动购物的经历。I have experienced impulse buying when there's a promotion.	1	2	3	4	5
53.我的大部分购买都是提前计划好的。Most of my purchases are planned.					
54.当我浏览网页只是为了好玩时，我经历过计划外的购买。I experienced					

unplanned buying when I am browsing the web just for fun。					
冲动特质(Impulsiveness Trait)					
55.当我看见很划算的商品时，我很难控制住自己不买。I can't help buying when I see a good deal.	1	2	3	4	5
56. 我有冲动型购物的倾向。I have an impulse buying tendency.					
57. 有时候我有享乐性购物的倾向。Sometimes, I have hedonic shopping tendencies.					
关于购买意向的观察变量的问题 (Questions about observed variables of Purchase Intention)					
打算购买(Intend to Buy)					
58.我对直播购物有积极的态度。 I have positive purchase intentions on live streaming shopping.	1	2	3	4	5
59. 我打算从电子商务直播室 购买产品或服务。I intended to purchase products or services from the e-commerce live streaming room.					
60. 我将在这个平台上购买我需要的东西，而不是去找别人那里。I will purchase what I need on this platform instead of going to others.					
61.如果有我想购买的产品或服务，优先考虑从直播间购买。 If there is a product or service I want to buy, priority will be given to buying from the live streaming studio.					
推荐(Recommending)					
62.我愿意推荐其他人在直播平台上购买产品或推荐其他人观看直播。I am willing to recommend others to buy products in the live streaming platforms or recommend others to watch the live streaming.	1	2	3	4	5
63.当有人咨询这件商品时，我会立即推荐所购买的直播平台。When others consult about the good, I will immediately recommend the live streaming platform where I bought it.					
64.我会向我的家人和朋友推荐主播推荐的产品。I will recommend the products that streamers recommended to my family and friends.					
65.我经常按照主播的要求来分享转发链接。I often share forwarding links by request of live streamers.					
计划购买(Plan to Buy)					
66.以后我将继续使用直播购物来进行购物。I will continue using live streaming shopping for shopping in the future.	1	2	3	4	5

67. 使用现场直播的购物平台是我生活的一部分。Using this live streaming shopping platform is part of my life.					
68.我预测我会从电商直播间购买产品或服务。I predicted that I would purchase products or services from an e-commerce live streaming room.					
69.我有在现场直播中寻找商品的习惯。I am in the habit of looking for goods in e-commerce live streaming.					

APPENDIX C

INSTRUMENT'S RELIABILITY ANDVALIDITY

Five Self-Service Technologies and Omnichannel experts checked the quality of the questionnaires in this research. The instruments for the IOC have been determined for each question and attribute. A formula to calculate the value (R. C. Turner & Carlson, 2003)

$$IOC = \frac{\Sigma_r}{N}$$

Where:

IOC: All the experts' and specialists' points are summarized.

N: Number of specialists and experts

1: The questions have been measured for objectives.

0: Not confident in the questions have been measured for objectives.

-1: The questions have not been measured for objectives.

The value of the IOC ranges from -1 to +1. A good question should, therefore, be concluded at 1. Every question has an IOC of under 0.50 and should be revised or removed.

1: The experts agree that the questions are in accordance with the content.

0: The experts are not confident that the questions are in accordance with the content.

-1: The experts agree that the questions are not in accordance with the content.

The IOC standards criterion is as follows:

a. The validity factor of questions with IOC values between 0.5 and 1.00.

b. Questions with an IOC value of less than 0.5 must be changed and cannot be included.

The consistency and validity of the instrument have verified the questionnaires by one expert and two professors with knowledge and experience in business and technology to review, consider, and advise the questionnaire details as simple to comprehend and achieve with the point of research view. Three experts examined the questionnaire using expert scores to find the consistency index between the question and the index of item objective congruence (IOC).Three experts examined the questionnaire using expert scores to find the consistency index between the question and the index of item objective congruence (IOC).

第一部分：问卷回答者的描述性统计(Part I: Demographic Data of the Respondent)

请回答适用于下面列出的每个问题, 点击 ☐ 的选项。

Tick (√) the option applicable for each of the questions listed below.

1) 性别（Gender）: ☐女性 (Male)　☐ 男性 (Female)

2) 年龄（Age）:☐ 18岁以下（Under 18years old）

☐20-30岁(20-30years old)

☐30-50岁(30-50years old)

☐ 50岁以上(Older than 50years old）

3) 您经常观看的直播平台是（The live shopping platforms you often watch）:

☐ 抖音（TikTok）

☐快手(Kuai shou)

☐ 淘 宝(Taobao)

☐京东(JD)

☐ 拼多多(PDD）

☐ 微信短视频（We chat Video）

☐ 小红书(Xiao Hong Shu)

☐蘑菇街（ Mogu.com）

☐唯 品 会(VIP.com)

☐苏宁直播(Suning.com Live Streaming)

4) 您最常在直播观看中购买的商品有哪些？(The main products you usually buy in live streaming shopping)

☐日用小商品(Daily necessities)

☐食品饮料(Food and drinking)

☐美妆护肤(Cosmetics and skin care)

☐珠宝首饰(Jewelry)

☐服装(Clothes)

☐家具家电(Furniture and electrical appliances)

☐运动和户外用品(Sports and outdoors products)

☐汽车(Car)

5) 您目前在中国的居住地属于(Your location of current residence in China):

☐华南地区(Southern region)

☐北部地区(Northern region)

☐华中地区(Central region)

☐华东地区(Eastern region)

☐西部地区(Western region)

6) 你曾经使用过直播平台吗？(Have you ever used a live streaming platform?)

☐是的(Yes) ☐没有(No)

7) 你在看直播的时候买过东西吗 (Have you ever bought something while watching a

live stream?)

☐是的(Yes) ☐没有(No)

8) 你使用这些直播平台（App）已经有多长时间了？(How long have you been using the live streaming platforms(App)）?

☐从不 (Never)

☐少于1年(Less than 1 year)

☐1-3年(1-3 years)

☐3年以上(More than 3 years)

9) 你每天要花多长时间看直播?(How long do you spend in watching the live streaming per day?)

☐少于1小时(Less than 1 hour)

☐ 1-2小时(1-2 Hours)

☐超过2小时(More than 2 Hours)

Part 2:Questions about observed variables of E-commerce live streaming marketing

In the following questionnaire, the five numbers behind each question represent different levels of agreement: "1" -strongly disagree; "2" -disagree; "3" -not sure; "4" -agree; "5" - strongly agree. Please read each question carefully and tick " √ " on the corresponding number.

Questions about observed variables of live streamer				
专业性(Professionalism)	Opinion of			IOC
	Expert 1	Expert 2	Expert3	
1 Live streamers' explanations and introductions can help me quickly understand the product.	1	1	1	1
2.I consider the streamer to be an expert in this field.	1	0	1	0.66
3.The famous internet celebrity has product experience.	1	1	0	0.66
4.Live streamers can give me personalized purchase advice based on personal experience.	1	1	1	1
5 Live streamers can give professional responses to questions related to products or services.	1	1	1	1
受欢迎(Popularity)				
6..Live streamers have specific influence and status in related fields.	1	1	1	1

7.Streamers are always popular with most people.	1	1	1	1
8.Live streamers have strong attractiveness.	1	1	1	1
9. The characteristics of products the celebrity promotes and sells are highly appropriate for her/him.	1	1	1	1
10.I like to buy products recommended by well-known celebrities.	1	1	1	1
(Interactivity)				
11. I can effectively interact with celebrities in the live streaming with products.	1	1	1	1
12..I will send pop-ups in live streaming platforms and give feedback. Developed from the source:	1	1	0	0.66
13.I like to browse the comments and chat in the live broadcast room.	1	1	1	1
14. I like to give gifts and share my feelings on live streaming platforms.	1	1	1	1
15.The live streamer can reply to my questions in time, especially about recommend products.	1	1	1	1
Questions about observed variables of Product				
质量(Quality)	Opinion of			IOC
	Expert 1	Expert 2	Expert 3	
16. I believe the product I receive will be the same as shown on live streaming.	1	1	1	1
17. The quality of the products sold on the live streaming platform is reliable, and I often buy them.	1	1	1	1
18.Goods on the live streaming platforms are good value for buying.	1	1	1	1
19. The products sold in live streaming have the date of production, the address of the manufacturer and the quality inspection report.	1	1	1	1
20. The products sold in live streaming have after-sales maintenance services.	1	1	1	1
价格(Price)				
21. The price of the goods sold in live streaming is relatively trustworthy.	1	1	1	1
22.The price of the goods sold in live streaming is competitive in the market.	1	1	1	1
23. The price of the goods sold by the live streamer is sometimes lower than the market price.	1	1	1	1
24. At the current price, live e-commerce provides more commodity	1	0	1	0.66

value.				
25. Cost saving is the main utilitarian motivation for live streaming shopping.	1	0	1	0.66
实用性(Practicality)				
26. The frequency of repurchase of the same household supplies in the live broadcast is very high.	1	1	1	1
27.The necessities of life live streamer sell; they are inseparable with daily life.	1	1	1	1
28.Most of daily fast-consuming consumer goods at home are purchased in the live broadcast room.	1	1	1	1
29.The goods sold by live streamers are very practical and durable.	1	1	1	1
30.Food and drinks bought d in the live broadcast room are usually consumed quickly.	1	1	1	1
Questions about observed variables of Field				
娱乐性(Entertainment)				
31. E-commerce live-streaming shopping is interesting because I can interact with the anchor.	1	1	1	1
32. E-commerce live streaming shopping is fun because I enjoy the shopping process.	1	1	1	1
33.E-commerce live streaming shopping is imaginative.	1	1	1	1
34. Staying in the live studio makes me very relaxed and happy.	1	1	1	1
35.Watching live streaming is not just for shopping, but sometimes for fun, which is also acceptable.	1	1	1	1
促销(Promotion)				
36.. I often participate in flash sales on the live streaming platform.	1	1	1	1
37.I frequently bookmark coupons.	1	1	1	1
38. The price discounts on live streaming platforms are very attractive to me.	1	1	1	1
39. Positive promotions affect the impulse to buy.	1	1	1	1
40. I am more likely to make an unintended purchase, if the product has a sale or clearance sign.	1	1	1	1
情感(Emotion)	Opinion of			IOC
	Expert 1	Expert 2	Expert3	
41. I feel satisfied with the shopping experience in the e-commerce live	1	1	1	1

streaming platforms.				
42..I like shopping in the e-commerce live streaming platforms very much.	1	1	1	1
43. .My heart beats faster when there is a promotion in the live platform.	1	1	1	1
44. Watching the live streaming gives me a temporary escape from the real world.	1	1	1	1
45. When watching a live-stream, I don't realize how time passes.	1	1	1	1
关于信任和冲动的问题(Questions about Trust and Impulsiveness)				
信任（Trust)				
认知信任(Cognitive Trust)				
46.I trust the quality of goods purchased on live E-commerce platforms.	1	1	1	1
47.The e-commerce shopping platform has a good after-sales service system.	1	1	1	1
48. The law can fully protect me in e-commerce live streaming shopping.	1	1	1	1
情感信任(Emotional Trust)				
49.I think e-commerce live streaming is trustworthy.	1	1	1	1
50. The famous internet celebrity is a reliable source of information.	1	1	1	1
51. I believed that the products or services recommended by the streamer were of high quality.	1	1	1	1

冲动性(Impulsiveness)

情感体验(Emotional Experience)	Opinion of			IOC
	Expert 1	Expert 2	Expert3	
52.I have experienced impulse buying when there's a promotion.	1	1	1	1
53. Most of my purchases are planned.	1	1	1	1
54. I experienced unplanned buying when I am browsing the web just for fun。	1	1	1	1
冲动特质(Impulsiveness Trait)				
55.I can't help buying when I see a good deal.	1	1	0	0.66
56.I have an impulse buying tendency.	1	1	0	0.66

57.Sometimes, I have hedonic shopping tendencies.	1	1	1	1
关于购买意向的观察变量的问题(Questions about observed variables of Purchase Intention)				
打算购买(Intend to Buy)				
58 I have positive purchase intentions on live streaming shopping.	1	1	1	1
59. I intended to purchase products or services from the e-commerce live streaming room.	1	1	1	1
60. I will purchase what I need on this platform instead of going to others.	1	1	1	1
61. If there is a product or service I want to buy, priority will be given to buying from the live streaming studio.	1	1	1	1
推荐(Recommending)				
62.I am willing to recommend others to buy products in the live streaming platforms or recommend others to watch the live streaming.	1	1	1	1
63.When others consult about the good, I will immediately recommend the live streaming platform where I bought it.	1	1	0	0.66
64.I will recommend the products that streamers recommended to my family and friends.	1	1	1	1
65.I often share forwarding links by request of live streamers.	1	1	1	1
计划购买(Plan to Buy)				
66.I will continue using live streaming shopping for shopping in the future.	1	1	1	1
67. Using this live streaming shopping platform is part of my life.	1	1	1	1
68.I predicted that I would purchase products or services from an e-commerce live streaming room.	1	1	1	1
69.I am in the habit of looking for goods in e-commerce live streaming.	1	1	1	1

APPENDIX D

CFA ANALYSIS RESULT

Analysis Summary

Date and Time

Date: 2024年2月5日

Time: 14:52:34

Title

CFA 整体: 2024年2月5日 14:52

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.

Sample size = 540

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

X1_1

X1_2

X1_3

X2_1

X2_2

X2_3

X3_1

X3_2

X3_3

M1_1

M1_2

M2_1

M2_2

Y1

Y2

Y3

Unobserved, exogenous variables

LIV

e1

e2

e3

PRDT

e4

e5

e6

FLD

e7

e8

e9

TRU

e10

e11

IMP

e12

e13

PUR

e14

e15

e16

Variable counts (Group number 1)

Number of variables in your model:	38
Number of observed variables:	16
Number of unobserved variables:	22
Number of exogenous variables:	22
Number of endogenous variables:	16

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	22	0	0	0	0	22
Labeled	0	0	0	0	0	0
Unlabeled	10	15	22	0	0	47
Total	32	15	22	0	0	69

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	136
Number of distinct parameters to be estimated:	47
Degrees of freedom (136 - 47):	89

Result (Default model)

Minimum was achieved

Chi-square = 105.772

Degrees of freedom = 89

Probability level = .108

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
X1_1	<---	LIV	1.000				
X1_2	<---	LIV	.962	.042	22.734	***	
X1_3	<---	LIV	.935	.043	21.531	***	
X2_1	<---	PRDT	1.000				
X2_2	<---	PRDT	1.110	.043	25.891	***	
X2_3	<---	PRDT	1.037	.042	24.960	***	
X3_1	<---	FLD	1.000				
X3_2	<---	FLD	.874	.047	18.635	***	
X3_3	<---	FLD	.899	.049	18.332	***	
M1_1	<---	TRU	1.000				
M1_2	<---	TRU	1.019	.044	23.300	***	
M2_1	<---	IMP	1.000				
M2_2	<---	IMP	1.072	.061	17.616	***	
Y1	<---	PUR	1.000				
Y2	<---	PUR	.998	.041	24.370	***	
Y3	<---	PUR	.935	.039	24.016	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
X1_1	<---	LIV	.859
X1_2	<---	LIV	.855
X1_3	<---	LIV	.810
X2_1	<---	PRDT	.866

X2_2	<---	PRDT	.887
X2_3	<---	PRDT	.859
X3_1	<---	FLD	.821
X3_2	<---	FLD	.803
X3_3	<---	FLD	.786
M1_1	<---	TRU	.963
M1_2	<---	TRU	.922
M2_1	<---	IMP	.873
M2_2	<---	IMP	.943
Y1	<---	PUR	.871
Y2	<---	PUR	.858
Y3	<---	PUR	.847

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
LIV	<-->	PRDT	.120	.021	5.728	***	
LIV	<-->	FLD	.127	.021	6.088	***	
LIV	<-->	TRU	.164	.023	7.169	***	
LIV	<-->	IMP	.170	.024	7.219	***	
LIV	<-->	PUR	.154	.022	7.022	***	
PRDT	<-->	FLD	.109	.020	5.409	***	
PRDT	<-->	TRU	.133	.022	6.103	***	
PRDT	<-->	IMP	.127	.022	5.787	***	
PRDT	<-->	PUR	.143	.021	6.717	***	
FLD	<-->	TRU	.176	.023	7.834	***	
FLD	<-->	IMP	.167	.023	7.274	***	
FLD	<-->	PUR	.136	.021	6.500	***	
TRU	<-->	IMP	.114	.023	4.969	***	
TRU	<-->	PUR	.171	.023	7.487	***	
IMP	<-->	PUR	.153	.023	6.652	***	

Correlations: (Group number 1 - Default model)

			Estimate
LIV	<-->	PRDT	.291
LIV	<-->	FLD	.324
LIV	<-->	TRU	.363
LIV	<-->	IMP	.389

LIV	<-->	PUR	.368
PRDT	<-->	FLD	.280
PRDT	<-->	TRU	.298
PRDT	<-->	IMP	.294
PRDT	<-->	PUR	.345
FLD	<-->	TRU	.415
FLD	<-->	IMP	.405
FLD	<-->	PUR	.346
TRU	<-->	IMP	.240
TRU	<-->	PUR	.378
IMP	<-->	PUR	.348

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
LIV	.417	.035	11.820	***	
PRDT	.408	.033	12.201	***	
FLD	.369	.034	10.720	***	
TRU	.490	.037	13.266	***	
IMP	.460	.042	10.840	***	
PUR	.418	.034	12.226	***	
e1	.147	.015	9.868	***	
e2	.142	.014	10.118	***	
e3	.191	.016	12.083	***	
e4	.136	.013	10.835	***	
e5	.137	.014	9.596	***	
e6	.156	.014	11.214	***	
e7	.179	.018	10.194	***	
e8	.155	.014	10.927	***	
e9	.185	.016	11.567	***	
e10	.038	.018	2.059	.039	
e11	.090	.020	4.542	***	
e12	.143	.025	5.848	***	
e13	.066	.027	2.469	.014	
e14	.133	.013	10.046	***	
e15	.149	.014	10.764	***	
e16	.144	.013	11.287	***	

Squared Multiple Correlations: (Group number 1 - Default model)

			Estimate
Y3			.718
Y2			.736
Y1			.759
M2_2			.889
M2_1			.762
M1_2			.850
M1_1			.928
X3_3			.617
X3_2			.645
X3_1			.673
X2_3			.738
X2_2			.786
X2_1			.750
X1_3			.656
X1_2			.731
X1_1			.739

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e13	<-->	PUR	6.075	-.027
e13	<-->	e14	6.181	-.020
e12	<-->	PUR	7.405	.031
e8	<-->	e15	7.578	-.025
e8	<-->	e14	4.365	.018
e6	<-->	e15	5.394	.021
e6	<-->	e14	4.115	-.018
e5	<-->	e15	4.550	-.019
e5	<-->	e14	5.641	.021
e5	<-->	e8	6.377	.023
e2	<-->	e11	4.143	-.014
e1	<-->	e11	4.291	.015
e1	<-->	e10	5.640	-.016

Variances: (Group number 1 - Default model)

M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
Y1	<---	M2_2	4.930	-.055
M2_2	<---	Y1	5.596	-.059
M2_1	<---	Y1	4.601	.055
X1_1	<---	PUR	4.652	-.071
X1_1	<---	Y3	5.237	-.064
X1_1	<---	Y1	4.774	-.059

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	21		-.441	9999.000	5801.947	0	9999.000
1	e*	8		-.412	3.430	1986.260	20	.568
2	e*	0	230.383		1.245	395.614	5	.865
3	e	0	199.790		.215	286.907	6	.000
4	e	0	103.280		.807	140.110	2	.000
5	e	0	134.695		.185	107.352	1	1.092
6	e	0	140.143		.056	105.783	1	1.048
7	e	0	141.595		.005	105.772	1	1.006
8	e	0	141.543		.000	105.772	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	47	105.772	89	.108	1.188
Saturated model	136	.000	0		
Independence model	16	5576.957	120	.000	46.475

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.012	.976	.963	.639
Saturated model	.000	1.000		
Independence model	.182	.353	.267	.312

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.981	.974	.997	.996	.997
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.742	.728	.739
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	16.772	.000	46.696
Saturated model	.000	.000	.000
Independence model	5456.957	5215.783	5704.454

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.196	.031	.000	.087
Saturated model	.000	.000	.000	.000
Independence model	10.347	10.124	9.677	10.583

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.019	.000	.031	1.000
Independence model	.290	.284	.297	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	199.772	202.833	401.476	448.476
Saturated model	272.000	280.858	855.653	991.653
Independence model	5608.957	5609.999	5677.622	5693.622

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.371	.340	.426	.376
Saturated model	.505	.505	.505	.521
Independence model	10.406	9.959	10.865	10.408

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	571	627
Independence model	15	16

Execution time summary

Minimization:	.002
Miscellaneous:	.355
Bootstrap:	.000
Total:	.357

APPENDIX E

SEM ANAYSIS RESULT

The model is recursive.

Sample size = 540

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

X1_1

X1_2

X1_3

X2_1

X2_2

X2_3

X3_1

X3_2

X3_3

M1_1

M1_2

M2_1

M2_2

Y1

Y2

Y3

Unobserved, endogenous variables

TRU

IMP

PUR

Unobserved, exogenous variables

LIV

e1

e2

e3

PRDT

e4

e5

e6

FLD

e7

e8

e9

e10

e11

e12

e13

e14

e15

e16

e19

e17

e18

Variable counts (Group number 1)

Number of variables in your model:	41
Number of observed variables:	16
Number of unobserved variables:	25
Number of exogenous variables:	22
Number of endogenous variables:	19

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	25	0	0	0	0	25
Labeled	8	0	0	0	0	8
Unlabeled	13	3	22	0	0	38
Total	46	3	22	0	0	71

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	136
Number of distinct parameters to be estimated:	46
Degrees of freedom (136 - 46):	90

Result (Default model)

Minimum was achieved

Chi-square = 105.879

Degrees of freedom = 90

Probability level = .121

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
TRU	<---	LIV	.240	.051	4.752	***	a11
IMP	<---	LIV	.270	.051	5.290	***	a12
TRU	<---	PRDT	.164	.049	3.332	***	a21
IMP	<---	PRDT	.149	.049	3.055	.002	a22
TRU	<---	FLD	.346	.055	6.256	***	a31
IMP	<---	FLD	.314	.056	5.645	***	a32
PUR	<---	LIV	.158	.051	3.126	.002	
PUR	<---	PRDT	.171	.047	3.609	***	
PUR	<---	FLD	.116	.057	2.059	.040	
PUR	<---	TRU	.175	.045	3.882	***	b1
PUR	<---	IMP	.141	.047	2.964	.003	b2
X1_1	<---	LIV	1.000				
X1_2	<---	LIV	.962	.042	22.735	***	
X1_3	<---	LIV	.935	.043	21.529	***	
X2_1	<---	PRDT	1.000				
X2_2	<---	PRDT	1.110	.043	25.891	***	
X2_3	<---	PRDT	1.037	.042	24.959	***	
X3_1	<---	FLD	1.000				
X3_2	<---	FLD	.874	.047	18.633	***	
X3_3	<---	FLD	.899	.049	18.330	***	
M1_1	<---	TRU	1.000				
M1_2	<---	TRU	1.018	.044	23.284	***	
M2_1	<---	IMP	1.000				
M2_2	<---	IMP	1.074	.061	17.601	***	
Y1	<---	PUR	1.000				
Y2	<---	PUR	.998	.041	24.379	***	
Y3	<---	PUR	.935	.039	24.024	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
TRU	<---	LIV	.221
IMP	<---	LIV	.257
TRU	<---	PRDT	.149
IMP	<---	PRDT	.140
TRU	<---	FLD	.301
IMP	<---	FLD	.282
PUR	<---	LIV	.158
PUR	<---	PRDT	.169
PUR	<---	FLD	.109
PUR	<---	TRU	.190
PUR	<---	IMP	.147
X1_1	<---	LIV	.860
X1_2	<---	LIV	.855
X1_3	<---	LIV	.810
X2_1	<---	PRDT	.866
X2_2	<---	PRDT	.887
X2_3	<---	PRDT	.859
X3_1	<---	FLD	.821
X3_2	<---	FLD	.803
X3_3	<---	FLD	.786
M1_1	<---	TRU	.964
M1_2	<---	TRU	.921
M2_1	<---	IMP	.873
M2_2	<---	IMP	.944
Y1	<---	PUR	.871
Y2	<---	PUR	.858
Y3	<---	PUR	.848

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
LIV	<-->	PRDT	.120	.021	5.728	***	
LIV	<-->	FLD	.127	.021	6.089	***	
PRDT	<-->	FLD	.109	.020	5.409	***	

Correlations: (Group number 1 - Default model)

			Estimate
LIV	<-->	PRDT	.291
LIV	<-->	FLD	.324
PRDT	<-->	FLD	.280

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
LIV	.417	.035	11.821	***	
PRDT	.408	.033	12.201	***	
FLD	.369	.034	10.719	***	
e17	.368	.030	12.422	***	
e18	.342	.031	10.898	***	
e19	.302	.026	11.739	***	
e1	.147	.015	9.863	***	
e2	.142	.014	10.112	***	
e3	.191	.016	12.085	***	
e4	.136	.013	10.836	***	
e5	.137	.014	9.593	***	
e6	.156	.014	11.213	***	
e7	.179	.018	10.190	***	
e8	.155	.014	10.919	***	
e9	.185	.016	11.564	***	
e10	.037	.018	2.029	.042	
e11	.090	.020	4.567	***	
e12	.144	.025	5.868	***	
e13	.065	.027	2.441	.015	
e14	.133	.013	10.047	***	
e15	.149	.014	10.765	***	
e16	.144	.013	11.287	***	

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.314	.149	.270	.000	.000	.000
TRU	.346	.164	.240	.000	.000	.000
PUR	.221	.220	.238	.141	.175	.000

Y3	.207	.206	.222	.132	.164	.935
Y2	.221	.220	.237	.140	.175	.998
Y1	.221	.220	.238	.141	.175	1.000
M2_2	.337	.160	.290	1.074	.000	.000
M2_1	.314	.149	.270	1.000	.000	.000
M1_2	.353	.167	.244	.000	1.018	.000
M1_1	.346	.164	.240	.000	1.000	.000
X3_3	.899	.000	.000	.000	.000	.000
X3_2	.874	.000	.000	.000	.000	.000
X3_1	1.000	.000	.000	.000	.000	.000
X2_3	.000	1.037	.000	.000	.000	.000
X2_2	.000	1.110	.000	.000	.000	.000
X2_1	.000	1.000	.000	.000	.000	.000
X1_3	.000	.000	.935	.000	.000	.000
X1_2	.000	.000	.962	.000	.000	.000
X1_1	.000	.000	1.000	.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.282	.140	.257	.000	.000	.000
TRU	.301	.149	.221	.000	.000	.000
PUR	.208	.218	.237	.147	.190	.000
Y3	.176	.184	.201	.125	.161	.848
Y2	.178	.187	.204	.126	.163	.858
Y1	.181	.190	.207	.128	.165	.871
M2_2	.266	.132	.242	.944	.000	.000
M2_1	.246	.122	.224	.873	.000	.000
M1_2	.277	.138	.204	.000	.921	.000
M1_1	.290	.144	.213	.000	.964	.000
X3_3	.786	.000	.000	.000	.000	.000
X3_2	.803	.000	.000	.000	.000	.000
X3_1	.821	.000	.000	.000	.000	.000
X2_3	.000	.859	.000	.000	.000	.000
X2_2	.000	.887	.000	.000	.000	.000
X2_1	.000	.866	.000	.000	.000	.000
X1_3	.000	.000	.810	.000	.000	.000

X1_2	.000	.000	.855	.000	.000	.000
X1_1	.000	.000	.860	.000	.000	.000

Direct Effects (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.314	.149	.270	.000	.000	.000
TRU	.346	.164	.240	.000	.000	.000
PUR	.116	.171	.158	.141	.175	.000
Y3	.000	.000	.000	.000	.000	.935
Y2	.000	.000	.000	.000	.000	.998
Y1	.000	.000	.000	.000	.000	1.000
M2_2	.000	.000	.000	1.074	.000	.000
M2_1	.000	.000	.000	1.000	.000	.000
M1_2	.000	.000	.000	.000	1.018	.000
M1_1	.000	.000	.000	.000	1.000	.000
X3_3	.899	.000	.000	.000	.000	.000
X3_2	.874	.000	.000	.000	.000	.000
X3_1	1.000	.000	.000	.000	.000	.000
X2_3	.000	1.037	.000	.000	.000	.000
X2_2	.000	1.110	.000	.000	.000	.000
X2_1	.000	1.000	.000	.000	.000	.000
X1_3	.000	.000	.935	.000	.000	.000
X1_2	.000	.000	.962	.000	.000	.000
X1_1	.000	.000	1.000	.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.282	.140	.257	.000	.000	.000
TRU	.301	.149	.221	.000	.000	.000
PUR	.109	.169	.158	.147	.190	.000
Y3	.000	.000	.000	.000	.000	.848
Y2	.000	.000	.000	.000	.000	.858
Y1	.000	.000	.000	.000	.000	.871
M2_2	.000	.000	.000	.944	.000	.000
M2_1	.000	.000	.000	.873	.000	.000
M1_2	.000	.000	.000	.000	.921	.000
M1_1	.000	.000	.000	.000	.964	.000

X3_3	.786	.000	.000	.000	.000	.000
X3_2	.803	.000	.000	.000	.000	.000
X3_1	.821	.000	.000	.000	.000	.000
X2_3	.000	.859	.000	.000	.000	.000
X2_2	.000	.887	.000	.000	.000	.000
X2_1	.000	.866	.000	.000	.000	.000
X1_3	.000	.000	.810	.000	.000	.000
X1_2	.000	.000	.855	.000	.000	.000
X1_1	.000	.000	.860	.000	.000	.000

Indirect Effects (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.105	.050	.080	.000	.000	.000
Y3	.207	.206	.222	.132	.164	.000
Y2	.221	.220	.237	.140	.175	.000
Y1	.221	.220	.238	.141	.175	.000
M2_2	.337	.160	.290	.000	.000	.000
M2_1	.314	.149	.270	.000	.000	.000
M1_2	.353	.167	.244	.000	.000	.000
M1_1	.346	.164	.240	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.098	.049	.080	.000	.000	.000

Y3	.176	.184	.201	.125	.161	.000
Y2	.178	.187	.204	.126	.163	.000
Y1	.181	.190	.207	.128	.165	.000
M2_2	.266	.132	.242	.000	.000	.000
M2_1	.246	.122	.224	.000	.000	.000
M1_2	.277	.138	.204	.000	.000	.000
M1_1	.290	.144	.213	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e13	<-->	e19	6.095	-.027
e13	<-->	e14	6.180	-.020
e12	<-->	e19	7.453	.031
e8	<-->	e15	7.579	-.025
e8	<-->	e14	4.360	.018
e6	<-->	e15	5.396	.021
e6	<-->	e14	4.118	-.018
e5	<-->	e15	4.551	-.019
e5	<-->	e14	5.638	.021
e5	<-->	e8	6.357	.023
e2	<-->	e11	4.107	-.014
e1	<-->	FLD	4.130	-.025
e1	<-->	e11	4.313	.015
e1	<-->	e10	5.603	-.016

Variances: (Group number 1 - Default model)

M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
Y1	<---	M2_2	4.925	-.055
M2_2	<---	Y1	5.732	-.059
M2_1	<---	Y1	4.620	.055
X1_1	<---	PUR	4.624	-.070
X1_1	<---	Y3	5.212	-.064
X1_1	<---	Y1	4.753	-.059

Bootstrap (Group number 1 - Default model)

Bootstrap standard errors (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Regression Weights: (Group number 1 - Default model)

Parameter			SE	SE-SE	Mean	Bias	SE-Bias
TRU	<---	LIV	.056	.001	.239	-.001	.002
IMP	<---	LIV	.056	.001	.271	.001	.002
TRU	<---	PRDT	.053	.001	.164	.001	.002
IMP	<---	PRDT	.048	.001	.148	-.001	.002
TRU	<---	FLD	.064	.001	.348	.002	.002
IMP	<---	FLD	.060	.001	.316	.001	.002
PUR	<---	LIV	.060	.001	.158	.000	.002
PUR	<---	PRDT	.053	.001	.170	-.001	.002
PUR	<---	FLD	.069	.002	.117	.000	.002
PUR	<---	TRU	.049	.001	.173	-.002	.002
PUR	<---	IMP	.054	.001	.143	.002	.002
X1_1	<---	LIV	.000	.000	1.000	.000	.000
X1_2	<---	LIV	.036	.001	.963	.000	.001
X1_3	<---	LIV	.042	.001	.937	.002	.001
X2_1	<---	PRDT	.000	.000	1.000	.000	.000
X2_2	<---	PRDT	.041	.001	1.112	.002	.001
X2_3	<---	PRDT	.041	.001	1.038	.001	.001
X3_1	<---	FLD	.000	.000	1.000	.000	.000
X3_2	<---	FLD	.042	.001	.875	.001	.001
X3_3	<---	FLD	.044	.001	.900	.001	.001
M1_1	<---	TRU	.000	.000	1.000	.000	.000
M1_2	<---	TRU	.045	.001	1.021	.003	.001

M2_1	<---	IMP	.000	.000	1.000	.000	.000
M2_2	<---	IMP	.059	.001	1.073	.000	.002
Y1	<---	PUR	.000	.000	1.000	.000	.000
Y2	<---	PUR	.038	.001	1.000	.002	.001
Y3	<---	PUR	.033	.001	.936	.001	.001

Standardized Regression Weights: (Group number 1 - Default model)

Parameter			SE	SE-SE	Mean	Bias	SE-Bias
TRU	<---	LIV	.050	.001	.221	-.001	.002
IMP	<---	LIV	.051	.001	.257	.000	.002
TRU	<---	PRDT	.049	.001	.150	.001	.002
IMP	<---	PRDT	.045	.001	.139	-.001	.001
TRU	<---	FLD	.052	.001	.301	.001	.002
IMP	<---	FLD	.051	.001	.282	.000	.002
PUR	<---	LIV	.058	.001	.157	.000	.002
PUR	<---	PRDT	.052	.001	.168	-.001	.002
PUR	<---	FLD	.063	.001	.109	.000	.002
PUR	<---	TRU	.053	.001	.187	-.002	.002
PUR	<---	IMP	.058	.001	.151	.004	.002
X1_1	<---	LIV	.017	.000	.860	.000	.001
X1_2	<---	LIV	.017	.000	.856	.001	.001
X1_3	<---	LIV	.021	.000	.811	.001	.001
X2_1	<---	PRDT	.016	.000	.866	.000	.000
X2_2	<---	PRDT	.014	.000	.888	.001	.000
X2_3	<---	PRDT	.016	.000	.858	-.001	.001
X3_1	<---	FLD	.022	.000	.820	.000	.001
X3_2	<---	FLD	.021	.000	.803	.000	.001
X3_3	<---	FLD	.024	.001	.786	.000	.001
M1_1	<---	TRU	.020	.000	.963	-.001	.001
M1_2	<---	TRU	.022	.000	.922	.000	.001
M2_1	<---	IMP	.027	.001	.875	.002	.001
M2_2	<---	IMP	.024	.001	.943	-.001	.001
Y1	<---	PUR	.016	.000	.870	-.001	.000
Y2	<---	PUR	.018	.000	.859	.001	.001
Y3	<---	PUR	.019	.000	.847	-.001	.001

Covariances: (Group number 1 - Default model)

Parameter			SE	SE-SE	Mean	Bias	SE-Bias
LIV	<-->	PRDT	.024	.001	.120	.000	.001
LIV	<-->	FLD	.024	.001	.127	.000	.001
PRDT	<-->	FLD	.024	.001	.108	-.001	.001

Correlations: (Group number 1 - Default model)

Parameter			SE	SE-SE	Mean	Bias	SE-Bias
LIV	<-->	PRDT	.054	.001	.290	-.001	.002
LIV	<-->	FLD	.056	.001	.323	-.001	.002
PRDT	<-->	FLD	.056	.001	.279	-.001	.002

Variances: (Group number 1 - Default model)

Parameter	SE	SE-SE	Mean	Bias	SE-Bias
LIV	.031	.001	.418	.001	.001
PRDT	.035	.001	.408	-.001	.001
FLD	.035	.001	.369	.000	.001
e17	.033	.001	.364	-.004	.001
e18	.032	.001	.342	.000	.001
e19	.028	.001	.297	-.006	.001
e1	.015	.000	.147	.000	.000
e2	.013	.000	.141	-.001	.000
e3	.016	.000	.189	-.002	.001
e4	.012	.000	.135	-.001	.000
e5	.015	.000	.135	-.002	.000
e6	.015	.000	.156	.000	.000
e7	.018	.000	.178	-.001	.001
e8	.013	.000	.155	-.001	.000
e9	.016	.000	.184	-.001	.001
e10	.020	.000	.038	.000	.001
e11	.023	.001	.089	-.001	.001
e12	.028	.001	.141	-.003	.001
e13	.027	.001	.066	.000	.001
e14	.013	.000	.133	.000	.000
e15	.014	.000	.147	-.002	.000
e16	.014	.000	.143	.000	.000

Matrices (Group number 1 - Default model)

Total Effects - Standard Errors (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.060	.048	.056	.000	.000	.000
TRU	.064	.053	.056	.000	.000	.000
PUR	.061	.055	.056	.054	.049	.000
Y3	.058	.052	.052	.051	.046	.033
Y2	.062	.056	.056	.054	.049	.038
Y1	.061	.055	.056	.054	.049	.000
M2_2	.061	.052	.060	.059	.000	.000
M2_1	.060	.048	.056	.000	.000	.000
M1_2	.065	.055	.057	.000	.045	.000
M1_1	.064	.053	.056	.000	.000	.000
X3_3	.044	.000	.000	.000	.000	.000
X3_2	.042	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.041	.000	.000	.000	.000
X2_2	.000	.041	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.042	.000	.000	.000
X1_2	.000	.000	.036	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Standardized Total Effects - Standard Errors (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.051	.045	.051	.000	.000	.000
TRU	.052	.049	.050	.000	.000	.000
PUR	.055	.054	.053	.058	.053	.000
Y3	.048	.046	.045	.049	.046	.019
Y2	.048	.046	.046	.050	.046	.018
Y1	.048	.047	.046	.051	.046	.016
M2_2	.048	.043	.049	.024	.000	.000
M2_1	.046	.039	.045	.027	.000	.000
M1_2	.048	.046	.046	.000	.022	.000
M1_1	.051	.046	.048	.000	.020	.000
X3_3	.024	.000	.000	.000	.000	.000

X3_2	.021	.000	.000	.000	.000	.000
X3_1	.022	.000	.000	.000	.000	.000
X2_3	.000	.016	.000	.000	.000	.000
X2_2	.000	.014	.000	.000	.000	.000
X2_1	.000	.016	.000	.000	.000	.000
X1_3	.000	.000	.021	.000	.000	.000
X1_2	.000	.000	.017	.000	.000	.000
X1_1	.000	.000	.017	.000	.000	.000

Direct Effects - Standard Errors (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.060	.048	.056	.000	.000	.000
TRU	.064	.053	.056	.000	.000	.000
PUR	.069	.053	.060	.054	.049	.000
Y3	.000	.000	.000	.000	.000	.033
Y2	.000	.000	.000	.000	.000	.038
Y1	.000	.000	.000	.000	.000	.000
M2_2	.000	.000	.000	.059	.000	.000
M2_1	.000	.000	.000	.000	.000	.000
M1_2	.000	.000	.000	.000	.045	.000
M1_1	.000	.000	.000	.000	.000	.000
X3_3	.044	.000	.000	.000	.000	.000
X3_2	.042	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.041	.000	.000	.000	.000
X2_2	.000	.041	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.042	.000	.000	.000
X1_2	.000	.000	.036	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Standardized Direct Effects - Standard Errors (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.051	.045	.051	.000	.000	.000
TRU	.052	.049	.050	.000	.000	.000
PUR	.063	.052	.058	.058	.053	.000
Y3	.000	.000	.000	.000	.000	.019

Y2	.000	.000	.000	.000	.000	.018
Y1	.000	.000	.000	.000	.000	.016
M2_2	.000	.000	.000	.024	.000	.000
M2_1	.000	.000	.000	.027	.000	.000
M1_2	.000	.000	.000	.000	.022	.000
M1_1	.000	.000	.000	.000	.020	.000
X3_3	.024	.000	.000	.000	.000	.000
X3_2	.021	.000	.000	.000	.000	.000
X3_1	.022	.000	.000	.000	.000	.000
X2_3	.000	.016	.000	.000	.000	.000
X2_2	.000	.014	.000	.000	.000	.000
X2_1	.000	.016	.000	.000	.000	.000
X1_3	.000	.000	.021	.000	.000	.000
X1_2	.000	.000	.017	.000	.000	.000
X1_1	.000	.000	.017	.000	.000	.000

Indirect Effects - Standard Errors (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.030	.017	.022	.000	.000	.000
Y3	.058	.052	.052	.051	.046	.000
Y2	.062	.056	.056	.054	.049	.000
Y1	.061	.055	.056	.054	.049	.000
M2_2	.061	.052	.060	.000	.000	.000
M2_1	.060	.048	.056	.000	.000	.000
M1_2	.065	.055	.057	.000	.000	.000
M1_1	.064	.053	.056	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000

X1_1	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects - Standard Errors (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.028	.017	.022	.000	.000	.000
Y3	.048	.046	.045	.049	.046	.000
Y2	.048	.046	.046	.050	.046	.000
Y1	.048	.047	.046	.051	.046	.000
M2_2	.048	.043	.049	.000	.000	.000
M2_1	.046	.039	.045	.000	.000	.000
M1_2	.048	.046	.046	.000	.000	.000
M1_1	.051	.046	.048	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Bootstrap Confidence (Group number 1 - Default model)

Percentile method (Group number 1 - Default model)

95% confidence intervals (percentile method)

Scalar Estimates (Group number 1 - Default model)

Regression Weights: (Group number 1 - Default model)

Parameter			Estimate	Lower	Upper	P
TRU	<---	LIV	.240	.128	.350	.002
IMP	<---	LIV	.270	.166	.384	.002
TRU	<---	PRDT	.164	.058	.271	.003
IMP	<---	PRDT	.149	.055	.249	.002
TRU	<---	FLD	.346	.219	.473	.002
IMP	<---	FLD	.314	.199	.434	.002
PUR	<---	LIV	.158	.040	.288	.002

PUR	<---	PRDT	.171	.064	.278	.005
PUR	<---	FLD	.116	-.011	.254	.076
PUR	<---	TRU	.175	.077	.265	.002
PUR	<---	IMP	.141	.033	.247	.010
X1_1	<---	LIV	1.000	1.000	1.000	...
X1_2	<---	LIV	.962	.890	1.032	.002
X1_3	<---	LIV	.935	.855	1.019	.002
X2_1	<---	PRDT	1.000	1.000	1.000	...
X2_2	<---	PRDT	1.110	1.036	1.196	.002
X2_3	<---	PRDT	1.037	.962	1.121	.002
X3_1	<---	FLD	1.000	1.000	1.000	...
X3_2	<---	FLD	.874	.791	.961	.002
X3_3	<---	FLD	.899	.818	.992	.002
M1_1	<---	TRU	1.000	1.000	1.000	...
M1_2	<---	TRU	1.018	.929	1.108	.002
M2_1	<---	IMP	1.000	1.000	1.000	...
M2_2	<---	IMP	1.074	.966	1.208	.002
Y1	<---	PUR	1.000	1.000	1.000	...
Y2	<---	PUR	.998	.926	1.076	.002
Y3	<---	PUR	.935	.870	1.000	.002

Standardized Regression Weights: (Group number 1 - Default model)

Parameter			Estimate	Lower	Upper	P
TRU	<---	LIV	.221	.121	.321	.002
IMP	<---	LIV	.257	.155	.359	.002
TRU	<---	PRDT	.149	.051	.250	.003
IMP	<---	PRDT	.140	.050	.230	.002
TRU	<---	FLD	.301	.189	.399	.002
IMP	<---	FLD	.282	.179	.380	.002
PUR	<---	LIV	.158	.042	.284	.002
PUR	<---	PRDT	.169	.065	.269	.005
PUR	<---	FLD	.109	-.011	.237	.076
PUR	<---	TRU	.190	.081	.292	.002
PUR	<---	IMP	.147	.033	.263	.010
X1_1	<---	LIV	.860	.825	.891	.002
X1_2	<---	LIV	.855	.819	.888	.002

X1_3	<---	LIV	.810	.769	.850	.002
X2_1	<---	PRDT	.866	.833	.896	.002
X2_2	<---	PRDT	.887	.860	.914	.002
X2_3	<---	PRDT	.859	.825	.888	.002
X3_1	<---	FLD	.821	.771	.861	.002
X3_2	<---	FLD	.803	.761	.841	.002
X3_3	<---	FLD	.786	.736	.829	.002
M1_1	<---	TRU	.964	.923	1.007	.002
M1_2	<---	TRU	.921	.873	.962	.002
M2_1	<---	IMP	.873	.814	.923	.002
M2_2	<---	IMP	.944	.895	.994	.002
Y1	<---	PUR	.871	.841	.902	.002
Y2	<---	PUR	.858	.823	.892	.002
Y3	<---	PUR	.848	.811	.882	.002

Covariances: (Group number 1 - Default model)

Parameter			Estimate	Lower	Upper	P
LIV	<-->	PRDT	.120	.070	.168	.002
LIV	<-->	FLD	.127	.079	.177	.002
PRDT	<-->	FLD	.109	.066	.156	.002

Correlations: (Group number 1 - Default model)

Parameter			Estimate	Lower	Upper	P
LIV	<-->	PRDT	.291	.181	.393	.002
LIV	<-->	FLD	.324	.205	.434	.002
PRDT	<-->	FLD	.280	.174	.394	.002

Variances: (Group number 1 - Default model)

Parameter	Estimate	Lower	Upper	P
LIV	.417	.358	.486	.002
PRDT	.408	.341	.478	.002
FLD	.369	.300	.440	.002
e17	.368	.301	.433	.002
e18	.342	.281	.408	.002
e19	.302	.244	.351	.002
e1	.147	.118	.177	.002
e2	.142	.116	.165	.002
e3	.191	.158	.221	.002

e4	.136	.111	.159	.002
e5	.137	.104	.166	.002
e6	.156	.124	.185	.002
e7	.179	.144	.216	.002
e8	.155	.128	.180	.002
e9	.185	.153	.216	.002
e10	.037	-.007	.078	.081
e11	.090	.044	.139	.002
e12	.144	.090	.201	.002
e13	.065	.007	.117	.034
e14	.133	.106	.158	.002
e15	.149	.120	.176	.002
e16	.144	.117	.170	.002

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

Total Effects - Lower Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.199	.055	.166	.000	.000	.000
TRU	.219	.058	.128	.000	.000	.000
PUR	.107	.110	.130	.033	.077	.000
Y3	.101	.103	.121	.031	.072	.870
Y2	.109	.110	.127	.033	.075	.926
Y1	.107	.110	.130	.033	.077	1.000
M2_2	.216	.059	.178	.966	.000	.000
M2_1	.199	.055	.166	1.000	.000	.000
M1_2	.219	.057	.129	.000	.929	.000
M1_1	.219	.058	.128	.000	1.000	.000
X3_3	.818	.000	.000	.000	.000	.000
X3_2	.791	.000	.000	.000	.000	.000
X3_1	1.000	.000	.000	.000	.000	.000
X2_3	.000	.962	.000	.000	.000	.000
X2_2	.000	1.036	.000	.000	.000	.000
X2_1	.000	1.000	.000	.000	.000	.000
X1_3	.000	.000	.855	.000	.000	.000
X1_2	.000	.000	.890	.000	.000	.000

X1_1	.000	.000	1.000	.000	.000	.000

Total Effects - Upper Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.434	.249	.384	.000	.000	.000
TRU	.473	.271	.350	.000	.000	.000
PUR	.352	.327	.360	.247	.265	.000
Y3	.331	.313	.335	.231	.251	1.000
Y2	.350	.331	.354	.246	.267	1.076
Y1	.352	.327	.360	.247	.265	1.000
M2_2	.460	.264	.411	1.208	.000	.000
M2_1	.434	.249	.384	1.000	.000	.000
M1_2	.484	.281	.361	.000	1.108	.000
M1_1	.473	.271	.350	.000	1.000	.000
X3_3	.992	.000	.000	.000	.000	.000
X3_2	.961	.000	.000	.000	.000	.000
X3_1	1.000	.000	.000	.000	.000	.000
X2_3	.000	1.121	.000	.000	.000	.000
X2_2	.000	1.196	.000	.000	.000	.000
X2_1	.000	1.000	.000	.000	.000	.000
X1_3	.000	.000	1.019	.000	.000	.000
X1_2	.000	.000	1.032	.000	.000	.000
X1_1	.000	.000	1.000	.000	.000	.000

Total Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.002	.002	.002	...	...	...
TRU	.002	.003	.002	...	...	...
PUR	.002	.002	.002	.010	.002	...
Y3	.002	.002	.002	.010	.002	.002
Y2	.002	.002	.002	.010	.002	.002
Y1	.002	.002	.002	.010	.002	...
M2_2	.002	.002	.002	.002	...	...
M2_1	.002	.002	.002	...	...	...
M1_2	.002	.003	.002	...	.002	...
M1_1	.002	.003	.002	...	...	...
X3_3	.002	...	...	...	...	...

X3_2	.002	...	...	...	...	...
X3_1	...	...	...	...	...	...
X2_3	...	.002	...	...	...	...
X2_2	...	.002	...	...	...	...
X2_1	...	...	...	...	...	...
X1_3	...	...	.002	...	...	...
X1_2	...	...	.002	...	...	...
X1_1	...	...	...	...	...	...

Standardized Total Effects (Group number 1 - Default model)

Standardized Total Effects - Lower Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.179	.050	.155	.000	.000	.000
TRU	.189	.051	.121	.000	.000	.000
PUR	.107	.108	.132	.033	.081	.000
Y3	.091	.091	.111	.028	.069	.811
Y2	.090	.092	.112	.028	.069	.823
Y1	.091	.093	.115	.030	.071	.841
M2_2	.168	.047	.145	.895	.000	.000
M2_1	.157	.044	.137	.814	.000	.000
M1_2	.175	.046	.112	.000	.873	.000
M1_1	.182	.050	.117	.000	.923	.000
X3_3	.736	.000	.000	.000	.000	.000
X3_2	.761	.000	.000	.000	.000	.000
X3_1	.771	.000	.000	.000	.000	.000
X2_3	.000	.825	.000	.000	.000	.000
X2_2	.000	.860	.000	.000	.000	.000
X2_1	.000	.833	.000	.000	.000	.000
X1_3	.000	.000	.769	.000	.000	.000
X1_2	.000	.000	.819	.000	.000	.000
X1_1	.000	.000	.825	.000	.000	.000

Standardized Total Effects - Upper Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.380	.230	.359	.000	.000	.000
TRU	.399	.250	.321	.000	.000	.000
PUR	.322	.320	.349	.263	.292	.000

Y3	.275	.275	.298	.223	.249	.882
Y2	.284	.275	.297	.223	.249	.892
Y1	.284	.280	.304	.229	.254	.902
M2_2	.360	.221	.341	.994	.000	.000
M2_1	.343	.202	.314	.923	.000	.000
M1_2	.371	.229	.300	.000	.962	.000
M1_1	.387	.239	.315	.000	1.007	.000
X3_3	.829	.000	.000	.000	.000	.000
X3_2	.841	.000	.000	.000	.000	.000
X3_1	.861	.000	.000	.000	.000	.000
X2_3	.000	.888	.000	.000	.000	.000
X2_2	.000	.914	.000	.000	.000	.000
X2_1	.000	.896	.000	.000	.000	.000
X1_3	.000	.000	.850	.000	.000	.000
X1_2	.000	.000	.888	.000	.000	.000
X1_1	.000	.000	.891	.000	.000	.000

Standardized Total Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.002	.002	.002	...	...	...
TRU	.002	.003	.002	...	...	...
PUR	.002	.002	.002	.010	.002	...
Y3	.002	.002	.002	.010	.002	.002
Y2	.002	.002	.002	.010	.002	.002
Y1	.002	.002	.002	.010	.002	.002
M2_2	.002	.002	.002	.002	...	...
M2_1	.002	.002	.002	.002	...	...
M1_2	.002	.003	.002	...	.002	...
M1_1	.002	.003	.002	...	.002	...
X3_3	.002	...	...	...	...	...
X3_2	.002	...	...	...	...	...
X3_1	.002	...	...	...	...	...
X2_3	...	.002	...	...	...	...
X2_2	...	.002	...	...	...	...
X2_1	...	.002	...	...	...	...
X1_3	...	...	.002	...	...	...

X1_2	...	...	.002	...	...	...
X1_1	...	...	.002	...	...	...

Direct Effects (Group number 1 - Default model)

Direct Effects - Lower Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.199	.055	.166	.000	.000	.000
TRU	.219	.058	.128	.000	.000	.000
PUR	-.011	.064	.040	.033	.077	.000
Y3	.000	.000	.000	.000	.000	.870
Y2	.000	.000	.000	.000	.000	.926
Y1	.000	.000	.000	.000	.000	1.000
M2_2	.000	.000	.000	.966	.000	.000
M2_1	.000	.000	.000	1.000	.000	.000
M1_2	.000	.000	.000	.000	.929	.000
M1_1	.000	.000	.000	.000	1.000	.000
X3_3	.818	.000	.000	.000	.000	.000
X3_2	.791	.000	.000	.000	.000	.000
X3_1	1.000	.000	.000	.000	.000	.000
X2_3	.000	.962	.000	.000	.000	.000
X2_2	.000	1.036	.000	.000	.000	.000
X2_1	.000	1.000	.000	.000	.000	.000
X1_3	.000	.000	.855	.000	.000	.000
X1_2	.000	.000	.890	.000	.000	.000
X1_1	.000	.000	1.000	.000	.000	.000

Direct Effects - Upper Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.434	.249	.384	.000	.000	.000
TRU	.473	.271	.350	.000	.000	.000
PUR	.254	.278	.288	.247	.265	.000
Y3	.000	.000	.000	.000	.000	1.000
Y2	.000	.000	.000	.000	.000	1.076
Y1	.000	.000	.000	.000	.000	1.000
M2_2	.000	.000	.000	1.208	.000	.000
M2_1	.000	.000	.000	1.000	.000	.000
M1_2	.000	.000	.000	.000	1.108	.000

M1_1	.000	.000	.000	.000	1.000	.000
X3_3	.992	.000	.000	.000	.000	.000
X3_2	.961	.000	.000	.000	.000	.000
X3_1	1.000	.000	.000	.000	.000	.000
X2_3	.000	1.121	.000	.000	.000	.000
X2_2	.000	1.196	.000	.000	.000	.000
X2_1	.000	1.000	.000	.000	.000	.000
X1_3	.000	.000	1.019	.000	.000	.000
X1_2	.000	.000	1.032	.000	.000	.000
X1_1	.000	.000	1.000	.000	.000	.000

Direct Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.002	.002	.002	...	...	...
TRU	.002	.003	.002	...	...	...
PUR	.076	.005	.002	.010	.002	...
Y3	...	...	...	...	...	.002
Y2	...	...	...	...	...	.002
Y1	...	...	...	...	...	...
M2_2	...	...	...	.002	...	...
M2_1	...	...	...	...	...	...
M1_2	...	...	...	...	.002	...
M1_1	...	...	...	...	...	...
X3_3	.002	...	...	...	...	...
X3_2	.002	...	...	...	...	...
X3_1	...	...	...	...	...	...
X2_3	...	.002	...	...	...	...
X2_2	...	.002	...	...	...	...
X2_1	...	...	...	...	...	...
X1_3	...	...	.002	...	...	...
X1_2	...	...	.002	...	...	...
X1_1	...	...	...	...	...	...

Standardized Direct Effects (Group number 1 - Default model)

Standardized Direct Effects - Lower Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.179	.050	.155	.000	.000	.000
TRU	.189	.051	.121	.000	.000	.000
PUR	-.011	.065	.042	.033	.081	.000
Y3	.000	.000	.000	.000	.000	.811
Y2	.000	.000	.000	.000	.000	.823
Y1	.000	.000	.000	.000	.000	.841
M2_2	.000	.000	.000	.895	.000	.000
M2_1	.000	.000	.000	.814	.000	.000
M1_2	.000	.000	.000	.000	.873	.000
M1_1	.000	.000	.000	.000	.923	.000
X3_3	.736	.000	.000	.000	.000	.000
X3_2	.761	.000	.000	.000	.000	.000
X3_1	.771	.000	.000	.000	.000	.000
X2_3	.000	.825	.000	.000	.000	.000
X2_2	.000	.860	.000	.000	.000	.000
X2_1	.000	.833	.000	.000	.000	.000
X1_3	.000	.000	.769	.000	.000	.000
X1_2	.000	.000	.819	.000	.000	.000
X1_1	.000	.000	.825	.000	.000	.000

Standardized Direct Effects - Upper Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.380	.230	.359	.000	.000	.000
TRU	.399	.250	.321	.000	.000	.000
PUR	.237	.269	.284	.263	.292	.000
Y3	.000	.000	.000	.000	.000	.882
Y2	.000	.000	.000	.000	.000	.892
Y1	.000	.000	.000	.000	.000	.902
M2_2	.000	.000	.000	.994	.000	.000
M2_1	.000	.000	.000	.923	.000	.000
M1_2	.000	.000	.000	.000	.962	.000
M1_1	.000	.000	.000	.000	1.007	.000
X3_3	.829	.000	.000	.000	.000	.000
X3_2	.841	.000	.000	.000	.000	.000

X3_1	.861	.000	.000	.000	.000	.000
X2_3	.000	.888	.000	.000	.000	.000
X2_2	.000	.914	.000	.000	.000	.000
X2_1	.000	.896	.000	.000	.000	.000
X1_3	.000	.000	.850	.000	.000	.000
X1_2	.000	.000	.888	.000	.000	.000
X1_1	.000	.000	.891	.000	.000	.000

Standardized Direct Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.002	.002	.002	...	...	...
TRU	.002	.003	.002	...	...	...
PUR	.076	.005	.002	.010	.002	...
Y3	...	...	...	...	...	.002
Y2	...	...	...	...	...	.002
Y1	...	...	...	...	...	.002
M2_2	...	...	...	.002	...	...
M2_1	...	...	...	.002	...	...
M1_2	...	...	...	...	.002	...
M1_1	...	...	...	...	.002	...
X3_3	.002	...	...	...	...	...
X3_2	.002	...	...	...	...	...
X3_1	.002	...	...	...	...	...
X2_3	...	.002	...	...	...	...
X2_2	...	.002	...	...	...	...
X2_1	...	.002	...	...	...	...
X1_3	...	...	.002	...	...	...
X1_2	...	...	.002	...	...	...
X1_1	...	...	.002	...	...	...

Indirect Effects (Group number 1 - Default model)

Indirect Effects - Lower Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.053	.019	.039	.000	.000	.000
Y3	.101	.103	.121	.031	.072	.000

Y2	.109	.110	.127	.033	.075	.000
Y1	.107	.110	.130	.033	.077	.000
M2_2	.216	.059	.178	.000	.000	.000
M2_1	.199	.055	.166	.000	.000	.000
M1_2	.219	.057	.129	.000	.000	.000
M1_1	.219	.058	.128	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Indirect Effects - Upper Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.164	.085	.124	.000	.000	.000
Y3	.331	.313	.335	.231	.251	.000
Y2	.350	.331	.354	.246	.267	.000
Y1	.352	.327	.360	.247	.265	.000
M2_2	.460	.264	.411	.000	.000	.000
M2_1	.434	.249	.384	.000	.000	.000
M1_2	.484	.281	.361	.000	.000	.000
M1_1	.473	.271	.350	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000

X1_1	.000	.000	.000	.000	.000	.000

Indirect Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	...	...	...	...	...	...
TRU	...	...	...	...	...	...
PUR	.002	.002	.002	...	...	...
Y3	.002	.002	.002	.010	.002	...
Y2	.002	.002	.002	.010	.002	...
Y1	.002	.002	.002	.010	.002	...
M2_2	.002	.002	.002	...	...	...
M2_1	.002	.002	.002	...	...	...
M1_2	.002	.003	.002	...	...	...
M1_1	.002	.003	.002	...	...	...
X3_3	...	...	...	...	...	...
X3_2	...	...	...	...	...	...
X3_1	...	...	...	...	...	...
X2_3	...	...	...	...	...	...
X2_2	...	...	...	...	...	...
X2_1	...	...	...	...	...	...
X1_3	...	...	...	...	...	...
X1_2	...	...	...	...	...	...
X1_1	...	...	...	...	...	...

Standardized Indirect Effects (Group number 1 - Default model)

Standardized Indirect Effects - Lower Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.047	.019	.039	.000	.000	.000
Y3	.091	.091	.111	.028	.069	.000
Y2	.090	.092	.112	.028	.069	.000
Y1	.091	.093	.115	.030	.071	.000
M2_2	.168	.047	.145	.000	.000	.000
M2_1	.157	.044	.137	.000	.000	.000
M1_2	.175	.046	.112	.000	.000	.000
M1_1	.182	.050	.117	.000	.000	.000

X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects - Upper Bounds (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.153	.083	.123	.000	.000	.000
Y3	.275	.275	.298	.223	.249	.000
Y2	.284	.275	.297	.223	.249	.000
Y1	.284	.280	.304	.229	.254	.000
M2_2	.360	.221	.341	.000	.000	.000
M2_1	.343	.202	.314	.000	.000	.000
M1_2	.371	.229	.300	.000	.000	.000
M1_1	.387	.239	.315	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	...	...	...	...	...	...
TRU	...	...	...	...	...	...

PUR	.002	.002	.002	...	...	...
Y3	.002	.002	.002	.010	.002	...
Y2	.002	.002	.002	.010	.002	...
Y1	.002	.002	.002	.010	.002	...
M2_2	.002	.002	.002	...	...	...
M2_1	.002	.002	.002	...	...	...
M1_2	.002	.003	.002	...	...	...
M1_1	.002	.003	.002	...	...	...
X3_3	...	...	...	...	...	...
X3_2	...	...	...	...	...	...
X3_1	...	...	...	...	...	...
X2_3	...	...	...	...	...	...
X2_2	...	...	...	...	...	...
X2_1	...	...	...	...	...	...
X1_3	...	...	...	...	...	...
X1_2	...	...	...	...	...	...
X1_1	...	...	...	...	...	...

Bias-corrected percentile method (Group number 1 - Default model)

95% confidence intervals (bias-corrected percentile method)

Scalar Estimates (Group number 1 - Default model)

Regression Weights: (Group number 1 - Default model)

Parameter			Estimate	Lower	Upper	P
TRU	<---	LIV	.240	.132	.351	.002
IMP	<---	LIV	.270	.166	.386	.002
TRU	<---	PRDT	.164	.056	.269	.003
IMP	<---	PRDT	.149	.061	.253	.002
TRU	<---	FLD	.346	.211	.473	.002
IMP	<---	FLD	.314	.198	.433	.002
PUR	<---	LIV	.158	.047	.298	.001
PUR	<---	PRDT	.171	.069	.283	.004
PUR	<---	FLD	.116	-.011	.254	.075
PUR	<---	TRU	.175	.077	.265	.002
PUR	<---	IMP	.141	.023	.239	.014
X1_1	<---	LIV	1.000	1.000	1.000	...
X1_2	<---	LIV	.962	.891	1.033	.002

X1_3	<---	LIV	.935	.853	1.018	.002
X2_1	<---	PRDT	1.000	1.000	1.000	...
X2_2	<---	PRDT	1.110	1.035	1.189	.002
X2_3	<---	PRDT	1.037	.962	1.121	.002
X3_1	<---	FLD	1.000	1.000	1.000	...
X3_2	<---	FLD	.874	.791	.961	.002
X3_3	<---	FLD	.899	.818	.992	.002
M1_1	<---	TRU	1.000	1.000	1.000	...
M1_2	<---	TRU	1.018	.919	1.098	.004
M2_1	<---	IMP	1.000	1.000	1.000	...
M2_2	<---	IMP	1.074	.973	1.212	.002
Y1	<---	PUR	1.000	1.000	1.000	...
Y2	<---	PUR	.998	.925	1.075	.002
Y3	<---	PUR	.935	.867	.998	.003

Standardized Regression Weights: (Group number 1 - Default model)

Parameter			Estimate	Lower	Upper	P
TRU	<---	LIV	.221	.121	.322	.002
IMP	<---	LIV	.257	.156	.360	.002
TRU	<---	PRDT	.149	.050	.246	.003
IMP	<---	PRDT	.140	.059	.237	.001
TRU	<---	FLD	.301	.189	.399	.002
IMP	<---	FLD	.282	.180	.383	.002
PUR	<---	LIV	.158	.047	.292	.002
PUR	<---	PRDT	.169	.069	.275	.004
PUR	<---	FLD	.109	-.010	.237	.072
PUR	<---	TRU	.190	.081	.293	.002
PUR	<---	IMP	.147	.017	.252	.016
X1_1	<---	LIV	.860	.823	.890	.002
X1_2	<---	LIV	.855	.818	.886	.003
X1_3	<---	LIV	.810	.761	.846	.004
X2_1	<---	PRDT	.866	.832	.895	.003
X2_2	<---	PRDT	.887	.857	.910	.004
X2_3	<---	PRDT	.859	.823	.888	.002
X3_1	<---	FLD	.821	.766	.860	.003
X3_2	<---	FLD	.803	.761	.842	.002

X3_3	<---	FLD	.786	.738	.830	.002
M1_1	<---	TRU	.964	.927	1.011	.001
M1_2	<---	TRU	.921	.869	.959	.003
M2_1	<---	IMP	.873	.805	.918	.004
M2_2	<---	IMP	.944	.896	.997	.002
Y1	<---	PUR	.871	.841	.902	.002
Y2	<---	PUR	.858	.821	.890	.003
Y3	<---	PUR	.848	.810	.881	.002

Covariances: (Group number 1 - Default model)

Parameter			Estimate	Lower	Upper	P
LIV	<-->	PRDT	.120	.070	.169	.002
LIV	<-->	FLD	.127	.081	.178	.002
PRDT	<-->	FLD	.109	.068	.159	.001

Correlations: (Group number 1 - Default model)

Parameter			Estimate	Lower	Upper	P
LIV	<-->	PRDT	.291	.178	.392	.002
LIV	<-->	FLD	.324	.205	.433	.002
PRDT	<-->	FLD	.280	.180	.399	.001

Variances: (Group number 1 - Default model)

Parameter	Estimate	Lower	Upper	P
LIV	.417	.352	.480	.003
PRDT	.408	.346	.481	.001
FLD	.369	.308	.445	.001
e17	.368	.312	.447	.001
e18	.342	.282	.411	.002
e19	.302	.255	.366	.000
e1	.147	.118	.177	.002
e2	.142	.118	.168	.001
e3	.191	.162	.224	.001
e4	.136	.112	.160	.001
e5	.137	.108	.170	.001
e6	.156	.128	.187	.001
e7	.179	.148	.218	.001
e8	.155	.128	.180	.002
e9	.185	.154	.219	.001

e10	.037	-.011	.075	.101
e11	.090	.047	.146	.001
e12	.144	.097	.211	.001
e13	.065	.004	.115	.042
e14	.133	.106	.158	.002
e15	.149	.123	.179	.001
e16	.144	.117	.170	.002

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

Total Effects - Lower Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.198	.061	.166	.000	.000	.000
TRU	.211	.056	.132	.000	.000	.000
PUR	.112	.110	.133	.023	.077	.000
Y3	.102	.104	.124	.023	.072	.867
Y2	.111	.112	.133	.021	.075	.925
Y1	.112	.110	.133	.023	.077	1.000
M2_2	.215	.062	.177	.973	.000	.000
M2_1	.198	.061	.166	1.000	.000	.000
M1_2	.213	.055	.135	.000	.919	.000
M1_1	.211	.056	.132	.000	1.000	.000
X3_3	.818	.000	.000	.000	.000	.000
X3_2	.791	.000	.000	.000	.000	.000
X3_1	1.000	.000	.000	.000	.000	.000
X2_3	.000	.962	.000	.000	.000	.000
X2_2	.000	1.035	.000	.000	.000	.000
X2_1	.000	1.000	.000	.000	.000	.000
X1_3	.000	.000	.853	.000	.000	.000
X1_2	.000	.000	.891	.000	.000	.000
X1_1	.000	.000	1.000	.000	.000	.000

Total Effects - Upper Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.433	.253	.386	.000	.000	.000
TRU	.473	.269	.351	.000	.000	.000
PUR	.353	.327	.364	.239	.265	.000

Y3	.332	.316	.338	.225	.251	.998
Y2	.358	.335	.360	.239	.266	1.075
Y1	.353	.327	.364	.239	.265	1.000
M2_2	.458	.270	.409	1.212	.000	.000
M2_1	.433	.253	.386	1.000	.000	.000
M1_2	.479	.276	.362	.000	1.098	.000
M1_1	.473	.269	.351	.000	1.000	.000
X3_3	.992	.000	.000	.000	.000	.000
X3_2	.961	.000	.000	.000	.000	.000
X3_1	1.000	.000	.000	.000	.000	.000
X2_3	.000	1.121	.000	.000	.000	.000
X2_2	.000	1.189	.000	.000	.000	.000
X2_1	.000	1.000	.000	.000	.000	.000
X1_3	.000	.000	1.018	.000	.000	.000
X1_2	.000	.000	1.033	.000	.000	.000
X1_1	.000	.000	1.000	.000	.000	.000

Total Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.002	.002	.002	...	...	...
TRU	.002	.003	.002	...	...	...
PUR	.002	.002	.001	.014	.002	...
Y3	.002	.002	.002	.014	.002	.003
Y2	.002	.002	.002	.015	.002	.002
Y1	.002	.002	.001	.014	.002	...
M2_2	.002	.002	.002	.002	...	...
M2_1	.002	.002	.002	...	...	...
M1_2	.002	.003	.002	...	.004	...
M1_1	.002	.003	.002	...	...	...
X3_3	.002	...	...	...	...	...
X3_2	.002	...	...	...	...	...
X3_1	...	...	...	...	...	...
X2_3	...	.002	...	...	...	...
X2_2	...	.002	...	...	...	...
X2_1	...	...	...	...	...	...
X1_3	...	...	.002	...	...	...

X1_2	...	...	.002	...	...	...
X1_1	...	...	...	...	...	...

Standardized Total Effects (Group number 1 - Default model)

Standardized Total Effects - Lower Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.180	.059	.156	.000	.000	.000
TRU	.189	.050	.121	.000	.000	.000
PUR	.107	.111	.133	.017	.081	.000
Y3	.091	.092	.116	.014	.069	.810
Y2	.090	.096	.113	.014	.069	.821
Y1	.093	.096	.117	.016	.072	.841
M2_2	.168	.056	.147	.896	.000	.000
M2_1	.159	.051	.138	.805	.000	.000
M1_2	.166	.045	.112	.000	.869	.000
M1_1	.181	.050	.116	.000	.927	.000
X3_3	.738	.000	.000	.000	.000	.000
X3_2	.761	.000	.000	.000	.000	.000
X3_1	.766	.000	.000	.000	.000	.000
X2_3	.000	.823	.000	.000	.000	.000
X2_2	.000	.857	.000	.000	.000	.000
X2_1	.000	.832	.000	.000	.000	.000
X1_3	.000	.000	.761	.000	.000	.000
X1_2	.000	.000	.818	.000	.000	.000
X1_1	.000	.000	.823	.000	.000	.000

Standardized Total Effects - Upper Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.383	.237	.360	.000	.000	.000
TRU	.399	.246	.322	.000	.000	.000
PUR	.323	.322	.354	.252	.293	.000
Y3	.275	.276	.300	.215	.250	.881
Y2	.284	.279	.297	.217	.249	.890
Y1	.286	.281	.309	.221	.254	.902
M2_2	.360	.224	.342	.997	.000	.000
M2_1	.345	.206	.314	.918	.000	.000
M1_2	.368	.227	.300	.000	.959	.000

M1_1	.385	.238	.315	.000	1.011	.000
X3_3	.830	.000	.000	.000	.000	.000
X3_2	.842	.000	.000	.000	.000	.000
X3_1	.860	.000	.000	.000	.000	.000
X2_3	.000	.888	.000	.000	.000	.000
X2_2	.000	.910	.000	.000	.000	.000
X2_1	.000	.895	.000	.000	.000	.000
X1_3	.000	.000	.846	.000	.000	.000
X1_2	.000	.000	.886	.000	.000	.000
X1_1	.000	.000	.890	.000	.000	.000

Standardized Total Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.002	.001	.002	...	...	...
TRU	.002	.003	.002	...	...	...
PUR	.002	.002	.002	.016	.002	...
Y3	.002	.002	.002	.017	.002	.002
Y2	.002	.002	.002	.017	.002	.003
Y1	.002	.002	.002	.016	.002	.002
M2_2	.002	.001	.002	.002	...	...
M2_1	.002	.002	.002	.004	...	...
M1_2	.003	.003	.002	...	.003	...
M1_1	.002	.003	.002	...	.001	...
X3_3	.002	...	...	...	...	...
X3_2	.002	...	...	...	...	...
X3_1	.003	...	...	...	...	...
X2_3	...	.002	...	...	...	...
X2_2	...	.004	...	...	...	...
X2_1	...	.003	...	...	...	...
X1_3	...	...	.004	...	...	...
X1_2	...	...	.003	...	...	...
X1_1	...	...	.002	...	...	...

Direct Effects (Group number 1 - Default model)

Direct Effects - Lower Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.198	.061	.166	.000	.000	.000

TRU	.211	.056	.132	.000	.000	.000
PUR	-.011	.069	.047	.023	.077	.000
Y3	.000	.000	.000	.000	.000	.867
Y2	.000	.000	.000	.000	.000	.925
Y1	.000	.000	.000	.000	.000	1.000
M2_2	.000	.000	.000	.973	.000	.000
M2_1	.000	.000	.000	1.000	.000	.000
M1_2	.000	.000	.000	.000	.919	.000
M1_1	.000	.000	.000	.000	1.000	.000
X3_3	.818	.000	.000	.000	.000	.000
X3_2	.791	.000	.000	.000	.000	.000
X3_1	1.000	.000	.000	.000	.000	.000
X2_3	.000	.962	.000	.000	.000	.000
X2_2	.000	1.035	.000	.000	.000	.000
X2_1	.000	1.000	.000	.000	.000	.000
X1_3	.000	.000	.853	.000	.000	.000
X1_2	.000	.000	.891	.000	.000	.000
X1_1	.000	.000	1.000	.000	.000	.000

Direct Effects - Upper Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.433	.253	.386	.000	.000	.000
TRU	.473	.269	.351	.000	.000	.000
PUR	.254	.283	.298	.239	.265	.000
Y3	.000	.000	.000	.000	.000	.998
Y2	.000	.000	.000	.000	.000	1.075
Y1	.000	.000	.000	.000	.000	1.000
M2_2	.000	.000	.000	1.212	.000	.000
M2_1	.000	.000	.000	1.000	.000	.000
M1_2	.000	.000	.000	.000	1.098	.000
M1_1	.000	.000	.000	.000	1.000	.000
X3_3	.992	.000	.000	.000	.000	.000
X3_2	.961	.000	.000	.000	.000	.000
X3_1	1.000	.000	.000	.000	.000	.000
X2_3	.000	1.121	.000	.000	.000	.000
X2_2	.000	1.189	.000	.000	.000	.000

X2_1	.000	1.000	.000	.000	.000	.000
X1_3	.000	.000	1.018	.000	.000	.000
X1_2	.000	.000	1.033	.000	.000	.000
X1_1	.000	.000	1.000	.000	.000	.000

Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.002	.002	.002	...	...	...
TRU	.002	.003	.002	...	...	...
PUR	.075	.004	.001	.014	.002	...
Y3	...	...	...	...	...	.003
Y2	...	...	...	...	...	.002
Y1	...	...	...	...	...	...
M2_2	...	...	...	.002	...	...
M2_1	...	...	...	...	...	...
M1_2	...	...	...	...	.004	...
M1_1	...	...	...	...	...	...
X3_3	.002	...	...	...	...	...
X3_2	.002	...	...	...	...	...
X3_1	...	...	...	...	...	...
X2_3	...	.002	...	...	...	...
X2_2	...	.002	...	...	...	...
X2_1	...	...	...	...	...	...
X1_3	...	...	.002	...	...	...
X1_2	...	...	.002	...	...	...
X1_1	...	...	...	...	...	...

Standardized Direct Effects (Group number 1 - Default model)

Standardized Direct Effects - Lower Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.180	.059	.156	.000	.000	.000
TRU	.189	.050	.121	.000	.000	.000
PUR	-.010	.069	.047	.017	.081	.000
Y3	.000	.000	.000	.000	.000	.810
Y2	.000	.000	.000	.000	.000	.821
Y1	.000	.000	.000	.000	.000	.841
M2_2	.000	.000	.000	.896	.000	.000

M2_1	.000	.000	.000	.805	.000	.000
M1_2	.000	.000	.000	.000	.869	.000
M1_1	.000	.000	.000	.000	.927	.000
X3_3	.738	.000	.000	.000	.000	.000
X3_2	.761	.000	.000	.000	.000	.000
X3_1	.766	.000	.000	.000	.000	.000
X2_3	.000	.823	.000	.000	.000	.000
X2_2	.000	.857	.000	.000	.000	.000
X2_1	.000	.832	.000	.000	.000	.000
X1_3	.000	.000	.761	.000	.000	.000
X1_2	.000	.000	.818	.000	.000	.000
X1_1	.000	.000	.823	.000	.000	.000

Standardized Direct Effects - Upper Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.383	.237	.360	.000	.000	.000
TRU	.399	.246	.322	.000	.000	.000
PUR	.237	.275	.292	.252	.293	.000
Y3	.000	.000	.000	.000	.000	.881
Y2	.000	.000	.000	.000	.000	.890
Y1	.000	.000	.000	.000	.000	.902
M2_2	.000	.000	.000	.997	.000	.000
M2_1	.000	.000	.000	.918	.000	.000
M1_2	.000	.000	.000	.000	.959	.000
M1_1	.000	.000	.000	.000	1.011	.000
X3_3	.830	.000	.000	.000	.000	.000
X3_2	.842	.000	.000	.000	.000	.000
X3_1	.860	.000	.000	.000	.000	.000
X2_3	.000	.888	.000	.000	.000	.000
X2_2	.000	.910	.000	.000	.000	.000
X2_1	.000	.895	.000	.000	.000	.000
X1_3	.000	.000	.846	.000	.000	.000
X1_2	.000	.000	.886	.000	.000	.000
X1_1	.000	.000	.890	.000	.000	.000

Standardized Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR

IMP	.002	.001	.002	...	...	...
TRU	.002	.003	.002	...	...	...
PUR	.072	.004	.002	.016	.002	...
Y3	...	...	...	...	...	.002
Y2	...	...	...	...	...	.003
Y1	...	...	...	...	...	.002
M2_2	...	...	...	.002	...	...
M2_1	...	...	...	.004	...	...
M1_2	...	...	...	...	.003	...
M1_1	...	...	...	...	.001	...
X3_3	.002	...	...	...	...	...
X3_2	.002	...	...	...	...	...
X3_1	.003	...	...	...	...	...
X2_3	...	.002	...	...	...	...
X2_2	...	.004	...	...	...	...
X2_1	...	.003	...	...	...	...
X1_3	...	...	.004	...	...	...
X1_2	...	...	.003	...	...	...
X1_1	...	...	.002	...	...	...

Indirect Effects (Group number 1 - Default model)

Indirect Effects - Lower Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.053	.021	.040	.000	.000	.000
Y3	.102	.104	.124	.023	.072	.000
Y2	.111	.112	.133	.021	.075	.000
Y1	.112	.110	.133	.023	.077	.000
M2_2	.215	.062	.177	.000	.000	.000
M2_1	.198	.061	.166	.000	.000	.000
M1_2	.213	.055	.135	.000	.000	.000
M1_1	.211	.056	.132	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000

X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Indirect Effects - Upper Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.167	.087	.128	.000	.000	.000
Y3	.332	.316	.338	.225	.251	.000
Y2	.358	.335	.360	.239	.266	.000
Y1	.353	.327	.364	.239	.265	.000
M2_2	.458	.270	.409	.000	.000	.000
M2_1	.433	.253	.386	.000	.000	.000
M1_2	.479	.276	.362	.000	.000	.000
M1_1	.473	.269	.351	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	...	...	...	...	...	...
TRU	...	...	...	...	...	...
PUR	.002	.001	.001	...	...	...
Y3	.002	.002	.002	.014	.002	...
Y2	.002	.002	.002	.015	.002	...
Y1	.002	.002	.001	.014	.002	...

M2_2	.002	.002	.002	...	...	...
M2_1	.002	.002	.002	...	...	...
M1_2	.002	.003	.002	...	...	...
M1_1	.002	.003	.002	...	...	...
X3_3	...	...	...	...	...	...
X3_2	...	...	...	...	...	...
X3_1	...	...	...	...	...	...
X2_3	...	...	...	...	...	...
X2_2	...	...	...	...	...	...
X2_1	...	...	...	...	...	...
X1_3	...	...	...	...	...	...
X1_2	...	...	...	...	...	...
X1_1	...	...	...	...	...	...

Standardized Indirect Effects (Group number 1 - Default model)

Standardized Indirect Effects - Lower Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.047	.020	.040	.000	.000	.000
Y3	.091	.092	.116	.014	.069	.000
Y2	.090	.096	.113	.014	.069	.000
Y1	.093	.096	.117	.016	.072	.000
M2_2	.168	.056	.147	.000	.000	.000
M2_1	.159	.051	.138	.000	.000	.000
M1_2	.166	.045	.112	.000	.000	.000
M1_1	.181	.050	.116	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects - Upper Bounds (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	.000	.000	.000	.000	.000	.000
TRU	.000	.000	.000	.000	.000	.000
PUR	.153	.085	.125	.000	.000	.000
Y3	.275	.276	.300	.215	.250	.000
Y2	.284	.279	.297	.217	.249	.000
Y1	.286	.281	.309	.221	.254	.000
M2_2	.360	.224	.342	.000	.000	.000
M2_1	.345	.206	.314	.000	.000	.000
M1_2	.368	.227	.300	.000	.000	.000
M1_1	.385	.238	.315	.000	.000	.000
X3_3	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X1_3	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	FLD	PRDT	LIV	IMP	TRU	PUR
IMP	...	...	...	...	...	...
TRU	...	...	...	...	...	...
PUR	.002	.002	.001	...	...	...
Y3	.002	.002	.002	.017	.002	...
Y2	.002	.002	.002	.017	.002	...
Y1	.002	.002	.002	.016	.002	...
M2_2	.002	.001	.002	...	...	...
M2_1	.002	.002	.002	...	...	...
M1_2	.003	.003	.002	...	...	...
M1_1	.002	.003	.002	...	...	...
X3_3	...	...	...	...	...	...
X3_2	...	...	...	...	...	...

X3_1	...	...	...	...	...	...
X2_3	...	...	...	...	...	...
X2_2	...	...	...	...	...	...
X2_1	...	...	...	...	...	...
X1_3	...	...	...	...	...	...
X1_2	...	...	...	...	...	...
X1_1	...	...	...	...	...	...

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	12		-.429	9999.000	5716.448	0	9999.000
1	e*	8		-.472	3.610	2044.935	20	.503
2	e	3		-.189	.877	733.261	6	.956
3	e	0	920.435		.229	461.382	6	.906
4	e	0	223.883		.630	260.400	5	.000
5	e	0	70.716		.740	123.934	2	.000
6	e	0	84.224		.235	106.432	1	1.029
7	e	0	95.718		.046	105.882	1	1.037
8	e	0	96.651		.005	105.879	1	1.006
9	e	0	96.634		.000	105.879	1	1.000

Bootstrap (Default model)

Summary of Bootstrap Iterations (Default model)

(Default model)

Iterations	Method 0	Method 1	Method 2
1	0	0	0
2	0	0	0
3	0	0	0
4	0	0	0
5	0	0	0
6	0	52	0
7	0	356	0
8	0	394	0
9	0	156	0
10	0	34	0
11	0	7	0

12	0	1	0
13	0	0	0
14	0	0	0
15	0	0	0
16	0	0	0
17	0	0	0
18	0	0	0
19	0	0	0
Total	0	1000	0

0 bootstrap samples were unused because of a singular covariance matrix.

0 bootstrap samples were unused because a solution was not found.

1000 usable bootstrap samples were obtained.

Bootstrap Distributions (Default model)

ML discrepancy (implied vs sample) (Default model)

		|----------
	121.629	|*
	135.360	|*
	149.091	|***
	162.822	|*********
	176.553	|**********
	190.284	|**********
	204.015	|**********
N = 1000	217.746	|**********
Mean = 198.569	231.477	|*******
S. e. = .854	245.208	|*****
	258.939	|**
	272.670	|*
	286.401	|*
	300.132	|
	313.863	|*
		|----------

ML discrepancy (implied vs pop) (Default model)

		|----------
	137.140	|*
	144.969	|***

	152.797	|**********
	160.625	|********************
	168.453	|********************
	176.281	|****************
	184.109	|**********
N = 1000	191.937	|********
Mean = 172.190	199.765	|***
S. e. = .483	207.593	|**
	215.421	|*
	223.249	|*
	231.077	|
	238.906	|
	246.734	|*
		|----------

K-L overoptimism (un stabilized) (Default model)

		|----------
	-344.160	|*
	-259.830	|*
	-175.501	|***
	-91.171	|*******
	-6.842	|****************
	77.488	|********************
	161.817	|**********
N = 1000	246.147	|****************
Mean = 135.257	330.476	|*********
S. e. = 5.086	414.806	|****
	499.135	|**
	583.464	|*
	667.794	|*
	752.123	|
	836.453	|*
		|----------

K-L overoptimism (stabilized) (Default model)

		|----------
	50.849	|*

	67.552	|**
	84.256	|********
	100.959	|**********
	117.663	|**********
	134.366	|**********
	151.070	|**********
N = 1000	167.773	|**********
Mean = 133.101	184.477	|*****
S. e. = 1.061	201.180	|***
	217.883	|*
	234.587	|*
	251.290	|*
	267.994	|*
	284.697	|*
		|----------

ML discrepancy (implied vs pop) (Default model)

		|----------
	137.140	|*
	144.969	|***
	152.797	|**********
	160.625	|**********
	168.453	|**********
	176.281	|**********
	184.109	|**********
N = 1000	191.937	|********
Mean = 172.190	199.765	|***
S. e. = .483	207.593	|**
	215.421	|*
	223.249	|*
	231.077	|
	238.906	|
	246.734	|*
		|----------

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	46	105.879	90	.121	1.176
Saturated model	136	.000	0		
Independence model	16	5576.957	120	.000	46.475

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.012	.976	.964	.646
Saturated model	.000	1.000		
Independence model	.182	.353	.267	.312

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.981	.975	.997	.996	.997
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.750	.736	.748
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	15.879	.000	45.726
Saturated model	.000	.000	.000
Independence model	5456.957	5215.783	5704.454

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.196	.029	.000	.085
Saturated model	.000	.000	.000	.000
Independence model	10.347	10.124	9.677	10.583

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.018	.000	.031	1.000
Independence model	.290	.284	.297	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	197.879	200.875	395.291	441.291
Saturated model	272.000	280.858	855.653	991.653
Independence model	5608.957	5609.999	5677.622	5693.622

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.367	.338	.422	.373
Saturated model	.505	.505	.505	.521
Independence model	10.406	9.959	10.865	10.408

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	576	632
Independence model	15	16

Execution time summary

Minimization:	.002
Miscellaneous:	.405
Bootstrap:	.623
Total:	1.030

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