

## DAFTAR PUSTAKA

- Al-Adwan, A. S., & Yaseen, H. (2023). Solving the product uncertainty hurdle in social commerce: The mediating role of seller uncertainty. *International Journal of Information Management Data Insights*, 3(1), 100169. <https://doi.org/10.1016/j.jjimei.2023.100169>
- Attar, R. W., Almusharraf, A., Alfawaz, A., & Hajli, N. (2022). New Trends in E-Commerce Research: Linking Social Commerce and Sharing Commerce: A Systematic Literature Review. *Sustainability*, 14(23), 16024. <https://doi.org/10.3390/su142316024>
- Bawack, R. E., Bonhoure, E., Kamdjoug, J.-R. K., & Giannakis, M. (2023). How social media live streams affect online buyers: A uses and gratifications perspective. *International Journal of Information Management*, 70, 102621. <https://doi.org/10.1016/j.ijinfomgt.2023.102621>
- Bu, Y., Parkinson, J., & Thaichon, P. (2022). Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. *Journal of Retailing and Consumer Services*, 66, 102904. <https://doi.org/10.1016/j.jretconser.2021.102904>
- Chen, H., Dou, Y., & Xiao, Y. (2023). Understanding the role of live streamers in live-streaming e-commerce. *Electronic Commerce Research and Applications*, 59, 101266. <https://doi.org/10.1016/j.elerap.2023.101266>
- Chen, H., Zhang, S., Shao, B., Gao, W., & Xu, Y. (2022). How do interpersonal interaction factors affect buyers' purchase intention in live stream shopping? The mediating effects of swift guanxi. *Internet Research*, 32(1), 335–361. <https://doi.org/10.1108/INTR-05-2020-0252>
- Chen, W.-K., Chen, C.-W., & Silalahi, A. D. K. (2022). Understanding Consumers' Purchase Intention and Gift-Giving in Live Streaming Commerce: Findings from SEM and fsQCA. *Emerging Science Journal*, 6(3), 460–481. <https://doi.org/10.28991/ESJ-2022-06-03-03>
- Chou, S.-W., Hsieh, M.-C., & Pan, H.-C. (2023). Understanding viewers' information-sharing in live-streaming based on a motivation perspective. *Online Information Review*, 47(1), 177–196. <https://doi.org/10.1108/OIR-12-2020-0576>
- Creswell, J. W. (2013). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed). SAGE Publications, Inc.
- Dang-Van, T., Vo-Thanh, T., Vu, T. T., Wang, J., & Nguyen, N. (2023). Do consumers stick with good-looking broadcasters? The mediating and moderating mechanisms of motivation and emotion. *Journal of Business Research*, 156, 113483. <https://doi.org/10.1016/j.jbusres.2022.113483>
- Dong, X., Zhao, H., & Li, T. (2022). The Role of Live-Streaming E-Commerce on Consumers' Purchasing Intention regarding Green Agricultural Products. *Sustainability*, 14(7), 4374. <https://doi.org/10.3390/su14074374>
- Faradila, Rr. S. N., & Soesanto, H. (2016). Analisis Pengaruh Persepsi Kemudahan Penggunaan dan Persepsi Manfaat terhadap Minat Beli dengan Kepercayaan Sebagai Variabel Intervening (Studi pada Pengunjung Toko Online berrybenka.com di

- Kalangan Mahasiswa Universitas Diponegoro). *JURNAL STUDI MANAJEMEN ORGANISASI*, 13(2), 149. <https://doi.org/10.14710/jsmo.v13i2.13406>
- Feng, Y. (2022). Research on Live E-commerce Based on Digital Marketing: Tiktok E-commerce Live Streaming as an Example. *Highlights in Business, Economics and Management*, 2, 125–130. <https://doi.org/10.54097/hbem.v2i.2348>
- Gao, W., Jiang, N., & Guo, Q. (2023). How do virtual streamers affect purchase intention in the live streaming context? A presence perspective. *Journal of Retailing and Consumer Services*, 73, 103356. <https://doi.org/10.1016/j.jretconser.2023.103356>
- Gazzaniga, M. S., Heatherton, T. F., & Halpern, D. F. (2016). *Psychological science* (5th edition). W.W. Norton & Company, Inc.
- Hasim, N. N., Abid Azhar, K., Ab Hamid, S. N., & Che Wel, C. A. (2023). Live Streaming Shopping: Effects on Purchase Intentions among Malaysian Consumers. *International Journal of Academic Research in Business and Social Sciences*, 13(5), Pages 2946-2956. <https://doi.org/10.6007/IJARBSS/v13-i5/17118>
- He, Y., Li, W., & Xue, J. (2022). What and how driving consumer engagement and purchase intention in officer live streaming? A two-factor theory perspective. *Electronic Commerce Research and Applications*, 56, 101223. <https://doi.org/10.1016/j.elerap.2022.101223>
- Hewei, T., & Youngsook, L. (2022). Factors affecting continuous purchase intention of fashion products on social E-commerce: SOR model and the mediating effect. *Entertainment Computing*, 41, 100474. <https://doi.org/10.1016/j.entcom.2021.100474>
- Jacoby, J. (2002). Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior. *Journal of Consumer Psychology*, 12(1), 51–57. [https://doi.org/10.1207/S15327663JCP1201\\_05](https://doi.org/10.1207/S15327663JCP1201_05)
- Juliana, H. (2023). Pengaruh Siaran Langsung Dan Manfaat Yang Dirasakan Terhadap Niat Beli Melalui Kepercayaan Konsumen Pada Aplikasi Tiktok Shop. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi dan Akuntansi*, 1(6), 1517–1538. <https://doi.org/10.54443/sinomika.v1i6.754>
- Kim, M. J., Lee, C.-K., & Jung, T. (2020). Exploring Consumer Behavior in Virtual Reality Tourism Using an Extended Stimulus-Organism-Response Model. *Journal of Travel Research*, 59(1), 69–89. <https://doi.org/10.1177/0047287518818915>
- Kühn, S. W., & Petzer, D. J. (2018). Fostering Purchase Intentions Toward Online Retailer Websites in an Emerging Market: An S-O-R Perspective. *Journal of Internet Commerce*, 17(3), 255–282. <https://doi.org/10.1080/15332861.2018.1463799>
- Kumar, S., Jain, A., & Hsieh, J.-K. (2021). Impact of apps aesthetics on revisit intentions of food delivery apps: The mediating role of pleasure and arousal. *Journal of Retailing and Consumer Services*, 63, 102686. <https://doi.org/10.1016/j.jretconser.2021.102686>
- Kumar, S., Prakash, G., Gupta, B., & Cappiello, G. (2023). How e-WOM influences consumers' purchase intention towards private label brands on e-commerce platforms: Investigation through IAM (Information Adoption Model) and ELM (Elaboration Likelihood Model) Models. *Technological Forecasting and Social Change*, 187, 122199. <https://doi.org/10.1016/j.techfore.2022.122199>

- Kursan Milaković, I., & Miocevic, D. (2023). Consumer's transition to online clothing buying during the COVID-19 pandemic: Exploration through protection motivation theory and consumer well-being. *Journal of Fashion Marketing and Management: An International Journal*, 27(1), 21–41. <https://doi.org/10.1108/JFMM-04-2021-0105>
- Kylanisa, K., Annisaa, H., Nabila, A., & Geraldyn, R. (n.d.). *Pengaruh Live Tiktok Terhadap Keputusan Pembelian Produk Sajodo Snack*.
- Laroche, M., Li, R., Richard, M.-O., & Zhou, M. (2022). An investigation into online atmospherics: The effect of animated images on emotions, cognition, and purchase intentions. *Journal of Retailing and Consumer Services*, 64, 102845. <https://doi.org/10.1016/j.jretconser.2021.102845>
- Leavy, P. (2017). *Research design: Quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches*. Guilford Press.
- Lee, C. H., Lee, H. N., & Choi, J. I. (2023). The Influence of Characteristics of Mobile Live Commerce on Purchase Intention. *Sustainability*, 15(7), 5757. <https://doi.org/10.3390/su15075757>
- Li, M., Wang, Q., & Cao, Y. (2022). Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce: A Stimulus-Organism-Response Framework. *International Journal of Environmental Research and Public Health*, 19(7), 4378. <https://doi.org/10.3390/ijerph19074378>
- Li, Y., Li, X., & Cai, J. (2021). How attachment affects user stickiness on live streaming platforms: A socio-technical approach perspective. *Journal of Retailing and Consumer Services*, 60, 102478. <https://doi.org/10.1016/j.jretconser.2021.102478>
- Liao, J., Chen, K., Qi, J., Li, J., & Yu, I. Y. (2023). Creating immersive and parasocial live shopping experience for viewers: The role of streamers' interactional communication style. *Journal of Research in Interactive Marketing*, 17(1), 140–155. <https://doi.org/10.1108/JRIM-04-2021-0114>
- Liu, C., Zhang, Y., & Zhang, J. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of Product & Brand Management*, 29(6), 783–801. <https://doi.org/10.1108/JPBM-11-2018-2106>
- Liu, P., Li, M., Dai, D., & Guo, L. (2021). The effects of social commerce environmental characteristics on customers' purchase intentions: The chain mediating effect of customer-to-customer interaction and customer-perceived value. *Electronic Commerce Research and Applications*, 48, 101073. <https://doi.org/10.1016/j.elerap.2021.101073>
- Lova, A. N. & Indra Budaya. (2023). Behavioral of Customer Loyalty on E-Commerce: The Mediating Effect of E-Satisfaction in Tiktok Shop. *Journal of Scientific Research, Education, and Technology (JSRET)*, 2(1), 61–73. <https://doi.org/10.58526/jsret.v2i1.43>
- Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information & Management*, 58(7), 103509. <https://doi.org/10.1016/j.im.2021.103509>
- Lu, Y., He, Y., & Ke, Y. (2023). The influence of e-commerce live streaming affordance on consumer's gift-giving and purchase intention. *Data Science and Management*, 6(1), 13–20. <https://doi.org/10.1016/j.dsm.2022.10.002>



- Lu, Y., & Siegfried, P. (2021). E-COMMERCE LIVE STREAMING – AN EMERGING INDUSTRY IN CHINA AND A POTENTIAL FUTURE TREND IN THE WORLD. *ACC Journal*, 27(2), 73–89. <https://doi.org/10.15240/tul/004/2021-2-007>
- Ma, E., Liu, J., & Li, K. (2023). Exploring the mechanism of live streaming e-commerce anchors' language appeals on users' purchase intention. *Frontiers in Psychology*, 14, 1109092. <https://doi.org/10.3389/fpsyg.2023.1109092>
- Ma, L., Yan, Q., Zhou, S., & Zhang, X. (2023). Research on the mechanism of platform preference in live streaming shopping of rich experience consumers. *Proceedings of the 2023 14th International Conference on E-Education, E-Business, E-Management and E-Learning*, 208–215. <https://doi.org/10.1145/3588243.3588247>
- Ma, X., Zou, X., & Lv, J. (2022). Why do consumers hesitate to purchase in live streaming? A perspective of interaction between participants. *Electronic Commerce Research and Applications*, 55, 101193. <https://doi.org/10.1016/j.elrap.2022.101193>
- Mai, T. D. P., To, A. T., Trinh, T. H. M., Nguyen, T. T., & Le, T. T. T. (2023). Para-Social Interaction and Trust in Live-Streaming Sellers. *Emerging Science Journal*, 7(3), 744–754. <https://doi.org/10.28991/ESJ-2023-07-03-06>
- Manzil, L. D., & Vania, A. (2023). The Influence of Live-Streamers on Somethinc's Purchase Intention at Tiktok Shop Mediated by Consumer Trust. *Jurnal Informatika Ekonomi Bisnis*, 217–221. <https://doi.org/10.37034/infeb.v5i1.225>
- Meng, Z., & Lin, M. (2023). The Driving Factors Analysis of Live Streamers' Characteristics and Perceived Value for Consumer Repurchase Intention on Live Streaming Platforms: *Journal of Organizational and End User Computing*, 35(1), 1–24. <https://doi.org/10.4018/JOEUC.323187>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press.
- Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of S-O-R theory. *International Journal of Web Information Systems*, 17(4), 300–320. <https://doi.org/10.1108/IJWIS-02-2021-0012>
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2021). Social commerce website design, perceived value and loyalty behavior intentions: The moderating roles of gender, age and frequency of use. *Journal of Retailing and Consumer Services*, 63, 102404. <https://doi.org/10.1016/j.jretconser.2020.102404>
- Muhson, A. (n.d.). *Analisis Statistik dengan SmartPLS*:
- Mutambik, I., Lee, J., Almuqrin, A., Zhang, J. Z., & Homadi, A. (2023). The Growth of Social Commerce: How It Is Affected by Users' Privacy Concerns. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(1), 725–743. <https://doi.org/10.3390/jtaer18010037>
- Nasution, R. A., Prayoga, Y., & Halim, Abd. (2022). The Influence of Ease of Use, Privacy, Security and Efficiency on Shopping Decisions Using the TikTok Shop. *Daengku: Journal of Humanities and Social Sciences Innovation*, 2(6), 895–902. <https://doi.org/10.35877/454RI.daengku1362>

- Nguyen Huu, K., Le, A. N.-H., & Nguyen Dong, P. (2023). A moderating – mediating model of the urge to buy impulsively in social commerce live-streaming. *Electronic Commerce Research and Applications*, 60, 101286. <https://doi.org/10.1016/j.elerap.2023.101286>
- Ph.D. Candidate, College of Business, Gachon University, Korea, Choi, E., & Jeon, S. (2022). How IT Affordance Influences Engagement in Live Commerce: An Empirical Analysis Focusing on Social Cues as Moderating Effect. *Asia Pacific Journal of Information Systems*, 32(2), 327–353. <https://doi.org/10.14329/apjis.2022.32.2.327>
- Pillai, S. G., Kim, W. G., Haldorai, K., & Kim, H.-S. (2022). Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model. *International Journal of Hospitality Management*, 105, 103275. <https://doi.org/10.1016/j.ijhm.2022.103275>
- Qing, C., & Jin, S. (2022). What Drives Consumer Purchasing Intention in Live Streaming E-Commerce? *Frontiers in Psychology*, 13, 938726. <https://doi.org/10.3389/fpsyg.2022.938726>
- Qu, Y., Cieślik, A., Fang, S., & Qing, Y. (2023). The role of online interaction in user stickiness of social commerce: The shopping value perspective. *Digital Business*, 3(2), 100061. <https://doi.org/10.1016/j.digbus.2023.100061>
- Rungruangjit, W. (2022). What drives Taobao live streaming commerce? The role of parasocial relationships, congruence and source credibility in Chinese consumers' purchase intentions. *Heliyon*, 8(6), e09676. <https://doi.org/10.1016/j.heliyon.2022.e09676>
- Sawmong, S. (2022). Examining the Key Factors that Drives Live Stream Shopping Behavior. *Emerging Science Journal*, 6(6), 1394–1408. <https://doi.org/10.28991/ESJ-2022-06-06-011>
- Shang, Q., Ma, H., Wang, C., & Gao, L. (2023). Effects of Background Fitting of e-Commerce Live Streaming on Consumers' Purchase Intentions: A Cognitive-Affective Perspective. *Psychology Research and Behavior Management*, Volume 16, 149–168. <https://doi.org/10.2147/PRBM.S393492>
- Song, Z., Liu, C., & Shi, R. (2022). How Do Fresh Live Broadcast Impact Consumers' Purchase Intention? Based on the SOR Theory. *Sustainability*, 14(21), 14382. <https://doi.org/10.3390/su142114382>
- Sun, J., Dushime, H., & Zhu, A. (2022). Beyond beauty: A qualitative exploration of authenticity and its impacts on Chinese consumers' purchase intention in live commerce. *Frontiers in Psychology*, 13, 944607. <https://doi.org/10.3389/fpsyg.2022.944607>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, 37, 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2020). A 2020 perspective on "How live streaming influences purchase intentions in social commerce: An IT affordance

- perspective.” *Electronic Commerce Research and Applications*, 40, 100958. <https://doi.org/10.1016/j.elerap.2020.100958>
- Tan, K.-L., Hii, I. S. H., Lim, X.-J., & Wong, C. Y. L. (2023). Enhancing purchase intentions among young consumers in a live-streaming shopping environment using relational bonds: Are there differences between “buyers” and “non-buyers”? *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-01-2023-0048>
- Ul Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109. <https://doi.org/10.1016/j.tele.2017.01.004>
- Universitas Syiah Kuala, Indonesia, Chan, S., Asni, K., & Universitas Abulyatama, Indonesia. (2022). THE ROLE OF SEQUENCE MEDIATION ON THE INFLUENCE OF LIVE-STREAMING SHOPPING ATTRIBUTE ON PURCHASE INTENTION. *Jurnal Aplikasi Manajemen*, 20(4). <https://doi.org/10.21776/ub.jam.2022.020.04.16>
- Wang, B., Xie, F., Kandampully, J., & Wang, J. (2022). Increase hedonic products purchase intention through livestreaming: The mediating effects of mental imagery quality and customer trust. *Journal of Retailing and Consumer Services*, 69, 103109. <https://doi.org/10.1016/j.jretconser.2022.103109>
- Wang, L., Wang, Z., Wang, X., & Zhao, Y. (2021). Explaining consumer implementation intentions in mobile shopping with SEM and fsQCA: Roles of visual and technical perceptions. *Electronic Commerce Research and Applications*, 49, 101080. <https://doi.org/10.1016/j.elerap.2021.101080>
- Wang, M., Sun, L.-L., & Hou, J.-D. (2021). How Emotional Interaction Affects Purchase Intention in Social Commerce: The Role of Perceived Usefulness and Product Type. *Psychology Research and Behavior Management*, Volume 14, 467–481. <https://doi.org/10.2147/PRBM.S301286>
- Wang, X., Aisihaer, N., & Aihemaiti, A. (2022). Research on the impact of live streaming marketing by online influencers on consumer purchasing intentions. *Frontiers in Psychology*, 13, 1021256. <https://doi.org/10.3389/fpsyg.2022.1021256>
- Wang, Y., Lu, Z., Cao, P., Chu, J., Wang, H., & Wattenhofer, R. (2022). How Live Streaming Changes Shopping Decisions in E-commerce: A Study of Live Streaming Commerce. *Computer Supported Cooperative Work (CSCW)*, 31(4), 701–729. <https://doi.org/10.1007/s10606-022-09439-2>
- Wu, W., Wang, S., Ding, G., & Mo, J. (2023). Elucidating trust-building sources in social shopping: A consumer cognitive and emotional trust perspective. *Journal of Retailing and Consumer Services*, 71, 103217. <https://doi.org/10.1016/j.jretconser.2022.103217>
- Wu, Y., & Huang, H. (2023). Influence of Perceived Value on Consumers’ Continuous Purchase Intention in Live-Streaming E-Commerce—Mediated by Consumer Trust. *Sustainability*, 15(5), 4432. <https://doi.org/10.3390/su15054432>
- Xiao, Q., Wan, S., Zhang, X., Siponen, M., Qu, L., & Li, X. (2022). How consumers’ perceptions differ towards the design features of mobile live streaming shopping platform: A mixed-method investigation of respondents from Taobao Live. *Journal of Retailing and Consumer Services*, 69, 103098. <https://doi.org/10.1016/j.jretconser.2022.103098>

- Xie, Y., Du, K., & Gao, P. (2022). The influence of the interaction between platform types and consumer types on the purchase intention of live streaming. *Frontiers in Psychology*, 13, 1056230. <https://doi.org/10.3389/fpsyg.2022.1056230>
- Xu, P., Cui, B., & Lyu, B. (2022). Influence of Streamer's Social Capital on Purchase Intention in Live Streaming E-Commerce. *Frontiers in Psychology*, 12, 748172. <https://doi.org/10.3389/fpsyg.2021.748172>
- Xu, X., Huang, D., & Shang, X. (2021). Social presence or physical presence? Determinants of purchasing behaviour in tourism live-streamed shopping. *Tourism Management Perspectives*, 40, 100917. <https://doi.org/10.1016/j.tmp.2021.100917>
- Xu, X., Wu, J.-H., & Li, Q. (2020). *WHAT DRIVES CONSUMER SHOPPING BEHAVIOR IN LIVE STREAMING COMMERCE?* 21(3).
- Xue, J., Liang, X., Xie, T., & Wang, H. (2020). See now, act now: How to interact with customers to enhance social commerce engagement? *Information & Management*, 57(6), 103324. <https://doi.org/10.1016/j.im.2020.103324>
- Yaakub, N. A., Nor, K., & Jusoh, A. (n.d.). *SOCIAL COMMERCE SUCCESS FACTORS : REVIEWS ON CUSTOMER-TO- CUSTOMER DIMENSION.*
- Yan, Y., Chen, H., Shao, B., & Lei, Y. (2023). How IT affordances influence customer engagement in live streaming commerce? A dual-stage analysis of PLS-SEM and fsQCA. *Journal of Retailing and Consumer Services*, 74, 103390. <https://doi.org/10.1016/j.jretconser.2023.103390>
- Yang, J., Cao, C., Ye, C., & Shi, Y. (2022). Effects of Interface Design and Live Atmosphere on Consumers' Impulse-Buying Behaviour from the Perspective of Human–Computer Interaction. *Sustainability*, 14(12), 7110. <https://doi.org/10.3390/su14127110>
- Yang, X. (2022). Consumers' purchase intentions in social commerce: The role of social psychological distance, perceived value, and perceived cognitive effort. *Information Technology & People*, 35(8), 330–348. <https://doi.org/10.1108/ITP-02-2022-0091>
- Yang, X., Liu, Y., Dong, J., & Li, S. (2023). Impact of streamers' characteristics on sales performance of search and experience products: Evidence from Douyin. *Journal of Retailing and Consumer Services*, 70, 103155. <https://doi.org/10.1016/j.jretconser.2022.103155>
- Yu, F., & Zheng, R. (2022). The effects of perceived luxury value on customer engagement and purchase intention in live streaming shopping. *Asia Pacific Journal of Marketing and Logistics*, 34(6), 1303–1323. <https://doi.org/10.1108/APJML-08-2021-0564>
- Yu, X., Li, Y., Zhu, K., Wang, W., & Wen, W. (2022). Strong displayed passion and preparedness of broadcaster in live streaming e-commerce increases consumers' neural engagement. *Frontiers in Psychology*, 13, 674011. <https://doi.org/10.3389/fpsyg.2022.674011>
- Yun, J., Lee, D., Cottingham, M., & Hyun, H. (2023). New generation commerce: The rise of live commerce (L-commerce). *Journal of Retailing and Consumer Services*, 74, 103394. <https://doi.org/10.1016/j.jretconser.2023.103394>
- Yuniarti, N., & Ismawati, A. (2020). *Pengaruh Promosi Online Melalui Tiktok Terhadap Peningkatan Penjualan Produk Usaha di Masa Pandemi Covid-19.*



- Zhang, L., Chen, M., & Zamil, A. M. A. (2023). Live stream marketing and consumers' purchase intention: An IT affordance perspective using the S-O-R paradigm. *Frontiers in Psychology*, 14, 1069050. <https://doi.org/10.3389/fpsyg.2023.1069050>
- Zhang, P., Chao, C.-W. (Fred), Chiong, R., Hasan, N., Aljarroodi, H. M., & Tian, F. (2023). Effects of in-store live stream on consumers' offline purchase intention. *Journal of Retailing and Consumer Services*, 72, 103262. <https://doi.org/10.1016/j.jretconser.2023.103262>
- Zhang, W., Jesica, J., Hertianto, H., Gautama, W., & Yanto, E. (2023). Pengaruh Live Selling dalam Peningkatan Niat Beli pada Remaja. *MBIA*, 21(3), 345–359. <https://doi.org/10.33557/mbia.v21i3.1921>
- Zheng, R., Li, Z., & Na, S. (2022). How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective. *Journal of Retailing and Consumer Services*, 68, 103015. <https://doi.org/10.1016/j.jretconser.2022.103015>
- Zheng, S., Chen, J., Liao, J., & Hu, H.-L. (2023). What motivates users' viewing and purchasing behavior motivations in live streaming: A stream-streamer-viewer perspective. *Journal of Retailing and Consumer Services*, 72, 103240. <https://doi.org/10.1016/j.jretconser.2022.103240>
- Zhong, Y., Zhang, Y., Luo, M., Wei, J., Liao, S., Tan, K.-L., & Yap, S. S.-N. (2022). I give discounts, I share information, I interact with viewers: A predictive analysis on factors enhancing college students' purchase intention in a live-streaming shopping environment. *Young Consumers*, 23(3), 449–467. <https://doi.org/10.1108/YC-08-2021-1367>
- Zhou, R., & Tong, L. (2022). A Study on the Influencing Factors of Consumers' Purchase Intention During Livestreaming e-Commerce: The Mediating Effect of Emotion. *Frontiers in Psychology*, 13, 903023. <https://doi.org/10.3389/fpsyg.2022.903023>
- Zhu, P., Liu, Z., Li, X., Jiang, X., & Zhu, M. X. (2023). The influences of livestreaming on online purchase intention: Examining platform characteristics and consumer psychology. *Industrial Management & Data Systems*, 123(3), 862–885. <https://doi.org/10.1108/IMDS-07-2022-0430>
- Zimmerman, J. (n.d.). *Using the S-O-R Model to Understand the Impact of Website Attributes on the Online Shopping Experience*.