



The Influence of Hedonic, Perceived Similarity, Impulsive Consumption, Online Trust On Attitude Towards Buying Interest in Live Shopping Online

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Abstract.

This research aims to determine the factors that influence the formation of attitudes and purchasing intentions of Generation Z (Gen Z) in the realm of live streaming shopping. Using a path analysis model and involving 300 Gen Z participants, key variables such as Live Streaming Shopping Attitude (AT), Hedonic (HA), Impulsive Consumption (IC), Online Trust (OT), and Perceived Similarity (PS) were tested. This methodology uses Structural Equation Modeling (SEM) analysis to identify significant relationships between variables. The research results found the important role of Gen Z attitudes in driving their purchase intentions, with hedonic experience (HA) and impulsive consumption behavior (IC) contributing significantly to positive attitudes towards livestream shopping. In addition, Online Trust (OT) and Perceived Similarity (PS) emerged as influential factors, and PS showed a very strong impact. In conclusion, businesses and marketers can leverage these findings to adapt strategies to suit Gen Z preferences in the dynamic landscape of live streaming shopping. The study recommends further exploration of various approaches to increase consumer trust, foster perceptions of similarity, and encourage positive attitudes, thereby driving purchase intent.

Keywords: Attitude, Gen Z, Live Streaming Shopping

1 INTRODUCTION

The utilization of Hedonic influence in Live Stream Shopping by Generation Z offers numerous notable benefits. Approximately 80 percent of individuals surveyed considered hedonic experience a crucial aspect of live streaming shopping [1]. These advantages encompass heightened consumer satisfaction, fostering increased engagement with the platform, and bolstering customer retention rates [2]. Additionally, focusing on the entertainment and enjoyable aspects can cultivate a captivating shopping ambiance, resulting in a more positive and memorable experience for consumers [3].

However, there are several drawbacks associated with Hedonic influence. Notably, the emphasis on hedonic experiences may elevate the risk of impulsive consumption.

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Studies indicate that up to 70 percent of Generation Z exhibit impulsive consumption behavior during live streaming shopping sessions [4]. These spur-of-the-moment purchasing decisions can lead to wasteful spending and subsequent consumer dissatisfaction post-transaction. Hence, while hedonic experiences may heighten satisfaction, it is imperative to acknowledge the associated risks of impulsive decisions that could detrimentally impact consumers [5].

Regarding Perceived Similarity influence, the primary benefit lies in augmenting consumer engagement and fostering connections with the host or live streaming content. With 75 percent of Generation Z rating perceived similarity as a crucial factor, this could forge stronger relationships between consumers and platforms [6]. Nonetheless, the downside entails the potential for forming overly subjective perceptions. Consumers overly reliant on perceived similarity may overlook other pertinent factors when making purchasing decisions.

Impulsive Consumption influence offers the advantage of enlivening the dynamics of live streaming shopping. With impulsive consumption behavior hovering around 70 percent, it underscores the immediate allure of displayed content or special offers [7]. However, the adverse effect is the risk of unplanned purchases leading to consumer dissatisfaction. Therefore, while heightening consumer attraction and engagement, it is imperative to mitigate the risk of impulsive behavior to sustain long-term satisfaction.

Regarding Online Trust influence, the advantage lies in fostering trust in the live streaming platform. With 65 percent of Generation Z expressing trust in the platform, it can foster a stable and positive relationship between consumers and service providers [8]. Nevertheless, drawbacks related to security and privacy may still impact consumer trust. Inadequate data security or lack of transparency can undermine consumer trust and diminish their engagement.

2 LITERATURE REVIEW

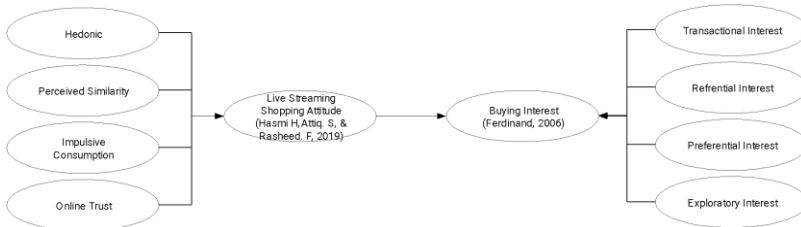


Fig. 1. Theoretical Framework

In this research, the theories used as attitude indicators are Hedonic, Perceived Similarity, Impulsive Consumption, and Online Trust [9]. The theory of buying interest is also discussed in this research by considering the indicators of transactional interest, referential interest, preferential interest, and exploratory interest.

2.1 Live Streaming

Live streaming marketing involves real-time broadcasts online, facilitating communication between businesses and consumers [10]. It integrates technology and social interaction to promote e-commerce growth through live video [11]. Live shopping is a subset of e-commerce combined with real-time social activities,

accessible through various platforms such as dedicated live streaming platforms, e-commerce apps with live streaming features, and social media platforms offering live streaming options [12]. This marketing approach allows sellers to engage with passive consumers, focusing on the host's appeal and providing real-time audiovisual content. It fosters interaction between viewers and hosts, reducing the gap between individuals and media. Live shopping appeals to consumers due to its real-time communication, availability of information, hedonistic, and social values, ultimately boosting purchase intentions. Compared to traditional online marketing, live streaming offers advantages such as showcasing products effectively, conveying persuasive information in an audiovisual format, and enabling real-time interaction through text chat. This real-time access reduces uncertainty and psychological distance, motivating consumers to make purchases [13].

2.2 Buying Interest

Buying interest, also known as willingness to buy, constitutes a crucial component of consumer attitudes towards consumption behavior. It involves consumers evaluating various brands within their choice set and ultimately making a purchase based on their preferences [14]. Buying interest emerges as a consumer's behavioral response indicating a desire to make a purchase, and [15] describes purchasing interest as a consumer's intention to buy a specific product and the quantity needed within a certain period. In essence, purchasing interest signifies a consumer's mental inclination toward purchasing particular products from a specific brand.

2.3 Hedonic Attitude

Hedonic attitude to a notion within consumer psychology concerning an individual's outlook on elements of pleasure, enjoyment, and favorable experiences derived from a product or consumption encounter [16]. It encompasses the emotional dimension of the consumer's perspective, emphasizing the feelings of delight and contentment derived from acquiring and utilizing a product or service.

2.4 Perceived Similarity

Perceived similarity among live streamers denotes consumers' perceptions regarding the degree of similarity or shared traits with live streamers engaged in live streaming shopping events. This encompasses aspects such as lifestyle, values, preferences, and other personal attributes that consumers believe align with those of the live streamer [17]. This concept holds significance in shaping the dynamics of interaction between live streamers and viewers, particularly within the realm of live streaming shopping. When consumers perceive a high level of similarity with a live streamer, they often experience heightened emotional attachment [18], fostering increased engagement during live streaming sessions due to the perceived closeness with the live streamer [19]. Moreover, perceived similarity can exert influence on consumer purchase decisions; if consumers feel akin to the live streamer, they may be more susceptible to the influence and recommendations provided by the live streamer, including those related to promoted products or services during the live streaming session [20]. In essence, perceived similarity serves as a motivating factor for consumers to make purchases, driven by a sense of connection and emotional involvement.

2.5 Impulsive Consumption

Impulsive Consumption refers to a consumer tendency characterized by making spontaneous purchasing decisions without thorough deliberation. It involves sudden actions driven by emotional impulses, desires, or impulsive stimuli, leading individuals to acquire items that were not previously planned for [21].

2.6 Online Trust

Online trust entails an individual's or entity's optimistic assurance or faith in the safety, dependability, and honesty of the online setting or the entities engaging within it. It encompasses the belief that information, transactions, and interactions conducted online are trustworthy and secure [22], [23].

2.7 Live Streaming Shopping Attitude

Live Streaming Shopping Attitude pertains to consumers' perspectives or opinions regarding the shopping experience conducted via live streaming sessions [13], [24], [25]. With live streaming shopping emerging as a prevalent phenomenon, sellers or live streamers engage directly with online viewers, delivering live updates, addressing inquiries, and demonstrating products in real-time [26]. Consumers' attitudes toward this practice can significantly impact their inclination to engage in live shopping and ultimately decide to purchase promoted products.

2.8 Research Variables

Table 1 Research Variables

Research Variables	Variable Operational Definition	Performance Measurement Indicators
Hedonic	An individual's tendency to feel emotional pleasure or satisfaction when interacting with a product or service.	<ol style="list-style-type: none"> 1. Preference for pleasant experiences. 2. Tendency to buy products with attractive and unique designs. 3. A feeling of happiness with a product that provides a pleasant sensation. 4. Preference for emotional satisfaction from products 5. The tendency to purchase products that provide pleasure and personal satisfaction. 6. Feel good with a product that provides a fun and entertaining experience. 7. Preference for pleasure and satisfaction from products.
Perceived Similarity	An individual's perception of the degree to which an object or situation is similar or similar to themselves.	<ol style="list-style-type: none"> 1. Alignment of Personal Style 2. Relatability in Interests 3. Perceived Lifestyle Similarity 4. Product Usage Resonance 5. Similarity in Values and Beliefs 6. Cultural Affinity

Impulsive Consumption	The habit of buying spontaneously or without deep consideration, usually triggered by impulse or sudden impulse.	<ol style="list-style-type: none"> 1. Tendency to be a careful thinker 2. The tendency to plan everything in advance. 3. Tendency to be a methodical person. 4. Tendency to be a cautious buyer. 5. Tendency to be a cautious buyer. 6. The tendency to enjoy spending money 7. Tendency to indulge. 8. The tendency to buy things for fun. 9. The tendency to like goods or things of high quality 10. Frequent levels of anxiety. 11. The level of ease of boredom 12. Difficulty concentrating. 13. <u>The tendency to say things without thinking.</u>
Online Trust	An individual's belief in the reliability, integrity and security of a platform or entity in the context of online activities.	<ol style="list-style-type: none"> 1. The level of distrust in transaction security. 2. The level of distrust regarding the conformity of a product or service to its description and promised quality. 3. Level of confidence in transaction security. 4. The level of neutrality towards trust in transaction security. 5. A high level of confidence in the conformity of the product or service to the description and quality promised. 6. High level of confidence in the reliability of the online platform/store 7. Judgment of the price of a product or service as very expensive.
Live Streaming Shopping Attitude	Attitude refers to a person's positive or negative evaluative judgment or tendency towards an object, idea, situation or person during live streaming shopping	<ol style="list-style-type: none"> 1. Selective Attention to Product Advertisements 2. Proactive Information Seeking 3. Preference for Concise Advertisements 4. Enjoyment of Exploratory Information
Buying Interest	The level of individual interest in a product or service which is manifested in the intention or desire to buy it.	<ol style="list-style-type: none"> 1. The degree of propensity to seek additional information before purchasing. 2. Intention to compare with other products or services before purchase. 3. Consider purchasing in the near future 4. Search activity for related offers or promotions. 5. Evaluation of Customer Reviews 6. Engagement with Product Demonstrations

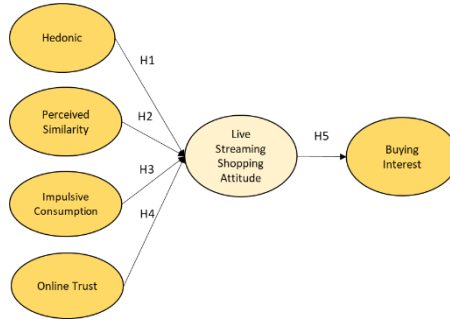


Fig. 2. Research Model

The developed model acts as a reflective tool to understand the complexities of Generation Z's engagement in live streaming shopping. It serves as a conceptual framework, distilling the key elements influencing their attitudes and behaviors in this context. Components such as Hedonic, Perceived Similarity, Impulsive Consumption, and Online Trust are strategically placed to mirror specific aspects of the phenomenon. Hedonic reflects emotional satisfaction sought by Generation Z, Perceived Similarity captures personal connection, Impulsive Consumption mirrors their dynamic buying behavior, and Online Trust signifies confidence in the live shopping environment. This structured model enables stakeholders to interpret patterns and make informed decisions in marketing strategies, platform design, and policy formulation, offering a systematic approach to navigate the complexities of Generation Z's impact on contemporary e-commerce.

The hypotheses in this study are these:

1. H₁: Hedonic influence live streaming shopping attitude
2. H₂: Perceived similarity influence live streaming shopping attitude
3. H₃: Impulsive consumption influence live streaming shopping attitude
4. H₄: Online trust influence live streaming shopping attitude
5. H₅: Live streaming shopping attitude influence buying interest

3 RESEARCH METHOD

This research uses a quantitative approach to investigate the online shopping experience with live streaming from Generation Z. The unit of observation in this research is individuals from Generation Z who have experience online shopping with live streaming. This research uses a cross-sectional approach with a focus on data analysis to understand the relationship between online shopping experiences with live streaming and Generation Z consumer behavior. Data collection methods used can include online surveys or structured interviews, with data analysis carried out using statistical techniques to identify relevant patterns and trends in online shopping experiences with live streaming from Generation Z.

This research focuses on the context of the e-commerce industry, especially in live streaming shopping practices in the Jakarta area. The unit of analysis in this research was 300 respondents who were involved in live streaming shopping activities on e-

commerce platforms. This research aims to understand consumer behavior and preferences in the context of live streaming shopping in the Jakarta e-commerce market.

This research instrument includes constructs and dimensions of various variables that are relevant to the context of live streaming shopping. The Buying Interest variable is taken from the research of [27], [28]; Hedonic from the research of [29]; Perceived Similarity from research by [30]; Impulsive Consumption from research by [31]; Online Trust from research by [32]; and Live Streaming Shopping Attitude from research by [33]. Each construct has various variables chosen to represent certain dimensions in the analysis of consumer behavior in the context of live streaming shopping.

The data analysis method in this research involves a descriptive approach using IBM SPSS Statistics version 24 software to analyze the data in detail and present a general description of the observed variables. Apart from that, this research also uses a measurement model using SmartPLS 3.0 software to test the concepts in the theoretical model. Next, a structural model is used to evaluate the relationship between constructs in the research. This approach allows researchers to analyze and understand the relationships between the variables studied in more depth.

4 RESULT AND DISCUSSION

4.1 Demographic Respondent

Table 2 Demographic Respondent

Factor		Valid	
		Frequency	Percent
Gender	Male	151	50.3
	Female	149	49.7
Age	16-18 Years Old	66	22.0
	19-21 Years Old	98	32.7
	22-24 Years Old	93	31.0
	25-27 Years Old	43	14.3
Education	S1	129	43.0
	D3	115	38.3
	Senior High School	56	18.7
Occupation	Self-Employed	35	11.7
	Private Sector	42	14.0

Employee		
Soe Employees	28	9.3
Pns/Tni/Polri	21	7.0
Educator	35	11.7
Student	77	25.7
Housewife	34	11.3
Doesn't Work	28	9.3
Total	300	

According to Table 1, the frequency distribution table provides a comprehensive overview of the demographic characteristics of the 300 respondents in this study. Gender comparison shows a balanced distribution, with 151 male respondents (50.3%) and 149 female respondents (49.7%). When considering the age factor, the majority of respondents were in the 19–21 year age group (32.7%), followed by the 22–24 year age group (31.0%), with a significant age range from 16 to 27 years. Analysis of education level shows that the majority of respondents have a Bachelor's degree (43.0%) and a Diploma level of education (38.3%), with attention to the inclusivity of respondents with middle school and high school educational backgrounds. Lastly, the majority of respondents were students (25.7%), with a variety of other occupations such as educators, private workers, and entrepreneurs, reflecting the large diversity in respondents' work experiences and backgrounds, which may influence consumer behavior and preferences regarding live streaming shopping.

4.2 Classic Assumption Test

Table 3 Construct Reliability and Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
HA	0,892	0,906	0,915	0,607
PS	0,740	0,808	0,810	0,426
IC	0,834	0,891	0,873	0,459
OT	0,862	0,886	0,898	0,598
AT	0,833	0,842	0,891	0,673
BI	0,773	0,811	0,841	0,477

Table 3 shows the high level of reliability and validity of the Hedonic (HA), Perceived Similarity (PS), Impulsive Consumption (IC), Online Trust (OT), Attitude (AT), and Buying Interest (BI) constructs in this study. HA shows high reliability with Cronbach's Alpha 0.892 and rho_A 0.906, as well as high convergent validity with AVE 0.607. The PS demonstrated acceptable reliability with a Cronbach's Alpha of 0.740 and rho_A of 0.808, although further attention is needed to improve its validity. IC and OT also show adequate reliability, with Alpha and rho_A above 0.83, and sufficient validity with AVE being 0.45–0.60. AT and BI show strong reliability with Alpha above 0.77 and rho_A above 0.84, as well as good convergent validity with AVE above 0.67 and 0.47, respectively.

Table 4 Collinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
HA	.103	9.700
PS	.488	2.048
IC	.122	8.165
OT	.259	3.868
AT	.169	4.403

In multicollinearity analysis based on Table 4, the Hedonic (HA) variable exhibits a low Tolerance value of 0.103, yet its corresponding VIF value of 9.700 remains below the threshold of 10, indicating an absence of significant multicollinearity issues. Similarly, other variables including Perceived Similarity (PS), Impulsive Consumption (IC), Online Trust (OT), and Live Streaming Shopping Attitude (AT) meet the criteria well, with Tolerance values exceeding 0.10 and VIF below 10.

4.3 Structural Equation Model

Direct Effect

Table 5 Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics (O/STDEV)	P-values
AT -> BI	0,849	0,851	0,010	82,289	0,000
HA -> AT	0,760	0,761	0,037	20,570	0,000
IC -> AT	0,641	0,644	0,052	12,318	0,000

OT -> AT	0,230	0,230	0,032	7,143	0,000
PS -> AT	0,660	0,660	0,032	20,590	0,000

Table 5 shows that the statistical analysis of the regression model reveals highly significant findings regarding key variables in the realm of live streaming shopping. Firstly, the influence of Attitude (AT) on Buying Interest (BI) is notably substantial, signified by a high t-statistics value ($|O/STDEV| = 82.289$) and a p-value of 0.000, indicating that positive attitudes towards live streaming shopping significantly impact purchasing interest. Similarly, the influence of Hedonic (HA) on Attitude (AT) is significantly noteworthy, as indicated by a high t-statistics value ($|O/STDEV| = 20.570$) and a p-value of 0.000, suggesting that experiences of satisfaction and pleasure strongly shape consumer attitudes. Additionally, Impulsive Consumption (IC) exhibits a considerable influence on Attitude (AT), supported by high t-statistics ($|O/STDEV| = 12.318$) and a p-value of 0.000, implying that impulsive buying behavior significantly affects consumer attitudes. Although relatively lower, the influence of Online Trust (OT) on Attitude (AT) remains significant, suggesting that consumer trust in live streaming platforms contributes positively to attitude formation. Lastly, Perceived Similarity (PS) demonstrates a highly significant influence on Attitude (AT), supported by high t-statistics ($|O/STDEV| = 20.590$) and a p-value of 0.000, highlighting the strong impact of perceived similarity to hosts or content on consumer attitudes. These findings offer a comprehensive understanding of the factors driving consumer attitudes and purchasing intentions in live streaming shopping scenarios.

Table 6 Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics ($ O/STDEV $)	P-values
HA -> AT -> BI	0,645	0,648	0,034	19,118	0,000
IC -> AT -> BI	0,545	0,548	0,046	11,909	0,000
OT -> AT -> BI	0,195	0,196	0,028	6,954	0,000
PS -> AT -> BI	0,560	0,562	0,027	21,049	0,000

Table 6 shows that in the path analysis, significant results are observed in the model involving the Hedonic (HA) variable leading to Attitude (AT) and subsequently to Buying Interest (BI). The original value (O) for HA -> AT -> BI stands at 0.645, with a sample average value (M) of 0.648 and a standard deviation (STDEV) of 0.034. The high t-statistics value ($|O/STDEV| = 19.118$) and a p-value of 0.000 indicate the substantial impact of Hedonic experiences on both Attitude and Buying Interest in live streaming shopping, highlighting its positive contribution to consumer attitudes and purchase intentions. Likewise, the Impulsive Consumption (IC) to Attitude (AT) and Buying Interest (BI) models exhibit high significance, with an original value (O) for IC -> AT -> BI at 0.545, a sample average value (M) of 0.548, and a standard deviation (STDEV) of 0.046. The high t-statistics ($|O/STDEV| = 11.909$) and p-value of 0.000

confirm the strong positive impact of impulsive consumption behavior on consumer attitudes and purchase intentions in live streaming shopping. Moreover, the influence of Online Trust (OT) on Attitude (AT) and Buying Interest (BI) is also noteworthy, with an original value (O) for OT -> AT -> BI at 0.195, a sample mean value (M) of 0.196, and a standard deviation (STDEV) of 0.028. Despite relatively lower t-statistics, the results, with a p-value of 0.000, suggest that consumer trust in live streaming platforms significantly contributes to attitude formation and purchase intentions. Lastly, analysis of the Perceived Similarity (PS) to Attitude (AT) and Buying Interest (BI) models demonstrates highly significant results, with an original value (O) for PS -> AT -> BI at 0.560, a sample average value (M) of 0.562, and a standard deviation (STDEV) of 0.027. The high t-statistics ($|O/STDEV| = 21.049$) and a p-value of 0.000 underscore the strong and positive impact of consumers' perceived similarity to hosts or live streaming content on the formation of attitudes and purchase interest.

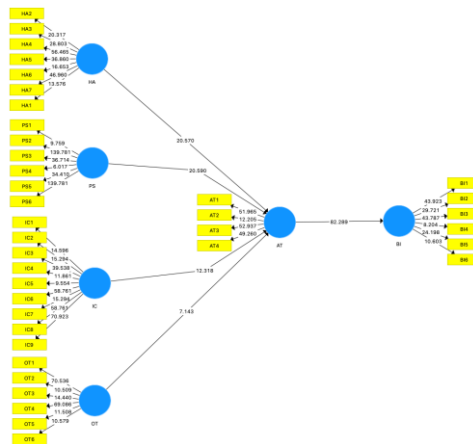


Fig. 3. SEM Diagram

4.4 Discussion

The analysis of research findings across various dimensions underscores the significant impact of consumer attitudes on live shopping behavior. Firstly, the study highlights the importance of Hedonic experiences in shaping positive consumer attitudes, with a strong inclination towards emotional satisfaction and enjoyment evident among respondents. Specifically, the preference for emotional aspects in the shopping experience, particularly indicated by the HA4 variable, underscores the role of emotional fulfillment in enhancing product appeal and fostering consumer loyalty. These findings align with previous research emphasizing the crucial link between consumer satisfaction, enjoyment, and favorable attitudes towards shopping experiences [2], [34].

Secondly, the analysis emphasizes the substantial role of Perceived Similarity in influencing consumer attitudes towards live streaming shopping. Notably, two indicators within the Perceived Similarity variable, namely PS2 and PS5, emerge as significant factors impacting consumer trust and confidence levels. The affinity and connection viewers feel towards hosts (PS2) contribute to trust and comfort levels, while confidence in hosts' ability to meet expectations (PS5) influences attitudes towards advertised products or brands. These findings underscore the importance of

building trust and rapport with hosts to enhance consumer attitudes and drive positive behaviors in live shopping contexts [35], [36].

Moreover, Impulsive Consumption emerges as a significant driver of consumer attitudes in live shopping environments. The study highlights the strong impact of impulsive tendencies, particularly regarding the inclination towards high-quality goods (IC 9), on impulsive consumption behavior. This suggests that perceptions of quality and positive emotions associated with impulsive purchases play a pivotal role in shaping consumer attitudes towards products or services promoted in live shopping sessions. These findings are consistent with previous research highlighting the influence of Impulsive Consumption on consumer attitudes and purchase intentions in various shopping contexts [37].

The analysis underscores the pivotal role of consumer attitudes in driving buying interest in live shopping scenarios. The inclination to seek additional information before purchasing emerges as a significant factor influencing purchasing interest, reflecting a cautious and informed approach to decision-making. Demographic characteristics such as gender, age, education, and occupation also moderate consumer attitudes and behaviors in live shopping contexts, highlighting the importance of tailoring marketing strategies to meet diverse consumer preferences and values.

5 CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In the path analysis of the live streaming shopping model, it is evident that key variables such as Attitude to Buying Interest (AT), Hedonic (HA), Impulsive Consumption (IC), Online Trust (OT), and Perceived Similarity (PS) play significant roles in influencing Gen Z attitudes and purchasing interest. The relationship between Live Streaming Shopping Attitude and Buying Interest (AT \rightarrow BI) is highly significant, indicating that Gen Z's attitudes toward live streaming shopping strongly affect their intention to purchase. Similarly, the impact of Hedonic experiences on Live Streaming Shopping Attitude (HA \rightarrow AT) is significant, suggesting that feelings of satisfaction and pleasure in live streaming shopping positively shape Gen Z's attitudes. Moreover, Impulsive Consumption's influence on Live Streaming Shopping Attitude (IC \rightarrow AT) is also substantial, indicating that impulsive buying behavior contributes positively to Gen Z's attitudes toward live streaming shopping. Despite slightly lower t-statistics and p-values, Online Trust's effect on Live Streaming Shopping Attitude (OT \rightarrow AT) remains significant, highlighting the importance of Gen Z's trust in live streaming platforms for shaping their attitudes. Finally, Perceived Similarity's impact on Live Streaming Shopping Attitude (PS \rightarrow AT) is highly significant, indicating that Gen Z's perception of similarity to hosts or content strongly influences their attitudes toward live streaming shopping.

5.2 Recommendation for Future Research

Based on the research findings, recommendations for further study include delving deeper into the influence of variables like Hedonic, Perceived Similarity, Impulsive Consumption, Online Trust, Live Streaming Shopping Attitude, and Buying Interest. Specifically, future research could focus on aspects such as emotional satisfaction, perceived similarity to personal needs, quality perception in impulsive consumption,

levels of distrust in online transaction security, selective attention to product advertising, and tendencies to seek additional information before purchasing. Practically, actions can be taken to enhance the live shopping experience based on these variables. This includes setting up virtual showrooms, hosting flash sales events with entertainment elements, sharing behind-the-scenes product stories, emphasizing secure transactions, and sending personalized *thank-you* packages to customers. These actions aim to optimize customer engagement, satisfaction, and trust in live shopping platforms.

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