

The factors analysis of influencing purchase intention on Laf Project fashion products with the utilization of Shopee live streaming features

Jajang Badru Solihin*, Universitas Telkom, Indonesia

Indira Rachmawati, Universitas Telkom, Indonesia

*Email for Correspondence: Jajangbadru@student.telkomuniversity.ac.id

ABSTRACT

Keywords:

purchase intention

Shopee live streaming

product quality

host interaction

platform trust

This study aims to analyze the factors that affect purchase intention of potential buyers towards Laf Project fashion products by utilizing the Shopee Live Streaming feature. This study employs a quantitative method, utilizing a survey approach to collect data from respondents who have used the Live streaming feature at the LAF Project fashion store. The structured data collection process gathers information on respondents' experiences with the Live streaming feature, which were analyzed using statistical methods to address the research questions and draw conclusions based on the findings. The results of the analysis in this study show that several factors significantly affect consumer purchase intention, namely, the attraction and cognitive assimilation variables mediate the relationship between real-time interaction, shopping guidance, visibility, and media richness with consumer purchase intentions, while influencer credibility in the context of this research problem does not have a significant impact on consumers' purchase intention. The research contributes to the fields of digital marketing and e-commerce by identifying the key factors that drive purchase intention through live streaming, which can offer practical insights for fashion brands and online retailers looking to optimize their sales strategies in live commerce environments.

This is an open access article under the [CC BY-SA](#) license.

INTRODUCTION

The rapid flow of information technology advancement in the current Industrial Revolution 4.0 era has a significant impact on the shift in the behavior of buying and selling goods and services transactions among the public. Initially, buying and selling transactions were carried out by visiting a store or market, both modern or traditional, which showed direct involvement between the seller and the buyer in establishing an agreement on the price of the product offered. Now these activities have shifted to the realm of the digital space, namely through online buying and selling applications (e-commerce) by utilizing internet network system technology. Through the availability of access, the process of buying and selling transactions can be carried out flexibly anytime and anywhere easily (Ahmed & Kumari, 2022; Chen et al., 2020; Jain et al., 2021; Rahman & Muhammad, 2021; Rosita & Asbari, 2023).

One of the e-commerce that is able to attract many users with all forms of convenience offered is the Shopee application. Shopee is a digital-based business sector which is currently an important medium to share information widely about a variety of attractive products and expand the market in order to increase profits and maintain competitive competition. Shopee is making a significant impact in the marketing domain. Currently, companies can utilize digital technology to develop market coverage and interact with consumers more optimally (Grewal et al., 2020; Nair & Gupta, 2020; Rangaswamy et al., 2020; Rosário & Raimundo, 2021; Varadarajan et al., 2022).

There is an interesting feature that is one of the facilities for Shopee application users, both sellers and buyers, namely the Shopee live streaming feature. This feature is a live broadcast media to promote a product to consumers by showing the condition of the product in real life. In the live stream, the seller provides a detailed explanation while showing the product from various sides on the camera, so that potential buyers will be able to

get a better picture of the real condition of the product they will buy. In addition to providing an overview of the physical condition of the product, the Shopee live streaming feature also opens up opportunities for interaction between sellers and buyers through the comment column. Shopee live streaming is a new phenomenon in the e-commerce ecosystem, where business people can interact directly with customers in real-time. Shopee live streaming is one of the live broadcast media in terms of buying and selling transactions that are most widely used by the public.

Shopee live streaming brings its own attraction for sellers to be able to further increase product sales, including one of the fashion stores that is quite popular with young people today, namely LAF Project. LAF Project has joined Shopee since 2018, even account management and product credibility have been recognized on the Shopee Mall platform. Since the beginning of the emergence of the Shopee live feature which was first launched on June 16, 2019, this feature can be used by the LAF Project as a means to increase sales, build store exposure, and optimize store branding.

In the live streaming session, LAF Project provides an explanation of each product offered in detail such as information about ingredients, textures, shapes, advantages, and disadvantages, so that consumers can be more objectively satisfied with information in making a decision to buy. LAF Project also opened a discussion session in the comment column, so that potential buyers can clarify again about the information they want to obtain. The process of interaction between sellers and buyers is included in direct marketing. One of the tools of direct marketing is direct response advertising, where a product is promoted in a media that encourages consumers to interact and buy products directly from manufacturers (Korenkova et al., 2020; Lesscher et al., 2021; Schultz, 2020; Wang, 2021; Wuisan & Handra, 2023).

During live streaming, in addition to providing information about the product, it also provides attractive offers such as providing discounts through store vouchers, free shipping, and providing a warranty if the goods received do not match the product description. In this way, LAF Project is able to attract buyers to immediately make product payment transactions. As a result of the use of the Shopee live streaming feature, the sales of one of the products in LAF Project can penetrate the number of more than 10,000 products sold, namely in the type of slip-on sandals product with a rating feedback rating of 4.9 from a maximum value of 5.0, meaning that buyers are satisfied with the products they buy.

The live streaming activities carried out by the LAF Project are divided into two situations: the first is the low season and the second is the high season. During the low season, live streaming activities are carried out routinely every day at 09.00 – 12.00 WIB, then continued at 13.00 -15.00 WIB, then at 15.00 – 18.00 WIB, and at 19.00-22.00. Each session is guided by a different host, so the live streaming process does not seem boring. Unlike during the high season, live streaming activities tend to be carried out almost for 24 hours non-stop. For example, at the national shopping day event which is held on a date with the same number series as the months of 11.11, 12.12, Eid specials, Christmas specials, and so on. At these special events, there is great potential for sales to soar.

With live streaming activities, LAF Project store sales tend to be more consistent every month. For example, regarding sales data for the year period from January to December 2023 obtained directly from the LAF Project sales data manager, it can be seen that the sales trend looks stable in the range of 3000 – 5000 products sold every month. In fact, in April there was a significant increase of 9325 products sold. A very fantastic number. This is supported by live streaming activities that are carried out consistently and on a scheduled basis.

One of the LAF Project activities during the live streaming at the "February Super Sale" event was able to present the enthusiasm of the community with a total of 1,200 viewers. This number is a large number and indirectly also opens up a great opportunity to increase purchase intention which has an effect on increasing product sales. Increasingly convincing potential buyers through live streaming by showing product quality and providing various attractive promos, this is part of the strategy taken by LAF Project to attract buyers. The live streaming phenomenon has a significant impact on LAF Project in carrying out product sales activities, especially in growing purchase intention. Therefore, in this study, the researchers attempted to see how and how much this Shopee live streaming feature affects purchase intention.

This study aims to analyze the factors that affect purchase intention in LAF Project fashion products by utilizing the Shopee Live Streaming feature. The research contribution of this study lies in its analysis of the factors influencing purchase intention specifically within the context of LAF Project fashion products, leveraging the Shopee Live Streaming feature. By focusing on a relatively new and popular e-commerce tool—live streaming—the study adds to the understanding of how this feature impacts consumer behavior, particularly in the fashion industry. The research contributes to the fields of digital marketing and e-commerce by identifying the key factors that drive purchase intentions through live streaming, which can offer practical insights for fashion brands and online retailers looking to optimize their sales strategies in live commerce environments.

METHOD

This study employs a quantitative method, utilizing a survey approach to collect data from respondents who have used the Shopee live streaming feature at the LAF Project fashion store. The survey targets individual business units to analyze consumer behavior at the individual level. The structured data collection process gathers information on respondents' experiences with Shopee live streaming, which were analyzed using statistical methods to address the research questions and draw conclusions based on the findings.

RESULTS AND DISCUSSION

Table 1. Hypothesis Test Results

Hypothesis	Influence Variable	Path Coefficient	T-Statistic	P-Value	Result
H1a	RI -> AT	0.361	3.710	0.000	Accepted
H1b	RI -> CA	0.257	3.282	0.001	Accepted
H1c	RI -> IC	0.273	3.274	0.001	Accepted
H2a	GS -> AT	0.332	4.305	0.000	Accepted
H2b	GS -> CA	0.268	3.599	0.000	Accepted
H2c	GS -> IC	0.388	4.470	0.000	Accepted
H3a	VI -> AT	0.138	1.441	0.150	Rejected
H3b	VI -> CA	0.229	3.295	0.001	Accepted
H3c	VI -> IC	0.091	1.156	0.248	Rejected
H4a	MR -> AT	0.163	1.946	0.052	Rejected
H4b	MR -> CA	0.245	3.745	0.000	Accepted
H4c	MR -> IC	0.237	3.569	0.000	Accepted
H5	AT -> PI	0.452	5.531	0.000	Accepted
H6	CA -> IP	0.421	5.639	0.000	Accepted
H7	IC -> PI	0.109	1.449	0.147	Rejected

This study uses a significance level of 5% so that if the t-value > 1.65 and the p-value < 0.05, the hypothesis is accepted and there is a significant relationship between the variables tested. Based on the results of the Hypothesis Test that has been carried out, the test results for each hypothesis are as follows.

- 1) H0:1a = 0 Real-time Interactivity does not have a significant positive impact on Attraction.
H1:1a ≠ 0 Real-time Interactivity has a significant positive impact on Attraction.
The t-value > 1.65, which is 3.710 and the p-value < 0.05, which is 0.000 so that the H1a hypothesis is accepted, it can be concluded that real-time interactivity has a significant positive impact on the attraction of LAF Project shopping live streaming viewers.
- 2) H0:1b = 0 Real-time Interactivity did not have a significant positive impact on Cognitive Assimilation.
H1:1b ≠ 0 Real-time Interactivity has a significant positive impact on Cognitive Assimilation.
The t-value > 1.65, which is 3.282 and the p-value < 0.05, which is 0.001 so that the H1b hypothesis is accepted, it can be concluded that real-time interactivity has a significant positive impact on the cognitive assimilation of the LAF Project live streaming shopping audience.
- 3) H0:1c = 0 Real-time Interactivity does not have a significant positive impact on Influencer Credibility.
H1:1c ≠ 0 Real-time Interactivity has a significant positive impact on Influencer Credibility.
The t-value < 1.65 is 3.274 and the p-value > 0.05 is 0.001 so that the H1c hypothesis is accepted, it can be concluded that the real-time interactivity has a significant positive impact on the credibility of influencers in the LAF Project shopping live streaming audience.
- 4) H0:2a = 0 Guidance Shopping does not have a significant positive impact on Attraction.
H1:2a ≠ 0 Guidance Shopping has a significant positive impact on Attraction.
The t-value > 1.65, which is 4.305 and the p-value < 0.05 is 0.000 so that the H2a hypothesis is accepted, it can be concluded that shopping guidance has a significant positive impact on the attraction of LAF Project live streaming shopping audiences.
- 5) H0:2b = 0 Guidance Shopping does not have a significant positive impact on Cognitive Assimilation.
H1:2b ≠ 0 Guidance Shopping has a significant positive impact on Cognitive Assimilation.

- The t-value > 1.65, which is 3,599 and the p-value <0.05 is 0.000 so that the H2b hypothesis is accepted, it can be concluded that shopping guidance has a significant positive impact on the cognitive assimilation of LAF Project live streaming shopping audiences.
- 6) H0:2c = 0 Guidance Shopping does not have a significant positive impact on Influencer Credibility.
H1:2c ≠ 0 Guidance Shopping has a significant positive impact on Influencer Credibility.
The t-value > 1.65, which is 4,470 and the p-value <0.05 is 0.000 so that the H2c hypothesis is accepted, it can be concluded that shopping guidance has a significant positive impact on influencer credibility of LAF Project live streaming shopping viewers.
 - 7) H0:3a = 0 Visibility does not have a significant positive impact on Attraction.
H1:3a ≠ 0 Visibility has a significant positive impact on Attraction.
The t-value > 1.65, which is 1.441 and the p-value <0.05 is 0.150 so that the H3a hypothesis is rejected, it can be concluded that visibility does not have a significant positive impact on the attraction of LAF Project live streaming shopping viewers.
 - 8) H0:3b = 0 Visibility does not have a significant positive impact on Cognitive Assimilation.
H1:3b ≠ 0 Visibility has a significant positive impact on Cognitive Assimilation.
The t-value > 1.65, which is 3.295 and the p-value <0.05 is 0.001 so that the H3b hypothesis is accepted, it can be concluded that visibility has a significant positive impact on the cognitive assimilation of LAF Project shopping live streaming viewers.
 - 9) H0:3c = 0 Visibility does not have a significant positive impact on Influencer Credibility.
H1:3c ≠ 0 Visibility has a significant positive impact on Influencer Credibility.
The t-value > 1.65, which is 1.156 and the p-value <0.05 is 0.248 so that the H3c hypothesis is rejected, it can be concluded that visibility does not have a significant positive impact on the credibility of influencers of LAF Project shopping live streaming audiences.
 - 10) H0:4a = 0 Media Richness does not have a significant positive impact on Attraction.
H1:4a ≠ 0 Media Richness has a significant positive impact on Attraction.
The t-value > 1.65, which is 1.946 and the p-value <0.05 is 0.052 so that the H4a hypothesis is rejected, it can be concluded that media richness does not have a significant positive impact on the attraction of LAF Project live streaming shopping viewers.
 - 11) H0:4b = 0 Media Richness does not have a significant positive impact on Cognitive Assimilation.
H1:4b ≠ 0 Media Richness has a significant positive impact on Cognitive Assimilation.
The t-value > 1.65, which is 3,745 and the p-value <0.05 is 0.000 so that the H4b hypothesis is accepted, it can be concluded that Media richness has a significant positive impact on the cognitive assimilation of LAF Project shopping live streaming viewers.
 - 12) H0:4c = 0 Media Richness does not have a significant positive impact on Influencer Credibility.
H1:4c ≠ 0 Media Richness has a significant positive impact on Influencer Credibility.
The t-value < 1.65 is 3.569 and the p-value > 0.05 is 0.000 so that the H4c hypothesis is accepted, it can be concluded that media richness has a significant positive impact on influencer credibility of the LAF Project live streaming shopping audience.
 - 13) H0:5 = 0 Attraction does not have a significant positive impact on Purchase Intention.
H1:5 ≠ 0 Attraction has a significant positive impact on Purchase Intention.
The t-value > 1.65, which is 5.531 and the p-value <0.05 is 0.000 so that the H5 hypothesis is accepted, it can be concluded that attraction has a significant positive impact on the purchase intention of LAF Project live streaming shopping viewers.
 - 14) H0:6 = 0 Cognitive Assimilation does not have a significant positive impact on Purchase Intention.
H1:6 ≠ 0 Cognitive Assimilation has a significant positive impact on Purchase Intention.
The t-value > 1.65, which is 5.639 and the p-value <0.05 is 0.000 so that the H6 hypothesis is accepted, it can be concluded that cognitive assimilation has a significant positive impact on the purchase intention of LAF Project live streaming shopping viewers.
 - 15) H0:7 = 0 Influencer Credibility does not have a significant positive impact on Purchase Intention.
H1:7 ≠ 0 Influencer Credibility has a significant positive impact on Purchase Intention.
The t-value > 1.65, which is 1.449 and the p-value <0.05 is 0.147 so that the H7 hypothesis is rejected, then it can be concluded that influencer credibility does not have a significant positive impact on the purchase intention of LAF Project live streaming shopping viewers.

Respondents' Assessment of Factors Affecting LAF Project's Consumer Purchase Intention

The purchase intention of LAF Project consumers when watching live streaming shopping on the Shopee application is known through the variables of attraction, cognitive assimilation, influencer credibility, and purchase intention. Furthermore, the variables that affect the purchase intention include real-time interaction, guidance shopping, visibility, and media richness. Based on the results of the descriptive analysis, the

The factors analysis of influencing purchase intention on Laf Project fashion products with the utilization of Shopee live streaming features

percentage of these variables is in the "high" category. This shows that Shopee LAF Project shopping live streaming viewers have a high tendency to make purchases after watching LAF Project live streaming. The following is a summary of the results of the continuum line analysis from the tests that have been carried out.

Table 2. Summary of Continuum Line Analysis Results

Variable	Score Percentage	Category
Real-Time Interactivity	75,60%	Tall
Guidance Shopping	74,93%	Tall
Visibility	76,13%	Tall
Media Richness	75,27%	Tall
Attraction	77,13%	Tall
Cognitive Assimilation	73,33%	Tall
Influencer Credibility	75,07%	Tall
Purchase Intention	74,67%	Tall

- 1) Real-Time Interactivity: The Real-Time Interactivity variable is included in the "high" category with an average score percentage of 75.60%. This gives a conclusion that the perception of the audience of LAF Project's shopping live streaming audience is so high towards timeliness and two-way communication carried out in real-time.
- 2) Guidance Shopping: The Guidance Shopping variable is included in the "high" category with an average score percentage of 74.93%. This gives a conclusion that the perception of the LAF Project shopping live streaming audience is so high to provide information and instructions that are in accordance with the needs of the audience.
- 3) Visibility: The Visibility variable is included in the "high" category with an average score percentage of 76.13%. This gives the conclusion that the perception of the LAF Project shopping live streaming audience is so high towards the provision of demonstrations and product visuals.
- 4) Media Richness: The Media Richness variable is included in the "high" category with an average score percentage of 75.27%. This gives the conclusion that the perception of the LAF Project shopping live streaming audience is so high for the application used in providing tools for viewers to share and express.
- 5) Attraction: The Attraction variable is included in the "high" category with an average score percentage of 77.13%. This gives the conclusion that the perception of LAF Project shopping live streaming viewers is so high towards the use of streamers that are attractive to viewers.
- 6) Cognitive Assimilation: The Cognitive Assimilation variable is included in the "high" category with an average score of 73.33%. This gives a conclusion that the perception of the LAF Project shopping live streaming audience is so high towards the live streaming process in providing an understanding of the product that affects the perception and preferences of the audience.
- 7) Influencer Credibility: The Influencer Credibility variable is included in the "high" category with an average score of 75.07%. This gives the conclusion that the perception of the LAF Project shopping live streaming audience is so high towards interesting influencers during live streaming.
- 8) Purchase Intention: The Purchase Intention variable is included in the "high" category with an average score percentage of 74.67%. This gives a conclusion that the perception of the LAF Project shopping live streaming audience is so high towards the intention to purchase the product.

The Effect of Real-Time Interactivity Factors on LAF Project Consumer Purchase Intention through Attraction, Cognitive Assimilation, and Influencer Credibility on Live Streaming Shopping on the Shopee application

When LAF Project consumers watch live streaming shopping, real-time interaction factors affect LAF Project consumers' purchase intentions through three emotional factors, namely attraction, cognitive assimilation, and influencer credibility. This is in line with the results of previous live streaming shopping research by Dong et al. (2023) which stated that direct interaction is an effective way to strengthen the emotional connection between buyers and sellers and increase the attraction of live streaming shopping to consumers.

In the previous study, the object was selected from various streaming applications with various types of brands in it, but in this study the focus was on the LAF Project fashion brand on the Shopee application. Scheduled live streaming activities make consumers participate in LAF Project live streaming intentionally with knowledge of the brand and products that have been fulfilled beforehand. So interaction with streamers for a short time is not a problem and is a process of confirming the perception they bring.

The Effect of Shopping Guidance Factors on LAF Project Consumer Purchase Intention through Attraction, Cognitive Assimilation, and Influencer Credibility on Shopee Shopping Live Streaming

When LAF Project consumers watch live streaming shopping, the guidance shopping factor affects the purchase intention of LAF Project consumers through all emotional factors, namely attraction, cognitive assimilation, and influencer credibility. In this study, the guidance shopping in question is the provision of information and instructions that are in accordance with the needs of the audience. This is different from the results of previous research by Dong et al. (2023) which stated that guidance shopping has a positive correlation with cognitive assimilation but does not have a significant positive effect on attraction. This is because consumers choose live streaming shopping because they have previously determined the products that are suitable for them. Streamers simply make consumers confident about what their choice is.

Guidance shopping also has a significant effect on influencer credibility. This is because from the perspective of IT affordance, shopping guidance provides consumers with personalized product recommendations referring to consumer needs and preferences. Both parties resolve the problems generated from consumers on the shopping process through further exchanges and better meet their needs. Then from the process of providing shopping guidance for consumers, the relationship between streamers and viewers becomes closer (Dong et al., 2023). Through a good exchange of information, consumers have high confidence in the credibility of influencers in explaining and assisting them in the shopping process.

The Effect of the Visibility Factor on LAF Project's Consumer Purchase Intention through Attraction, Cognitive Assimilation, and Influencer Credibility on Shopee Shopping Live Streaming

When LAF Project consumers watch live streaming shopping, the visibility factor affects the purchase intention of LAF Project consumers only through cognitive assimilation, while the two factors of emotional attraction and influencer credibility do not affect consumer purchase intention. In this study, the visibility in question is to provide a good display of information and provide good product demonstrations and visuals to live streaming viewers. This is in line with the results of previous live streaming shopping research by Dong et al. (2023) which stated that visibility has a significant positive impact on cognitive assimilation, but does not have a significant positive impact on attraction. Consumers will process and organize the content they see to deepen their own cognition or improve their previous perception (Sun et al., 2019).

Then from the perspective of social commerce, visual perception is the easiest way for consumers to get product information. Product visibility is effective in reducing the risks that consumers receive and their uncertainty about the product (Dong & Wang, 2018). By providing good and clear visual information, and on the other hand, streamers present a demonstration that is visualized by entertaining the audience, the audience feels interested. Then LAF Project uses influencers to demonstrate products in order to provide clear information and foster trust in potential buyers.

The Effect of Media Richness Factor on LAF Project's Consumer Purchase Intention through Attraction, Cognitive Assimilation, and Influencer Credibility on Shopee Shopping Live Streaming

When LAF Project consumers watch live streaming shopping, the media richness factor affects the purchase intention of LAF Project consumers through two emotional factors, namely cognitive assimilation and influencer credibility. However, the emotional attraction factor does not affect the purchase intention of LAF Project consumers. In this study, the media richness in question is the Shopee application used by the LAF Project to live stream providing tools for viewers to share and express their expressions.

This is different from the previous research results of live streaming shopping by Dong et al. (2023) which stated that media richness has a significant positive impact on attractiveness and cognitive assimilation. When live streaming shopping, sellers and buyers have a rich medium of expression and information. Streamers can introduce product information through text, images, and videos. Thus, the audience can express their thoughts through the richness of the media. The Shopee application used by LAF Project provides a wealth of media that can be easily used by both parties. Diverse media information can satisfy consumers' curiosity, eliminate uncertainty, and increase the attractiveness of live streaming shopping. The more information is obtained from the complete and rich features, then consumers can form their own knowledge of the product more quickly and comprehensively, which also helps to improve consumers' understanding of the product.

The Effect of Attraction, Cognitive Assimilation, and Influencer Credibility Factors on LAF Project Consumer Purchase Intentions on Shopee Shopping Live Streaming

Live streaming shopping represented by several factors, namely real-time interaction, guidance shopping, visibility, and media richness mediated by emotional factors including attraction, cognitive assimilation, and influencer credibility with purchase intention. That way, we can understand the influence of live streaming shopping on consumer purchase intention through emotional factors in the S-O-R model. The results of the H5, H6, and H7 hypotheses stated that attraction and cognitive assimilation had a significant

The factors analysis of influencing purchase intention on Laf Project fashion products with the utilization of Shopee live streaming features

effect on purchase intention, while influencer credibility did not have a significant effect on purchase intention. In this study, attraction means that LAF Project uses streamers that are attractive to live streaming audiences and invite consumer interest, then cognitive assimilation which means that LAF Project in its live streaming process affects the perception and preferences of the audience for understanding LAF Project's products and brands, then influencer credibility which means that LAF Project provides influencers who have attraction, trustworthy, and expert in their field according to the consumer's point of view, then the purchase intention in question is that the LAF Project is able to encourage live streaming viewers to become consumers and buy products.

This is in accordance with the results of previous live streaming shopping research by Dong et al. (2023) and Xu & Nuangjamnong (2022) which said that attraction and cognitive assimilation have a significant positive impact on consumer purchase intention. Emotional connections based on interaction are often more solid than single communication based on text, which can give consumers a sense of social presence. Attraction is an advantage of live streaming shopping compared to other social business models (Dong et al., 2023). In the scope of entertaining, live streaming shopping meets the needs of shopping and consumer entertainment.

Live streaming eliminates consumer uncertainty in the shopping process through a more abundant display of product information. It also encourages consumer cognition of products to be more comprehensive. This cognition is generated after consumers watch live streaming shopping. The results of the study show that consumer cognitive assimilation itself is an important prerequisite to influence consumer behavior. Cognitive assimilation based on the acquisition of information will affect the subsequent social division of consumers and have an important impact on their desire to consume products (Dong et al., 2023).

Attraction, cognitive assimilation, and influencer credibility mediate the relationship between real-time interaction, shopping guidance, visibility, and media richness to the purchase intention of LAF Project consumers on Shopee's live streaming shopping feature. The live streaming feature attracts the attention of consumers with its own characteristics. Consumers form their own cognition through the acquisition of live streaming shopping information. This cognition is greatly influenced by technical factors and social factors in the live streaming shopping feature, so that attraction, cognitive assimilation are decisive factors in influencing purchase intention.

CONCLUSION

E-commerce media, particularly live streaming, plays a crucial role in facilitating smooth transactions and building trust in product quality. LAF Project, an online store on the Shopee application, uses this feature to boost sales. The study uses the S-O-R approach model to analyze factors affecting purchase intention of potential buyers. Results show that attraction and cognitive assimilation variables significantly influence purchase intention, while influencer credibility does not. Future research should explore the role of influencer credibility in live streaming, its impact on consumer purchase intention, and other factors such as influencer engagement strategies, consumer familiarity with influencers, and product type. Additionally, future research should investigate how long-term consumer trust and brand loyalty are impacted by live streaming features and whether these factors influence repeat purchase behavior.

REFERENCES

- Ahmed, N., & Kumari, A. (2022). Implication of E-commerce Emerging Markets in Post-Covid Era. *International Journal of Entrepreneurship and Business Management*, 1(1). <https://doi.org/10.54099/ijebm.v1i1.102>
- Chen, H. C., Damarjati, C., Prasetyo, E., Arofiati, F., & Sugiyo, D. (2020). Blockchain Technology Benefit in Tackling Online Shopping Transaction Revocation Issue. *ACM International Conference Proceeding Series*. <https://doi.org/10.1145/3404709.3404757>
- Dong, X., Liu, X., & Xiao, X. (2023). Understanding the influencing mechanism of users' participation in live streaming shopping: A socio-technical perspective. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1082981>
- Dong, X., & Wang, T. (2018). Social tie formation in Chinese online social commerce: The role of IT affordances. *International Journal of Information Management*, 42. <https://doi.org/10.1016/j.ijinfomgt.2018.06.002>
- Grewal, D., Hulland, J., Kopalle, P. K., & Karahanna, E. (2020). The future of technology and marketing: a multidisciplinary perspective. *Journal of the Academy of Marketing Science*, 48(1). <https://doi.org/10.1007/s11747-019-00711-4>
- Jain, V., Malviya, B., & Arya, S. (2021). An Overview of Electronic Commerce (e-Commerce). *Journal of Contemporary Issues in Business and Government*, 27(3). <https://doi.org/10.47750/cibg.2021.27.03.090>
- Korenkova, M., Maros, M., Levicky, M., & Fila, M. (2020). Consumer perception of modern and traditional forms of advertising. *Sustainability (Switzerland)*, 12(23). <https://doi.org/10.3390/su12239996>

- Lesscher, L., Lobschat, L., & Verhoef, P. C. (2021). Do offline and online go hand in hand? Cross-channel and synergy effects of direct mailing and display advertising. *International Journal of Research in Marketing*, 38(3). <https://doi.org/10.1016/j.ijresmar.2020.11.003>
- Nair, K., & Gupta, R. (2020). Application of AI technology in modern digital marketing environment. *World Journal of Entrepreneurship, Management and Sustainable Development*, 17(3). <https://doi.org/10.1108/WJEMSD-08-2020-0099>
- Rahman, S. M. A., & Muhammad, F. (2021). E-Commerce Transactions: A Sharia Economic Perspective. *Proceedings of the 2nd Southeast Asian Academic Forum on Sustainable Development (SEA-AFSID 2018)*, 168. <https://doi.org/10.2991/aebmr.k.210305.070>
- Rangaswamy, A., Moch, N., Felten, C., van Bruggen, G., Wieringa, J. E., & Wirtz, J. (2020). The Role of Marketing in Digital Business Platforms. *Journal of Interactive Marketing*, 51. <https://doi.org/10.1016/j.intmar.2020.04.006>
- Rosário, A., & Raimundo, R. (2021). Consumer marketing strategy and e-commerce in the last decade: A literature review. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7). <https://doi.org/10.3390/jtaer16070164>
- Rosita, R., & Asbari, M. (2023). Scope of e-Business & e-Commerce to Business and Modern Life. *Journal of Information Systems and Management (JISMA)*, 2(1).
- Schultz, D. E. (2020). From Advertising to Integrated Marketing Communications. In *A Reader in Marketing Communications*. Taylor & Francis. <https://doi.org/10.4324/9781003060420-2>
- 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. <https://doi.org/10.1016/j.elerap.2019.100886>
- Varadarajan, R., Welden, R. B., Arunachalam, S., Haenlein, M., & Gupta, S. (2022). Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues, and future research directions. *International Journal of Research in Marketing*, 39(2). <https://doi.org/10.1016/j.ijresmar.2021.09.002>
- Wang, C. L. (2021). New frontiers and future directions in interactive marketing: Inaugural Editorial. *Journal of Research in Interactive Marketing*, 15(1). <https://doi.org/10.1108/JRIM-03-2021-270>
- Wuisan, D. S., & Handra, T. (2023). Maximizing Online Marketing Strategy with Digital Advertising. *Startuppreneur Business Digital (SABDA Journal)*, 2(1). <https://doi.org/10.33050/sabda.v2i1.275>
- Xu, M., & Nuangjamnong, C. (2022). Determinant Factors Influence the Purchase Decision through Handbags in the Luxury Product in China. *International Research E-Journal on Business and Economics*, 7(1).