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The Impact of Live Streaming on Offline Purchase Intention: The Role of Trust and Flow Experience

Bui Ngoc Tuan Anh, Ly Phuoc Sang, Nguyen Gia Uyen, Tran Huynh Tan Sang*, Dang Thanh Tai
Ho Chi Minh City Open University, Vietnam

KEYWORDS

FOMO,
Livestream,
Trust,
Social commerce,
Flow experience,
Offline purchase intention.

ABSTRACT

In growing social commerce, live streaming has emerged as an important marketing tactic, enabling brands and retailers to engage directly with customers in real time. This interactive format fosters immediate communication and enhances consumer trust. However, not all products and services are well-suited for online shopping, particularly those requiring hands-on experiences, such as estaurants, hotels, and service-based industries. While live streaming can effectively attract consumer attention, its influence on offline purchase intention remains underexplored. This study investigates key live streaming factors that influence consumers' offline purchase intention, focusing on the mediating roles of trust and flow experience. A survey was conducted with 518 consumers, and data was analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS software. Findings reveal that harmony, personalization, and fear of missing out (FOMO) positively influence offline purchase intention. Additionally, trust and flow experience serve as significant mediators, enhancing the relationship between livestreaming factors and consumer behavior. Moreover, social presence indirectly fosters trust, reinforcing its role in consumer decision-making. By extending social commerce theories, this study provides actionable insights for brands and retailers. The findings offer strategic guidance for leveraging livestreaming to drive offline purchases, particularly in industries where direct product experience is crucial.

1. Introduction

With the rise of social commerce, live streaming has become an essential marketing communication tool, allowing brands to engage customers directly. Although livestreaming on social commerce platforms has been widely studied, most research focuses on online shopping behavior. On the other hand, not all products are suitable for online shopping, especially those that require physical interaction, such as restaurant meals or travel experiences. While live streaming can effectively capture consumer attention,

*Corresponding author. Email: *2154010809sang@ou.edu.vn*

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its impact on offline purchase intention (OPI) remains underexplored. Most existing studies focus on online shopping behaviors, yet little research examines how livestreaming can drive consumers to make purchases in physical stores. Prior studies primarily examine factors such as social interaction, social presence, and emotional influences in online purchases. Few studies explore how live streaming promotes offline purchase intention, particularly in experience-based industries like restaurants and tourism (Liu et al., 2021). They have also highlighted the role of trust and engagement in driving consumer decisions, particularly in online environments (Hsieh & Li, 2010). However, in the context of livestreaming, it remains unclear how these psychological mechanisms translate into offline shopping behavior. This study aims to address this gap by analyzing how key live streaming factors - social presence, harmony, personalization, and fear of missing out (FOMO) - influence offline purchase intention, with trust and flow experience acting as mediators.

This study examines Vietnamese consumers who engage with livestream shopping for service-based products such as dining and tourism. It aims to identify key livestreaming factors influencing offline purchase intention and explore the mediating roles of trust and flow experience. By integrating insights from social commerce and consumer behavior theories, the study provides practical recommendations for businesses to optimize livestreaming strategies and enhance offline sales.

This study employs a quantitative research approach to examine the impact of livestreaming on offline purchase intention. Data was collected through an online survey targeting Vietnamese consumers who have engaged with livestream shopping for experience-based services such as dining and tourism. To examine the relationships between the research variables, Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied using SmartPLS software. This method has been widely used in prior research to assess consumer behavior in livestreaming contexts (Li & Peng, 2022).

The remainder of this paper is structured as follows. Section 2 presents the theoretical models and research methods, including the S-O-R framework, research hypotheses, and PLS-SEM methodology. Section 3 reports the research results, with subsection 3.1 detailing data analysis and hypothesis testing, and subsection 3.2 discussing key findings about existing literature. Section 4 concludes the study, summarizing insights, implications, limitations, and future research directions.

2. Theoretical models and Research methods

2.1. Theoretical basis

2.1.1. Offline purchase intention

Offline purchase intention refers to the willingness and determination of consumers to make shopping transactions at physical stores rather than through online channels (Zhang et al., 2023). Ajzen (1991) suggests that behavioral intention is a strong predictor of actual behavior. This is an important aspect of consumer behavior research, reflecting customer trends and choices in a traditional shopping environment. Prior studies have applied TPB to online shopping and digital commerce contexts, but its application to livestream-driven offline purchases remains underexplored (Hsieh & Li, 2010).

2.1.2. S-O-R theory and offlince purchase intention

The Stimulus-Organism-Response (S-O-R) theory is a theoretical framework that provides a basis for understanding how environmental factors (Stimulus) influence an individual's internal state (Organism), which in turn leads to behavioral responses (Mehrabian & Russell, 1974). In the context of this study, the elements of livestreaming such as social presence, harmony, and personalization are considered stimuli that can impact consumers (Liu, Wu, & Li, 2021). These factors create an engaging and interactive online environment that fosters consumer interest and engagement. These stimuli affect the psychological state of the consumer (Organism), namely trust and flow experience. Trust is an important factor in building relationships between consumers and brands, while flow experiences demonstrate a level of immersion and satisfaction when participating in the livestream process. From this psychological state (Response), consumers develop the intention to buy offline.

2.2. Theoretical basis

2.2.1. Social presence

Social presence refers to the feeling of connection or the "presence" of others in an online environment, playing a crucial role in building consumer trust, especially in the context of live streaming at the point of sale. By enhancing interpersonal connections and trust, social presence fosters a stronger relationship between customers and brands. In the online environment, elements such as prompt responses, live comments, and interactive broadcasts create a sense of closeness between consumers and sellers. Moreover, social presence also facilitates a state of flow—a deep level of concentration and engagement. For example, actions like following the seller, asking questions, and receiving immediate feedback (Huang et al., 2013) contribute to this immersive experience. This state not only enhances satisfaction but also encourages impulse buying and immediate purchase intentions.

Based on these theoretical relationships, the proposed research hypothesis is:

H1: Social presence positively influences flow experience.

H2: Social presence positively influences trust.

2.2.2. Harmony

Harmony refers to the synchronization and consistency among various elements in the shopping environment, including product presentation, the seller's communication style, and spatial design. In a retail setting, both spatial design and overall harmony enhance coherence and professionalism, ultimately strengthening customer trust in the brand. When these elements are seamlessly integrated, consumers can focus on their shopping experience with minimal distractions. Harmony plays a crucial role in engaging consumers, while the flow state—a deep immersion in shopping activities - not only strengthens their emotional connection with the brand but also significantly increases purchase intention.

Based on these theoretical relationships, the proposed research hypothesis is:

H3: Harmony positively influences flow experience.

H4: Harmony positively influences trust.

2.2.3. Personalization

Personalization is the process of adapting products/services or content to meet the unique needs and preferences of each customer group. According to Lee (2005), personalization has a positive impact on customer trust because it reflects the brand's deep understanding and interest in specific customer needs. In the context of live streaming, personalization is expressed through sellers answering questions, providing detailed information, or making product or service recommendations suitable for each specific customer group. These actions not only help reduce uncertainty but also strongly reinforce trust in the brand on the livestream concept. In addition, personalized interaction also helps users focus completely on the shopping experience, making it easy to reach the flow experience that they are deeply immersed in and fully enjoy the whole process of tracking the activities that take place in their shopping journey (Z. Bao & Zhu, 2023).

Based on these theoretical relationships, the proposed research hypothesis is:

H5: Personalization positively influences flow experience.

H6: Personalization positively influences trust.

2.2.4. Fear of missing out

According to previous studies, fear of missing out (FOMO) is not only a psychological phenomenon but also a motivating factor for online consumer behavior. Kim et al. (2020) found that FOMO significantly influences consumer urgency, making customers more likely to act on limited-time promotions. In livestreaming, this psychological trigger is used strategically to create a sense of scarcity and drive purchase intentions (Tian & Frank, 2024). The fear of missing out encourages consumers to participate in online activities such as watching livestreams and searching for product information, this connection with sellers and communities further enhances the intention to purchase in physical stores. Additionally, the fear of missing out fosters trust in brands, making customers more receptive to recommendations from the community. These online experiences bring excitement and satisfaction to drive customers to the physical store to shop (Li et al., 2022).

Based on these theoretical relationships, the proposed research hypothesis is:

H7: Fear of missing out (FOMO) positively influences offline purchase intention.

2.2.5. Flow experience

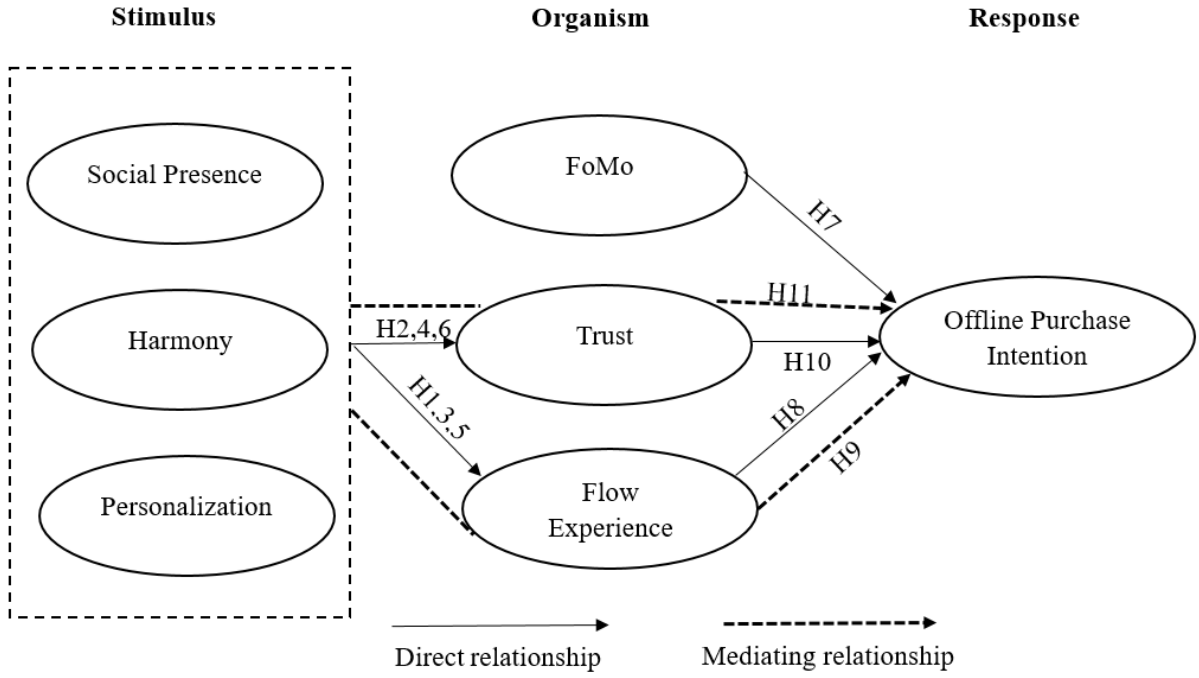

Figure 1. The proposed research model

A flow state is a state in which the consumer is completely immersed in the shopping experience, often characterized by intense concentration and loss of track of time. This shopping experience not only increases consumer satisfaction but also arouses excitement (Bao & Yang, 2022), driving customers to the store to experience the product or service directly (Huang et al., 2013). A smooth and immersive flow experience can help customers become more engaged with the brand and strengthen offline purchase intent. In live streaming, this status is triggered by engaging content, live interaction, and the fun of the show. According to Koufaris (2002), flow experiences help customers remember product information and increase purchase intention, including in-store. Therefore, flow experiences are important intermediaries, helping to transition from online excitement to offline purchases.

Based on these theoretical relationships, the proposed research hypothesis is:

H8: Flow experience positively influences offline purchase intention.

H9: Flow experience mediates the relationship between livestreaming factors and offline purchase intention.

2.2.6. Trust

Trust is a fundamental factor in online and offline purchase decisions. Research indicates that trust in livestream commerce is built through transparency, content quality, and seller authenticity (Chen et al., 2024). When consumers feel trust in and brand product or service, consumers tend to reduce insecurity, leading to purchase intention in in-store. Trust helps customers feel more confident about product quality and brand commitments, thereby increasing the intention to come to the store to check and buy products directly. In the context of live streaming, trust is built through the transparency of information, content quality, and authenticity of the live stream. According to previous studies, trust reduces perceived risk, driving purchase intention, including offline purchase intention. When customers trust, they are willing to come to the store to experience and shop for specific products or services. Therefore, trust acts as an intermediary, effectively transforming from a livestream online experience to an offline purchase intention.

Based on the above arguments, the proposed research hypotheses:

H10: Trust positively influences offline purchase intention.

H11: Trust mediates the relationship between livestreaming factors and offline purchase intention.

2.3. Research Methodology

The scales in this study are inherited and adapted from previous studies, using a 5-point Likert scale (1 = "strongly disagree", 5 = "strongly agree"). Fear of Missing Out (FOMO) was measured using six items derived from Kim et al. (2020). Social Presence (SP) was evaluated with five items adapted from Lu et al. (2016), while Flow Experience was captured through three items from Zheng & Fu (2024). Harmony was measured using five items from Guan et al. (2022), and Trust was assessed with four items from Ming et al. (2021). Personalization was measured through four items drawn from Chen, Y., (2024). Offline Purchase Intention was gauged with three items based on Zhang, P., et al (2023). Additionally, the survey collected demographic details, including gender, age, occupation, income, platform usage, and purchase frequency.

The respondents are mainly consumers who have participated in the live stream of retailers on social commerce platforms, especially TikTok, and intend to buy offline in Ho Chi Minh City. The study uses online surveys via Google Forms with a convenient sampling method to collect data. As recommended by Hair et al. (2014), the research team applied a 15:1 ratio to ensure a minimum sample size of n = 20 x 15 = 300. The objective is to collect at least 500 survey samples to ensure the reliability and accuracy of the analysis results.

The quantitative method is applied to analyze data through SmartPLS software to process and analyze data in a partial least squares structure (PLS-SEM) model. The analytical process is carried out through two main stages. The first phase focuses on evaluating the measurement model by testing the reliability of indicators (Outer Loadings > 0.7), aggregate reliability (CR > 0.7), calculation of convergence value (AVE > 0.5), and differentiation value according to Fornell-Larcker criteria. Next, the second stage is to evaluate the structural model by analyzing the coefficient of determination R^2, testing the path coefficient through the bootstrapping technique with 5,000 samples. These analysis results will be used to test proposed research hypotheses and evaluate the relationship between research concepts in the theoretical model.

3. Results and Discussion

3.1. Research results

3.1.1. Discriptive statistics of the study sample

A total of 546 surveys were collected. After checking the survey and cleaning the data, 28 unsatisfactory surveys need to be removed because they do not satisfy the filtering questions, incomplete answers, and blank votes. After cleaning and inspection, there were 518/546 satisfactory surveys.

In the total survey sample, women dominated with 56.9% (295 people), compared to men, accounting for 43.1% (223 people), in line with the characteristics and needs of women in shopping, especially via in-store Livestream. In terms of age, the group of 18-35 years old accounts for the highest proportion with 86.3% (447 people), followed by the group of over 35 years old (7.3%) and under 18 years old (6.4%), showing that the potential customers are concentrated in young people. In terms of education, the group with undergraduate degrees accounted for 68.9%, followed by postgraduate (23.2%) and high school (7.9%), emphasizing that the potential customers are mainly highly qualified young people. In terms of income, the group of 7-9 million accounted for the highest proportion with 31.9%, followed by 4-6 million VND (27.8%), over 10 million VND (23%), and under 3 million VND (17.4%), reflecting the majority of customers in the middle-income group. In terms of platform usage, the most popular group using TikTok, Facebook, YouTube, and Instagram accounted for 49%, followed by TikTok, Facebook, Instagram (42.5%), and TikTok, Facebook, YouTube (7.3%), showing a preference for these platforms in watching livestreams. In terms of purchase frequency, customer hedgehogs have a high purchase frequency of 7 to 9 times (35.7%), followed by 4 to 6 times (27.4%), 1 to 3 times (26.6%), and over 9 times (10.3%), showing that customer purchase frequency has a relatively even distribution.

3.1.2. Evaluation of the measurement model

To evaluate the convergent validity of the latent variables, the study utilized factor loadings and average variance extracted (AVE). The results indicate that all factors meet the specified requirements, as presented in Table 1. As argued by Fornell and Larcker (1981), the AVE values of the variables are both above 0.5 and the square root of the AVE is greater than the correlation coefficient between the variables in the same column, ensuring a discriminant value. Table 2

Table 1. Reliability test results of the scale

	Cronbach's Alpha	CR Composite Reliability	AVE
FE	0.739	0.851	0.657
FM	0.881	0.910	0.628
HM	0.825	0.877	0.588
OPI	0.756	0.860	0.672
PE	0.795	0.867	0.620
SP	0.843	0.889	0.615
TT	0.809	0.875	0.637

Table 2. Correlation coefficients between variables

	FE	FM	HM	OPI	PE	SP	TT
FE							
FM	0.425						
HM	0.553	0.660					
OPI	0.434	0.476	0.589				
PE	0.493	0.604	0.732	0.443			
SP	0.479	0.744	0.795	0.483	0.726		
TT	0.611	0.613	0.741	0.549	0.706	0.669	

Table 3. Quality results of observation variables

	FE	FM	HM	OPI	PE	SP	TT
FE1	0.841						
FE2	0.794						
FE3	0.795						
FM1		0.785					
FM2		0.813					
FM3		0.777					
FM4		0.799					
FM5		0.800					
FM6		0.780					
HM1			0.778				
HM2			0.776				
HM3			0.752				
HM4			0.732				
HM5			0.795				
OPI1				0.838			
OPI2				0.788			
OPI3				0.831			
PE1					0.837		
PE2					0.741		
PE3					0.791		
PE4					0.779		
SP1						0.809	
SP2						0.766	

	FE	FM	HM	OPI	PE	SP	TT
SP3						0.769	
SP4						0.791	
SP5						0.785	
TT1							0.808
TT2							0.773
TT3							0.763
TT4							0.846

Table 4. Results of research hypothesis testing

Hypothesis		Path coefficient (β)	T values	P values	Conclusion
H1	SP → FE	0.104	1.667	0.096	Accept (90%)
H2	SP → TT	0.173	3.436	0.001	Acceptance
H3	HM → FE	0.274	4.500	0.000	Acceptance
H4	HM → TT	0.337	6.620	0.000	Acceptance
H5	PE → FE	0.157	2.640	0.008	Acceptance
H6	PE → TT	0.265	5.070	0.000	Acceptance
H7	FM → OPI	0.209	4.261	0.000	Acceptance
H8	FE → OPI	0.130	2.648	0.008	Acceptance
	HM → FE → OPI	0.036	2.101	0.036	Acceptance
H9	PE → FE → OPI	0.002	1.773	0.076	Rejection
	SP → FE → OPI	0.014	1.406	0.160	Rejection
H10	TT → OPI	0.262	4.818	0.000	Acceptance
	PE → TT → OPI	0.069	3.572	0.000	Acceptance
H11	SP → TT → OPI	0.045	2.907	0.004	Acceptance
	HM → TT → OPI	0.088	3.552	0.000	Acceptance

shows the correlation coefficients of variables such as FE, FM, HM, OPI, PE, and SP with the square root of AVE ranging from 0.425 to 0.726.

The measurement model has been tested through the evaluation of outer loadings, showing the level of interpretation of the observed variables for potential factors. The results presented in Table 3 show that all variables meet the differentiation value requirements, with the square root of AVE overcoming the correlation coefficients between the variables, confirming that the factors in the model are clearly differentiated.

From the analysis results, it is shown that latent variables such as FE, FM, HM, OPI, PE, SP and TT have been analyzed in detail with the observed variables being good (> 0.7), ensuring convergence. With the collinearity of the observed variable, the results show that there is no multicollinearity, confirmed by the variance magnification factor (VIF) values of less than 5, ranging from the lowest FE (VIF = 1.439) to the highest FM2 (VIF = 2.047).

3.1.3. Testing of research hypotheses

The structural model test results using the Bootstrapping procedure with n = 5,000 are shown in Table 4.

3.2. Discussion

H1: Social presence (SP) has a positive influence on Flow experience (FE). The results (β = 0.104, p-value = 0.096) indicate that SP indirectly impacts FE at a 90% significance level, aligning with previous studies, who found that social elements affect consumer experiences across cultural contexts, results from the interaction between customers and their cultural and social environment, however the study has analyzed the context more specifically within the increasingly evolving market of society compared to previous research and explores the

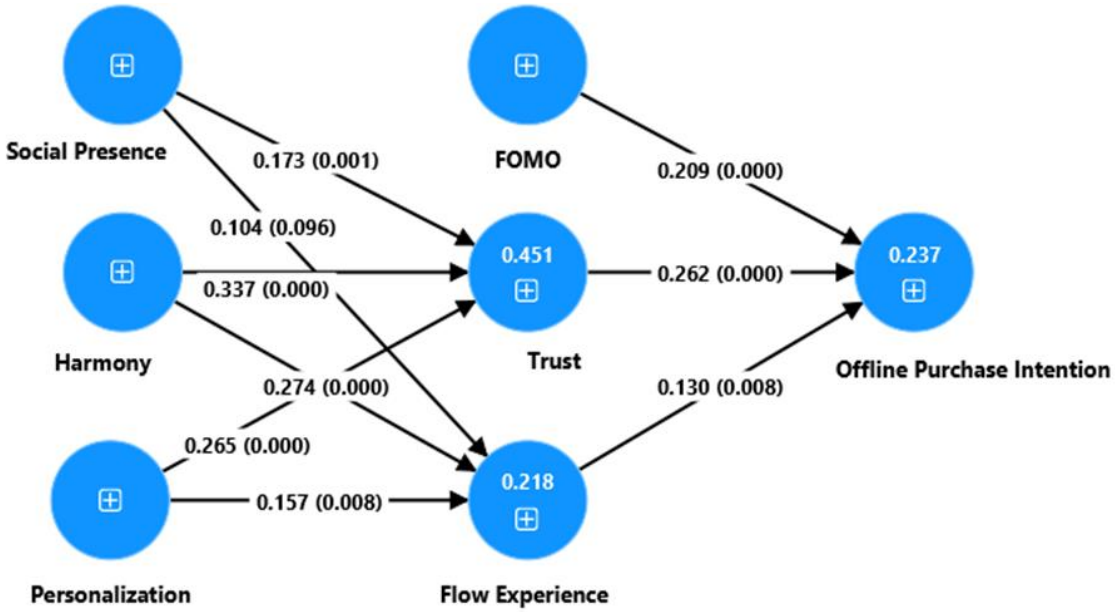

Figure 2. Results of testing the research model

relationship formed between livestream viewers and influencers at the same time.

H2: Social presence (SP) has a positive influence on Trust (TT). SP significantly TT (β = 0.173, p-value = 0.001), demonstrating a strong positive relationship. This finding is consistent with previous studies (Liu et al., 2021, Ye et al., 2020), which have confirmed the positive effect of the online environment's social presence on customer trust, which perceiving human elements in this context can provide consumers with a sense of security regarding the product or service, ultimately strengthening their confidence and trust in both the service provider and the platform.

H3: Harmony (HM) has a positive influence on the Flow experience (FE). With a path coefficient β = 0.274 và p-value = 0.000 (< 0.05), HM has a significant positive effect on FE. As well as showing that when the live stream is perceived as HM, the customer's Flow Experience (FE) increases. This result aligns with other studies, emphasizing the importance of external environment (HM) in influencing internal psychological states (Flow Experience). The study clarifies specific factors affecting modern users, highlighting that harmony helps reduce internal conflict, allowing the mind to fully concentrate on the present task without unnecessary distractions.

H4: Harmony (HM) has a positive influence on Trust (TT). HM has a path coefficient to Trust (TT) of 0.337 with p-value = 0.000, indicating a positive and strong influence. Harmony in communication and interaction contributes to building trust and a positive experience, which in turn affects customers' intention to buy offline. This is consistent with the study by Huang and Benyoucef (2013), when the elements of harmony within social platforms contribute to influencing customer trust, which in turn impacts customers's decision, however the research team has expanded the market context by leveraging social platforms to optimize user experience with in-store service, thereby affecting customers' offline purchase intentions.

H5: Personalization (PE) has a positive effect on the Flow experience (FE), with path coefficient β = 0.157 and p-value = 0.008 (< 0.05). Personalization (PE) has a significant positive effect on Flow experiences (FE), showing that personalization of content and experiences in livestreams makes it easier for customers to stay focused and feel more engaged during interactions (Guan et al, 2022). Prior research has emphasized the role of personalization in enhancing user engagement and Flow experiences. For instance, Novak et al. (2000) highlighted that personalized digital environment facilitate a state of deep involvement by minimizing cognitive overload and aligning content with user expectations.

H6: Personalization (PE) has a positive effect on Trust (TT). PE had a path coefficient to TT of 0.265 with p-value = 0.000, indicating a positive and

statistically significant effect. This shows that PE in the livestream creates Trust, thereby enhancing OPI. Addition to that, Lee (2005) also suggested that perceived personalization positively influences customer trust in mobile commerce.

H7: FOMO (FM) has a positive influence on Offline purchase intention (OPI). Results with path coefficients β = 0.209 and p-value = 0.000 (< 0.05) showed that FOMO has a strong positive influence on OPI. This shows that FOMO stimulates offline purchase behavior, consistent with the previous studies on the influence of FOMO on consumer behavior. However, the study has expanded the context compared to previous research by applying analysis in a highly competitive and continuously evolving livestream market, not only focusing on social media interaction behavior but also on customers' offline purchase intentions.

H8: Flow experience (FE) has a positive influence on Offline purchase intention (OPI). With a path coefficient of β = 0.130 and p-value = 0.008 (< 0.05), FE positively affects OPI showing that customers experience positive flow can lead to a high level of psychological engagement for online consumers (Bao & Yang, 2022) and Hsieh and Li (2010) proved that flow is an important factor that affect customer behavior.

H9: Flow experience (FE) mediates between livestream elements and Offline purchase intention (OPI). The results showed that FE only acted as an intermediary for HM (β = 0.036, p-value = 0.036), Contrary to Tian et al., (2024) study, in which flow experience does not have significant intermediation as a mediator between harmony and purchase intention, and there was no significant intermediation for SP and PE, as suggested by Nguyen & Le (2022).

H10: Trust (TT) has a positive influence on Offline purchase intention (OPI). With path coefficient β = 0.262 and p-value = 0.000 (< 0.05). Trust (TT) has a strong positive influence on OPI, showing that trust builds from prestige and the quality of the information in the live stream has a strong influence on OPI, as identified by Gefen et al. (2003) but in a relatively new context when promoting specific services/products directly in-store compared to previous studies, this study will show how willing the customer want the product base on their trust.

H11: Trust (TT) mediates between livestream elements and Offline purchase intention (OPI). Indirect links from SP, HM, and PE to OPI through Trust (TT) all have p-values < 0.05 (0.004, 0.000, 0.000), proving that Trust (TT) plays an important intermediary role in promoting offline purchase intention (OPI), as Morgan and Hunt (1994) have emphasized, as trust is the foundation of successful relationship marketing, helping to foster cooperation and reduce consumers' perceived risks. When customers have a higher level of trust in the platform and the seller on live streaming, they tend to transition from online interest to offline purchasing behavior.

4. Conclusions and administrative implications

4.1. Conclusion

Through the hypothesis testing process, this study has identified key livestreaming factors - harmony, personalization, and FOMO - that positively influence customers' offline purchase intention. Trust and flow experience play crucial intermediary roles in this relationship. The findings contribute to social commerce literature by expanding on trust development mechanisms (Chen et al., 2024) and flow experience effects on consumer decisions (Bao & Yang, 2022). This study contributes to the theoretical foundation of social commerce while also providing practical guidance for retailers and marketers in designing effective livestreaming strategies to enhance offline purchase intent. Given the rapid growth of social commerce platforms in Vietnam, understanding and optimizing livestream marketing communication will be essential in improving business performance and meeting the evolving needs of consumers.

4.2. Practical and theoretical implications

This study offers valuable insights into the impact of livestreaming factors on offline purchase intent, particularly within the Vietnamese market. Key elements such as harmony, personalization, and FOMO have been identified as critical drivers of offline buying behavior through the establishment of trust and the creation of a positive flow experience. These findings suggest that Vietnamese retailers and marketers should prioritize creating a harmonious live streaming environment, personalizing content to better engage viewers, and leveraging FOMO-driven promotions to enhance customers' offline purchase intention.

From a theoretical perspective, this study advances the understanding of social commerce and consumer behavior by highlighting specific live-streaming marketing communication factors that influence offline purchasing decisions. Furthermore, identifying the mediating roles of trust and flow experience enhances our comprehension of the psychological processes behind consumer behavior, particularly in the transition from online engagement to offline shopping.

4.3. Limitations and Future Research

Despite its contributions, this study has certain limitations. First, the research focuses solely on the Ho Chi Minh City (HCMC) market. While the findings provide meaningful insights into the domestic market, they may not be entirely generalized in other cultural or regional contexts. Future studies should extend the research to diverse cultural settings to explore potential differences in how these factors influence consumer behavior in different countries or regions.

Second, external factors such as live stream technology, participation timing, and user experience levels were not controlled, which may have influenced the research outcomes. Future research should incorporate these factors to provide a more comprehensive understanding of live streaming's impact on offline purchase intention.

Additionally, future studies should expand the research model by integrating new variables, such as livestream content quality, sellers' presentation skills, and the degree of direct interaction with customers. Finally, research should be extended to various industries, including fashion, electronics, cosmetics, and service sectors like restaurants and tourism. This broader approach will help assess the applicability of the findings across different consumer markets while refining marketing strategies tailored to each industry's unique characteristics.

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