

DAFTAR PUSTAKA

- Aguilar-Rodríguez, I. E., & Arias-Bolzmann, L. G. (2023). Lifestyle and Purchase Intention: The Moderating Role of Education in Bicultural Consumers. *Journal of International Consumer Marketing*, 35(1), 30–46. <https://doi.org/10.1080/08961530.2021.2020702>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Alfianti, F., Aritonang, L. E., Natasha, & Simanjuntak, E. R. (2022). How Streamers Influence Viewers Purchase Intention in Live Streaming Shopping. *ACM International Conference Proceeding Series*, 24–33. <https://doi.org/10.1145/3589860.3589864>
- Andriyawan, D. (2023, June 15). *Live Streaming Shopping Diprediksi Bakal jadi Masa Depan Tren Belanja Online Tanah Air*. Bisnis Indonesia. <https://bandung.bisnis.com/read/20230615/549/1666013/live-streaming-shopping-diprediksi-bakal-jadi-masa-depan-tren-belanja-online-tanah-air>
- Annur, C. M. (2023a, October 4). *Sebelum Tutup di Indonesia, Pangsa Pasar TikTok Shop Diprediksi Melesat pada 2023*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/10/04/sebelum-tutup-di-indonesia-pangsa-pasar-tiktok-shop-diprediksi-melesat-pada-2023>
- Annur, C. M. (2023b, November 22). *Indonesia Punya Pengguna TikTok Terbanyak ke-2 di Dunia*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/11/22/indonesia-punya-pengguna-tiktok-terbanyak-ke-2-di-dunia>
- Bao, D., Xu, R., Hu, S., & Shen, D. (2021). The Influence of Different Barrage Types on the Purchase Intention of Generation Z in Live Streaming. *Proceedings - 2021 13th International Conference on Intelligent Human-Machine Systems and Cybernetics, IHMSC 2021*, 83–86. <https://doi.org/10.1109/IHMSC52134.2021.00027>
- Büyükdağ, N., Soysal, A. N., & Kitapci, O. (2020). The effect of specific discount pattern in terms of price promotions on perceived price attractiveness and purchase intention: An experimental research. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102112>
- Caesaria, S., & Kasih, A. (2023). *Berapa Kisaran Gaji Lulusan SMA dan SMK Per Bulan? Berapa Kisaran Gaji Lulusan SMA dan SMK Per Bulan?*
- Chandruangphen, E., Assarut, N., & Sinthupinyo, S. (2022). The effects of live streaming attributes on consumer trust and shopping intentions for fashion clothing. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2034238>
- Cheng, Y., Liu, C.-W., & Zhang, W. (2023). *Navigating Live-Streaming Commerce: A Tale of Two Strategies-Price Discounts and Short Videos*. <https://ssrn.com/abstract=4152732>
- Chetioui, Y., Butt, I., Fathani, A., & Lebdaoui, H. (2023). Organic food and Instagram health and wellbeing influencers: an emerging country's perspective with gender as a moderator. *British Food Journal*, 125(4), 1181–1205. <https://doi.org/10.1108/BFJ-10-2021-1097>
- Chin, W. W. (2000). *Partial least squares for IS researchers: an overview and presentation of recent advances using the PLS approach*. <https://www.researchgate.net/publication/221600127>
- Cinthya. (2023). *Pengertian Logo: Jenis, Fungsi dan Kriteria Logo yang Efektif. Accurate*. <https://accurate.id/marketing-manajemen/pengertian-logo/>

- Cnn. (2022, September 21). *Apa Itu Tiktok Shop dan Cara Menggunakannya*. Cnn Indonesia. <https://www.cnnindonesia.com/teknologi/20220920115210-190-850204/apa-itu-tiktok-shop-dan-cara-menggunakannya>
- Databoks. (2022a). *Kelompok Anak Muda Jadi Pengguna Terbesar TikTok, Usia Berapa Mereka?* <https://databoks.katadata.co.id/datapublish/2023/09/27/kelompok-anak-muda-jadi-pengguna-terbesar-tiktok-usia-berapa-mereka>
- Databoks. (2022b, April 20). *Ini Deretan Produk yang Paling Banyak Dibeli dari Belanja Online di Live Streaming*. Datasboks. <https://databoks.katadata.co.id/datapublish/2022/04/20/ini-deretan-produk-yang-paling-banyak-dibeli-dari-belanja-online-di-live-streaming>
- Databoks. (2023). *Generasi Milenial Lebih Banyak Tamatkan Pendidikan Jenjang Sekolah Menengah*. <https://databoks.katadata.co.id/datapublish/2023/02/21/generasi-milenial-lebih-banyak-tamatkan-pendidikan-jenjang-sekolah-menengah>
- Davis, R., Smith, S. D., & Lang, B. (2017). A comparison of online and offline gender and goal directed shopping online. *Journal of Retailing and Consumer Services*, 38, 118–125. <https://doi.org/10.1016/j.jretconser.2017.02.011>
- de Leeuw, A., Valois, P., Morin, A. J. S., & Schmidt, P. (2014). Gender Differences in Psychosocial Determinants of University Students' Intentions to Buy Fair Trade Products. *Journal of Consumer Policy*, 37(4), 485–505. <https://doi.org/10.1007/s10603-014-9262-4>
- D'souza, D. (2024). *TikTok: What It Is, How It Works, and Why It's Popular*. Investopedia. <https://www.investopedia.com/what-is-tiktok-4588933>
- Düsenberg, N., Almeida, V., & Amorim, J. (2016). The Influence of Sports Celebrity Credibility on Purchase Intention: The Moderating Effect of Gender and Consumer Sports-Involvement. *Brazilian Business Review*, 1–21. <https://doi.org/10.15728/edicaoesp.2016.1>
- Erdiana, A. (2023). ANALISIS PENGARUH WORD OF MOUTH, DISKON DAN MOTIVASI HEDONIS TERHADAP PEMBELIAN IMPULSIF PRODUK FASHION PADA KONSUMEN WANITA. *Surakarta Management Journal*, 5(1).
- Fachri. (2024, January 18). *Riset IPSOS Ungkap Raja Live Shopping di Indonesia, E-Commerce yang Mana?* Bola.Com. <https://www.bola.com/ragam/read/5507498/riset-ipsos-ungkap-raja-live-shopping-di-indonesia-e-commerce-yang-mana?page=2>
- Gbadamosi, A. (2009). Cognitive dissonance- The implicit explication in low-income consumers' shopping behaviour for "low-involvement" grocery products. *International Journal of Retail and Distribution Management*, 37(12), 1077–1095. <https://doi.org/10.1108/09590550911005038>
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in Online Shopping: An Integrated Model. In Source: *MIS Quarterly* (Vol. 27, Issue 1).
- Ghozali, I. (2021). *Partial Least Squares Konsep Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*. Badan Penerbit Universitas Diponegoro.
- Ha, N. M., & Lam, N. H. (2016). The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention. *International Journal of Economics and Finance*, 9(1), 64. <https://doi.org/10.5539/ijef.v9n1p64>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Ham, M., & Lee, S. W. (2020). Factors influencing viewing behavior in live streaming: An interview-based survey of music fans. *Multimodal Technologies and Interaction*, 4(3), 1–15. <https://doi.org/10.3390/mti4030050>

- Hanum, N., Kunci, K., & Unsam, M. (2017). *Analisis Pengaruh Pendapatan Terhadap Perilaku Konsumsi Mahasiswa Universitas Samudra di Kota Langsa* (Vol. 1, Issue 2).
- Hapsari, E. P. (2024, April 16). *Sejarah TikTok oleh Zhang Yiming, aplikasi asal China yang gabungkan sosial media dan situs belanjadari-aplikasi-negeri-panda-hingga-mendunia.* Hops.Id. <https://www.hops.id/trending/29410294617/sejarah-tiktok-oleh-zhang-yiming-aplikasi-asal-china-yang-gabungkan-sosial-media-dan-situs-belanja?page=2>
- Henseler, J. (2010). *PLS-MGA: A Non-Parametric Approach to Partial Least Squares-based Multi-Group Analysis.* *PLS-MGA-A Non-Parametric Approach to Partial Least Squares-based Multi-Group Analysis.* <http://www.researchgate.net/publication/221649218>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hoegele, D., Schmidt, S. L., & Torgler, B. (2016). The importance of key celebrity characteristics for customer segmentation by age and gender: Does beauty matter in professional football? *Review of Managerial Science*, 10(3), 601–627. <https://doi.org/10.1007/s11846-015-0172-x>
- Hong, I. B., & Cho, H. (2011). The impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces: Intermediary trust vs. seller trust. *International Journal of Information Management*, 31(5), 469–479. <https://doi.org/10.1016/j.ijinfomgt.2011.02.001>
- Hu, X., Huang, Q., Zhong, X., Davison, R. M., & Zhao, D. (2016). The influence of peer characteristics and technical features of a social shopping website on a consumer's purchase intention. *International Journal of Information Management*, 36(6), 1218–1230. <https://doi.org/10.1016/j.ijinfomgt.2016.08.005>
- Huwaida, L. A., Yusuf, A., Satria, A. N., Darmawan, M. A., Ammar, M. F., Yanuar, M. W., Hidayanto, A. N., & Yaiprasert, C. (2024). Generation Z and Indonesian Social Commerce: Unraveling key drivers of their shopping decisions. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(2). <https://doi.org/10.1016/j.joitmc.2024.100256>
- Idxchannel. (2023, December 28). *Sempat Ditutup, Jumlah Pengguna TikTok Shop Turun di Semester II-2023.* IDX Channel. <https://www.idxchannel.com/economics/sempat-ditutup-jumlah-pengguna-tiktok-shop-turun-di-semester-ii-2023>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi.* Refika Aditama.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmrv.2022.07.007>
- Indrawati, Raman, M., Wai, C., Ariyanti, M., & Mansur, D. (2017). *Perilaku Konsumen Individu dalam Mengadopsi Layanan Berbasi Teknologi Informasi & Komunikasi.* Refika Aditama.
- JetCommerce. (2023, February 1). *Semua yang Perlu Anda Ketahui Tentang TikTok Live Shopping.* Jet Commerce. <https://jetcommerce.co.id/update/sema-tentang-tiktok-live-shopping/>
- Jones, E., Chern, W. S., & Mustiful, B. K. (1994). *Are lower-income shoppers as price sensitive as higher income ones? A look at breakfast cereals Are Lower-Income Shoppers as Price Sensitive as Higher-Income Ones?: A Look at Breakfast Cereals.* <https://www.researchgate.net/publication/23942945>

- Kotler, P., & Amstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education Limited.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education Limited.
- Laura, C. (2024, February 29). *Live streaming - Statistics & Facts*. Statista.
<https://www.statista.com/topics/8906/live-streaming/#topicOverview>
- Law, M., Ng, M., Lam, L., & Cui, X. (2023). Assessing Streamer Attributes: The Role of Trust in Purchase Intention for Live E-Commerce. *Springer Proceedings in Business and Economics*, 53–61. https://doi.org/10.1007/978-3-031-31836-8_7
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6). <https://doi.org/10.3390/info12060241>
- Leng, J., & Ali, T. (2022). The Impact of Live Streaming Features on Consumers' Purchase Intention - The case of Agricultural Products. *IMCEC 2022 - IEEE 5th Advanced Information Management, Communicates, Electronic and Automation Control Conference*, 1512–1517. <https://doi.org/10.1109/IMCEC55388.2022.10019855>
- Li, L., Chen, X., & Zhu, P. (2024). How do e-commerce anchors' characteristics influence consumers' impulse buying? An emotional contagion perspective. *Journal of Retailing and Consumer Services*, 76. <https://doi.org/10.1016/j.jretconser.2023.103587>
- Li, Q., Zhao, C., & Cheng, R. (2023). How the Characteristics of Live-Streaming Environment Affect Consumer Purchase Intention: The Mediating Role of Presence and Perceived Trust. *IEEE Access*, 11, 123977–123988. <https://doi.org/10.1109/ACCESS.2023.3330324>
- LI, X., Huang, D., Dong, G., & Wang, B. (2024). Why consumers have impulsive purchase behavior in live streaming: the role of the streamer. *BMC Psychology*, 12(1). <https://doi.org/10.1186/s40359-024-01632-w>
- Li, Y., Kamal Basha, N., Ng, S. I., & Lin, Q. (2024). What makes viewers loyal toward streamers? A relationship building perspective and the gender difference. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-10-2023-1015>
- Liu, L. (2022). *Factors Affecting Consumers' Purchasing Behaviours in Live Streaming E-Commerce: A Review* (pp. 508–515). https://doi.org/10.2991/978-94-6463-036-7_75
- Liu, W., Wang, Z., Jian, L., & Sun, Z. (2024). How broadcasters' characteristics affect viewers' loyalty: the role of parasocial relationships. *Asia Pacific Journal of Marketing and Logistics*, 36(1), 241–259. <https://doi.org/10.1108/APJML-10-2022-0856>
- Mardiana, A. (2023, October 4). *Apa itu TikTok Shop? Ini Definisi dan Alasannya Ditutup di Indonesia*. Katadata. https://katadata.co.id/ekonopedia/profil/651d7407150c9/apa-itu-tiktok-shop-ini-definisi-dan-alasannya-ditutup-di-indonesia#google_vignette
- Mohmed, Azizan, & Jadi. (2013). The Impact of Trust and Past Experience on Intention to Purchase in E-Commerce. *International Journal of Engineering Research and Development*, 7(10), 28–35.
- Mortimer, G., & Clarke, P. (2011). Supermarket consumers and gender differences relating to their perceived importance levels of store characteristics. *Journal of Retailing and Consumer Services*, 18(6), 575–585. <https://doi.org/10.1016/j.jretconser.2011.08.007>
- Mutia. (2023, March 15). *Harga Relatif Murah dan Banyak Diskon, Alasan Utama Konsumen Indonesia Belanja Online di TikTok*. Databoks.
<https://databoks.katadata.co.id/datapublish/2023/03/15/harga-relatif-murah-dan-banyak-diskon-alasan-utama-konsumen-indonesia-belanja-online-di-tiktok>

- Nadeem, W., Khani, A. H., Schultz, C. D., Adam, N. A., Attar, R. W., & Hajli, N. (2020). How social presence drives commitment and loyalty with online brand communities? the role of social commerce trust. *Journal of Retailing and Consumer Services*, 55.
<https://doi.org/10.1016/j.jretconser.2020.102136>
- Nurani Bella, A. (n.d.). *Hubungan Antara Physical Attractiveness Pasangan dengan Kepuasan Berpacaran Pada Laki-laki Emerging Adult.*
- Osei-Frimpong, K. (2019). Understanding consumer motivations in online social brand engagement participation: Implications for retailers. *International Journal of Retail and Distribution Management*, 47(5), 511–529. <https://doi.org/10.1108/IJRDM-08-2018-0151>
- Park, H. J., & Lin, L. M. (2020). The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement. *Journal of Retailing and Consumer Services*, 52.
<https://doi.org/10.1016/j.jretconser.2019.101934>
- Prasetyo, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, M. R. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200.
<https://doi.org/10.5267/j.ijdns.2022.6.014>
- Prasetyo, A., & Yudha, M. A. S. (2023). How Perceived Value and Customer Engagement Drive Purchase Intention in Livestream Shopping. *2023 International Conference on Digital Business and Technology Management, ICONDBTM 2023*.
<https://doi.org/10.1109/ICONDBTM59210.2023.10326843>
- Purwanti, T. (2023). *Makin Sengit! TikTok VS Shopee Siapa Jawara Live Shopping?*
<https://www.cnbcindonesia.com/tech/20230919064243-37-473534/makin-sengit-tiktok-vs-shopee-siapa-jawara-live-shopping>
- Rui, F. (2022). Research on the Influence of Interaction with the Streamer on Customers' Purchase Intention in the Context of Live-Streaming E-commerce. *Social Sciences*, 11(6), 373. <https://doi.org/10.11648/j.ss.20221106.14>
- Samudra, B. (2023, October 6). *Penutupan TikTok Shop dan Dampaknya bagi UMKM dan Ekonomi Indonesia* Artikel ini telah tayang di Kompas.com dengan judul "Penutupan TikTok Shop dan Dampaknya bagi UMKM dan Ekonomi Indonesia". Kompas.
<https://katanetizen.kompas.com/read/2023/10/06/100347785/penutupan-tiktok-shop-dan-dampaknya-bagi-umkm-dan-ekonomi-indonesia?page=all>
- Sari, I. N. (2023, March 6). *Sejarah TikTok dari Aplikasi Negeri Panda hingga Mendunia*. Katadata. <https://katadata.co.id/ekonopedia/profil/6404f5c3ce775/sejarah-tiktok-dari-aplikasi-negeri-panda-hingga-mendunia>
- Sari, S. (2020). Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen. *Sari, Said*, 8(1).
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis*. John Wiley & Sons, Inc.
- Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, 63. <https://doi.org/10.1016/j.techsoc.2020.101365>
- Sugiyono. (2022). *Metode Penelitian & Pengembangan* (Sofia Yustiyani, Ed.). Alfabeta.
- 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>

- Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1997). Retail service quality and perceived value A comparison of two models. In *Journal c~fRetailing and Consumer Services* (Vol. 4, Issue 1).
- Voi, R. (2023, September 11). *Apa Itu Live Selling dan Strategi Mendapatkan Banyak Pembeli saat Live Streaming*. Voi. <https://voi.id/teknologi/309545/apa-itu-live-selling>
- Wang, L., & Liu, R. (2022). Research on the Influence of Beauty Live Stream on Consumers' Purchase Intention. *Proceedings - 2022 International Conference on Culture-Oriented Science and Technology, CoST 2022*, 339–343. <https://doi.org/10.1109/CoST57098.2022.00076>
- Wang, S. (2023). Why do female audiences subscribe to these types of streamers? An empirical study on the motivations of Chinese Huya users. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1247451>
- Wang, W. T., Wang, Y. S., & Liu, E. R. (2016). The stickiness intention of group-buying websites: The integration of the commitment-trust theory and e-commerce success model. *Information and Management*, 53(5), 625–642. <https://doi.org/10.1016/j.im.2016.01.006>
- We are Social. (2023, December 7). *8 Negara Pengguna Tiktok Terbesar di Dunia pada Oktober 2023*. Data Indonesia. <https://dataindonesia.id/internet/detail/8-negara-pengguna-tiktok-terbesar-di-dunia-pada-oktober-2023>
- Webarq. (2023). *Informasi Statistik Pengguna Tiktok (User) 2023*. <https://www.webarq.com/id/blog/informasi-statistik-pengguna-tiktok-user-2023>
- Wei, W., Abdullah, A., & Ting, F. (2023). Do Streamers' Personal Characteristics Affect Consumers' Purchase Desire in Live-Streaming E-Commerce? An Empirical Study on Streamers' Live-Streaming Process. *International Journal of Business and Technology Management*. <https://doi.org/10.55057/ijbtm.2023.5.4.23>
- Wijoseno, J., Wr, J. W., & Ariyanti, M. (2015). Perceived Factors Influencing Consumer Trust and Its Impact on Online Purchase Intention in Indonesia. *International Journal of Science and Research*, 6, 2319–7064. <https://doi.org/10.21275/8081706>
- Winarso, B. (2021, June 8). *Apa Itu TikTok dan Apa Saja Fitur-fiturnya?* <https://dailysocial.id/post/apa-itu-tik-tok>
- Wunderman Thompson Commerce. (2022). *eCommerce in Indonesia: Consumer Trends, Revenue, Penetration Rate & Livestream Shopping*. ECDB. <https://ecommerceedb.com/insights/e-commerce-in-indonesia-fueled-by-young-tech-savvy-consumers/4573>
- Xiong, J., Wang, Y., & Li, Z. (2023). Understanding the Relationship between IT Affordance and Consumers' Purchase Intention in E-Commerce Live Streaming: The Moderating Effect of Gender. *International Journal of Human-Computer Interaction*. <https://doi.org/10.1080/10447318.2023.2250607>
- Xiong, Y., Cheng, Q., Xiong, Y., & Liao, M. (2023). The impact of new energy vehicle information sources on mass consumers' purchase intentions: an investigation in China. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-03-2023-0218>
- Xu, X., Wu, J.-H., & Li, Q. (2020). WHAT DRIVES CONSUMER SHOPPING BEHAVIOR IN LIVE STREAMING COMMERCE? *Journal of Electronic Commerce Research*, 21(3), 144–167.

- Yamin, S., & Kurniawan, H. (2011). *Generasi Baru Mengolah Data Penelitian dengan Partial Least Square Path Modeling : Aplikasi dengan Software XLSTAT, SmartPLS, dan Visual PLS*. Salemba Infotek.
- Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020a). The impact of live video streaming on online purchase intention. *Service Industries Journal*, 40(9–10), 656–681.
<https://doi.org/10.1080/02642069.2019.1576642>
- Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020b). The impact of live video streaming on online purchase intention. *Service Industries Journal*, 40(9–10), 656–681.
<https://doi.org/10.1080/02642069.2019.1576642>
- Zheng, H., & Zhu, Z. (2024). The Users' Purchase Behavior Research of Buying Clothing of Live Streaming eCommerce on Tiktok. *Lecture Notes in Electrical Engineering*, 1114 LNEE, 320–329. https://doi.org/10.1007/978-981-99-9412-0_33
- Zhong, Y., Zhang, Y., Luo, M., Wei, J., Liao, S., Tan, K. L., & Yap, S. S. N. (2022). I give discounts, I share information, I interact with viewers: a predictive analysis on factors enhancing college students' purchase intention in a live-streaming shopping environment. *Young Consumers*, 23(3), 449–467. <https://doi.org/10.1108/YC-08-2021-1367>