

# How Live Streamers Can Motivate Consumers' Purchase Intention: An Empirical Study Based on Social Presence, Trust, and Innovation Acceptance

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## Abstract

Consumer purchase intention is the necessary element for organizational success and needs experience researchers' emphasis. Hence, the current article examines the role of live streamers' social presence, trust and innovation acceptance on the consumer purchase intention in retail businesses in China. The article also investigates the mediating role of consumer trust among live streamers' social presence, trust, and consumer purchase intention in retail businesses in China. The researchers have followed the primary data collection methods and extracted the questionnaires for data collection. The researchers also applied the smart-PLS to examine the relationships among variables. The results indicated that the live streamers' social presence, trust, and innovation acceptance have a positive nexus with consumer purchase intention. The findings also indicated that consumer trust significantly mediates among live streamers' social presence, trust, and consumer purchase intention in retail businesses in China. This article guides the policymakers in establishing policies related to improving the consumer purchase intention that enhances the organizational presence.

**Keywords:** Live Streamers' Social Presence, Trust, Innovation Acceptance, Consumer Purchase Intention

## Introduction

China is one of the manufacturing hubs of the world. Firms all around the globe prefer China for manufacturing their goods due to multiple reasons like low cost, cheap labor, and fact processing. Since globalization has emerged rapidly over the past few decades, which has diverted the world toward social commerce. Subsequently, traditional social commerce is also getting advanced to meet the advanced world requirements. Live streaming, one of the

advanced forms of traditional commerce, is under the debate of professionals and researchers (Sun et al., 2019). This phenomenon of live streaming emerged due to numerous benefits received by vendors like increased sales and customer satisfaction. Since live streaming is succeeded in securing its place in the business world, particularly in the case of sales. Live streaming has changed traditional commerce in multiple ways. Likewise, in the case of traditional streaming, there is traditional online shopping, the conventional commerce customer can have the information from pictures only, there are fewer chances of direct interaction with the vendor, due to no interaction with the vendor, and the customer can't have any guidance from the vendor regarding the product. On the other hand, in the case of live streaming, the customers can have more details of the product by having its video. In addition to this, customers can directly chat with the vendor, which clarifies the product. Further, the customer can have proper guidance from the vendor regarding the product due to the live chat or query option. Lack of direct access to the vendor results in a highlight number of questions regarding the product in the customer's mind. These queries of vendors adversely affect the customer's mind regarding purchasing a product, i.e., purchase intentions (Ma et al., 2022). In agreement with the Development report of Ecological Live Streaming, the sale of online vendors at Taobao.com successfully achieved a volume of 100 billion (Yuan) in 2018 (Taobangdan, 2019). Such statistics encourage the world to express their interest toward this concept to prosperous their business. Thus, it is proposed that live streaming affects the customer's purchase intentions. Meanwhile, on the other hand, these facts and figures also allow the researchers to explore this topic has much potential. This is one of the reasons the present study selected this topic. The share of live streaming in goods retail in China (%) is given in Figure 1.

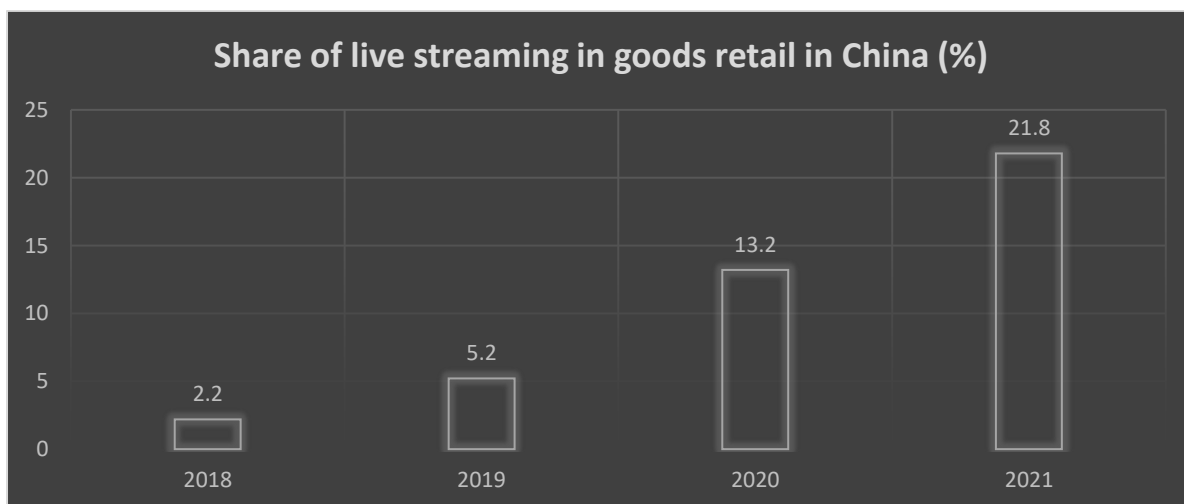


Figure 1: Share of live streaming in goods retail in China (%)

Likewise other studies the present study will also address some gaps does exist in the literature like 1) being one of the important topics like live streamers and consumer intentions although researched although in Chinese perspective but still not reached its peak as there are number of its aspects are need to be explored, 2) Sun et al. (2019), investigated live streaming having any effect on the consumers purchase intentions whereas the present study will explore this nexus with the addition of proxies like live streamers social presence, trust and innovation acceptance in Chines perspective with fresh data set, 3) the model consist of live streamers social presence, live streamers trust, live streamers innovation acceptance,

consumer trust and consumer purchase intentions not tested before in Chinese perspective with fresh data set in recent time, 4) Huang (2021), also worked on the factors which effect the live streamers purchase intentions whereas the present study will work on this nexus the addition of mediation effect i.e. consumer trust by selecting the fresh data set, 5) Ma et al. (2022), worked on the usage of live streaming to enhance the live streamers purchase intentions whereas the present study will work on the effect of live streaming on purchase intentions by employing mediation effect of consumer trust which has not done before in recent times in Chinese perspective. The significance of the study is 1) it will highlight the importance of live streaming for boosting the consumers' purchase intentions for the betterment of the Chinese online shopping industry, 2) help the Chinese online shopping industry-related professional to revamp their policies regarding live streaming to support the online shopping industry, 3) will also help the researchers to explore more aspects of live streaming and online shopping industry-related consumer purchase intentions, 4) helpful for the government to understand and support the country online shopping industry.

The last the paper is divided into different phases; the first phase is about the introduction, and after an introduction, the second phase of the study deals with evidence regarding live streamers' social presence, live streamers' trust, live streamers' innovation acceptance, consumer trust and consumer purchase intentions in the light of the past studies. The third phase of the study will shine the spotlight on the methodology applied to collect the data regarding live streamers' social presence, live streamers' trust, live streamers' innovation acceptance, consumer trust, and consumer purchase intentions and analyze its validity. In the fourth phase of the study, results and findings will be presented. In the last and final phase, the study implications, along with the conclusion and future recommendations, will be presented.

### **Literature Review**

Over the past few decades, the purchasing behavioral intentions of consumers has been changed with the induction of advancements. Technology and innovation have certainly impacted the intentions of consumers in different ways (Kamran, et al., 2021). Currently, live streaming is gaining more popularity. In this context: Lin (2021) examined the live streaming apps contributing to their social presence for the focus on consumer purchase intentions. With mobile communication technology, social live streaming is used for online purchasing. Many companies have started to hire live streaming to increase their selling efficiency. Furthermore, Zhao et al (2018) discussed the determinants of live streamers' social presence that significantly broadcast consumers' intentions. The generality of live streaming commerce is described by the fact that it carries social media and social commerce aspects. The social media aspects represent real-time relations among viewers and live streamers. Live streaming commerce permits all streamers to show their items in real-time videos and enables so many viewers to ask questions about items. Moreover, Ming et al (2021) narrated the influence of live streamers' social presence in e-commerce is impulsive the consumer buying behaviors. It also offers possible purchasers information about items and gives them a sense of presence, this helps the viewer's purchase intention. Live streaming popularity has activated more interest among low and medium-class consumers and raised their purchasing intentions. The Live streaming transmission makes use of one or more communication technologies that allow users to sense presence by sending pictures and sounds to other locations in real-time. Live streaming shopping is a relatively new kind of social media with a high HCI. Forgoing in view: Osei-Frimpong et al (2019) explored the impacts of live streamers, including celebrity

endorsement for a product that attains consumer purchase intentions. Even this new social occurrence of live streaming increase day by day. In live streaming on social media, people can see their text messages and pictures and watch real videos and contact the sellers in real-time. Social live streaming also helps consumers to buy their favorite products online at home without any problem. Thus, the hypothesis derived from the above debate is as under

**H1:** Live streamers' social presence significantly influences consumer purchase intention.

In a compound technical and social atmosphere, trust can decrease unreliability or risk about the system, user-generated gratified items, sellers, or the other companies due to spatial and sensual distance between sellers and purchasers. In this context: Chen et al (2022) assessed the increasing product sales due to elaboration of likelihood and trust development in consumers. Most purchasers ask a trusted person for guidance rather than strangers. Trust can save many working costs in an online atmosphere, like browsing time, comparison and screening, and more costs. Last but not least, trust can give better detail sharing, which affects purchase intention. Further, Wongkitrungrueng and Assarut (2020) analyzed the role of live streamers' engagement and trust through social commerce in attracting consumer purchasing intentions. Many factors associated with live streaming trust affect purchase intentions in the context of products that are new to the market. Social factors like relationship quality, social presence and social support, motivational factors, hedonic motivation, and utilitarian motivation also dominate consumer intentions. Moreover, Chen (2021) explored the brand communities and social relationships between the live streamers and consumer intentions. Even technical factors like system quality, information quality, and service quality also influenced the approach of consumer purchase intentions. All these factors proved to give purchasers trust formation and development, which provided an advantage to consumer purchase intentions. Most of these factors fail to influence directly purchase intentions but are treated by trust. Additionally, Bianchi et al (2022) enumerated the social enterprises involved in live streaming trusts capturing the consumer purchase intentions. Making a trust is necessary and important for social interactivity to maintain a long-term and successful relationship in social capital. In social live streaming making mutual trust makes strangers turn into friends, rather than psychological interaction with purchasers. Purchasers can feel sellers' behavior and evaluate their accuracy through social media. Thus, the hypothesis derived from the above debate is as under

**H2:** Live streamers' trust significantly influences consumer purchase intention.

The world is changing speedily, and the involvement and development of live streaming have produced significant output in consumer purchasing. The developing world has accepted the influence of live streamers that have innovatively generated understanding between the consumers (Pantamee, et al., 2021). In this context: Al-Rahmi et al (2021) examined the live streaming integrating innovation approach with the technological acceptance influencing consumer behaviors. Social media has significantly posed this understanding, where products are technologically represented in the market. Therefore, the consumers have widely recognized the live streamer innovation acceptance. This recognition has been supported by the significant development in consumer purchase intentions. Further, Yuen et al (2021) emphasized the factors of online technology and innovation acceptance that are autonomous in influencing consumer purchase intentions. Live streaming is renowned due to its growing

and admiring platforms where consumers get new ways of shopping. Consumers are also attracted to the markets due to the products shown in live streaming and the acceptance of such innovation has also been increased. Since, the world is witnessing the changes at a rapid pace and the involvement as well as development of live streaming have produced significant output in consumer purchasing. Furthermore, Min et al (2019) indicated the insights of live streaming innovation and technology adoption for capturing the purchasing intentions of consumers. While watching videos and tutorials, the live streamers' innovation acceptance has not only admired more consumers but also increased consumer purchase intentions. The feasible and low-cost products shown in the live streaming have posed a significant and dominant impact on the consumers. Further, Chetioui et al (2021) analyzed the relationship between consumer purchase intentions, eWOM, and Facebook advertising in emerging markets. The current markets are fond of live streaming due to fast sales as compared to physical sales. These sales are attracted in the competitive market by the production of streamers' innovation. This inducement of streamers' innovation has provided eyes, and consumers, with wide opportunities to shop live streams (Sadiq, et al., 2021). Thus, the hypothesis derived from the above debate is as under:

**H3:** Live Streamers' innovation acceptance significantly influence consumer purchase intention.

Guarantee for the consumers has significantly uplifted the scenario of consumer trust. This uplifting and rising scenario has strengthened the relationship between consumers and organizations. In this context: Oghazi et al (2018) analyzed the policies of social presence of online purchase and consumer purchase intentions with mediating effects of consumer trust. Many organizations have tried to adopt feasible practices to maintain consumer trust. Therefore, the social presence of live streamers and organizations has played a vital role in it with the help of consumer trust. The mediating impact of consumer trust has not only supported the verdict of live streamers' social presence but also emphasized the consumer intentions to purchase. Moreover, Woodcock and Johnson (2019) investigated the relationship between live streamers on social media and televisions that attains strategic chances for consumer buying intentions. There is risk in the markets regarding the effectiveness and reality of products which are the main focus of consumers. Consumer trust significantly mediates between the risk existence of products and consumer purchasing intentions. In result of globalization, the rapid changes in the world are reported. In context of live streaming these changes are affecting the purchase intentions of the customers. In this context, Watts and Chi (2019) assessed the influencing factors of live streaming with a social presence, including consumer trust over consumer purchase intentions. Consumers' intentions have been positively increased with the efficacious development of consumer trust. Even though consumer trust also mediates between the psychological risks among consumers. The live streamers' presence in the market has captured risk elements by providing feasible policies for the products. The reduction of risk about the product and prices prominently enhances consumer trust. Additionally, Chetioui et al (2021) discussed the mediating impacts of consumer trust over the consumer attitude toward purchase and online shopping. This efficacy of trust development in consumers induces its dominant role in the consumer purchase intentions and live streamers' social presence. The social presence is due to facilitating the consumers from every end to increase their purchasing intentions by developing consumer trust. Thus, the hypothesis derived from the above debate is as under:

**H4:** Consumer trust significantly mediates between live streamers' social presence and consumer purchase intention.

Consumer purchase intentions are associated with the live streamers' trust, which is developed according to live streaming channels. The prominence of live streamers has been rising since the development of social media among consumers. In this context: Jeon et al (2017) elaborated on the live streaming interactivity toward the behavioral intentions of purchase with the mediating role of consumer values and trust. Consumers need to develop trust in businesses, and it is the main credibility of businesses where the consumers attain trust. This contributes a significant proportion of engagement, loyalty, and advocacy from the consumers. These elements proportionate the impacts of live streamers' trust when developed on consumers to enhance their purchasing intentions. The live streamers' trust in the businesses is strong hands that motivate consumers' attention toward purchase. Further, Guo et al (2021) discussed the impacts of live streamers' engagement and trust that develops consumer purchasing intentions. It is more important for the live streamers to develop their trust in consumers to pose the right image to the consumers. Furthermore, Vuong and Khanh Giao (2020) investigated the global brands selling through online streaming influencing the consumer purchase intentions by mediating the role of trust. The sharing of the right content and their consistent broadcasts has been emerging among the consumers, uplifting their intentions toward purchase. The real-time presence of consumers during the purchase develops mutual trust and strengthens the relationship among them. It is upon the professionalism of live streamers and their followers to pose a trusting image to the consumers. Additionally, Umair et al (2020) enumerated the involvement of social media marketing according to the purchasing intentions of consumers with mediating impacts of consumer trust. The expectations of consumers belong to the social interference of live streamers that introduce their products in the markets. The unauthenticated channels in developing countries have reduced consumer trust and purchasing intentions. Thus, the hypothesis derived from the above debate is as under:

**H5:** Consumer trust significantly mediates between live streamers' trust and consumer purchase intention.

### **Research Methods**

The article examines the role of live streamers' social presence, trust and innovation acceptance on the consumer purchase intention and also investigates the mediating role of consumer trust among live streamers' social presence, trust, and consumer purchase intention in retail businesses in China. The researchers have followed the primary data collection methods and extracted the questionnaires for data collection. The questionnaires were extracted from past literature; for example, live streamers' social presence has eight items extracted from (Wang et al., 2021). In addition, live streamers' trust has seven items extracted from (Zhao et al., 2018). Moreover, live streamers' innovation acceptance has five items taken from (Sun et al., 2019). Additionally, consumer trust has five items taken from the study of Macready et al (2020), and consumer purchase intention has eight items taken from (Ghali-Zinoubi and Toukabri, 2019).

In addition, the live streamers in retail business are the respondents and distributed the surveys using electronic media lime mail and what's app. The researchers have sent around 612 surveys but received only 359 that represents around 58.66 percent response rate. The



researchers also applied the smart-PLS to examine the relationships among variables. This is an effective tool that provides significant outcomes even though the researchers have used complex models (Hair Jr, et al., 2020). In addition, this tool also effectively operates when the researchers have used large or small data sets. The study has used three predictors such as live streamers' social presence (LSSP), live streamers' trust (LST), and live streamers' innovation acceptance (LSIA). In addition, the article has used one mediating variable, such as consumer trust (CT), and one dependent variable, such as consumer purchase intention (CPI). These variables are given in Figure 2.

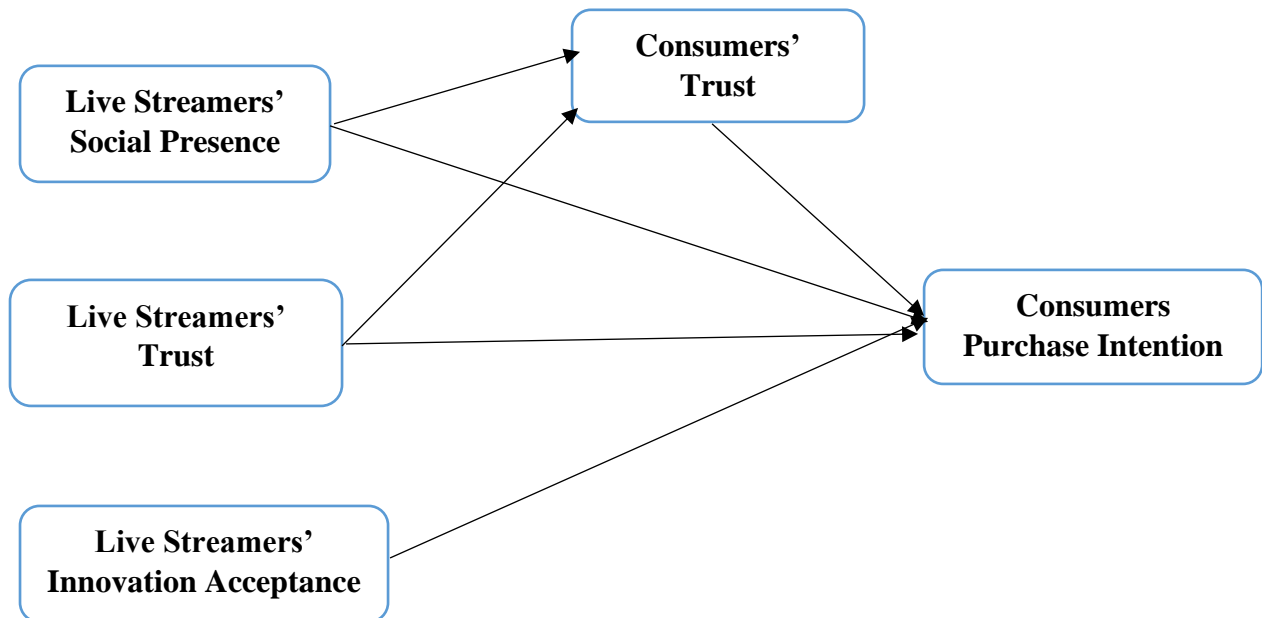


Figure 2: Theoretical model

### Research Findings

The results show the content validity using factor-loadings and figures are higher than 0.50 and exposed valid content validity. In addition, the results also show the convergent validity using average variance extracted (AVE), and figures are higher than 0.50 and exposed valid convergent validity. Moreover, the results show the reliability using composite reliability (CR) and Alpha, and the figures are higher than 0.70 and exposed significant reliability. Table 1 shows these outcomes.

Table 1

*Convergent validity*

<b>Constructs</b>	<b>Items</b>	<b>Loadings</b>	<b>Alpha</b>	<b>CR</b>	<b>AVE</b>
Consumers Purchase Intention	CPI1	0.786	0.866	0.897	0.556
	CPI2	0.741			
	CPI3	0.771			
	CPI4	0.703			
	CPI5	0.789			
	CPI6	0.716			
Consumers' Trust	CPI8	0.706	0.846	0.891	0.620
	CT1	0.773			
	CT2	0.850			
	CT3	0.799			
	CT4	0.791			
Live Streamers' Innovation Acceptance	CT5	0.718	0.965	0.975	0.905
	LSIA1	0.959			
	LSIA2	0.964			
	LSIA4	0.947			
	LSIA5	0.936			
Live Streamers' Social Presence	LSSP1	0.781	0.879	0.905	0.578
	LSSP2	0.778			
	LSSP3	0.765			
	LSSP5	0.703			
	LSSP6	0.765			
	LSSP7	0.701			
	LSSP8	0.822			
	Live Streamers' Trust	LST1			
LST2		0.774			
LST3		0.881			
LST4		0.926			
LST5		0.885			
LST6		0.825			
LST7		0.820			

The results show the discriminant validity using cross-loadings and Fornell Larcker and figures exposed that the values that indicated an association with the variable itself are higher than the values that indicated the association with other variables and exposed valid discriminant validity. Table 2 and Table 3 highlights these outcomes.



Table 2

*Fornell Larcker*

	<b>CPI</b>	<b>CT</b>	<b>LSIA</b>	<b>LSSP</b>	<b>LST</b>
CPI	0.745				
CT	0.618	0.788			
LSIA	0.651	0.433	0.952		
LSSP	0.634	0.429	0.434	0.760	
LST	0.677	0.406	0.375	0.474	0.856

Table 3

*Cross-loadings*

	<b>CPI</b>	<b>CT</b>	<b>LSIA</b>	<b>LSSP</b>	<b>LST</b>
CPI1	<b>0.786</b>	0.420	0.563	0.541	0.419
CPI2	<b>0.741</b>	0.463	0.552	0.575	0.366
CPI3	<b>0.771</b>	0.403	0.565	0.474	0.582
CPI4	<b>0.703</b>	0.319	0.381	0.431	0.604
CPI5	<b>0.789</b>	0.409	0.465	0.448	0.695
CPI6	<b>0.716</b>	0.559	0.481	0.403	0.442
CPI8	<b>0.706</b>	0.668	0.378	0.437	0.405
CT1	0.563	<b>0.773</b>	0.377	0.372	0.374
CT2	0.470	<b>0.850</b>	0.279	0.346	0.318
CT3	0.538	<b>0.799</b>	0.421	0.383	0.343
CT4	0.400	<b>0.791</b>	0.254	0.274	0.261
CT5	0.424	<b>0.718</b>	0.347	0.287	0.275
LSIA1	0.634	0.411	<b>0.959</b>	0.417	0.376
LSIA2	0.622	0.414	<b>0.964</b>	0.422	0.343
LSIA4	0.633	0.436	<b>0.947</b>	0.437	0.353
LSIA5	0.588	0.387	<b>0.936</b>	0.372	0.354
LSSP1	0.444	0.379	0.328	<b>0.781</b>	0.373
LSSP2	0.501	0.354	0.376	<b>0.778</b>	0.365
LSSP3	0.525	0.400	0.314	<b>0.765</b>	0.337
LSSP5	0.383	0.258	0.269	<b>0.703</b>	0.274
LSSP6	0.453	0.223	0.279	<b>0.765</b>	0.361
LSSP7	0.476	0.202	0.333	<b>0.701</b>	0.339
LSSP8	0.562	0.408	0.390	<b>0.822</b>	0.451
LST1	0.560	0.311	0.287	0.384	<b>0.872</b>
LST2	0.543	0.316	0.326	0.434	<b>0.774</b>
LST3	0.528	0.322	0.269	0.341	<b>0.881</b>
LST4	0.608	0.390	0.319	0.404	<b>0.926</b>
LST5	0.670	0.431	0.403	0.450	<b>0.885</b>
LST6	0.616	0.368	0.352	0.497	<b>0.825</b>
LST7	0.491	0.254	0.260	0.294	<b>0.820</b>

The results also show the discriminant validity using Heterotrait Monotrait (HTMT), and figures exposed that the values are lower than 0.85 and exposed valid discriminant validity. Table 4 highlights these outcomes.

Table 4

Heterotrait Monotrait Ratio

	CPI	CT	LSIA	LSSP	LST
CPI					
CT	0.714				
LSIA	0.710	0.471			
LSSP	0.720	0.476	0.466		
LST	0.741	0.441	0.389	0.511	

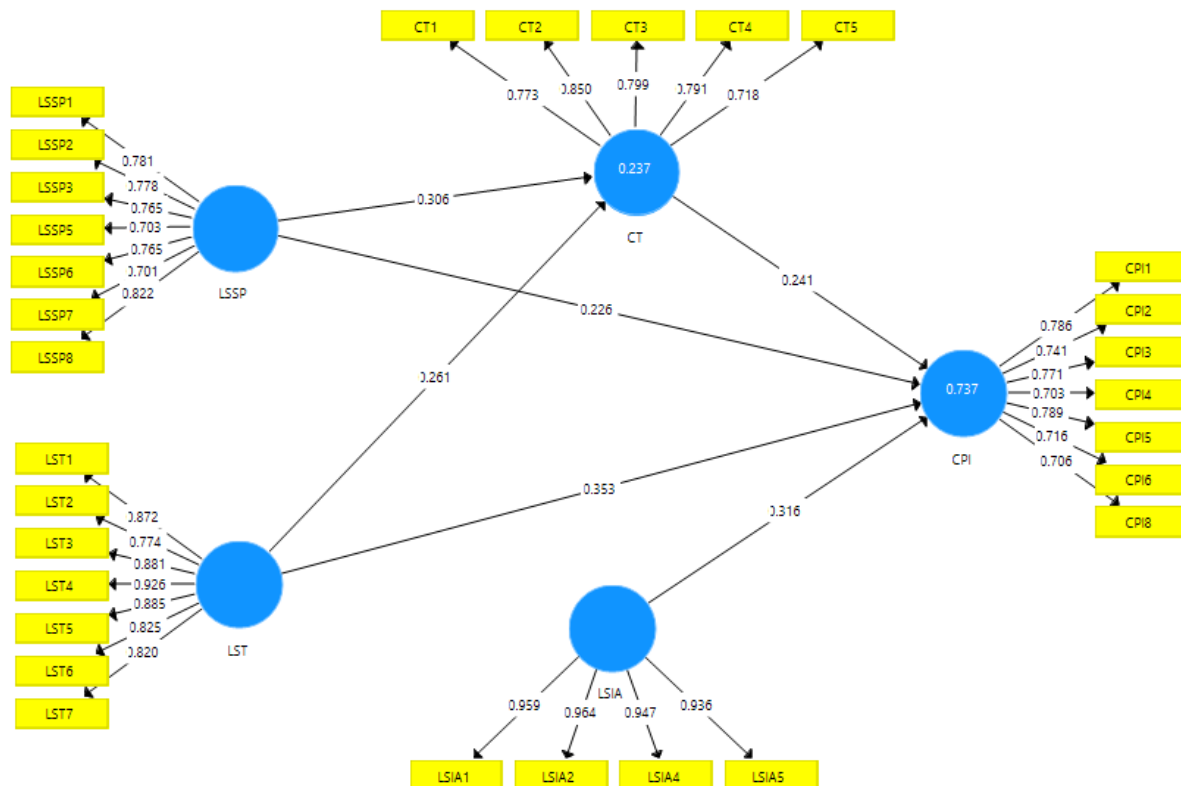


Figure 3: Measurement model assessment

The results indicated that the live streamers' social presence, trust, and innovation acceptance have a positive nexus with consumer purchase intention and accept H1, H2, and H3. The findings also indicated that the consumer trust significantly mediates among live streamers' social presence, trust, and consumer purchase intention in retail businesses in China and accept H4 and H5. Table 5 highlights these associations.

Table 5

A path analysis

Relationships	Beta	S.D.	T Statistics	P Values	L.L.	U.L.
CT -> CPI	0.241	0.041	5.926	0.000	0.179	0.333
LSIA -> CPI	0.316	0.040	7.832	0.000	0.233	0.390
LSSP -> CPI	0.226	0.037	6.175	0.000	0.143	0.296
LSSP -> CT	0.306	0.057	5.355	0.000	0.192	0.416
LST -> CPI	0.353	0.039	9.105	0.000	0.284	0.426
LST -> CT	0.261	0.060	4.382	0.000	0.132	0.366
LSSP -> CT -> CPI	0.074	0.020	3.718	0.000	0.039	0.115
LST -> CT -> CPI	0.063	0.019	3.281	0.001	0.031	0.100

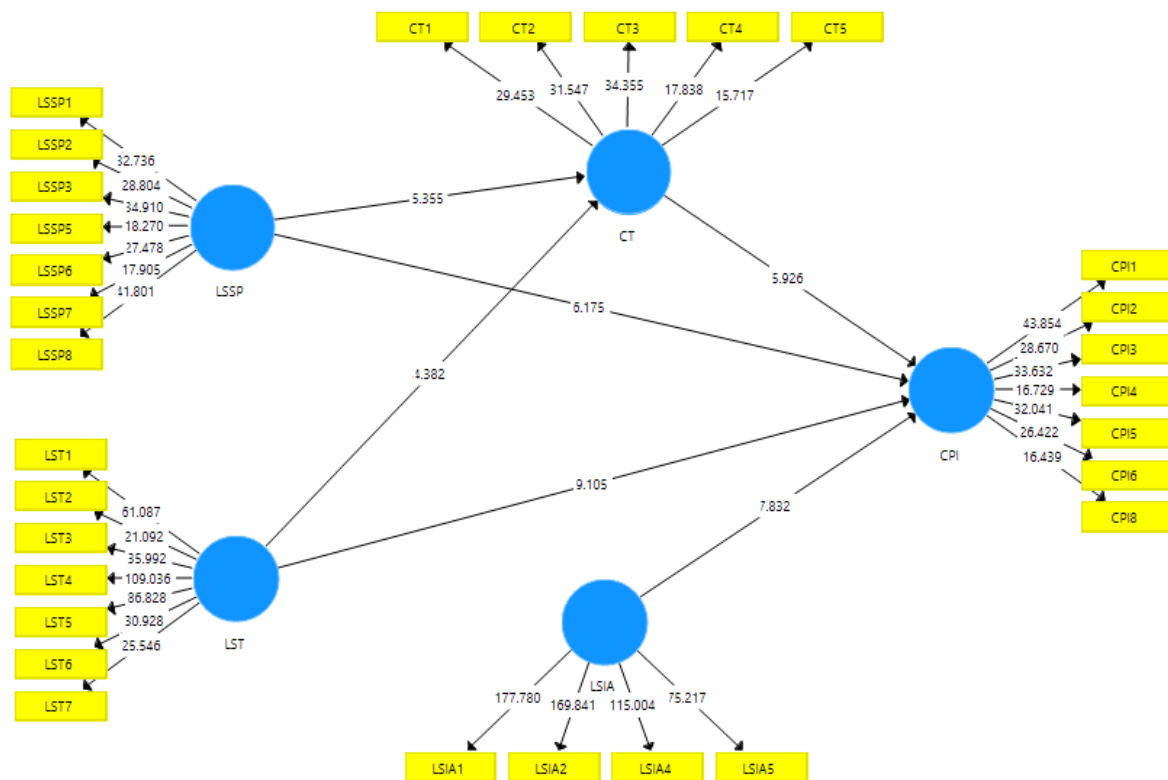


Figure 4: Structural model assessment

**Discussions**

The study results have indicated that live streamers' social presence has a positive relation to consumer purchase intention. These results are supported by Sun et al. (2019), which examine the live streamers' social presence impacts consumer purchase intention. The study implies that live streamers convey specific messages to a specific audience through live audio or video channels. If the live streamers are present socially, they not only communicate their ideas or messages about some products or services to the audience but have the capacity to influence the consumers' attitude. So, through social presence, the live streamers motivate the consumers who intend to purchase the particular products and services. These results are also in line with Sun et al (2020), which show that when live streamers are present on social media to interact with the consumers of some particular products and services, they not only transfer the features of products and services and communicate their own thinking but can have feedback from consumers as well as mold their attitudes and shape behaviors.

If the live streamer is socially present and succeeds in influencing consumers, it can lead them to intend to make purchases.

The study results have indicated that live streamers' trust has a positive relation to consumer purchase intention. These results are in line with Clement Addo et al (2021), which show that in trading, the trust of the advertisers or sellers in the quality of the product matters a lot in the marketing of the products. When the live streamers who are advertising some products have confidence in the honesty of the owners of products and their quality, they can have positive views and can better introduce the products before audience consumers. Thus, when the live streamers introduce the products with confidence, they can create a desire in the consumers to buy those products. Hence, live streamers' trust adds to consumer purchase intention. These results are also in line with Park and Lin (2020), which examines the trust factor in live streaming and its role in consumer purchase intention. The study posits that when the live streamers have confidence in honest dealings with owners of the products and services and they are sure about the quality products for example utility, reliability, durability, and ecological friendly features, they build a confident in their behavior while advertising the products. The confident behavior of live streamers while interacting with consumers transfer this confidence to consumers and develop intention to purchase products.

The study results have shown that live streamers' innovation acceptance has a positive relation to consumer purchase intention. These results agree with Zhang et al (2020), which state that when live streamers do not cling to outdated processes of acting in live streaming to interact with the audience for selling the products and services but tend to adopt innovative techniques, they can catch the attention from the audience. In this way, they can successfully convey their message to the audience and achieve desired results. These live streamers who adopt innovation can motivate the consumers to have purchase intention. These results are supported by Zhang et al (2020), which highlight that when live streamers who are offering their services for advertising and marketing the products adopt the policy that they would accept only the innovation-based products and services to trade in, they have a good influence on the audience. Thus, they can develop and retain the customers' intention to purchase the products as the customers' requirements keep on changing and they prefer something innovative.

The study results have revealed that consumers' trust is a mediator between live streamers' social presence and consumer purchase intention. These results are supported by Ma (2021), which examines that If live streamers are available on social media, they might influence consumers' attitudes by not simply providing information about certain products or services to the audience. They remove misconceptions of consumers, clear their thinking about products and services, and develop consumer trust. In this way, live streamers encourage consumers to acquire specific items and services. These results are also in line with Ang et al (2018), which present the arguments that when live streamers are present on social media plate-forms to have interaction with customers, they are able to not only describe product characteristics and share their own views but also get feedback from customers, mold their attitudes and develop consumers' trust in products and services. If the live streamer succeeds in influencing consumers through social media to win trust, they may be able to persuade them to make purchases.

The study results have revealed that consumers' trust is a mediator between live streamers' trust and consumer purchase intention. These results agree with An et al (2021), which posits that When live streamers who are promoting products have faith in the owners' honesty and the products' quality, they can have positive thinking and better introduce the products to

consumers. In this way, they can influence and win the trust of consumers for fair dealings. As a result, consumers are more likely to want to acquire such products. As a result, consumers' willingness to buy is boosted by the trust of live streamers and consumers' trust. These results match with Gao et al (2018), which proclaim that when live streamers have trust in honest transactions with product owners, and they are confident in the quality of the product, such as ecological friendly aspects of products, their utility, reliability, and durability. They transmit this trust to consumers and motivate them to develop purchase intention.

### **Implications**

The current study has great significance for making contributions to marketing literature. The study explores the role of live streamers' social presence, trust, and innovation acceptance in consumer purchase intention. Live streaming is popular in the advertisement and marketing of products and services, and a long literature has been written in recent years. The authors have simply checked the live streaming role in consumer purchase intention without going into specifications about live streamers. The present study, while analyzing the live streamers' social presence, trust, and innovation acceptance role in consumer purchase intention, adds to the literature. The impacts of live streamers' social presence, trust, and innovation acceptance on the consumer purchase intention have first time been analyzed in the Chinese economy. The present study has great empirical significance in the business world as it provides the ways how to raise marketing for products and services, influencing the intention of the consumers to make purchases. This study guides the business firms to pay attention to live streamers' presence to increase the number of customers. This article guides the policymakers in establishing policies related to improving the consumer purchase intention that enhances the organizational presence. The live streamers must be present socially; they must have a high level of trust and high innovation acceptance so that by influencing the consumers' attitude, motivate them to have purchase intention. The study also suggests that increasing live streamers' social presence, improvement in their trust, and high innovation acceptance increase the consumers' trust, which enhances consumer purchase intention.

### **Conclusions**

The main objective of the study is to examine the role of live streaming in consumer purchase intention. The study was to analyze the influences of live streamers' social presence, trust, and innovation acceptance on the consumer purchase intention. The questionnaires were distributed to live streamers in the Chinese economy for the collection of quantitative data on live streamers' social presence, trust, and innovation acceptance and the consumer purchase intention, and the relation among these factors. The results indicated that live streamers' social presence, live streamers' trust, and live streamers' innovation acceptance have a positive relation to the consumer purchase intention. The results showed that when live streamers are present socially, they can better describe the features of the product and prove their quality before the consumers. In this way, they can influence the consumers thinking and motivate consumers' purchase intention. The results also stated that when live streamers have trust in the products owners' dealings and the features of the products that the owners have described, they look to be confident in their communication and thereby can have a positive influence on the consumer and make them intend to make purchases. The live streamers who accept innovation can better motivate the consumers to make purchases. The study also concluded that live streamers' social presence, trust, and innovation acceptance

improve consumers' trust in the products, and the enhanced consumer trust accelerates their purchase intention.

This study contributes to new knowledge of evaluating a model of consumer purchase intention in live streaming market management by considering the live streamers' features in their social presence, trust, and innovation acceptance. It also provides new insight into trust-related studies by offering live streamers' trust as an important variable to prompt consumer purchase intention. Particularly in the current Chinese market, this study offers substantial contributions to practitioners by emphasizing the effects of live streamers' social presence and trust.

### **Limitations**

There are many limitations associated with the present study. In future studies, with suitable amendments and additions, these limitations can be filled. This study pays attention to only live streaming with live streamers' social presence, trust, and innovation acceptance for the consumer purchase intention. The consumer purchase intention is also dependent on product design, green marketing, and firms' goodwill. But, the present study does not pay focus on these factors while analyzing consumers' purchase attention. So, it is directed to scholars that they should examine these factors along with living streaming for a better understanding of consumers' purchase intention. This study collects data to establish a relationship between live streamers' social presence, trust, and innovation acceptance and the consumer purchase intention in the Chinese economy, where economic, social, and cultural aspects are different from those of other countries. For this, the present study may not be generalizable, and thus, the future authors are recommended that they should collect the evidential data from multiple economies.

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