



RESEARCH ARTICLE

The Power of Live-Streaming Commerce Purchase Intention Among Millennials Generations: The Mediating Role of Trust

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ABSTRACT

The expansion of live-streaming platforms has been recognized as a global economic phenomenon. The trend has become practical to reach the products easily by the customers who have engaged with real-time online interaction and information presence. Even though social commerce live-streaming has become more popular, however, up to the scholar's knowledge there are very less research endeavors on how the formation of trust and purchase intention on the live-streaming platforms occur by the specific consumers' millennial generation. Grounded by the stimulus-organism-response (S-O-R) model, this study aims to understand factors that affect live-streaming commerce purchase intention among the millennial generation. A total of 384 respondents were collected and useable among millennials age. The finding from analysis found that perceived social presence and perceived social support significantly influence trust besides, trust was found to be a significant influence on online purchase intention in the live-streaming platforms. However, perceived information overload was identified as not significant with the trust. The mediation analysis found that trust does not mediate the relationship between perceived information overload and online purchase intention. This finding extends meaningful insights into how live-streaming commerce affects the millennial generation. Besides, the information overload sheds light on the effects of consumers being reluctant to make their purchases.

INTRODUCTION

Live-streaming commerce is now showing the increasing trend users shopping recently (Zhou & Tong, 2022). The full participation of users making these platforms is crucial as it allows the activities for the purchases. The online communication has turned into a major information reference by the online users. The rise of the internet development has offered greater opportunity for users to share their knowledge and information and as such, the consumers not only relying on the reviews from the public but, also likely to seek various information from the online community platforms such social media. The users on the online platforms specifically screen the quality of the information provided by different people crossed over the world. This has been proven live-streaming commerce has become more prominent in today's culture (Giertz, Weiger, Törhönen, & Hamari, 2021). Besides, these new trend activities have benefits for the digital commerce market(Lin, Tseng, Shirazi, Hajli, &