

Determinants of Repurchase Intention in Live Streaming E-Commerce in China and Suggested Strategies

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Abstract

In the dynamic landscape of e-commerce, live commerce has emerged as a transformative force, reshaping consumer interactions and purchasing behaviors. This study investigates the factors influencing repurchase intention in the context of live commerce. Drawing on the Cognition-Affect-Conation (CAC) model, Feeling as Information Theory (FIT), Use and Gratification theory (U&G) and Information System Success Model, this study conducted a quantitative research approach with 424 live commerce consumers. The results reveal that repurchase intention is positively influenced by enjoyment, cost advantage, and customer satisfaction. Perceived value is a crucial factor that significantly impacts customer satisfaction and is influenced by both product and information quality. To enhance customer loyalty, the live commerce industry should prioritize strategies to build trust, ensure product quality, increase entertainment value, and maintain price competitiveness through promotional activities.

Keywords: Live Streaming E-commerce; Repurchase Intention; Customer Satisfaction; E-Commerce; Consumer Behavior.

1. Introduction

In the ever-evolving landscape of the digital age, e-commerce has witnessed a significant transformation with the emergence of live-streaming shopping, popularly known as "live e-commerce" or "live shopping." This new form of e-commerce has revolutionized the way consumers interact with brands and products, offering real-time interactions and personalized shopping experiences [1]. In this context, both live-streaming hosts, platforms, and brand owners aim to encourage consumers to increase repurchase and establish loyalty. However, reviewing the previous literature, limited research focuses on the repurchase intention during the post-purchase stage [2].

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Therefore, there is a research gap on the determinants of repurchase intention in live streaming industry.

The focus of this study is to explore the factors influencing repurchase intention in the context of live commerce. Repurchase intention plays a crucial role in measuring customer loyalty and the sustainability of e-commerce businesses. Understanding the determinants of repurchase intention in the dynamic environment of live commerce is of paramount importance to e-commerce platforms, retailers, and anchors seeking to build long-term relationships with their customers.

Overall, this research aims to contribute to the existing literature on live commerce and consumer behavior, offering valuable insights for both academia and industry stakeholders. This study's findings hold significant implications for the live commerce industry. By improving these crucial factors, e-commerce platforms and anchors can effectively foster customer satisfaction and foster a loyal customer base, ultimately contributing to the sustainable growth and success of the live commerce industry. As the live commerce market continues to evolve, this study provides another perspective for further research and future endeavors in this exciting and promising domain.

2. Fundamental Theories and Conceptual Framework

2.1. Cognition-Affect-Conation Pattern

The Cognition-Affect-Conation (CAC) model is a psychological framework used to understand and explain human behavior in the context of consumer decision-making. It proposes that human behavior is influenced by three key components: Cognition (thinking), Affect (feeling), and Conation (intention or action) [3]. These components interact with each other to shape consumers' attitudes, preferences, and purchase decisions.

Cognition refers to consumers' thoughts, beliefs, perceptions, and knowledge about a product, service, or brand. It involves the mental processing of information, such as product features, benefits, and pricing [4]. Affect represents consumers' emotional responses towards a product or brand. Emotions can strongly influence consumer behavior and decision-making, as positive emotions are associated with higher levels of satisfaction and loyalty, while negative emotions can deter repeat purchases. Conation is related to consumers' intention or willingness to take action, such as making a purchase or engaging in a specific behavior. It is the motivational component that drives consumers to act on their thoughts and emotions, ultimately leading to their behavior, such as repurchasing a product [5].

In this study, cognition corresponds to the independent variables, which are the factors that could influence consumers' repurchase intention in live streaming e-commerce. Affect in my study would correspond to consumers' satisfaction with their previous shopping experiences in live streaming e-commerce. It involves understanding how consumers feel about the products they purchased, the live streaming shopping platform, and the overall shopping process. Conation directly aligns with your dependent variable, which is repurchase intention. It represents consumers' intention or willingness to repurchase products from the live streaming e-commerce platform based on their cognition and affect. A strong conative component indicates a higher likelihood of consumers actually making a repeat purchase. In this research, CAC model has been adopted to

develop a comprehensive understanding of the interplay between consumers' cognition (independent variables), affect (satisfaction), and conation (repurchase intention) in the context of live streaming e-commerce.

2.2. Use and Gratification Theory

Use and Gratification Theory (UGT) is a communication theory that focuses on understanding why and how individuals actively seek out and use media to fulfill specific needs and gratifications [6]. It posits that media users are not passive consumers but actively select and use media to satisfy their psychological, social, and emotional needs. The Use and Gratification Theory has been widely applied in various fields to understand how individuals use media and communication technologies, including media studies, advertising and marketing [7].

In this research, the application of the Use and Gratification Theory involves examining the concept of gratifications sought by consumers in the context of live streaming e-commerce. Different scholars have proposed various types of gratifications, including utilitarian, hedonic, and social gratifications [8, 10]. These gratifications represent the different needs and motivations that consumers seek to fulfill through their engagement with livestreaming e-commerce platforms. Utilitarian Gratifications are practical and functional needs that consumers aim to satisfy when using livestreaming e-commerce [9]. Hedonic gratifications refer to the emotional and sensory pleasures that consumers derive from livestreaming shopping experiences. It involves the enjoyment of entertainment, novelty, and excitement during the shopping process [8]. Social Gratifications pertain to the social and interpersonal needs that consumers seek to fulfill through livestreaming e-commerce. This includes the desire for social interaction, peer influence, and social validation.

Overall, the application of the Use and Gratification Theory in this research allows for a nuanced understanding of the drivers behind consumers' repurchase intentions in the context of livestreaming e-commerce. By exploring the role of utilitarian and hedonic gratifications, I can gain valuable insights into the factors that contribute to consumer satisfaction and loyalty.

2.3. Feeling as Information Theory

Feeling as Information Theory (FIT) is a psychological theory that proposes that individuals often rely on their emotions or feelings as a source of information when making judgments and decisions [11]. According to this theory, people may use their emotional states to assess the situation, form opinions, and guide their actions, especially when they lack relevant knowledge or cognitive resources. The key idea behind Feeling as Information Theory is that emotions can serve as a shortcut or heuristic for decision-making. Instead of engaging in extensive cognitive processing and analysis, individuals may simply rely on their current emotional state to determine how they feel about a particular situation or object. These feelings, in turn, influence their judgments and actions.

Feeling as information theory was first introduced by Joseph P. Forgas, an Australian psychologist, in the 1990s [11]. The theory has been applied in various areas of psychology and social sciences to understand human behavior in different contexts. Some of the notable applications of Feeling as Information Theory include consumer behavior, social judgement and attitude, persuasion and communication [12].

In this research, the Feeling as Information Theory (FIT) is introduced as a valuable complement to the Cognition component of the CAC model. The CAC model encompasses three essential elements: Cognition, Affect, and Conation, to explain consumer behavior, the integration of FIT theory allows for a more comprehensive understanding of consumers' cognitive processes and decision-making.

2.4. Model of Information System Success

The Model of Information System Success, also known as the DeLone and McLean Model, is a theoretical framework developed by DeLone and McLean in 1992 [13]. The model aims to assess and evaluate the success of information systems (IS) in organizations. It provides a comprehensive and multi-dimensional perspective to understand the various factors that contribute to the success of an information system. The model identifies six key dimensions of IS success, which are System Quality, Information Quality, Use, User Satisfaction, Individual Impact, Organizational Impact [13]. The Model of Information System Success provides a structured framework for researchers and practitioners to assess the effectiveness and impact of information systems.

In the adapted D&M model by Seddon [14], system and information quality significantly influence perceived usefulness and user satisfaction. Perceived usefulness, in turn, plays a crucial role in user satisfaction. Seddon's study highlights that comprehending and utilizing this information system benefits individuals, companies, and society. Wang [15] integrated Seddon's model, the technology acceptance model, and the modified D&M model within the e-commerce context. The enhanced model incorporates four variables: system quality, service quality, information quality, and user satisfaction, while adding perceived value and repurchase intention as additional factors. Wang's modified framework is commonly referred to as the e-commerce system success model [15].

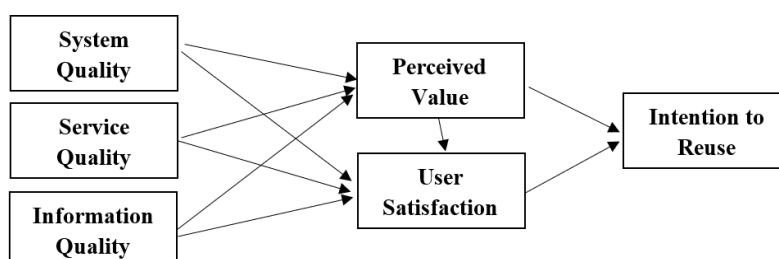


Figure 1: E-commerce System Success Model.

Although the Model of Information System Success, also known as the D&M model, has been adapted and extended in various contexts, its application in the live-streaming e-commerce industry is still relatively limited. This research aims to bridge this gap by applying and adapting the D&M model specifically to the live-streaming e-commerce context.

2.5. Conceptual Framework

The entire research framework is constructed based on the CAC theory, where the FIT theory and U&G theory provide the foundation for the composition of the independent variables. Additionally, the information success model offers insights into the factors influencing perceived value. According to the theoretical model, trust,

enjoyment, cost advantage, perceived value, product quality, service quality and information quality serve as the independent variables, while customer satisfaction acts as the mediating variable, and repurchase intention serves as the dependent variable. Among independent variables, both psychological and marketing factors have been taken into consideration. The corresponding hypotheses are also listed in the Figure.

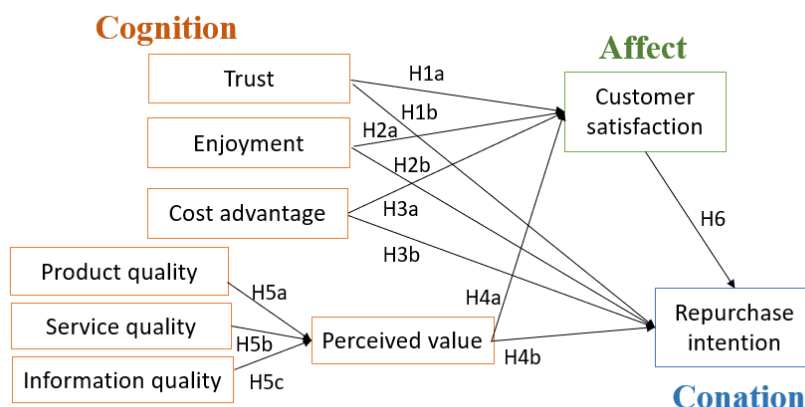


Figure 2: Conceptual Framework.

3. Methodology

3.1. Research method

This study employs a quantitative research approach to investigate the factors influencing repurchase intention in the context of live-streaming e-commerce. Quantitative research involves the collection of numerical data and the use of statistical analysis to draw conclusions and make inferences about the population [16].

3.2. Sampling Design

A convenience sampling technique is used to select participants from the target population. To achieve sufficient statistical power and ensure the reliability of the findings, a sample size of more than 384 participants is targeted for this study [17]. The sample size is calculated based on population and the amount of variables.

3.3. Questionnaire Development

The research questionnaire is designed to gain insight from the key variables identified in the research model. The questionnaire includes items adapted from existing validated scales related to trust, enjoyment, cost advantage, perceived value, product quality, service quality, information quality, customer satisfaction, and repurchase intention. Each item is carefully phrased to maintain clarity and minimize response bias.

3.4. Data Collection

Data for this study is collected through an online survey platform named Questionnaire Star. This research

targets individuals who have engaged in purchasing activities on live streaming e-commerce platforms. Participants who meet the requirement are invited to complete the questionnaire, which takes approximately 10 minutes to fill out. Informed consent is obtained at the beginning of the survey, and participants are assured of confidentiality and anonymity. This study adheres to ethical guidelines in research, including informed consent, data privacy, and voluntary participation. Participants' identities and responses are kept confidential, and all data is securely stored.

3.5. Data Analysis

Upon data collection, the quantitative data is subjected to rigorous analysis using statistical software, SPSS and AMOS. Descriptive statistics are used to summarize the demographic characteristics of the sample. Cronbach's alpha is employed to assess the internal consistency and reliability of the measurement scales. Confirmatory Factor Analysis (CFA) is conducted to evaluate the convergent and discriminant validity of the measurement items. CFA helps validate the underlying structure of the constructs and ensures that the items are measuring the intended latent variables [18].

The research model is then tested using Structural Equation Modeling (SEM). SEM enables the examination of complex relationships between multiple variables and provides insights into direct and indirect effects [19]. The hypothesized relationships among trust, enjoyment, cost advantage, perceived value, customer satisfaction, and repurchase intention are evaluated through SEM.

4. Results and Findings

4.1. Demographic Information

In this study, 424 valid questionnaires have been collected. The demographic data of the participants in this study are presented in the table. A total of 424 individuals participated in the survey, with 181 (42.7%) males and 243 (57.3%) females. The respondents' age distribution shows that 91 (21.5%) are aged between 18-24, 102 (24.1%) fall in the age group of 25-34, 135 (31.8%) are between 35-50 years old, and 96 (22.6%) are above 50 years old. Regarding income, the majority of respondents (34.2%) have a monthly income between RMB3,000-5,999 (approximately US\$419-839), followed by 34.0% with an income ranging from RMB6,000-9,999 (approximately US\$ 839-1,398). Comparatively, a smaller number of respondents reported higher income levels, with 9.9% having an income between RMB10,000-29,999 (approximately US\$1,398-4,196) and only 1.7% earning above 30000. Regarding education, the majority of participants (47.4%) have completed an undergraduate degree, while 32.5% have attended a vocational institute.

The demographic analysis reveals a diverse sample with representation from different age groups, genders, income levels, and educational backgrounds.

This diversity enhances the generalizability of the study findings to a broader population. Understanding the demographic characteristics of the participants is essential in interpreting the research results and drawing meaningful insights into the factors influencing repurchase intention in the live-streaming e-commerce industry [20].

Table 1: Demographic Information.

Information		Frequency	Percent (%)
Gender	Male	181	42.7
	Female	243	57.3
Age	18-24	91	21.5
	25-34	102	24.1
	35-50	135	31.8
	Above 50	96	22.6
Income (RMB)	No income	60	14.2
	Below 2,999	26	6.1
	3,000-5,999	145	34.2
	6,000-9,999	144	34.0
	10,000-29,999	42	9.9
	Above 30,000	7	1.7
Education	High School and below	30	7.1
	Vocational Institute	138	32.5
	Undergraduate	201	47.4
	Postgraduate and above	55	13.0
	Total	424	100.0

4.2. Reliability and Validity Analysis

Cronbach's Alpha is a measure of internal consistency, and all the variables in the study demonstrate good reliability with values above 0.9. Generally, a Cronbach's Alpha value above 0.7 is considered acceptable [21]. As shown in Table 2, all variables exceed this threshold, indicating high internal consistency.

Table 2: Cronbach's Alpha, CR & AVE.

Variable	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Trust	0.918	0.919	0.6951
Enjoyment	0.933	0.9339	0.7388
Cost Advantage	0.902	0.9029	0.7561
Perceived Value	0.903	0.9025	0.7552
Product Quality	0.944	0.9457	0.8133
Service Quality	0.905	0.9053	0.7055
Information Quality	0.923	0.9228	0.7492
Customer Satisfaction	0.944	0.9441	0.8085
Repurchase Intention	0.932	0.9325	0.7342

Regarding validity, according to the Table 3, the absolute fit indices, relative fit indices, and parsimony fit indices all meet the required criteria, which indicates the model fits the data well and demonstrates good overall model fit. Composite Reliability (CR) and Average Variance Extracted (AVE) are both measures used to assess convergent validity in the context of Confirmatory Factor Analysis (CFA). CR values (typically above 0.6) and AVE values (greater than 0.5) generally indicate acceptable convergent validity [22], demonstrating that a construct explains a substantial amount of variance in its corresponding observed indicators, which has been

shown in Table 2. About discriminant validity, as shown in Table 4, the square root of the AVE value of each construct are greater than the correlation coefficient for corresponding inter-constructs [23]. Therefore, the measurement scale of each construct has a good discriminant validity.

Table 3: Model Fit Indices.

Classification	Index	Test Result	Suggested Value
Absolute fit indices	χ^2/df	2.804	<3
	RMR	0.026	RMR<0.05
	RMSEA	0.065	RMSEA <0.08
	GFI	0.822	GFI > 0.90
Relative fit indices	CFI	0.934	CFI>0.90
	TLI	0.926	TLI>0.90
	NFI	0.901	NFI>0.90
	IFI	0.934	IFI>0.90
Parsimony fit indices	PGFI	0.694	PGFI>0.50
	PNFI	0.803	PNFI>0.50

4.3. Hypothesis Testing

After reliability and validity test, structural equation modelling (SEM) has been adopted to test hypotheses. Table 4 shows the estimate output from AMOS software of constructed model. Based on the results of the P-tests, the majority of hypotheses are found to be statistically significant, indicating meaningful relationships between the variables. However, a small portion of the hypotheses (H1a, H1b, H4b, H5b) are not statistically significant, suggesting that their associations may be weak or non-existent.

Table 4: Hypotheses Result.

Hypotheses	Estimate	S.E.	C.R.	P	Results
H1a Customer Satisfaction <--- Trust	0.061	0.038	1.428	0.153	Not Supported
H1b Repurchase Intention <--- Trust	0.07	0.039	1.536	0.124	Not Supported
H2a Customer Satisfaction <--- Enjoyment	0.113	0.036	2.849	0.004	Supported
H2b Repurchase Intention <--- Enjoyment	0.119	0.038	2.776	0.006	Supported
H3a Customer Satisfaction <--- Cost Advantage	0.128	0.05	2.621	0.009	Supported
H3b Repurchase Intention <--- Cost Advantage	0.193	0.052	3.711	***	Supported
H4a Customer Satisfaction <--- Perceived Value	0.669	0.058	12.081	***	Supported
H4b Repurchase Intention <--- Perceived Value	0.006	0.079	0.079	0.937	Not Supported
H5a Perceived Value <--- Product Quality	0.355	0.05	7.231	***	Supported
H5b Perceived Value <--- Service Quality	-0.019	0.058	-0.302	0.763	Not Supported
H5c Perceived Value <--- Information Quality	0.639	0.074	8.956	***	Supported
H6 Repurchase Intention <--- Customer Satisfaction	0.58	0.076	7.398	***	Supported

Note: *** p<0.001, significance level of 0.05

The table 4 presents the results of hypothesis testing in the research, aiming to understand the relationships between different variables. The analysis reveals several significant findings:

First, the results indicate that "Repurchase Intention" is positively influenced by "Enjoyment," "Cost Advantage," and "Customer Satisfaction." Among these factors, "Customer Satisfaction" appears to play a particularly significant role in driving consumers' intention to repurchase. This underscores the importance of ensuring high levels of customer satisfaction in the context of live-streaming e-commerce. Satisfied customers are more likely to develop loyalty towards the platform and are more inclined to make repeat purchases.

Second, the results reveal that "Customer Satisfaction" is significantly influenced by "Enjoyment," "Cost Advantage," and particularly "Perceived Value." The perceived value that customers associate with the products or services offered by live-streaming e-commerce plays a crucial role in shaping their overall satisfaction. When consumers perceive that the products or services offered provide excellent value for money, they are more likely to be satisfied with their purchase experience.

Third, the results suggest that "Perceived Value" is primarily influenced by "Product Quality" and "Information Quality," while its relationship with "Service Quality" is not significant. This indicates that customers' perception of the value they receive from live-streaming e-commerce offerings is highly affected by the quality of the products and the information provided. The relationship between "Perceived Value" and "Service Quality" was found to be not significant. This could be attributed to the subjective nature of service quality and the potential variability in customers' experiences with the services provided.

Fourth, based on the findings in the context of live-streaming e-commerce, it can be concluded that "trust" does not significantly influence "repurchase intention," and it does not have a significant impact on "customer satisfaction" either. The possible reason is that consumers' level of trust in live-streaming e-commerce platforms may be relatively low, leading them to rely on other factors in their decision-making process regarding repurchasing behavior.

5. Suggested Strategies

Based on the analysis above, the following strategies are recommended for the live-streaming e-commerce industry.

5.1. Enhance Trust in the Industry and Hosts

To address the issue of trust not significantly affecting repurchase intention and customer satisfaction, the live-streaming e-commerce industry may focus more on building trust among customers. This can be achieved by implementing transparent and reliable practices such as clear product information, fair pricing, and secure payment options. Additionally, providing customer reviews and ratings for products and hosts help establishing credibility and fostering trust. Regularly engaging with customers and addressing their concerns can also contribute to building trust and loyalty.

5.2. Ensure Product and Information Quality

Since perceived value is significantly influenced by product quality and information quality, the industry must place a strong emphasis on offering high-quality products and accurate, detailed information. Conducting regular quality checks and product testing can ensure that customers receive products that meet their expectations. Moreover, providing comprehensive and reliable information about products, including specifications, usage, and customer reviews, can enhance customers' trust and satisfaction.

5.3. Increase Entertainment Value

As enjoyment significantly affects repurchase intention, the live-streaming e-commerce industry should focus on enhancing the entertainment aspect of their platforms. This can be achieved by creating engaging and interactive live-streaming sessions, incorporating fun elements, and organizing exciting events. Utilizing innovative and creative content can make the shopping experience more enjoyable and memorable for customers, thereby increasing the likelihood of repeat purchases.

5.4. Maintain Cost Advantage and Promotions

Cost advantage is found to positively influence repurchase intention, highlighting the importance of competitive pricing. The industry should strive to maintain competitive pricing while ensuring product quality and value. Additionally, periodic promotional activities, such as discounts, special offers, and loyalty programs, can attract and retain customers, encouraging them to make repeat purchases.

By implementing these strategies, the live-streaming e-commerce industry can effectively address the factors that influence customers' repurchase intention and satisfaction. Building trust, providing high-quality products and information, enhancing entertainment value, and offering competitive prices can create a positive and enjoyable shopping experience for customers, leading to increased loyalty and repeat business.

6. Conclusion

In conclusion, this study explores the factors influencing repurchase intention in the context of live-streaming e-commerce. Through the integration of the CAC model, FIT theory, and U&G theory, this study establishes a comprehensive framework for understanding consumer behavior in this rapidly growing industry.

The findings reveal that customer satisfaction plays a pivotal role in driving repurchase intention, with enjoyment, cost advantage, and perceived value also exerting significant influence.

Trust, on the other hand, did not emerge as a significant factor, possibly due to the need for further efforts to build trust in the live-streaming e-commerce environment. Overall, this study contributes valuable insights to the understanding of consumer behavior in the live-streaming e-commerce sector and provides practical implications for the whole industry aiming to cultivate customer loyalty and drive sustainable growth.

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