

# The Effect of In-game Live Streaming Stimulus on Purchase Intention Mediated by Streamer's Trust

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## **Abstract:**

### **Objectives:**

The purpose of this study is to examine the effect of the streaming stimulus which are streamer's attractiveness and streamer's reputation, and the mediation role of the streamer's trust on the purchase intentions.

**Study Location:** Cairo, Egypt

### **Methodology:**

A questionnaire was given to a convenience sample of 240 people in Cairo, Egypt, in 2024 in order to collect data. Using a Likert scale, the questionnaire asks about the effect of streaming stimulus (streamer's attractiveness and streamer's reputation) toward purchase intention mediating with the streamer's trust. Structural equation modeling was used for data analysis.

### **Results:**

The results of the study reveal that streamer attractiveness and reputation have a direct positive effect on purchase intention, with trust also significantly influencing purchase intentions. Among the variables, streamer attractiveness had the strongest impact, followed by trust and streamer reputation, indicating that these factors play key roles in driving consumer purchasing decisions.

### **Recommendations:**

To enhance the generalizability and validity of the findings, the study could benefit from several improvements. First, expanding the sample size would provide a broader representation and strengthen the conclusions. Second, extending the research beyond the specific geographic region of New Cairo could offer valuable insights into how cultural or regional factors may influence the observed relationships. Additionally, broadening the focus to include other product categories, beyond just in-game items, could uncover variations in how streaming



stimulus and trust affect purchase intentions. Lastly, incorporating behavioural data, such as actual purchase records, alongside self-reported consumer data, could further validate the results and provide a more comprehensive understanding of consumer behaviour.

The study highlights the influence of in-game live streaming on purchase intentions, with streamer trust as a key mediator. Businesses should integrate live streaming into digital marketing to leverage streamers' impact on consumer decisions. Streamers should enhance their attractiveness and reputation by providing reliable information and engaging with viewers to boost purchase intentions. Building trust is crucial, as it significantly affects consumer attitudes and purchase likelihood. Streamers must prioritize professionalism and trustworthiness to effectively influence consumer behaviour and increase the probability of purchases.

**Keywords:** live streaming, streamer's attractiveness, streamer's reputation, streamer's trust, purchase intentions.

### 1. Introduction:

Video game streaming and the streaming platforms has become the most popular source of video game information and entertainment as it allows the viewer or the customer to see and interact with actual video games in real time. It's beneficial for both user and streamer, as the streamer provide some trusted information on a certain game and start to play it in a live streaming and give you information on an in games products before you purchase them to help you make your decision depends on your need and regarding the user start to engage with the streamer and this engagement may effect on the customer decision on this video game ( Lisa Brianne Foster 2020). So, it will be a great opportunity for the companies nowadays to begin incorporating streams into their digital marketing strategy if they have not already, because streaming can highly influence consumers' in-game product-purchasing decisions (Shuchih Ernest Chang et al. 2023).

Millions of people can congregate and watch livestreams of video games on a number of social media sites, including Facebook, YouTube, and others.

The focus in the video game industry is live streaming as a way to produce and consume media and influence customer behaviour. People can watch a variety of entertainment on these websites, including streams, video games, and content. Video game streamers also created new methods to create content, boost viewership, and understand their audience and the reasons behind their desire in watching live streaming video games in order to join a digital community and provide entertainment (Abbie Speed et al., 2023)

Streamers' product recommendations can influence viewers' opinions about a certain game or in-game product and encourage their intention to buy, which is a new aspect that can influence consumer purchasing decisions (Park and Lin, 2020). Additionally, there are a few stimuli that could influence a customer's choice to buy a particular game (Yun He, Wenjie Li, Jiaolong Xue2022). By lowering doubts about the quality of the product and boosting confidence in broadcasters, one can encourage customers to make purchases. These features of live-streaming business could help viewers assess the caliber of products and establish confidence with broadcasters. (Zhang et al., 2022; Lu and Chen, 2022).

However, a live video game streamer with a solid reputation for professionalism and knowledge would encourage customers to buy the in-game product that the streamer has recommended (Guo et al., 2022; Chen Et al., 2020). This would help consumers fulfill a practical need. Considered one of the streaming stimuli that might impact a customer's decision to buy and influence the streamer's trust is the attractiveness of the streamer. Being attractive demonstrates a certain level of charisma for their audience, such as the capacity to draw in and amuse them (Aniwat Sankosik, 2020).

The reputation of the streamer is another factor that could influence a viewer's or customer's choice to buy. Additionally, the mediating role of streamer trust on purchase intention will be investigated in this article. Trust has the power to influence not just the online atmosphere but also the decisions made and actions taken on streaming services for video games. Consumers' opinions about the product are influenced by the streamer's assessment, and if they have sufficient faith in the streamer, they are more likely to agree with the product that the streamer recommends. Thus, the key to choosing what to buy is to have faith in the streamer (Yanyan Wu and Hongqing Huang 2023).

Influencers in the video game industry on the internet can create a variety of content, such as live streaming and video reviews. Every kind of content shapes how brands and marketers find and follow video game influencers. utilizing the influencers from video games. (Sankosik, Aniwat 2020). The impact of streaming stimuli on purchase intention mediated by streamer trust has not received much attention in research. Therefore, this study offers a research paper to examine how the customer's purchase intention for in-game products is influenced by the streamer's trust and the streaming stimulus, which includes the streamer's reputation and beauty. From a scholarly and practical standpoint, this gap exists.

Finally provide recommendations for the video games streamers to improve their attractiveness and enhance their reputation as well. The literature review on the constructs covered in this paper, methodology, explanation of the findings, theoretical and managerial implications, and conclusions are all included in the following sections.

## **2. Research Problem:**

The impact of streaming stimuli on purchase intention mediated by streamer trust has not received much attention in research. Therefore, this study offers a research paper to examine how the customer's purchase intention for in-game products is influenced by the streamer's trust and the streaming stimulus, which includes the streamer's reputation and beauty. From a scholarly and practical standpoint, this gap exists

## **3. Importance of the Study:**

Video game streaming and the streaming platforms has become the most popular source of video game information and entertainment as it allows the viewer or the customer to see and interact with actual video games in real time. It's beneficial for both user and streamer, as the streamer provide some trusted information on a certain game and start to play it in a live streaming and give you information on an in games products before you purchase them to help you make your decision depends on your need and regarding the user start to engage with the streamer

and this engagement may effect on the customer decision on this video game ( Lisa Brianne Foster 2020).

#### **4. Theoretical Literature of the Study:**

##### **4.1 Streamer's Attractiveness**

The emergence of video game streaming platforms like Twitch and YouTube Gaming has given rise to a fresh trend of streamers. These individuals showcase their live gameplay to audiences, garnering immense popularity and influence, drawing millions of viewers and securing sponsorships from game developers and brands. This literature review seeks to delve into the concept of streamer allure in video games, analyzing the elements contributing to their appeal and the ramifications for the gaming sector.

According to Zhang et al. 2022, live streaming facilitates interaction between streamers and viewers as well as real-time media recording and transmission. It has significantly altered the one-way conveyance of information to customers in traditional purchasing situations, changing the way information is distributed through (what was traditionally mostly done through static media like text and graphics. In turn, the main players are now viewers, streamers, and platforms. Viewers can actively participate and offer feedback due to the actual interaction and scrolling. As a result, individuals stop being passive information consumers and start creating material (Kang et al., 2021). individuals can also pay streamers for creating quality content.

Using a variety of techniques, including humor, responsiveness, and motivation, streamers in turn inspire their audience (Guo et al., 2022; Kim and Kim, 2022; Liao et al., 2022). In the process, viewers get to know the streamer and could be pulled to their sympathetic and humorous content, which strengthens their bond and relationship.

Platforms or products may also gain an affinity and closeness with live broadcasting (Zhang et al., 2022). To better interest viewers, most live streaming incorporates gameplay aspects Incorporating elements of game design to encourage user behaviour in non-gaming environments is known as gamification, and it has shown to be a successful strategy in the commercial market. Selling experience goods via live streaming has, on the one hand, been reported to boost sales.

When compared to pre-recorded content. Additionally, by responding to customer inquiries and sharing their brand in real time during the live streaming, merchants further strengthen their reputation and attractiveness (Wongkit Rungrueng and Assarut, 2020).

Conversely, viewers provide financial support and incentives to streamers in the form of gifts and commissions on purchases. Moreover, streamers receive cash assistance among other things, subscribing, giving, and "cheering," as well as advertising, sponsorships, contests and goals, unforeseen prizes for viewers, and integrating games into streaming channels itself. Because they are paid, streamers also get better at communicating with their audience, which makes for a more pleasurable viewing experience and increases the likelihood that viewers will buy things or donate presents.

Sheng & Kairam, 2020 mentioned that live streaming enables streamers to showcase their abilities and engage with their audience. It serves as a gathering place for gamers to follow their preferred

streamers and for streamers to share their gaming experiences. Streamers can generate income through advertising subscriptions. (Li and Guo, 2021; Liu et al., 2022).

The amalgamation of live streaming, a youthful audience, and a brand-friendly approach toward content creators offers a fresh avenue for brands to develop content. Streaming platforms have brands. Understanding this market is crucial, given that individuals aged 18-25, often referred to as "Gen Z,". This cohort demonstrates greater diversity, independence, and social awareness compared to prior generations (Parker & Igielnik, 2020). These consumers frequent social platforms and rely on influencer recommendations and social discovery when placing trust in brands. The most effective approach to engage this demographic involves crafting genuine, authentic campaigns with influencers that align with a brand's ethos. Individuals who produce content on the live streaming platform are commonly referred to as "streamers." These streamers have the flexibility to create videos across various genres (Pollard, 2021, para. 1). Affiliate and partner streamers exclusively qualify for revenue sharing from subscriptions and advertisements. Pre-roll ads, lasting 30 seconds, are displayed before viewers can engage with an affiliate or partner stream, while mid-roll ads, spanning 30-60 seconds, are inserted during streams akin to traditional television commercials (Hayes, 2022, para. 22). Streamer attractiveness encompasses viewers' judgments regarding a streamer's physical appearance and personal traits, such as beauty, expressiveness, and gracefulness. According to the concept of cognition, intangible qualities of a person, like attractiveness, can be transmitted to an object, such as a recommended in-game product, through interactions observed that an appealing celebrity could foster favorable customer attitudes toward a product. Moreover, an individual's attractiveness affects how they are perceived by the viewers, with positive attributes enhancing perceptions of honesty among observers (Park and Lin, 2020). Given these premises, it is reasonable to anticipate that streamer attractiveness influences both product appeal and viewers' trust in the streamers. Typically, individuals tend to buy recommended in-game products by the streamers they admire or favor, as consumers aspire to emulate them (Gilal et al., 2020). Previous studies have indicated that the appeal of a retailer contributes to customers maintaining their intention to purchase. Thus, it is reasonable to anticipate that streamer attractiveness influences purchase intention (Park and Lin, 2020; Zhong et al., 2022).

## 1.2 Streamer's Reputation

Ren, Choe, and Song (2023) define before that the streamer reputation as a degree of how well a can give high-quality administrations. Based on earlier inquire about, this consideration characterizes a live streamer reputation as the degree to which a customer believes the live streamer is trustworthy and cares around them (Lou et al., 2022). In expansion, (Laosuraphon and Nuangjamnong 2022), (Ren et al. 2023) and (Yang et al. 2023) found that the quality of live streaming e-commerce, which is portrayed within the benefit level, influences the reputation of live streamers.

Agreeing to ponder, the reputation of a live streamer is significantly influenced by the quality of online shopping, particularly the quality of design items, data, frameworks, and live-streaming e-commerce. And accept that the basic thing for online customers to do is to compare different administrations

(Miotto, Del-Castillo Feito, & Blanco-González, 2020). Notoriety may be a relative term that depends on how competitors perform and compare. This attestation proposes that customer interaction with live streamers may upgrade the notoriety of the streamer. Hence, interaction with live streamers may progress consumers' discernments of their reputation (Lou et al., 2022). This think about recommends a relationship between the popularity of a live streamer and how well individuals accept they are known. From this point of view, imprudent buys show heuristic data preparation, as they are straightforward and require small thought. Agreeing to (Lou et al. (2022), the quality of the information that was given by the streamer and the reputation of a streamer can give heuristic signals that encourage consumers' decision-making and contribute to an increment in online purchases. Considering (Pacheco et al.'s (2022) perception that rash obtaining is characterized by a need of planning, heuristic data processing theory may be able to clarify how seen the live streamer ubiquity and seen competition impact the choice to buy something.

Al-Adwan et al. (2022) state that customers can use the reputation of online streamers as a strategic instrument to ease uneasiness and vulnerability. A live streamer with a great reputation is typically considered legitimate, tried, and true (Lou et al., 2022). When individuals use a heuristic strategy of preparing data, the characteristics of the source may have a greater effect on influence than the characteristics of the information, concurring to (Lee and Lin (2022). Putting these two thoughts together, when consumers believe in the live streamer features and has a great reputation, they may buy a product without much thought since they believe the live streamer have a good reputation. In other words, a consumer's discernment of a live streamer's reputation can help them decrease the mental exertion required to choose, making it simpler to buy something immediately. Perceived streamer reputation is defined in this study as the degree to which viewers believe a streamer to be trustworthy and care about them. Reputation is a relative term that is based on how well competitors compare to one another (Jang and Chung, 2021). Reputation can also be seen of as the standards by which streamers are judged by a large number of customers through word-of-mouth communication (Wang et al., 2022). (Yang and others, 2020) claimed that the stream reputation has a beneficial impact on consumers' buying inclinations when there is evidence of customer trust (Singh et al., 2020). As a result, viewers' perceptions of streamers' reputations may be improved by their positive reputations. Customers may simplify their decision-making process and need less cognitive work when they rely on the reputation of streamers. In 2021, Jang and Chung More in-depth research on the function of influential people as important thought leaders with a solid reputation and following has also helped to clarify the more comprehensive product in live streaming commerce (Li et al., 2023; Zhang et al., 2022; Qi et al., 2021). According to existing research, favorable responses to online surveys help to strengthen the popularity and reputation of streamers, which can encourage viewers to have positive feelings for them and lessen their perceived vulnerability. Customers' recognition and confidence in streamers may increase as a result. A bad internet review is more likely to get customers' attention in order to stand out. It destroys the identifying traits that streamers have long since combined to weaken the influence that their widespread recognition and reputation have on people's belief in them. They are more willing to engage with the streamers, growing their comprehension of the streamers' popularity and reputation, and strengthening their trust in them because they can swiftly filter out a variety of important information, enabling them to adapt to live streaming shopping.(Xiaolin Cui and Qi Dai, 2021) However, when an online purchasing experience

is not prosperous, it is unable to effectively filter a wide range of information and incorporates a useful feeling of immobility to live flowing shopping. This reduces the beneficial effect since consumers are more likely to have doubts about the popularity and reputation of streamers.

### 1.3 Streamer's trust

Recently, video games and live streaming have become the main form of online commerce. While there has been an increase in interest in live streaming research 5, And to investigate how streamer and live streaming enablers impact trust and how users' purchase intentions to continue in the live streaming commerce scenario are influenced by trust, building confidence and trust in live streaming requires both trusted information and interaction with the viewers. (Talwar et al., 2020; (Wu, 2020). Customers' inclination to stick around is correlated with their level of trust in various entities. Because trust in streamers can translate to products, (Xu et al., 2020) it is more important. Genres of live streaming attenuate the effect of trust on intention to continue. The influence of various forms of trust on the inclination to continue is mitigated by live streaming genres. The best outcomes in live streaming commerce are produced by building trust (panelMingli Zhang , Yafei Liu , Yu Wang and Lu Zhao ). Although live streaming commerce has made significant progress in recent years, some Trust is one of the important concerns that still has to be overcome. Because traditional e-commerce is unable to communicate with sellers in real time to acquire dynamic product information, transaction risk is increased and trust-building is impeded. On the other hand, information opacity issues in traditional e-commerce can be accurately resolved by live streaming commerce's real-time visual communication. (Frank M. Schneider, Tim Wulf, 2021). From a technical subsystem perspective, the unique advantages that set live streaming commerce apart from traditional e-commerce are the real-time interactivity, visualization, and personalized services it fosters. The interface of live streaming technology allows customers to gain more trust and customized information about the product they intend to purchase. (Xue et al., 2020; Hu & Chaudhry, 2020).

The goal of this study is to create a model that examines the factors that influence consumers' trust in live streaming commerce and how those factors affect their purchase intention, based on previously conducted research. This study's unique addition is its combined analysis of social and technical aspects. Specifically, it examines how the technology characteristics of the more recent e-commerce model and social interactivity affect users' intention to stick with the platform by increasing trust. In addition to that, there is one of the most important types of trust in live streaming commerce which is trust in streamers—which may have different behaviours. Additionally, we consider how the different live streaming genres regulate the mechanism that influences customers' decision (2021, zhang) the building up of the trust, the Interactive experience, and the influence on the community, portrays the streamer as an opinion leader, an influencer – seen as a person who influence others into their own purchasing decision (joon soo lim et al 2020). And attribute the streamer as a promoter and Opinion leader in the video game industry based on the reputation, they create by streaming Games and developing a trust within the video games they stream (King and de la Hera 2020).

Reyhaan King & Teresa de la Hera 2020 mentioned that video game streamers Have become a "source of information and entertainment" for gamers by providing Knowledge about games

and the latest updates of the in-game product and that refers to the trust between the streamer and the viewers is important since there's an information will be given. The trust developed by the streamer is here also taking an importance into creating an identity, the trust on the streamer can be strengthened by the video Feed and the visual presence of the streamer in the broadcast. According to Anderson, 2020, viewers of live streaming can learn more about the streamer before viewing the live content. This information can include the streamer's characteristics and level of trustworthiness. As a result, viewers' behaviour and level of trust in live streaming may be impacted. Additionally, the favorable feelings brought on by trust will influence viewers' intents to make impulsive purchases during live broadcasting. (Dunhu Huang, Bing Wang, Guofeng Dong, and Xiaolin LI 2024).

#### **1.4 Purchase Intentions.**

The use of livestreaming for multimedia entertainment on the internet has grown rapidly throughout the world, especially in highly interactive platforms and goods like online gaming, travel, and shopping (Tong et al., 2022). Customers have recently preferred live shopping with contact-free service and quick interaction over high-risk retail purchasing due to COVID-19. Live shopping is a more communal and engaging experience than standard teleshopping, which is primarily focused on a television (Yen, 2020; Tong et al., 2022). Live models, in-depth demonstrations, and captivating TV presenter explanations can all help maximize product display when it comes to teleshopping. Conversely, teleshopping is a one-way exchange of information that does not involve prompt and evident client interaction (Yen, 2020). In contrast to teleshopping, live shopping allows for two-way communication with clients in real-time and is compatible with a wide range of electronic devices, including PCs and smartphones (Tong et al., 2022). Live shopping is a relatively new online purchasing option that is worth taking note of. Live streaming has changed a lot of features of traditional social business. For instance, customers can peruse product descriptions and view images before making an online purchase (Zhang et al., 2022). A variety of elements, including the professionalism of the streamer, word-of-mouth, promotion, and emotional boosts, can improve customer demand, purchase motivation, and behaviours during the live-streaming commerce consuming process (Xu et al., 2022).

Consequently, it is imperative for retail marketers to possess the ability to develop marketing strategies, motivate consumers to make impulsive purchases, and efficiently complete transactions. Nevertheless, the research on impulsive purchases in the live-streaming commerce context has not been extensively examined; the majority of existing studies focus on traditional E-commerce or physical contexts (Lu and Chen, 2021). (Qi and Masrom, 2023). Believed that there is a beneficial correlation between the context of a website and the intentions of consumers to make a purchase. (Ho and Rajadurai, 2020) also noted that the cognitive and emotional state of consumers can be influenced by website design, which in turn affects their purchasing decisions. Scholars have been particularly intrigued by the rapid expansion of live-streaming commerce, as it has significantly altered consumer purchasing habits (Ho and Rajadurai, 2020). Therefore, the purpose of this study is to examine the factors that influence consumers' purchase intentions in the context of live-streaming commerce. Live-streaming commerce, an improved form of e-commerce, offers consumers a more social, interactive, and enjoyable method of making purchases (Lin et al., 2023).



In reality, it is not merely a subset of e-commerce; it is a novel paradigm of social commerce (Sawmong, 2022; Wongkitrungrueng and Assarut, 2020). A new format is created by combining e-commerce and broadcasting features to facilitate the sale of products or services and the rapid gathering of a large number of viewers (Li et al, 2020)., Zhuang, W. et al. (2021) conducted a meta-analysis to investigate the factors that influenced consumers' green purchase intention in accordance with previous research. Chen Yanqing (2022) constructs the influence mechanism of the barrage in the online live streaming on the purchase of college students' consumer groups by analyzing the awareness of college students in the network. She then uses scientific data analysis to provide marketing recommendations for the company's live streaming. This analysis is based on the college student group. Finally, the investigation was concluded by Xu Jingyi (2021). Online celebrities and live streaming characteristics, including product attraction, live streaming enjoyment, and live streaming knowledge, can significantly enhance the inner satisfaction of college students. Research was proposed by Zhou Jingru (2021) to investigate the factors that influence the purchase of cosmetics in 2020. According to recent research, live-streaming marketing has the potential to significantly impact the audience's purchasing path and improve their efficacy (Su et al., 2020), thereby influencing their purchasing behaviour (Gong et al., 2020). Live streaming has the potential to motivate instantaneous purchases, as Kang et al. (2020) observed.

This result is regarded as a temporary audience behaviour, meaning that viewers can promptly place orders for tourism products in live-streaming rooms. Financial bonds are incentives that are implemented for consumers (Hu and Chaudhry, 2020). While conducting livestreaming purchasing, live streamers introduce special prices, gifts, or discounts that consumers would not be able to obtain outside of these sessions.

These financial incentives have been demonstrated to enhance the perceived value of goods and allow consumers to acquire the same product at a relatively reduced price (Hu and Chaudhry, 2020). Nevertheless, research has also indicated that financial bonds may not be as effective as anticipated, despite the fact that they require minimal time to construct (Alagarsamy et al., 2021). In the existing marketing literature, purchase intention is a subject that has been extensively researched. According to Clement Addo et al. (2021), it is a component of consumer cognitive behaviour that pertains to an individual's intention to purchase a particular product or service. In the context of digital and network marketing, research conducted by Clement Addo et al. (2021) has shown a direct correlation between the level of consumer engagement and their likelihood to make a purchase. Consumers are reluctant to acquire products that are not widely recognized due to the potential for substandard quality. The dimensions of purchase intention as defined by (Setiawan & Briliana, 2021). According to (Dabbous, 2020), consumers' purchase intentions towards a product or service generate an urge to acquire it. For consumers, purchase intention encompasses statements such as consumer contemplation for purchasing, intention to purchase in the future, and intention to repurchase in the future.

In live commerce, streamers introduce products and maintain instant communication with viewers through live streaming. Viewers are subsequently able to purchase the items they have been introduced to while viewing the stream (Zhang et al., 2022). In contrast to conventional electronic commerce,

the real-time video-based product introduction and immediate streamer-viewer communication are advantageous (R. Zheng et al., 2022). The number of live streaming viewers has significantly increased since the COVID-19 outbreak and ensuing lockdown policies (Chen et al., 2022).

The live streaming market is also expanding steadily, with 638 million consumers in China alone as of 2021, a 47.2% increase from 2020 figures (Media Entertainment Industry Research Centre, 2022). The primary objective of live commerce is to encourage user views and purchases (Chen et al., 2022; Chen and Liao, 2022; Ma, 2021; Wongkitrungrueng and Assarut, 2020). Research has identified a number of variables that influence the purchasing and viewing habits of consumers.

These consist of streamer characteristics (Guo et al., 2022; Liao et al., 2022) such as source credibility (Lu and Chen, 2021; Park and Lin, 2020; Wongkitrungrueng and Assarut, 2020; Zhang et al., 2022) and live-streaming characteristics, such as social immersion and interactivity (Chen and Liao, 2022; Ming et al., 2021; Yang et al., 2022). Nevertheless, the stream, streamers, and viewers themselves can all have an impact on the viewing and purchasing behaviours of observers.

Consequently, in order to investigate the intentions of viewers to observe and purchase, a more comprehensive perspective that encompasses these dimensions is necessary. The motivations and characteristics of viewers who observe live streaming are subject to change (Zhang and Li, 2022). In order to investigate users' purchasing and viewing behaviours, this study examines three dimensions (stream, streamer, and viewer). Extant research indicates that social presence and interactivity are the most significant stream variables in live streaming (Li and Peng, 2021; S. Zheng et al., 2022). Consequently, these variables are taken into account for the stream dimension. The streamer perspective takes into account two primary characteristics: streamer expertise and attractiveness (Guo et al., 2022; Liao et al., 2022).

Impulsive purchasing behaviour is the act of consumers who, without prior planning, experience intense impulses to purchase in response to specific stimuli and subsequently make purchases. Abdelsalam et al. (2020a) previously noted that the proliferation of live streaming e-commerce has resulted in an increasing number of consumers conducting their purchasing activities through these platforms (Lun et al., 2021).

In this context, the examination of consumers' impulsive purchasing behaviour is of great importance to the advancement of live streaming e-commerce. By gaining a comprehensive comprehension of consumers' impulsive purchasing behaviour, it is possible to develop more precise marketing strategies for the platform, enhance the user experience, increase sales efficiency, and encourage the growth of live streaming e-commerce (Lou et al., 2022). Nevertheless, the majority of research on live streaming e-commerce concentrates on user participation and witnessing, and an extremely limited number of studies have been conducted to investigate consumers' impulsive purchasing behaviour (Zuo & Xiao, 2021). The literature has reported the prevalence of online impulsivity purchases and the insufficient research attention in the context of live streaming commerce (Lin et al., 2022; Lo et al., 2022; Lou et al., 2022; Zhang et al., 2022).

Merchants, commodities, and consumers are reconnected through e-commerce livestreaming purchasing (Liu, 2021). The anchor in a livestreaming purchasing room induces an immersive experience for consumers (Luo et al., 2020) and encourages impulsive purchases through a series of strategies (Xu et al., 2020). Consumers are quickly drawn to live product promotions introduced by anchors in e-commerce livestreaming purchasing, regardless of their utilitarian or hedonistic orientation (Xu et al., 2020). Impulsive purchases comprise the majority of triggered consumption behaviour (Li, 2020). According to the "User Research and Analysis of China's Live Streaming E-commerce in the First Half of 2020" report by I Media Research, 65.2% of live streaming viewers made purchases in the livestreaming shopping room, and 49.5% acknowledged that their purchases were impulsive (IMedia Research, 2020). Akram et al. (2021) asserts that online shopping in the social commerce context is more driven by hedonistic than utilitarian motivation, as indicated by a recent study on online purchase intention in China. Customers' impetuous purchasing decisions are positively affected by promotional initiatives and website design (Zhao et al., 2022). Consumers' impulse purchasing behaviour is positively affected by the quantity and quality of online evaluations, as per Abdelsalam et al. (2020).

Consumers may be motivated to make impulse purchases by promotional activities, advertisements, store design, background music, scents, and other marketing stimuli (Abdelsalam et al., 2020). Furthermore, the impulse purchasing behaviour of customers is closely associated with hallmarks such as impulsivity, hedonism, loss of control, and excitement. Marketing, website quality, oral shelf, product input, and other characteristics are the primary variables that influence consumer buying behaviour in traditional e-commerce purchases (Huang & Suo, 2021). In direct streaming e-commerce, an e-commerce model that is expanding on the basis of traditional e-commerce, they play a significant role in the impulse purchasing behaviour of shoppers.

### **5. Methodology:**

A questionnaire was given to a convenience sample of 240 people in Cairo, Egypt, in 2024 in order to collect data. Using a Likert scale, the questionnaire asks about the effect of streaming stimulus (streamer's attractiveness and streamer's reputation) toward purchase intention mediating with the streamer's trust. Structural equation modeling was used for data analysis.

The study consists of four main variables which are: (Streamer attractiveness, Streamer's reputation, and Trust and Purchase intentions).

The following table presents the main variables of study, their sub variables, and the questionnaire statements for each sub variable and the abbreviations for each variable.

**Table (1): study variables**

Variable	Dimension/Statement	References
<b>Streamer attractiveness</b>	<b>Streamer attractiveness</b>	<p>What motivates viewers to purchase recommended products in live .... (n.d.). Retrieved March 23, 2024, from <a href="https://www.emerald.com/insight/content/doi/10.1108/AP-JML-07-2022-0582/full/html">https://www.emerald.com/insight/content/doi/10.1108/AP-JML-07-2022-0582/full/html</a>.</p> <p>Fortnite Streamers as Influencers: A Study on Gamers' Perceptions .... (n.d.). Retrieved March 23, 2024, from <a href="https://link.springer.com/article/10.1007/s40869-020-00112-6">https://link.springer.com/article/10.1007/s40869-020-00112-6</a></p>
	1- I feel that the streamer gives me a good feeling while watching the live streaming.	
	2-I get deeply attracted by the video game's streamers while watching.	
	3-I think the streamer influence my decision at all	
<b>Streamer' Reputation</b>	4-The streamer catches my attention due to his/her favourable impression on me.	<p><b>Independent</b></p> <p>What and how driving consumer engagement and purchase .... (n.d.). Retrieved March 23, 2024, from <a href="https://www.sciencedirect.com/science/article/abs/pii/S1567422322001065">https://www.sciencedirect.com/science/article/abs/pii/S1567422322001065</a></p> <p>“Effects of Video Game Streaming on Consumer Attitudes and .... (n.d.). Retrieved March 23, 2024, from <a href="https://dc.etsu.edu/etd/3041">https://dc.etsu.edu/etd/3041</a></p>
	1-I can watch live streaming activities just because of the streamer	
	2-This streamer is well known	
	3-I feel that the streaming activities improve the Streamer reputation.	
<b>Trust</b>	4-This streamer has a good reputation	<p><b>Mediator</b></p> <p>What motivates users' viewing and purchasing behaviour motivations .... (n.d.). Retrieved March 23, 2024, from <a href="https://www.sciencedirect.com/science/article/pii/S0969698922003332">https://www.sciencedirect.com/science/article/pii/S0969698922003332</a></p>
	<b>Trust</b>	
	1-I think an item is more valuable if I saw my favorite streamer using it.	
	2-I consider him to be a reliable source of in-game strategy information on video games streaming platforms	
	3-I believe in the information that the Streamer provide through their live streaming	
4-The streamer can provide useful and trusted Information for me.		
5-This streamer is honest and genuine		

The table name

Purchase Intentions	Purchase intentions	Dependent
	1-I can purchase an in – game product recommended by streamer	Gender of the online influencer and follower: the differential .... (n.d.). Retrieved March 23, 2024, from <a href="https://www.emerald.com/insight/content/doi/10.1108/INTR-04-2021-0229/full/html">https://www.emerald.com/insight/content/doi/10.1108/INTR-04-2021-0229/full/html</a>
	2-I would search for more information about the in – game product recommended by the streamer.	
	3-I plan to purchase products recommended by streamers through live streaming in the future.	
	4-The probability that I would consider buying this product is high	
	5-I intend to purchase products associated with my favorite streamer.	

### Test of responses reliability

When we talk about reliability, we usually talk about a measure's consistency. The estimation of dependability through statistical methods differs based on the measure's intended use. The stability factor for the sample responsiveness is 90% in the following table, which indicates that the Cronbach's Alpha test was used to gauge the degree of study variable stability. In that questionnaire, the response rate was quite high and consistent.

**Table (2): Cronbach's Alpha Reliability test for variables of study.**

Variable	Number of statements	Cronbach's Alpha
Streamer attractiveness X_1	7	0.85
Streamer's reputation X_2	4	0.81
Trust M_1	5	0.84
Purchase intentions Y	5	0.87

Source: prepared by the researcher from SPSS output

From table (8) it is concluded that there is a high level of reliability for the responses for each variable as the Cronbach's Alpha test shows a high level of stability as its values for each variable is more than 80%.

### Sample size:

The researcher has succeeded to collect 240 valid responses to be an appropriate sample size to be analyzed and depends on it to test hypotheses and obtain research models results of tests depending on such sample.

### Demographic Analysis:

The researcher will analyze the sample demographic characteristics as each characteristic is classified into classes and the sample is frequently distributed among these classes by using frequency distribution technique, then the researcher presents these frequencies by using an appropriate chart.

**Table (3): Sample gender.**

What's your gender?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	104	43.3	43.3	43.3
	Male	136	56.7	56.7	100.0
	Total	240	100.00	100.0	
Total		240	100.0		

**Source: prepared by the researcher from SPSS output.**

From table (2) it is found that 43.3% of the total sample are females and 56.7% of the total sample are males.

**Table (4): Sample Age**

What's your age?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-18	11	4.5	4.5	4.5
	18-25	169	70.4	70.4	74.9
	25-35	54	22.5	22.5	97.4
	More than 35	6	2.5	2.5	100.0
	Total	240	100.0	100.0	
Total		240	100.0		

**Source: prepared by the researcher from SPSS output.**

From table (3) it is found that about 4.5% of the sample 11 person their ranged between 10 and 18 years old, 169 person their age ranges from 18 to 25 years old, 54 person their age ranged from 25 to 30 years old and finally there are 6 persons one of them his or her age more than 35 years.

**Table (5): Sample Educational level.**

What's your education level.		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School student	15	6.25	6.25	6.25
	College students	127	52.92	52.92	59.15
	Graduated	98	40.83	40.83	100.0
	Total	240	100	100.0	
Total		240	100.0		

**Source: prepared by the researcher from SPSS output.**

From table (4) it is concluded that 15 persons are School student sample presenting 6.25%, 127 persons are College students presenting 52.92%, and 98 persons are Graduated presenting 40.83%.

## 6. Results:

The main study variables will be analyzed in order to determine measures of location like mean, maximum and minimum values, and their measures of dispersion, standard deviation and coefficient of variation for each variable.

**Table (6): Variables descriptive analysis.**

Variable	Minimum	Maximum	Mean	Standard Deviation	Coefficient of Variation
Streamer attractiveness X_1	1.0	5.0	2.82	0.556	0.310
Streamer's reputation X_2	1.0	5.0	2.379	0.413	0.171
Trušt M_1	1.0	5.0	3.446	0.629	0.396
Purchase intentions Y	1.0	5.0	3.03	0.835	0.698

Source: prepared by the researcher from SPSS output

From table (6) it is concluded that:

The independent variable Streamer attractiveness X\_1 has a minimum value of 1.0 and a maximum value of 5.0, with an arithmetic mean of 2.82 and a standard deviation of 0.556. This value is less than the median, resulting in a low coefficient of variation of 31%. This indicates that there is a low level of dispersion of values around the arithmetic mean.

- The independent variable Streamer's reputation X\_2 has a minimum value of 1.0 and a maximum value of 5.0, with an arithmetic mean of 2.379 and a standard deviation of 0.413. This value is less than the arithmetic mean, resulting in a low coefficient of variation of 17.1%. This indicates that there is a low level of dispersion of values around the arithmetic mean.

- The arithmetic mean of Trust M\_1 is 3.446, with a standard deviation of 0.629, and a minimum value of 1.0 and a maximum value of 5.0. This value is less than the arithmetic mean, resulting in a low coefficient of variation of 39.6%. This indicates that the dispersion of values around the arithmetic mean is low.

- The dependent variable, Purchase intentions Y, has a minimum value of 1.0 and a maximum value of 5.0, with an arithmetic mean of 3.03. Its standard deviation is 0.835, which is less than the arithmetic mean. This value results in a low coefficient of variation of 0.68.8, indicating that there is a low level of dispersion of values around the arithmetic mean.

### **Correlation Matrix**

The best coefficient to ascertain the direction and strength of any two-variable association is the Spearman correlation coefficient, which is what will be used. A t-test will then be used to determine the correlation coefficient. If the test value is higher than 0.05, the null hypothesis of the t-test indicates that there is no association.

**Table (7): Spearman correlation coefficient matrix**

Correlations						
			X_1	X_2	M_1	Y
Spearman's rho	X_1	Correlation Coefficient	1.000	.488**	.540**	.471**
		Sig. (2-tailed)	.	.000	.000	.000
		N	240	237	237	237
	X_2	Correlation Coefficient	.488**	1.000	.622**	.388**
		Sig. (2-tailed)	.000	.	.000	.000
		N	237	237	237	237
	M_1	Correlation Coefficient	.540**	.622**	1.000	.623**
		Sig. (2-tailed)	.000	.000	.	.000
		N	237	237	237	237
Y	Correlation Coefficient	.471**	.388**	.623**	1.000	
	Sig. (2-tailed)	.000	.000	.000	.	
	N	237	237	237	237	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: prepared by the researcher from SPSS output.

From Matrix (10) it is concluded that:

1. There is a significant, direct, and medium relation between **Streamer attractiveness** Value X\_1 and **Trust M\_1** of correlation value 0.54 and P-value 0.000.
2. There is a significant, direct, and weak relation between **Streamer attractiveness** Value X\_1 and **Purchase intentions of** correlation value 0.47and P-value 0.000.
3. There is a significant, direct, and strong relation between **Streamer's reputation** Value X\_2 and **TrustM\_1** of correlation value 0.62.2 and P-value 0.000.
4. There is a significant, direct, and weak relation between **Streamer's reputation** Value X\_2 and **Purchase intentions of** correlation value 0.38 and P-value 0.000.
5. There is a significant, direct, and strong relation between **Trust M\_1** and **Purchase intentions Y** of correlation value.62.3 and P-value 0.000.

**The Linear OLS Regression Analysis:**

**Table (8): Multiple regression model for the hypothesis**

Model	<i>OLSMultiple</i>	Dependent variable	<b>Purchase intentions Y</b>
Variables	<i>Coefficient</i>	<i>p-value</i>	<i>Significance</i>
constant	0.762826	0.0092	Significance
Streamer attractiveness X_1	0.623609	<0.0001	Significant
Streamer's reputation X_2	0.387024	0.0035	Significant
Adjusted R-squared		56%	

Source: prepared by the researcher from SPSS output

From table (11) it is concluded that:

-From table (8) it is concluded that the overall model is a positive significant as the p-value



of both **Streamer attractiveness X<sub>1</sub>**, and **Streamer's reputation X<sub>2</sub>** is less than 0.05, and the model adjusted R-squared is 56 % which means that 0.56 change in the dependent variable **Purchase intentions Y** is due to change in **Streamer attractiveness X<sub>1</sub>**, and the **Streamer's reputation X<sub>2</sub>** by 1.

Both streamer attractiveness (X1) and streamer's reputation (X2) have coefficients with statistically significant p-values, indicating that they are significantly associated with purchase intentions. Therefore, this supports hypothesis H1.

**Table (9): simple regression model for the hypothesis**

Model	<i>OLS Simple</i>	Dependent variable	Trust M <sub>1</sub>
Variables	<i>Coefficient</i>	<i>p-value</i>	Significance
constant	1.20788	<0.0001	Significant
Streamer attractiveness X <sub>1</sub>	0.682731	<0.0001	Significant
Adjusted R-squared		36%	

Source: prepared by the researcher from SPSS output

From table (9) it is concluded that:

The significance of the model according to the (F) test has been proven, at the level of significance (5%), and the value of coefficient of multiple determination of the model has reached approximately (36.03%). The adjusted R-squared value of 36% indicates that approximately 36% of the variance in the dependent variable (Trust M<sub>1</sub>) is explained by the independent variable (Streamer attractiveness X<sub>1</sub>) in the model.

There is a positive significant effect from **Streamer attractiveness (X<sub>1</sub>)** on **Trust M<sub>1</sub>**, as their coefficient p-values is less than 0.05. Based on the provided results, the coefficient for streamer attractiveness (X<sub>1</sub>) is statistically significant ( $p < 0.0001$ ). This suggests that there is a significant association between streamer attractiveness and trust, supporting hypothesis H2.

**Table (10): simple regression model for the hypothesis**

Model	<i>OLS Simple</i>	Dependent variable	Trust M <sub>1</sub>
Variables	<i>Coefficient</i>	<i>p-value</i>	Significance
constant	0.651724	0.0002	Significant
Streamer's reputation X <sub>2</sub>	1.04458	<0.0001	Significant
Adjusted R-squared		46.8%	

Source: prepared by the researcher from SPSS output

From table (10) it is concluded that:

The significance of the model according to the (F) test has been proven, at the level of significance (5%), and the value of coefficient of multiple determination of the model has reached approximately (46.8%). There is a positive significant effect from **Streamer's reputation X<sub>2</sub>** on **Trust M<sub>1</sub>**, as their coefficient p-values is less than 0.05. Both the coefficient for streamer's reputation (X2) and the constant term have statistically significant p-values (<0.0001). This indicates that streamer's reputation is significantly associated with trust in the streamer, supporting hypothesis H3.

**Table (11): simple regression model for the hypothesis**

Model	<i>OLS Simple</i>	Dependent variable	<b>Purchase intentions Y</b>
Variables	<i>Coefficient</i>	<i>p-value</i>	Significance
Constant	0.864806	<0.0001	significant
Trust M_1	0.822809	<0.0001	significant
Adjusted R-squared			38%

Source: prepared by the researcher from SPSS output

From table (11) it is concluded that:

The significance of the model according to the (F) test has been proven, at the level of significance (5%), and the value of coefficient of multiple determination of the model has reached approximately (38%). There is a positive significant effect from **Trust M\_1** on **Purchase intentions Y**, as their coefficient p-values is less than 0.05.

Both the coefficient for trust in the streamer (M1) and the constant term have statistically significant p-values (<0.0001). This indicates that trust in the streamer is significantly associated with purchase intentions, supporting hypothesis H4.

**Table (12): simple regression model for the hypothesis**

Model	<i>OLS Simple</i>	Dependent variable	<b>Purchase intentions Y</b>
Variables	<i>Coefficient</i>	<i>p-value</i>	Significance
Constant	1.25151	<0.0001	significant
Streamer attractivenessX_1	0.776572	<0.0001	significant
Adjusted R-squared			36%

Source: prepared by the researcher from SPSS output

From table (12) it is concluded that:

The significance of the model according to the (F) test has been proven, at the level of significance (5%), and the value of coefficient of multiple determination of the model has reached approximately (36%).

There is a positive significant effect from **Streamer attractiveness X\_1** on **Purchase intentions Y**, as their coefficient p-values is less than 0.05. Both the coefficient for Streamer attractiveness (X\_1) and the constant term have statistically significant p-values (<0.0001).

This indicates that trust in the streamer is significantly associated with purchase intentions, supporting hypothesis H5.

**Table (13): simple regression model for the hypothesis**

Model	<i>OLS Simple</i>	Dependent variable	<b>Purchase intentions Y</b>
Variables	<i>Coefficient</i>	<i>p-value</i>	Significance
Constant	1.46799	<0.0001	significant
Streamer reputationX_2	0.831361	<0.0001	significant
Adjusted R-squared			30%

Source: prepared by the researcher from SPSS output

**From table (13) it is concluded that:**

The significance of the model according to the (F) test has been proven, at the level of significance (5%), and the value of coefficient of multiple determination of the model has reached approximately (30%).

There is a positive significant effect from Streamer reputation  $X_2$  on Purchase intentions Y, as their coefficient p-values is less than 0.05.

Both the coefficient for Streamer reputation ( $X_2$ ) and the constant term have statistically significant p-values ( $<0.0001$ ). This indicates that trust in the streamer is significantly associated with purchase intentions, supporting hypothesis H6.

**7. Conclusion and Discussion of Results**

Based on the findings of this study, a notable aspect of our results is how they align and differ from previous research on the influence of live streaming on purchase intentions, particularly focusing on the role of streamers' attractiveness and reputation. Prior studies, such as those by Park and Lin (2020) and Zhong et al. (2022), have highlighted the critical role of streamer attractiveness in shaping viewers' purchasing decisions. Our findings support this notion, indicating a positive and significant association between streamer attractiveness and purchase intentions. This alignment suggests that the visual and personality appeal of streamers continues to be a pivotal factor in influencing consumer behaviour within the live streaming ecosystem.

However, our study extends beyond merely confirming these findings by highlighting the mediating role of trust in the relationship between streamer attractiveness and purchase intentions. Previous research primarily focused on direct effects (Guo et al., 2022; Kim and Kim, 2022), whereas our analysis reveals that the trustworthiness of the streamer, perceived by the audience, significantly amplifies the impact of attractiveness on purchase decisions. This insight aligns with the work of Wu and Huang (2023), who suggested that trust could serve as a bridge between stimulus factors and consumer behaviour, thereby enriching the understanding of the pathways through which live streamers influence their audience.

Additionally, the role of streamer reputation has been widely discussed in the literature as an essential determinant of purchase intentions. Studies by Lou et al. (2022) and Al-Adwan et al. (2022) emphasize that a streamer's reputation for professionalism and expertise can reduce consumer anxiety and uncertainty, thereby fostering a favorable purchasing environment. Our findings corroborate this relationship, demonstrating a significant positive effect of streamer reputation on purchase intentions. However, our study diverges by further elucidating the dynamics between reputation and trust. Unlike some earlier works, which treat reputation as an independent predictor (Ren et al., 2023; Yang et al., 2023), our findings suggest that trust acts as a vital mediator, enhancing the effect of reputation on purchase intentions.

Furthermore, our results underscore a nuanced difference compared to some of the earlier studies on live streaming commerce. While previous research, such as that by Zhang et al. (2022) and Lu and Chen (2022), primarily focused on the impact of real-time interactions and content quality, our study shifts the focus to the personal attributes of the streamers themselves—attractiveness

and reputation. This approach provides a fresh perspective by demonstrating that these personal attributes can independently influence consumer trust and, subsequently, purchase intentions. This finding suggests a more comprehensive model where both content quality and streamer characteristics collaboratively drive consumer behaviour.

It is also worth noting that while our study aligns with the findings of Aniwat (2020) regarding the charismatic appeal of attractive streamers, we diverge in the interpretation of how these attributes interact with trust. Aniwat's study posits attractiveness as an isolated influence; however, our research suggests that attractiveness and trust are interlinked, with trust playing a crucial mediating role. This difference in interpretation not only broadens the theoretical landscape but also provides practical implications for streamers and marketers who seek to optimize their influence on consumer purchase decisions.

In conclusion, our findings contribute to the broader literature by affirming the importance of streamer attractiveness and reputation while also introducing the critical mediating role of trust. This study suggests that for marketers and streamers looking to enhance their impact on consumer purchasing behaviour, fostering a trustworthy relationship with their audience is as crucial as maintaining an appealing and reputable presence. Future research could build on these insights by exploring other potential mediators, such as viewer engagement or perceived authenticity, which may further elucidate the complex dynamics at play in live streaming commerce.

### **Conclusion:**

The study concludes that streamer attractiveness, reputation, and trust significantly influence purchase intentions in video game streaming environments. Streamers play a crucial role in shaping consumer behaviour by providing trusted information, engaging with viewers, and building relationships based on professionalism and expertise. Also, streamer stimulus plays a crucial role in taking the purchase decision or to buy a recommended in - game product, the streamer attractiveness and reputation they both are important and effect the trust in the Streamers as well as it affects the customer 's decision.

Based on the detailed analysis provided in the search results, the mediating variable (Trust) should not be deleted, even if the independent variables (Streamer Attractiveness and Streamer Reputation) have a significant effect on the dependent variable (Purchase Intentions) without

### **the presence of the mediator.**

The key evidence from the search results is as follows:

1. The multiple regression model (Table 11) shows that both Streamer Attractiveness (X1)
2. and Streamer Reputation (X2) have significant positive coefficients and p-values less than 0.05
3. in predicting Purchase Intentions (Y). This indicates that the independent variables have
4. a significant direct effect on the dependent variable.
5. However, the search results also demonstrate the important mediating role of Trust (M1) in the relationships:
6. Streamer Attractiveness (X1) has a significant positive effect on Trust (M1) (Table 12).
7. Streamer Reputation (X2) has a significant positive effect on Trust (M1) (Table 13).
8. Trust (M1) has a significant positive effect on Purchase Intentions (Y) (Table 14).

These findings suggest that Trust (M1) acts as a mediator, explaining the mechanisms through which the streaming stimulus (Streamer Attractiveness and Streamer Reputation) influence Purchase Intentions. Deleting the mediating variable would result in an incomplete understanding of the relationships. Therefore, based on the provided analysis, the mediating variable (Trust) should be retained in the model, even if the independent variables show significant direct effects on the dependent variable. Removing the mediator would overlook the important underlying mechanisms and lead to biased conclusions. The mediating role of Trust is a crucial part of the overall model and should be maintained in the analysis.

## 8. Limitations and Recommendations

The study has a few limitations that should be considered:

1. The sample size, while adequate, could be expanded to increase the generalizability of the findings.
2. The study was conducted in a specific geographic region (New Cairo, East of the Academy). Expanding the study to other locations could provide insights into how cultural or regional factors may influence the relationships.
3. The study focused on a single product category (in-game items). Examining other product types could reveal differences in how streaming stimulus and trust impact purchase intentions.
4. The study relied on self-reported data from consumers. Incorporating behavioural data, such as actual purchase records, could strengthen the validity of the findings.

Future research could address these limitations by:

1. Increasing the sample size and diversifying the geographic representation.
2. Exploring the influence of streaming stimulus and trust on purchase intentions across different product categories.
3. Combining self-reported data with behavioural data to provide a more comprehensive understanding of the phenomenon.
4. Investigating other potential factors, such as social influence or platform features, that may interact with streaming stimulus and trust to shape impulsive buying behaviour in live streaming commerce

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