DETERMINANTS OF CONSUMER PURCHASE INTENTIONS MEDIATED BY IMMERSIVE EXPERIENCE AND PARASOCIAL RELATIONSHIP IN E-COMMERCE LIVE STREAMING FOR MSME FASHION PRODUCTS

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ABSTRACT

Purpose: This study aims to develop a model with the topic of Live Streaming in the context of E-Commerce of SMEs Fashion Products using independent variables of visibility, metavoicing, atmosphere clue, expertise and likeability with mediating variables of Immersive experience and parasocial relationship and dependent variables purchase intention.

Methods: This study used a sample of 390 respondents. Testing of models and hypotheses is carried out using Structural Equation Modeling (SEM) using AMOS software. Sampling was carried out purposively with the criteria of respondents aged at least 17 years, have at least one e-commerce account (eg shopee, Tokopedia, Lazada) and have never made a transaction or purchased at the store.

Result and Discussion: Through the validation carried out in this study on practical findings, it is hoped that it will become a marketing tool for business people, especially in this case MSME fashion products in order to develop their business in the context of applying live streaming commerce strategies.

Research Implication: Through the validation carried out in this research, it is hoped that the practical findings will become a marketing tool for business people, especially in this case MSME fashion products, so that they can develop their business in the context of implementing live streaming commerce strategies.

Originality/Value: The conclusion that can be obtained is the discovery of new theories and conceptual models that can be used as material for hypothesis testing that can be carried out in further research.

Keywords: Live streaming, SMEs, Immersive Experience, Parasocial Relationship, Purchase Intention.

DETERMINANTES DAS INTENÇÕES DE COMPRA DO CONSUMIDOR MEDIADAS PELA EXPERIÊNCIA IMERSIVA E RELACIONAMENTO PARASOCIAL NO COMÉRCIO ELETRÔNICO TRANSMISSÃO AO VIVO PARA PRODUTOS DE MODA PARA MPMES

RESUMO

Objetivo: Este estudo tem como objetivo desenvolver um modelo com o tema Live Streaming no contexto do E-Commerce de PMEs de Produtos de Moda utilizando variáveis independentes de visibilidade, meta-voicing, pista de atmosfera, expertise e simpatia com variáveis mediadoras de experiência imersiva e relacionamento parasocial e variável dependente intenção de compra.

Métodos: Este estudo utilizou uma amostra de 390 entrevistados. O teste de modelos e hipóteses é realizado utilizando Modelagem de Equações Estruturais (SEM) utilizando o software AMOS. A amostragem foi realizada propostalmente com o critério de os entrevistados terem pelo menos 17 anos de idade, terem pelo menos uma

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Determinants of Consumer Purchase Intentions Mediated by Immersive Experience and Parasocial Relationship in E-Commerce Live Streaming for MSME Fashion Products

Resultado e Discussão: Através da validação realizada neste estudo sobre os resultados práticos, espera-se que ele se torne uma ferramenta de marketing para empresários, especialmente neste caso produtos de moda para MPME, a fim de desenvolverem seus negócios no contexto da aplicação de streaming ao vivo. estratégias de comércio.

Implicação da pesquisa: Através da validação realizada nesta pesquisa, espera-se que os resultados práticos se tornem uma ferramenta de marketing para empresários, especialmente neste caso produtos de moda para MPME, para que possam desenvolver seus negócios no contexto da implementação de streaming ao vivo. estratégias de comércio.

Originalidade/Valor: A conclusão que se pode obter é a descoberta de novas teorias e modelos conceituais que podem ser usados como material para testes de hipóteses que podem ser realizados em pesquisas futuras.

Palavras-chave: Live Streaming, PMEs, Experiência Imersiva, Relacionamento Parasocial, Intenção de Compra.

DETERMINANTES DE LAS INTENCIONES DE COMPRA DE LOS CONSUMIDORES MEDIADOS POR LA EXPERIENCIA INMERSIVA Y LA RELACIÓN PARASOCIAL EN LA TRANSMISIÓN EN VIVO DEL COMERCIO ELECTRÓNICO PARA PRODUCTOS DE MODA DE LAS MIPYMES

RESUMEN

Objetivo: Este estudio tiene como objetivo desarrollar un modelo con el tema Live Streaming en el contexto del comercio electrónico para PYMES de productos de moda utilizando variables independientes de visibilidad, metavoicing, atmósfera, experiencia y amabilidad con variables mediadoras de experiencia inmersiva y relación parasocial y variable dependiente. intención de compra.

Métodos: Este estudio utilizó una muestra de 390 encuestados. La prueba de modelos e hipótesis se lleva a cabo mediante el modelado de ecuaciones estructurales (SEM) utilizando el software AMOS. El muestreo se llevó a cabo intencionalmente con el criterio de que los encuestados tuvieran al menos 17 años de edad, tuvieran al menos una cuenta de comercio electrónico (por ejemplo, shopee, Tokopedia, Lazada) y nunca hubieran realizado una transacción ni comprado en la tienda.

Resultado e Discussão: Através da validação realizada neste estudo sobre os resultados práticos, espera-se que ele se torne uma ferramenta de marketing para empresários, especialmente neste caso produtos de moda para MPME, a fim de desenvolverem seus negócios no contexto da aplicação de streaming en vivo. estrategias comerciales.

Implicación de la investigación: A través de la validación realizada en esta investigación, se espera que los resultados prácticos se conviertan en una herramienta de marketing para los emprendedores, especialmente en este caso productos de moda para las MIPYMES, para que puedan desarrollar sus negocios en el contexto de la implementación del live streaming. . estrategias comerciales.

Originalidad/Valor: La conclusión que se puede obtener es el descubrimiento de nuevas teorías y modelos conceptuales que puedan servir como material para pruebas de hipótesis que se puedan realizar en futuras investigaciones.

Palabras clave: Live Streaming, Pymes, Experiencia Inmersiva, Relación Parasocial, Intención de Compra.

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1 INTRODUCTION

E-Commerce is currently a very interesting topic to discuss. In the last few decades internet penetration has become the main cause of the start of e-commerce. E-Commerce can become a preference for the world community due to the high availability of goods, fast delivery and even other attractive features such as free shipping (Zhang et al., 2019). Apart from that, another factor that causes E-Commerce to develop so rapidly and is able to change the way people buy and sell in the world today is because its presence is able to bring a new sensation in shopping comfort (Duarte, Costa e Silva, and Ferreira 2018). In 2020, the dramatization of buying and selling activities in the world that occurred due to COVID-19 is predicted to cause an increase of up to 4 trillion dollars, which is an 18 percent increase from the previous year (Cramer 2020 nd).

The development of e-commerce continues to occur and the growth in the number of consumers accessing the internet is estimated to reach 3 billion (Bureau n.d.). By looking at the population of Indonesia which will reach 273.8 million people in 2021 (World Bank, 2021), it can be said that more than 50% of the Indonesian population accesses E-Commerce platforms such as Shopee. This is an astonishing fact and also a big topic in itself for researchers to be able to investigate further regarding E-Commerce, considering that this matter is like a weapon in a country's economy, if this weapon can be utilized and managed well by the stakeholders. policy, it will be able to provide extraordinary benefits for the country's economy, and conversely, if it is not managed and utilized well, it will create a boomerang for the country's economy itself.

Figure 1
Number of E-Commerce Platform Accessors in Quarter 1 2023
In Indonesia, in the first quarter of 2023, looking at the data published by katadata.co.id, the number of visits to the E-Commerce platform is very large. The number of visits to the E-Commerce platform Shopee is the 2nd largest with an average of 158 million visits per month, followed by Tokpedia with 117 million, Lazada with 83.2 million, Blibli with 25.4 million and Bukalapak with 18.1 million soul, as can be seen from the following data in figure 1.

Live streaming commerce is not like TV streaming, where this type of live streaming is able to condition the environment to be more interactive, interesting, synchronous and user-centered and is able to mediate between computers and humans in real-time (between viewers and streamers or e-commerce platforms as well as between spectators and spectators (Hilvert-Bruce et al. 2018). Live streaming itself has revolutionized the world of entertainment and commerce in the phase of a much higher level of interaction where users watch and interact with other users, not just between two parties, such as between sellers. and buyers only (Song and Liu 2021). Other researchers add that e-commerce platforms will change their traditional ways by adding a live streaming feature where this feature accommodates interactivity and information literacy where people are willing to learn more about the products or services provided by sellers than they do it independently by reading text or looking at images.

**Figure 2**

*Top of Mind and Brand User Most Often Choice of Respondents in Indonesia*

In this case, Shopee Live is the live streaming feature that is most often used to buy goods in the Fashion & Beauty category. For the Fashion category, Shopee Live is used by 79% of respondents, surpassing TikTok Live (44%) and Tokopedia (11%). For the Beauty category, Shopee Live is used by 71%, surpassing TikTok live (51%) and Tokopedia (11%) (source populix.com 2023). Looking at the research that has been carried out regarding live streaming commerce, the widespread existence of live streaming has increased its existence and
integration with marketing campaigns and driven the explosion of the E-Commerce economy. On the other hand, it reviews the number of transactions and value of transactions carried out by consumers. The live streaming commerce platform Shopee Live dominates these two aspects. Respondents or consumers make actual shopping transactions on the platform as much as 56% and with a transaction value of 54%. This indicates that Shopee Live has succeeded in dominating both the broad aspect of market share but also the weight of that market share. The second place is held by TikTok Live with a transaction number of 30% and a transaction value of 31%. The next order is Tokopedia Play with a transaction number of 8% and a transaction value of 10% and Lazada Live with a number of transactions and a transaction value of 6% each.

Based on the various explanations above, the researchers offer several things in this research. The first is that this research will use one big theory, namely the Stimulus-Organism-Response Framework (SOR). The Stimulus-Organism-Response Framework (SOR) is the theory or model that underlies this research, where the variables that cause consumer responses, whether in the form of cognitive or affective responses, are mediated by emotional reactions (Stern, 1962; Iyer et al., 2020). According to the SOR framework environmental stimuli can influence consumers' cognitive and affective states (Gao et al. 2021). In the online shopping environment, stimuli can manifest in various forms, such as the appearance of the online store, the services provided, and consumers' inner thoughts (Chan, Cheung, and Lee 2017). In previous literature on social media marketing, researchers have identified several factors that may influence consumers' intention to purchase online. As has been mentioned, each stimulus can give rise to consumers' emotional reactions towards the influencer and product (organism), which can then influence consumers' intention to buy (response).

In this research there are five independent variables, two mediating variables and one dependent variable. This research offers quite complex research where there are independent, dependent and mediator variables, where these variables represent each supporting element in creating live streaming commerce that is attractive for customers to make transactions on MSME fashion products. In live streaming, the focus is not only on the product to be sold, but various types of businesses realize that live streaming commerce provides benefits for increasing intimacy, both presence and direct involvement, as well as increasing communication between users. This is a challenge in itself for researchers like previous researchers to explore and analyze the influence of live streaming commerce on online buying and selling activities, where the focus of this research is MSME fashion products in Indonesia. It is hoped that the results of this research can contribute both academically and practically in
the field so that MSMEs in Indonesia become more advanced and developed so that they can contribute greatly to the country's economy by following existing digital trends and developments.

Several previous studies have investigated the significance of e-commerce live streaming. This topic is considered a new model and is an effective marketing tool in increasing sales in the digital era, especially live streaming in e-commerce, so quite a lot of academics have conducted in-depth studies on this topic. If previous research focused more on how to market all products in e-commerce, this research focuses on how to live stream e-commerce MSME products, namely fashion goods. The fashion products referred to here are shoes, bags, sarongs, caps, leather bags, batik and others. Where all MSME products need their own way to be able to compete with imported products which are increasingly circulating on the market, especially in the marketplace. This research will focus more on how MSME fashion products can compete in the marketplace market by using live streaming

This research aims to develop a model with the topic of Live Streaming in the context of E-Commerce for MSME Fashion Products using the independent variables visibility, metavoicing, atmosphere clue, expertise and likeability with the mediating variables Immersive experience and parasocial relationship as well as the dependent variable purchase intention. This research used a sample of 390 respondents. Model and hypothesis testing was carried out using Structural Equation Modeling (SEM) using AMOS software. Sampling was carried out purposively with the criteria that respondents were at least 17 years old, had at least one e-commerce account (for example Shopee, Tokopedia, Lazada) and had never made a transaction or purchased at that shop. Through the validation carried out in this research, it is hoped that the practical findings will become a marketing tool for business people, especially in this case MSME fashion products, so that they can develop their business in the context of implementing live streaming commerce strategies.

2 LITERATURE REVIEW

2.1 STIMULUS ORGANISM RESPONSE (SOR)

Originating from the field of environmental psychology, the SOR framework explains that the external environment, acting as a stimulus (S), influences the user's internal organism (O), and subsequently, response behavior (R) (Mehrabian and Russell, 1974). In the online environment, stimulus represents the design characteristics of the website with which the user
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interacts (Eroglu, Machleit, and Davis 2003) Organism reflects the user's emotions and cognitive states, including perception, experience, and evaluation (Jiang et al., 2010). The answer refers to user behavior, such as purchasing behavior (Zhang et al., 2014) and posting behavior (Zhang and Sun, 2018).

**Figure 3**

*Stimulus-Organism-Response (SOR) Model*

![Stimulus-Organism-Response (SOR) Model](image)

**Source:** Mehrabian dan Russell (1974)

Then, as environmental psychology, it has been widely applied in the retail environment to study the influence of environmental factors on consumer behavior in traditional stores and online stores (Figure 2.1). This model shows that the physical environment as an external stimulus will influence the occurrence of Approach or Avoidance behavior by influencing the state of the organism. internal to society (Mehrabian & Russell, 1974). Stimulus variables are stimulus factors that can cause changes in consumer cognition and emotions in the shopping environment (Wu, 2012). Stimulus reflects the external environmental factors that individuals face (Gao, Jiang, and Guo 2023). Organisms are internal processes that link external stimuli and final responses. Organism is defined as an individual's internal perceptions and experiences (Gao, Jiang, and Guo 2023). In this process, external stimuli are converted into effective information, which becomes the basis for subsequent behavior. The response is the behavioral result of the final approach or distance from the stimulus object, including psychological responses and behavioral responses. In short, the SOR model states that there is a stimulus that triggers a response based on the internal feelings or behavior of an organism (person).

2.2 LIVE STREAMING COMMERCE

*Live streaming commerce is a combination of real-time video content and text-based chat channels, which allows users to watch and broadcast video streams in real time and encourages socialization through synchronous communication via chat channels (Bründl, Matt,
and Hess 2017). With the popularity of live streaming, researchers have begun to examine the motivations of live streaming services (Hu et al., 2017; Zhao et al., 2018). Additionally, the main factors driving live streaming viewing and usage intentions are self-identification with the broadcaster and viewing group, entertainment, social interaction, and support (Chen and Lin 2018). In addition, social integration, affective motivation, and information seeking influence hours spent watching, subscription behavior, and the number of streamers (Sjöblom et al., 2017). In short, information seeking and social interaction are the main motivations of live streaming viewing and broadcasting behavior. In practice, as a marketing strategy by e-retailers in China, live streaming has been widely adopted to showcase various products. Live streaming commerce changes traditional online transactions by enabling customers watching authentic product presentations and interacting directly with e-retailers (Hilvert-Bruce et al., 2018). Live streaming commerce not only offers a real-time viewing experience for customers but also provides an opportunity to communicate with e-retailers and other fellow viewers (Hu et al., 2017). Additionally, Live streaming commerce increases online traffic, helps websites gather customers in the short term, and stimulates purchases.

2.3 VISIBILITY

Visibility is the possibility of demonstrating a product in a real way to customers (Dong, Wang, and Benbasat 2016). Live streaming can transmit images and sound from one location to another location (Chen and Lin 2018), and live streaming shopping can transmit these functions. On the one hand, live streaming shopping is a form of product presentation that can be seen via online video. Customers need more product information to make purchasing decisions, they will focus their attention on live streaming shopping to obtain product information, which gives customers an immersive feeling. In addition, the clarity of live streaming shopping makes it easier to attract customers. Therefore, customers perceive immersiveness (Yim, Chu, and Sauer 2017). On the other hand, live streaming shopping can send detailed videos to customers and streamers can demonstrate how to use the product through live streaming, which allows the product to be visualized.

In this process, customers can see the streamer and perceive the seller as a “real person,” leading them to feel a social presence (Li, 2019). In addition, based on affordability of visibility, live streaming shopping provides customers with detailed product information and looks as if they are watching the product and obtaining product information at the seller's location, which leads customers to feel the presence of the streamer.
2.4 METAVOICING

_Metavoicing_ refers to the possibility of direct communication between consumers and _streamers_ (Dong, Wang, and Benbasat 2016). Consumers ask _streamers terms of service questions_ via comments, or votes, and _streamers_ respond in a timely manner. Through affordance _metavoicing_, _streamers_ can provide direct and timely personal services to consumers, which is conducive to mutual understanding and a fast _immersive experience between streamer_ and consumer (Yuan Sun _et al._ 2019) regarding affordance _metavoicing_, users are motivated to seek valuable information about target object (Dong, Wang, and Benbasat 2016). Customers who have questions about the product can ask the _streamer directly_ via _a bullet screen_ or live chat room (Fang _et al._ 2018). If customers have follow-up questions, they can respond to the _streamer's_ response, and the _streamer_ will then provide further answers. Therefore, affordance _metavoicing_ enables direct communication between customers and _streamers_, providing a warm and friendly impression to consumers and narrowing the perceived distance between consumers and _streamers_ (Lv, Jin, and Huang 2018). This facilitates consumers to focus their attention on _live streaming shopping activities_ which helps generate a sense of depth and presence.

2.5 ATMOSPHERIC CLUE

Meanwhile, _atmosphere clue_, a _live-streaming attribute_, is described as “the _conscious designing of the store environment_” (Dailey 2004), namely awareness regarding store environment design. Just as brick-and-mortar stores use information centers, signature fragrances, lighting, and merchandise displays to influence consumer purchasing behavior, retailers can influence consumer perceptions and experiences by creating the atmosphere of a website. Instructions for the _live streaming_ atmosphere, namely, information content, navigation system, and _interface design_ are used to stimulate consumers' positive cognition and emotions when making purchases (Floh and Madlberger 2013; Shiu 2017, 2021). When consumers obtain a wealth of valuable information in a timely and accurate manner, they will focus more on activities on the website, which is likely to result in immersive experiences and facilitate purchases (Koufaris 2002). Navigation systems and display designs also help consumers use _streaming platforms_ quickly (Guo and Poole 2009; Hoffman and Novak 1996); this _visual interface strengthens online_ shoppers' deep impressions (Mazaheri _et al._ 2011; Richard _et al._ 2010).
2.6 EXPERTISE

According to Putra et al (2018) in Triputrantio and Nurdiansyah (2021), a streamer who is accepted as an expert on the brand he supports will be more persuasive in attracting an audience than an endorser who is not accepted as an expert. Expertise is the extent to which commerce platform users feel that they can find information related to uploaded products with excellent explanations of various aspects by the streamer (Xiang et al., 2016). Expertise is a skill with high level knowledge that can be a stimulus for consumers. Expertise is something that refers to experience, knowledge and advantages of a product as well as providing overall product information.

2.7 LIKEABILITY

Likeability refers to the extent to which someone is considered friendly, kind, kind, and fun to be around (Ellegaard, 2012). In this research, this reflects live streaming consumers' assessments of the streamer's personality as pleasant, pleasant, kind, kind and friendly. Likeability is the positive impression a person has of another person (Bartneck et al., 2009), and can be considered an emotional connection (Nagel et al., 2021). Research shows that the more liked a person is, the more positive the evaluation results are (Bartneck et al, 2009). Additionally, liking has a significant impact on trust (Nagel et al., 2021), parasocial interactions (Aw et al., 2022), and willingness to engage in collaboration (Pulles and Hartman, 2017). Likeability attribute

2.8 IMMERSIVE EXPERIENCE

Immersion is defined as a feeling of total involvement (feeling engrossed) in the mediated world and ignoring the real world or the world that is usually lived (Fang et al. 2018). The integrated model assesses whether live streaming attributes can explain online shopping intentions. Specifically, the mediating role of immersive experience is investigated to understand the role of cognitive and affective organisms in transitions. Theoretical and managerial implications are discussed, limitations are provided, and future research directions are suggested, associated with three live streaming attributes (stimuli) elicit intrinsic states of immersive experience and social interaction (organism), which then generate online shopping intentions (response).
2.9 PARASOCIAL RELATIONSHIPS

Parasocial relationships refer to long-term relationships formed by media users with mediated actors (Dibble et al., 2016). Celebrity follower relationships are a good example of a parasocial relationship. Social media celebrities allow for reciprocal relationships through interactions with their followers. Therefore, their followers can form long-term socio-emotional relationships with them (Bond, 2016; Kurtin et al., 2018). Teenage consumers usually admire internet celebrities and consider them as friends (De jans et al., 2018). The parasocial relationship theory, which has emerged in psychology and media research, explains why consumers trust and follow the advice of some celebrities but not others (Horton and Wohl, 1956).

2.10 PURCHASE INTENTION

Purchase intention is defined as a customer’s intention to buy a product or service from a seller through live streaming shopping (Lu et al. 2023) because live streaming can stimulate continuous viewing and encourage consumption through humor and product diversification (Hou et al. 2020). Furthermore, live streaming shows the need to use actual online data to understand the reality of purchase intentions and use data from more than one platform (Lu et al. 2023). Purchase intention is an intensively researched area in the extant marketing literature. Purchase intention is a component of consumer cognitive behavior regarding how someone intends to buy a particular product or service (Ling, Chai, and Piew 2010).

Sun et al. (2019) conducted research with the title "How live streaming influences purchase intentions in social commerce: An IT affordance perspective" as a new form of social commerce, live streaming shopping is becoming increasingly popular among Chinese consumers, which has aroused great interest among practitioners and researchers. By building a theoretical model from the perspective of Intellectual Technology affordability, in his research (Yuan Sun et al. 2019) examined how live streaming influences the purchasing intentions of social commerce customers in China. The similarities between the research (Yuan Sun et al. 2019) and the current research are the object studied, namely e-commerce and the data collection technique, namely surveys. On the other hand, there are also similarities, namely that previous research highlighted the importance of understanding the implications of information technology affordability for social commerce, likewise this research also focuses on how the development of digital technology in Indonesia also influences the development of digital
advancement in MSMEs in Indonesia. While the difference is in the analysis technique, previous research used SPSS 19.0 and Smart PLS 3.0 softwares, while the current research used SEM AMOS software.

Researchers have recently become increasingly interested in investigating the factors influencing Chinese consumers' purchasing decisions in the context of Taobao live streaming commerce with online celebrities. The research (Rungruangjit, 2022) is the first to theoretically combine three literature-based disciplines, including source credibility, appropriateness hypothesis, and parasocial relationship theory, into a unified framework for bridging research. This data was obtained from 454 Chinese consumers who had purchased cosmetic products from famous internet celebrities on Taobao live streaming. The research results show that the positive impact of the perception of a celebrity endorser's expertise is a strong antecedent that influences purchase intentions, while the perceived attractiveness and trustworthiness of the celebrity endorser have no significant effect. Finally, the findings suggest that parasocial relationships have an important mediating effect in increasing purchase intentions. The difference in previous research is that it uses partial least squares structural equation modeling (PLS-SEM) and in the current research it uses AMOS SEM. The similarity is the use of quantitative methods and the use of e-commerce as a research object.

In research (Lu et al, 2023) "Influence of livestreamers' intimate self-disclosure on tourist responses: The lens of parasocial interaction theory." Live streaming” has become a new channel for tourism marketing due to its real-time and interactive characteristics. However, there is no strong theoretical foundation in the available literature to explain parasocial phenomena in live streaming. Research (Yan Lu et al, 2023) intends to fill this knowledge gap by expanding our knowledge about two types of parasocial phenomena (parasocial interactions and parasocial relationships), how these phenomena are formed, and how they affect the audience. Therefore, previous research proposed a theoretical framework that includes live streamers' intimate self-disclosure, parasocial interactions, parasocial relationships, trust, and purchase intentions. These findings suggest that deep self-disclosure on live streaming journeys enhances parasocial relationships and parasocial interactions between viewers and live broadcasters and generates viewers' credibility, thereby increasing their purchase intentions. The similarity in research (Yan Lu et al, 2023) is the use of parasocial relationship mediating variables used in the research as well as researchers now using parasocial relationships as mediating variables. Meanwhile, the difference in the research object used in previous research is tourism, whereas in the current research it is MSME fashion products in e-commerce. Apart
from that, the difference is that previous research used SEM PLS software analysis techniques while the current research uses SEM AMOS.

3 METHODS

3.1 RESEARCH DESIGN

This research uses a quantitative approach method because the quantitative approach provides objectivity, where hypotheses are tested by collecting data, and statistical criteria are applied to assess actions so that they are tested (Hair, et al 2020). This research consists of six independent variables, namely, visibility (X1), metavoicing (X2), atmosphere clue (X3), expertise (X4), and likeability (X5) and two mediating variables, namely immersive experience (Z1) and parasocial relationship (Z2) and one dependent variable, namely purchase intention. The method used in this research is an explanatory survey, namely through collecting data from respondents. The research instrument used was a questionnaire containing a list of questions for respondents to answer and then processed using the AMOS program.

3.2 POPULATION AND SAMPLE

Zikmund et al. (2013), population is a group of people who exist in a particular organization or entity and have the same characteristics. Determining the target population in research must be in accordance with the research objectives (Daniel, 2011). The population in this research is all Indonesian people who have e-commerce accounts (Shopee, Tokopedia, Lazada and the like).

3.3 SAMPLE

A sample is an element of a population that is needed to represent the total population. The sample should reflect the characteristics of the population, thereby minimizing the errors associated with sampling. Using an appropriate sampling design can achieve research objectives (Hair, Howard, and Nitzl 2020). The sample in this research is Indonesian people who have e-commerce accounts (Shopee, Tokopedia). This research uses a 10% scale because this research is large-scale social in nature. The sample size was taken using the formula Hair, et al (2014). The sample size must be 100 or larger (Hair et al. 2014). As a general rule, the
minimum sample size is at least five times larger than the number of question items to be analyzed, and the sample size will be more acceptable if it has a ratio of 10:1. In this research there are 39 question items, so the minimum sample size required is 39 x 10 = 390 samples. Margin of error 10% (10% error rate and 90% correct rate). According to Hair et al (2020) a good sample size is around 100-200. By considering several conditions such as: (1) large and widely distributed population, (2) limited resources such as time, money and personnel, (3) it is important to minimize response bias and (4) requires simpler operating procedures, then The research was carried out by sampling compared to conducting a census of the entire population (Daniel, 2011). The sampling method in this research used purposive sampling namely a sampling procedure in which population elements are selected based on certain criteria adapted to the research objectives (Daniel, 2011). The sample criteria in this study were determined as follows: Minimum age 17 years, Have at least 1 e-commerce account (Shopee, Tokopedia, Lazada and the like) and Have never purchased a product (goods at that shop).

3.4 OPERATIONAL DEFINITION OF VARIABLES

The exogenous variables in this research are visibility (X1), metavoicing (X2), atmosphere clue (X3), expertise (X4), likeability (X5) while the mediating variables are immersive experience (Z1) and parasocial relationship (Z2) as well as the research endogenous variables is purchase intention. Operational is a definition related to a variable by giving meaning or defining activities, or providing an operation needed to measure the variable (Silalahi, 2012).

3.5 DATA RETRIEVAL AND COLLECTION PROCEDURES

In this research, primary data was collected by survey. Researchers will send a questionnaire link to respondents who meet the criteria and ask for their willingness to fill out a questionnaire that will be created using Google Forms. Researchers will send the questionnaire link to potential respondents via the WhatsApp application, email and others. The link can be opened via the browser on the respondent’s smartphone. If the respondent has filled out the questionnaire completely, the respondent simply needs to touch the "save" button to complete the survey. If the number of respondents has reached the specified number, the researcher can retrieve the survey results via Google Forms for data processing and statistical analysis. Namely primary data that has been further processed and presented either by the
primary data collector or by other parties. Secondary data is presented, among other things, in
the form of tables or diagrams which researchers will use for further processing.

3.6 DATA ANALYSIS

The analysis technique used in this research is Structure Equation Modeling (SEM) using the AMOS 16.0 program. AMOS (Analysis of Moment Structures) is a covariance-based analysis program that is currently very well known. AMOS provides a canvas in its program so that researchers can express their models in the form of images on the canvas. By using AMOS, complex SEM calculations will be much easier to do compared to using other software. Moreover, using AMOS will speed up creating specifications, viewing and modifying models graphically using simple tools. The analysis methods in AMOS currently available include: Maximum Likehood, Unweighted Least Square, Browne's Asymptotically distributed-Free Criterion, Scale Free Least Square. AMOS has advantages compared to other software.

4 RESULTS AND DISCUSSION

4.1 THE INFLUENCE OF VISIBILITY ON IMMERSIVE EXPERIENCE

The first direct attribute is Visibility, Live streaming can send images and sound from
one location to another instantly (Chen and Lin 2018), and live streaming shopping can channel
these functions. On the one hand, live streaming shopping is a highly visible form of product
presentation via online video. Because customers need more product information to make
purchasing decisions, they will focus their attention on live streaming shopping to obtain
product information, which gives customers an immersive feeling. In addition, the clarity of
live streaming shopping makes it easier to attract customers. Therefore, customers perceive
immersion (Yim, Chu, and Sauer 2017). On the other hand, live streaming shopping can send
detailed videos to customers and streamers can demonstrate how to use the product through
live streaming, which allows the product to be visualized.

In this process, customers can see the streamer and perceive the seller as someone who
is selling directly, which leads them to feel a social presence (Li, 2019). In addition, based on
affordability of visibility, live streaming shopping provides customers with detailed product
information and looks as if they are watching the product and obtaining product information at
the seller's location, which leads customers to feel the presence of the streamer. Referring to
previous research which states that visibility has a positive effect on immersion, when streamers send and show images while live it will create a sense of immersion in the audience (Yuan Sun et al. 2019). affordability of visibility helps subscribers feel the streamer's presence.

4.2 THE INFLUENCE OF METAVOICING WITH IMMERSIVE EXPERIENCE

Metavoicing refers to the possibility of direct communication between consumers and streamers (Dong, Wang, and Benbasat 2016). Consumers submit questions and services to streamers through comments, question prompts and streamers respond in a timely manner. Through affordance metavoicing, streamers can provide direct and timely personal services to consumers, which is conducive between streamers and consumers (Yuan Sun et al. 2019). Through affordance metavoicing, streamers can provide direct and timely personal services to consumers, which is conducive to mutual understanding and rapid immersion between streamers and consumers (Yuan Sun et al. 2019).

Previous research says that metavoicing has a positive effect on immersion, the easier it is to interact with the streamer, the more immersive the audience will be (Yuan Sun et al. 2019) Therefore, affordability metavoicing can increase buyer confidence. When consumers get good metavoicing, it will have an effect on the immersive experience.

4.3 THE INFLUENCE OF ATMOSPHERIC CLUES WITH IMMERSIVE EXPERIENCE

Meanwhile, atmosphere clues are defined as designs that are prepared in such a way at the place where buying and selling activities are carried out (Dailey 2004). Offline buying and selling places such as shops, merchants and so on use various attributes such as information, layout, comfort, fragrance, color patterns, design, lighting, music and so on to create a unique experience for consumers and this can also be implemented in online store. Atmospheric clues in the context of live streaming such as information, navigation systems and design displays are used by sellers and marketing to stimulate positive cognitive and affective aspects of consumers in their purchasing process (Floh and Madlberger 2013). When consumers obtain sufficient and valuable information at the right time and in the right way, they will tend to focus on the website they visit and this can have an impact on the immersive experience and then have an impact on purchases (Koufaris, 2002). The visual appearance of online platforms has been identified as having an influence on consumers' immersive sense (Mazaheri, Richard, and Laroche 2011). Furthermore, previous researchers stated that the various settings made in live streaming
commerce will have an impact on the immersive experience which can generate curiosity, interest and enjoyment. Just like the two previous variables which have been supported by various studies in that context (MH Huang 2003).

Explanations and scientific evidence regarding the influence of various attributes possessed by live streaming commerce on immersive experience have been mentioned previously, where the better the attributes possessed by a live streaming commerce platform, the more immersive the consumer experience will be (Shiu, Liao, and Tzeng 2023). Furthermore, this influence will continue on purchase intention and even the decision to make a repeat purchase. This is because various positive attributes of live streaming commerce will influence consumers’ cognitive and affective aspects which are able to encourage consumers to make purchases. The attributes possessed by live streaming commerce are similar to offline stores which are able to create positive feelings and experiences such as immersive experiences and increase consumers' potential to make purchases (Chang et al. 2012). Immersion is defined as a feeling of total involvement (feeling engrossed) in the mediated world and ignoring the real world or the world that is usually lived (Fang et al. 2018). Referring to previous research, it is said that Atmosphere clue also has a positive effect on immersive experience, when the audience feels comfortable with the atmosphere of the shop during live streaming, the audience will become more immersed (Shiu, Liao, and Tzeng 2023). Immersion is defined as a condition for enjoying the process.

4.4 THE INFLUENCE OF EXPERTISE WITH IMMERSIVE EXPERIENCE

Expertise is the extent to which commerce platform users feel that they can find product-related information posted with excellent explanations of various aspects by the streamer (Xiang et al. 2016). When users perceive value benefits from using a social commerce site, for example, users can feel that the product has the best value, they are likely to generate satisfaction with the site (Gan and Wang 2017). Product suitability itself is positively related to purchase intention (Park and Lin 2020). Referring to previous research which states that expertise has a positive effect on immersive experience, when the streamer has expertise in the field being presented or the product being delivered matches the streamer's expertise then the audience feels immersed in the live streaming (Lee and Chen 2021). Consumers will feel comfortable with the explanation of the answers given by the streamer during live streaming and creating immersions.
4.6 THE EFFECT OF LIKEABILITY ON IMMERSIVE EXPERIENCE

Likeability is the positive impression a person has of another person (Bartneck et al. 2009), and can be considered an emotional connection (Nagel et al. 2021). Additionally, liking has a significant impact on trust (Nagel et al. 2021), and willingness to engage in collaboration (Pulles and Hartman 2017). The likeability attribute according to Ningrum 2016: Physical likeability, is the public's perception regarding the physical appearance of supporters who are considered attractive. In general, people like supporters who have physical perfection such as beauty, handsome, ideal body, and so on. Non-physical likeability, is society's perception of non-physical appearance or supporting personality. Based on this attribute, people like streamers/ambassadors based on their joking, natural and open nature.

Research shows that the more liked a person is, the more positive their evaluation is (Bartneck et al. 2009). There is previous research which says that likeability has a positive effect on immersive experience, the friendliness of a streamer will make the audience feel immersed and comfortable during live streaming (Gao, Jiang, and Guo 2023).

4.7 THE INFLUENCE OF EXPERTISE ON PARASOCIAL RELATIONSHIPS

Parasocial relationships refer to long-term relationships formed by media users with mediated actors (Dibble, Hartmann, and Rosaen 2016). Previous research found that influencer credibility is significantly influenced by product and influencer match (Y. Lee and Koo 2015). Endorsers who advertise products that do not match their expertise, or have poor product match-up, are considered to have lower credibility. Expertise refers to the streamer's role as a brand expert, sharing the benefits of the brand or product. For example, Mr. Clean, as a cleaning expert, introduces its brand of cleaning products to consumers with a professional image so that consumers gain a sense of confidence.

Existing research shows that consistency between a streamer and a product can improve consumer attitudes toward a brand; a strong correlation between brand characteristics and personality can increase brand equity (Rungruangjit 2022). Zheng et. al (2020) proposed that, as long as the role is human, they will react as if the role exists in real life and participate in social networks and. In live streaming, when the streamer explains the product according to his expertise, it will make the audience feel close (Rungruangjit 2022). Websites can use clear design, description and information processing to create such roles (Rungruangjit 2022).
Referring to previous research conducted by (Rungruangjit 2022) that expertise has a positive effect on parasocial relationships.

4.8 THE INFLUENCE OF LIKEABILITY ON PARASOCIAL RELATIONSHIPS

Existing research has shown that attractive spokespersons/streamers can increase consumer brand preferences, and human behavior and attractive appearance can provide positive sensory experiences to consumers, thereby reducing work and life pressure and on the other hand it is also found that when viewers feel that the more interesting the players, the more intense their experience will be with the streamer in live streaming (Hartmann and Goldhoorn 2011). Referring to previous research which states that likeability has a positive effect on parasocial relationships, the friendlier and kinder a streamer will make the audience feel the warmth of friendship that arises towards the streamer (Zhou, Su, and Mou 2021).

4.9 THE INFLUENCE OF IMMERSIVE EXPERIENCE ON PURCHASE INTENTION

Immersion influences purchase intention through values or social aspects, where these values or aspects are able to trigger consumer purchase behavior (Yi Sun et al. 2016). Immersion is defined as a feeling of total involvement (feeling engrossed) in the mediated world and ignoring the real world or the world that is usually lived (Fang et al. 2018). The integrated model assesses whether live-streaming attributes can explain online shopping intentions. Specifically, the mediating role of immersive experience is investigated to understand the role of cognitive and affective organisms in transitions. Theoretical and managerial implications are discussed, limitations are provided, and future research directions are suggested. associated with three attributes of live streaming (stimule) elicits intrinsic states of immersive experience and social interaction (organism), which then generate online shopping intentions (response). Previous research states that immersive experience has a positive effect on purchase intention (Shiu et al., 2023).

4.10 THE INFLUENCE OF PARASOCIAL RELATIONSHIPS ON PURCHASE INTENTION

The notion of parasocial relationships can help understand the interactions between internet celebrities and their fans, as well as the ability of fans to persuade their fans (Speed,
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Virtual online social interactions occur between internet celebrities and their fans (Rungruangjit 2022). In other words, followers try to connect with the celebrity as much as possible through online platforms (Rungruangjit 2022). In this research, streamers are usually carried out by celebrities or typical people (ordinary non-celebrity people). They may talk to each other virtually, or celebrities may answer their fans' questions via social media platforms; therefore, an intimate relationship exists between them (Xiao and Zhang, 2016). By showcasing their daily use of endorsed products, presenting all kinds of items, and post-purchase evaluations on social networking sites, online celebrity modeling becomes successful, increasing their followers' willingness to purchase (Boon and Lomore, 2001).

The findings of Kim et al. (2015), Hwang and Zhang (2018), show that parasocial relationships with online celebrities have a positive impact on consumer behavior related to celebrity endorsements. In addition, Choi and Park (2011) conducted a comparative study with two consumer groups and found that groups with strong consumer-celebrity parasocial relationships had higher purchase intentions than groups with weak consumer-celebrity parasocial relationships. Previous research stated that parasocial relationships had a positive effect on purchase intention (Rungruangjit 2022).

4.11 THE INFLUENCE OF THE MEDIATING ROLE OF IMMERSIVE EXPERIENCE BETWEEN VISIBILITY AND PURCHASE INTENTION

Visibility variable in live streaming is defined as being able to send images and sound from one location to another instantly (Chen and Lin 2018) and live streaming shopping can channel these functions. On the one hand, live streaming shopping is a highly visible form of product presentation via online video. In e-commerce live streaming, streamers provide consumers with real-time shopping guidance, such as product introductions and discounts, to help them improve the quality of their purchases and shopping experience (Yuan Sun et al. 2019). The visibility of this platform makes the audience feel comfortable and stay in the shop for a long time, creating a desire to make a purchase (Rungruangjit 2022). Previous research stated that immersive experience mediates visibility and purchase intention (Rungruangjit 2022). Consumer satisfaction with personalized purchasing services will help streamers and consumers to develop quickly and provide immersive experiences and create purchase intention.
4.12 THE INFLUENCE OF THE MEDIATING ROLE OF IMMERSIVE EXPERIENCE BETWEEN METAVOICING ON PURCHASE INTENTION

*Immersive experience* variable refers to the possibility of direct communication between consumers and *streamers* (Dong, Wang, and Benbasat 2016). Consumers submit terms of service to *streamers* via comments, a series of questions, or votes, and *streamers* respond in a timely manner. Through affordance *metavoicing*, *streamers* can provide direct and timely personal services to consumers, which is conducive to mutual understanding between *streamers* and consumers (Yuan Sun *et al.* 2019). When *the audience* feels comfortable and cool, they will tend to be interested in making a purchase. Increased interaction between buyers and sellers can increase the *immersion* or *flow experience* but, through the affordances of *metavoicing*, the amount of valuable information on social commerce sites can be increased because buyers can express their opinions on social commerce sites by writing comments and rating the products they purchase. Previous research stated that *immersive experience* mediates *metavoicing* on purchase intention (Rungruangjit 2022). Buyers view this information on social commerce sites as a trusted source (Yuan Sun *et al.* 2019).

4.13 THE INFLUENCE OF THE MEDIATING ROLE OF IMMERSIVE EXPERIENCE BETWEEN ATMOSPHERE CLUES ON PURCHASE INTENTION

A satisfactory purchasing experience and appropriate feedback are prerequisites for purchase intention (Schiffman and Kanuk 2000). *atmosphere clue* which is also one of the attributes of *live streaming* is described as “conscious design of the store environment” (Dailey 2004). Just as physical stores use information, fragrance, lighting, and merchandise displays to influence consumer purchasing behavior, and by creating the atmosphere of a website. As mentioned atmosphere cues, and perceived interactivity stimulate consumer enjoyment, concentration, and control in *online shopping*. Therefore, a good immersive experience significantly impacts consumers’ purchase and repurchase decisions because a positive emotional response can increase their purchase intentions. Previous research stated that *immersive experience* mediates *atmosphere clues* on purchase intention (Shiu, Liao, and Tzeng 2023). In other studies *online streaming* enables an immersive experience similar to visiting a physical store but superior to traditional *e-commerce*, thereby increasing intention to purchase online (Chang *et al.* 2012) and (Wu *et al.* 2013).
4.14 THE INFLUENCE OF THE MEDIATING ROLE OF IMMERSIVE EXPERIENCE BETWEEN EXPERTISE ON PURCHASE INTENTIONS

*Expertise* is the extent to which commerce platform users feel that they can find information related to uploaded products with excellent explanations of various aspects by the *streamer* (Xiang et al. 2016). When users feel the value of the benefits of using a social trading site delivered by expertise, for example, users can feel that the product has value for money, they tend to be satisfied with the site (Gan et al., 2017). According to Putra et al (2018) in Triputranto and Nurdiansyah (2021) *expertise* refers to the knowledge, experience or expertise possessed by an *endorser* who is connected to the brand being supported. *Audiences* like *streamers* who are *experts* or who are able to explain products, which will make them feel comfortable and want to linger in the store (CH Lee and Chen 2021). Previous research stated that *immersive experience* mediates the influence of *expertise* on *purchase intention* (CH Lee and Chen 2021).

4.15 THE INFLUENCE OF THE MEDIATING ROLE OF IMMERSIVE EXPERIENCE BETWEEN LIKEABILITY AND PURCHASE INTENTION

A *streamer* who conveys convincingly because of his experience will make viewers enjoy live streaming and will be more persuasive in attracting the *audience*. *Likeable* virtual *streamers*, who appear kind and friendly to consumers, convey human warmth and make consumers feel as if they are present in the *live streaming space* (Ellegaard 2012). *Virtual streamers* with a high *likeability rate* can establish strong relationships with consumers, thereby increasing consumers’ perception of presence. Virtual *streamers* with a high level of responsiveness can quickly respond to consumers' needs (M. Zhang et al. 2020), which gives consumers a sense of human contact and real-world purchasing experience. When feelings of social presence and television presence are stimulated by the characteristics of the virtual *streamer* (i.e., likeability, and responsiveness), consumers are more likely to make purchases in the virtual *streamer's live streaming space* (Sun et al., 2019; Xu et al., 2021). Previous research stated that *immersive experience* or feelings of *immersion* can mediate likeability on purchase intention (Gao, Jiang, and Guo 2023).
4.16 THE INFLUENCE OF THE MEDIATING ROLE OF PARASOCIAL RELATIONSHIPS BETWEEN EXPERTISE ON PURCHASE INTENTION

Celebrities who have a similar image to the product can increase credibility (Ermec Sertoglu et al., 2014). Additionally, Lee and Koo (2015) found that influencer credibility was significantly influenced by product match with the influencer/streamer. Endorsers who advertise products that do not match their expertise, or have poor product match-up, are considered to have lower credibility. For the mediating effect of celebrity characteristics, only a few studies have examined it. Limited previous research has found empirical support for the congruence between message and style influencers can significantly increase consumer purchase intentions (Pöyry et al., 2019; Torres et al., 2019). Previous research conducted by (Rungruangjit 2022) stated that parasocial relationship mediates the influence of expertise on purchase intention.

4.17 THE INFLUENCE OF THE MEDIATING ROLE OF PARASOCIAL RELATIONSHIPS BETWEEN LIKEABILITY AND PURCHASE INTENTION

streamer looks good, friendly and friendly to consumers, conveys with full human warmth and makes consumers feel as if they are present in the live streaming room with the virtual streamer (Ellegaard, 2012). Virtual streamers with a high level of animation can create strong relationships with consumers (Blut et al., 2021), promoting consumers' perception of presence. A virtual streamer with a high response rate can quickly respond to consumers' needs (Zhang et al., 2021), which gives consumers a sense of human-like and real-world contact in the purchasing experience. Previous research stated that Parasocial relationships mediate the influence of likeability on purchase intention (Zhou, Su, and Mou 2021). When feelings of happiness and joy are felt by the streamer, a relationship with the streamer is created by viewers who are stimulated by the characteristics virtual streamers (i.e., likable, passionate, and responsive), consumers are more likely to.

4.18 CONCEPTUAL FRAMEWORK DISCOVERED

Derived from the field of environmental psychology, the SOR framework explains that the external environment, acting as a stimulus (S), influences the user's internal organism (O), and subsequently, the behavioral response (R) (Mehrabian and Russell, 1974). In the online
environment, stimulus represents the design characteristics of the website with which the user interacts (Eroglu, Machleit, and Davis 2003) Organism reflects the user's emotions and cognitive state, including perception, experience, and evaluation (Jiang et al., 2010). This refers to user behavior, such as purchasing behavior (H. Zhang et al. 2014) and posting behavior (Zhang and Sun, 2018).

Stimulus variables are factors that can cause changes in consumer cognition and emotions in the shopping environment (Wu, 2012). Organisms are internal processes that link external stimuli and final responses. In this process, external stimuli are converted into effective information, which forms the basis of subsequent behavior. The response is the behavioral result of the final approach or distance from the stimulus object, including psychological responses and behavioral responses. In short, the SOR model states that there is a stimulus that triggers a response based on the internal feelings or behavior of an organism (person). With the development of online shopping, the SOR model has been widely used in the field of online retail. Based on the SOR model, Yang (2009) studied consumers' purchase intentions in an online shopping environment. The results show that the better the atmosphere and image of the online shop and the higher the perceived quality, the stronger the consumer's purchase intention. He and Gong (2010) studied the impact of online shopping experience on consumer behavioral tendencies based on the SOR model. Zhao (2010) applied the SOR model to research on online consumer impulsive buying, the results showed that website environmental factors can indirectly influence consumers' impulsive buying behavior by influencing their emotions.

Live streaming commerce makes consumers feel that the individuals they communicate with are real salespeople, which makes them feel present in the shopping scene (Li, 2019). Streamers introduce product information, usage methods, discounts, share experiences to consumers through real-time videos, instant interactions, etc. The live streaming function creates an immersive experience for consumers, thereby reducing consumers' perceived risk and purchase uncertainty (Sun et al., 2019). Streamers can also understand consumer needs while communicating with them and can provide discounts or gifts according to their needs to achieve better consumer satisfaction.
5 CONCLUSIONS

The conclusion from the findings of this research is to develop a model with the topic of Live Streaming in the context of E-Commerce for MSME Fashion Products using the independent variables visibility, metavoicing, atmosphere clue, expertise and likeability with the mediating variables Immersive experience and parasocial relationship as well as the dependent variable purchase intention. This research data uses a sample of 390 respondents. Model and hypothesis testing was carried out using Structural Equation Modeling (SEM) using AMOS software. Sampling was carried out purposively with the criteria that respondents were at least 17 years old, had at least one e-commerce account (for example Shopee, Tokopedia, Lazada) and had never made a transaction or purchased at that shop. Through the validation carried out in this research, it is hoped that the practical findings will become a marketing tool for business people, especially in this case MSME fashion products, so that they can develop their business in the context of implementing live streaming commerce strategies. The conclusion that can be obtained is the discovery of new theories and conceptual models that can be used as material for hypothesis testing that can be carried out in further research.

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