

# FACTORS AFFECTING CUSTOMERS PURCHASE INTENTION IN LIVE STREAMING COMMERCE

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## ABSTRACT

Live Streaming Commerce created a new paradigm for e-commerce platform environment. This study aims to find the gap of existing purchase intention in Live Streaming Commerce studies and identified factors affecting Consumers Purchase Intention in Live Streaming Commerce. Scope of this study involved 20 Live Streaming Commerce research articles which conducted various theories. Factors that influence Consumers Purchase Intention classified to three groups and two factors consists of Perceived Persuasiveness; Customer Satisfaction; Customer Engagement, Perceived Price Attractiveness and Perceived Uncertainty. There were two factors had a mediator role; Customer Satisfaction and Customer Engagement.

**Keywords:** Purchase Intention, Live Streaming Commerce, Customer Satisfaction, Perceived Persuasiveness, Customer Engagement

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