

- 1, G
Com
elle,
inter
http
n, J
of R
er, I
The
R. I
Scie
o M
and
eme
z, J.
how
176
J. M
Atti
and
I. F
Pers
http
J. F
Ana
er, F
inv
Adv
5, I
mer
Mar
Z.
inv
Syst



- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*, Seventeenth Edition. London: Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* 15th Edition. In *Marketing Management*. London: Pearson.
- Lavidge, R. J., & Steiner, G. A. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*, 25(6), 59.
<https://doi.org/10.2307/1248516>
- Ma, L., Gao, S., & Zhang, X. (2022). How to Use Live Streaming to Improve Consumer Purchase Intentions: Evidence from China. *Sustainability (Switzerland)*, 14(2), 1–20.
<https://doi.org/10.3390/su14021045>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Paylou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Saad, S., Shah, H., Aziz, J., Jaffari, A., Waris, S., & Ejaz, W. (2012). *The Impact of Brands on Consumer Purchase Intentions*. 4(2), 105–110.
- Sarstedt, M., & Christian M. Ringle, and J. F. H. (2017). Partial least squares structural equation modeling with R. In *Practical Assessment, Research and Evaluation* (Vol. 21, Issue 1).
- Song, C. :, & Liu, Y.-L. (2021). The effect of live-streaming shopping on the consumer's perceived risk and purchase intention in China. *23rd Biennial Conference of the International Telecommunications Society (ITS)*, 1–18.
<http://hdl.handle.net/10419/238054>
- Steuer, J. (1993). Defining virtual reality: Dimensions determining telepresence. *Journal of Communication*, 42(4), 73–93.
- Sugiyono. (2012). *Metode Penelitian: Pendekatan Kuantitatif, Kualitatif, dan R&D* (16th ed.). Bandung: Alfabeta.
- Tuten, T. L., & Solomon, M. L. (2018). *Social Media Marketing* (3rd ed.). London: SAGE Publication Ltd.
- Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce? *Journal of Electronic Commerce Research*, 21(3), 144–167.