

Empirical Effects of Social Proof and Live Streaming on Purchase Intention

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Abstract: This study examines consumer purchase intention in cross-border e-commerce by analyzing the effects of social proof, live streaming commerce, country of origin, and environmental concern in Taiwan and Vietnam. Using survey data and PLS-SEM with multi-group analysis, the results show that social proof and live streaming significantly increase purchase intention, with live streaming amplifying social proof effects. Country of origin positively affects both markets, while environmental concern matters only in Taiwan, highlighting differences between mature and emerging markets.

Keywords: Consumer Purchase Intention, Social Proof, Live Streaming Commerce, Cross-Border E-Commerce, Cross-Country Analysis

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