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The Impact of Word of Mouth, Product Quality, and Price on Trust and Repurchase Intentions: A SEM-Based Case Study of Indonesian Live Streaming E-Commerce

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ABSTRACT. This study investigates how Word of Mouth (WoM), Product Quality (PQ), and Price (PR) influence Trust (TR) and Repurchase Intentions (RI) in the context of live streaming e-commerce in Indonesia. Using Structural Equation Modeling (SEM) and data from 300 respondents, the results show that trust plays a key role in influencing Repurchase Intentions. WoM and PR have a significant impact on trust, with WoM having a dual effect—it positively affects trust but negatively influences repurchase intentions directly. PQ does not significantly affect either trust or repurchase intentions, suggesting that in live streaming e-commerce, consumer interactions and experiences may be more influential than product attributes. The model fit indices support the reliability of the results, with strong explanatory power for both trust (R^2 = 0.765) and repurchase intentions (R^2 = 0.890). This research enhances our understanding of consumer behavior in live streaming e-commerce, highlighting the importance of trust-building strategies, managing WoM effectively, and transparent pricing to encourage consumer loyalty. Future studies should consider other factors like platform usability and influencer credibility for a broader view.

1. Introduction

Live streaming e-commerce emerged as a transformative force in the retail sector, especially in Indonesia, where digital adoption accelerated rapidly. By facilitating real-time interactions and dynamic shopping experiences, live streaming platforms enabled sellers to connect directly with consumers, fostering more personal relationships [1]. However, alongside its rapid growth, businesses faced significant challenges in retaining consumers and encouraging

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repeat purchase decisions, which were critical for business sustainability [2]. Understanding the factors influencing consumer trust and Repurchase Intentions became essential for remaining competitive in an increasingly saturated market [3][4].

Word of Mouth (WOM), product quality, and price were often regarded as key determinants of consumer behavior, yet their combined effects on trust and Repurchase Intentions in live streaming e-commerce remained underexplored [5][6]. Trust played a critical role as a mediator in online shopping, as it reduced perceived risks and fostered loyalty [7]. However, the interplay between WOM, product quality, and price in building trust and influencing Repurchase Intentions on live streaming platforms, particularly in Indonesia, remained inadequately understood [2][5]. Additionally, factors such as hedonic motivation and price fairness also influenced purchase intentions in live streaming contexts, as highlighted in studies of TikTok Shop [8].

Previous studies primarily focused on traditional e-commerce contexts, which did not fully capture the unique dynamics of live streaming e-commerce [9]. Although the literature highlighted the importance of WOM and product quality, limited research examined their combined influence on trust and Repurchase Intentions [1][4]. Factors such as the immersive experience and live streaming quality also mediated purchase intentions through trust [6]. Moreover, price fairness and electronic WOM significantly influenced trust and purchase decisions in platforms such as Shopee and TikTok [10][11]. This study sought to bridge these gaps by integrating these factors into a Structural Equation Modeling (SEM) framework, aiming to better understand the interactions of WOM, product quality, and price in live streaming e-commerce [12][13].

This research has three primary objectives. First, it aims to evaluate the influence of Word of Mouth, Product Quality, and Price on Trust in the live streaming e-commerce context. Second, it examines the direct and mediated effects of these factors on Repurchase Intentions. Third, it explores the role of Trust as a mediator between external factors (Word of Mouth, Product Quality, Price) and Repurchase Intentions. By focusing on the Indonesian market, this study provides valuable insights into consumer behavior in one of the world's fastest-growing live streaming e-commerce markets. The findings are expected to assist businesses and platform developers in designing strategies that enhance consumer trust, promote Repurchase Intentions, and maintain a competitive edge.

2. Literature Review and Hypothesis Framework

Word of Mouth (WoM)

Word of Mouth (WoM) refers to informal communication between consumers regarding their experiences with products, services, or brands. In the digital era, WoM is significantly

amplified through online platforms where consumers openly share opinions and recommendations [14]. Positive WoM plays a critical role in reducing uncertainty and building trust, especially in the context of live streaming e-commerce, where real-time interactions strongly influence purchase decisions [15]. Prior studies indicate that WoM can directly enhance trust by providing credible and relatable information, making it an essential factor in influencing consumer behavior [16]. Furthermore, WoM has been shown to shape consumer attitudes and intentions, including their likelihood of repurchasing products or services [17].

Product Quality

Product quality is a central determinant of consumer satisfaction and loyalty. It encompasses attributes such as durability, functionality, and design that meet or exceed consumer expectations. In the live streaming e-commerce setting, consumers evaluate product quality based on demonstrations, reviews, and real-time seller interactions [12]. High-quality products tend to foster consumer trust as they reduce perceived risks associated with online purchases [18]. Moreover, studies have consistently shown that superior product quality positively impacts repurchase intentions, as satisfied consumers are more likely to remain loyal to the product or brand [19].

Price

Price plays an integral role in shaping consumer perceptions, particularly in price-sensitive markets like Indonesia. Fair and reasonable pricing signals transparency and enhances trust in the seller, which is crucial in online shopping environments [10]. In live streaming e-commerce, the combination of time-limited offers and exclusive deals can increase the perceived value of purchases, thereby influencing consumer loyalty (Lazaroiu et al., 2020). While the impact of price on trust is less studied, research indicates that perceived price fairness directly affects repurchase intentions by enhancing consumer satisfaction with the transaction [20].

Trust

Trust is widely regarded as a cornerstone of successful e-commerce transactions. It reflects the consumer's confidence in the reliability and integrity of the seller, which is especially important in live streaming e-commerce, where decisions are often made quickly and with limited information [21]. Trust serves as a mediating factor that bridges external influences, such as WoM, product quality, and price, with key consumer outcomes like Repurchase Intentions [22]. Trust reduces uncertainty, enhances the perceived value of products or services, and fosters long-term loyalty, making it a critical variable in this study [23].

Hypotesis Framework

The relationships among Word of Mouth, Product Quality, Price, Trust, and Repurchase Intentions in this study are illustrated in Figure 1.

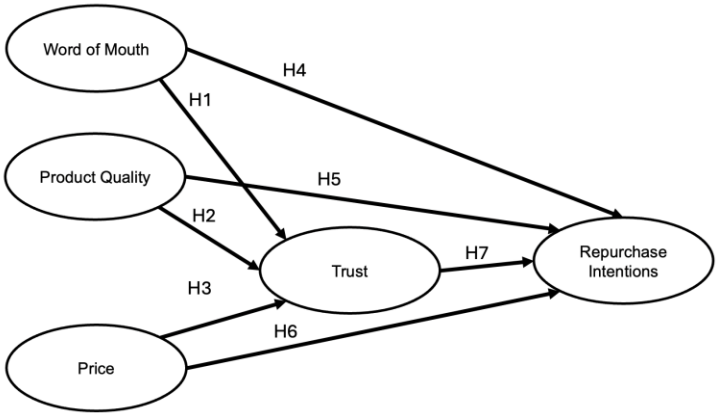

Figure 1. Hypothesis framework

This framework integrates the independent variables (Word of Mouth, Product Quality, Price), the mediating variable (Trust), and the dependent variable (Repurchase Intentions). The proposed hypotheses are as follows:

- H1: Word of Mouth positively influences Trust.
- H2: Product Quality positively influences Trust.
- H3: Price positively influences Trust.
- H4: Word of Mouth positively influences Repurchase Intentions.
- H5: Product Quality positively influences Repurchase Intentions.
- H6: Price positively influences Repurchase Intentions.
- H7: Trust positively influences Repurchase Intentions.

3. Method

This study employed a quantitative research design to examine the relationships among Word of Mouth (WoM), Product Quality, Price, Trust, and Repurchase Intentions in live streaming e-commerce [15]. Structural Equation Modeling (SEM) was selected as the analytical method due to its ability to assess both direct and indirect effects among multiple variables [1]. Trust has been widely recognized as a mediating factor linking consumer perceptions of price fairness, product quality, and WoM to Repurchase Intentions [24]. Previous studies utilizing PLS-SEM have highlighted the importance of consumer trust and satisfaction in e-commerce platforms, especially in digital commerce environments [25]. This study aims to bridge existing research gaps by providing empirical insights into how consumer trust mediates the impact of WoM, product quality, and price on repurchase intentions, offering valuable implications for e-commerce businesses seeking to enhance customer retention and engagement [23].

The population of this study consists of Indonesian consumers with experience shopping through live streaming e-commerce platforms such as Shopee Live and TikTok Live Shopping. A

total of 300 respondents were selected using purposive sampling to ensure that participants were relevant to the study's objectives. This sample size meets the SEM requirements, which recommend 10–20 observations per parameter. Data were collected through an online structured questionnaire distributed via email and social media platforms, targeting active users of live streaming e-commerce. The questionnaire used a 4-point Likert scale (1 = Strongly Disagree, 4 = Strongly Agree) to measure the constructs of Word of Mouth, Product Quality, Price, Trust, and Repurchase Intentions.

The questionnaire consisted of five sections, each representing a study variable. Word of Mouth was measured using items related to consumer recommendations and opinions, Product Quality assessed performance and durability, and Price evaluated perceived fairness and value. Trust was measured through consumer confidence in the seller or platform, while Repurchase Intentions focused on the likelihood of repeat purchases. Each construct included four items, as outlined in Table 1.

Table 1. Research Instrument

Construct	Measuring Instruments
Word of Mouth (WoM)	• People around me often recommend this product to me.
	• I frequently hear positive comments about this product from others.
	• I trust the reviews or recommendations I receive about this product.
	• I tend to buy this product based on others' experiences.
Product Quality (PQ)	• This product has excellent quality.
	• This product is durable and lasts a long time.
	• The functions or benefits of this product meet expectations.
	• The details and appearance of this product show great attention to quality.
Price (PR)	• The price of this product is appropriate for its quality.
	• I find the price of this product to be reasonable.
	• The price of this product is better compared to similar products in the market.
	• I am willing to pay the price of this product for the value it provides.
Trust (TR)	• I feel confident in this product or brand.
	• This product is reliable and meets its promises.
	• I trust that this product is safe to use.
	• I believe the manufacturer of this product maintains a good reputation.
Repurchase Intentions (RI)	• I plan to repurchase this product in the future.
	• I would recommend this product to others.
	• I feel satisfied with my experience buying this product.
	• I am likely to choose this product over similar ones.

The data analysis followed a systematic approach. First, preliminary analysis was conducted to clean the data, handle missing values, and calculate descriptive statistics to summarize respondent demographics and variable distributions. Reliability testing using

Cronbach's Alpha ensured the internal consistency of the constructs. The SEM process began with Confirmatory Factor Analysis (CFA) to validate the measurement model, followed by structural model testing to evaluate the hypothesized relationships. Model fit was assessed using key indices such as the Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). Path analysis was conducted to test the significance of the relationships between variables, and mediation analysis examined the role of Trust as a mediating variable.

Ethical considerations were adhered to throughout the study. Participants provided informed consent before completing the questionnaire, and their responses were anonymized and kept confidential. Participation was voluntary, and respondents were informed of their right to withdraw from the study at any time. The research was conducted in accordance with ethical research guidelines, ensuring respect for the participants and the integrity of the data.

4. Result

Respondent Demographics

A total of 300 respondents participated in this study, with their demographic characteristics summarized in Table 2. The majority were female, accounting for 73% (219 respondents), while males represented 27% (81 respondents). This indicates a stronger presence of female shoppers on live streaming e-commerce platforms.

Table 1: Respondent Demographic Data

Demographic	Category	Frequency (N)	Percentage (%)
Gender	Male	81	27.0
	Female	219	73.0
Age Group	18–24	51	17.0
	25–34	189	63.0
	35–44	42	14.0
	45+	18	6.0
Education Level	High School	66	22.0
	Undergraduate	192	64.0
	Postgraduate	42	14.0
Monthly Income	< IDR 3M	99	33.0
	IDR 3M–6M	168	56.0
	> IDR 6M	33	11.0
Purchase Frequency	First-time Purchase	174	58.0
	1–2 Times	72	24.0
	3–5 Times	33	11.0
	More than 5 Times	21	7.0

In terms of age, the majority of respondents were in the 25–34 age group, comprising 63% (189 respondents), followed by 18–24 years at 17% (51 respondents). Respondents aged 35–44 accounted for 14% (42 respondents), and those aged 45 and above represented the remaining 6% (18 respondents). This distribution highlights the dominance of younger, tech-savvy consumers on live streaming platforms.

Regarding education, 64% (192 respondents) held undergraduate degrees, followed by 22% (66 respondents) with high school education and 14% (42 respondents) with postgraduate degrees. This reflects a diverse educational background, with a majority of users having higher education qualifications.

Monthly income levels revealed that the largest group, 56% (168 respondents), earned IDR 3M–6M, while 33% (99 respondents) earned less than IDR 3M, and 11% (33 respondents) had incomes exceeding IDR 6M. This suggests that live streaming e-commerce platforms are accessible to consumers across different economic brackets, with a significant presence of middle-income earners.

In terms of purchase frequency, 58% (174 respondents) were first-time buyers, indicating a significant number of new adopters. 24% (72 respondents) reported purchasing 1–2 times, while 11% (33 respondents) had purchased 3–5 times. Only 7% (21 respondents) reported purchasing more than five times, representing a smaller segment of loyal, repeat buyers.

This demographic profile demonstrates the strong appeal of live streaming e-commerce among younger, female shoppers with diverse educational backgrounds and middle-income levels. It also underscores the platform's ability to attract first-time buyers while retaining a smaller base of loyal customers.

Reliability and Validity

The reliability and validity of the constructs were assessed using Cronbach's Alpha (α), Composite Reliability (CR), and Average Variance Extracted (AVE), as presented in Table 3. Cronbach's Alpha values for all constructs exceeded the recommended threshold of 0.7, indicating excellent internal consistency. For example, Word of Mouth (WoM) achieved α values ranging from 0.924 to 0.926, while other constructs, such as Product Quality (PQ) and Price (PR), scored between 0.915–0.918 and 0.916–0.917, respectively. Similarly, Trust (TR) and Repurchase Intentions (RI) both demonstrated strong reliability, with α values exceeding 0.917. These results confirm that the items within each construct consistently measure the same underlying dimension.

Table 3. Reliability and Validity test

Construct	Measuring Instruments	Cronbach's	SD	CR	AVE
Word of Mouth (WoM)	WoM1	0.924	0.961	0.890	0.674
	WoM2	0.925	1.197		
	WoM3	0.926	1.276		
	WoM4	0.925	1.002		
Product Quality (PQ)	PQ1	0.918	1.289	0.783	0.495
	PQ2	0.917	1.267		
	PQ3	0.915	1.241		
	PQ4	0.916	1.196		
Price (PR)	PR1	0.916	1.287	0.837	0.567
	PR2	0.916	0.964		
	PR3	0.917	1.012		
	PR4	0.916	1.014		
Trust (TR)	TR1	0.919	1.128	0.855	0.597
	TR2	0.918	1.279		
	TR3	0.917	1.203		
	TR4	0.921	1.196		
Repurchase Intentions (RI)	RD1	0.918	0.992	0.890	0.666
	RD2	0.918	1.024		
	RD3	0.917	1.007		
	RD4	0.917	1.056		

Composite Reliability (CR) values further supported the internal consistency of the constructs, with all CR values surpassing the minimum threshold of 0.7. For instance, WoM and Repurchase Intentions both achieved CR values of 0.890, while Trust scored 0.855. Price and Product Quality demonstrated CR values of 0.837 and 0.783, respectively, further reinforcing the reliability of the constructs.

Convergent validity was evaluated using Average Variance Extracted (AVE), where values above 0.5 indicate sufficient variance explained by the construct relative to measurement error. Most constructs met this criterion, including WoM (AVE = 0.674), Price (AVE = 0.567), Trust (AVE = 0.597), and Repurchase Intentions (AVE = 0.666). However, Product Quality slightly underperformed, with an AVE of 0.495, just below the acceptable threshold. While this suggests that Product Quality captures slightly less variance from its items compared to measurement error, the construct still demonstrated adequate reliability through its Cronbach's Alpha and CR values.

In summary, as shown in Table 3, the reliability and validity analyses confirm that the measurement model is robust. All constructs demonstrated strong internal consistency and

sufficient reliability. Most constructs showed good convergent validity, while Product Quality, despite a slightly lower AVE, remains a reliable construct for analysis. These findings support the validity of the measurement model, allowing for confident use in further structural analysis.

Model Fit Analysis

The goodness-of-fit of the structural equation model was assessed using several fit indices, as shown in Table 4. All fit indices exceeded their recommended thresholds, indicating an excellent fit between the model and the observed data.

Table 4. Model fit indices

Fit Index	Recommended Value	Fit Value
X^2/df	< 3.0	1.296
GFI	> 0.9	0.992
RMSEA	< 0.08	0.036
NFI	> 0.9	0.981
IFI	> 0.9	0.983
CFI	> 0.9	0.996

* Estimation Method: Robust Weighted Least Square (WLSMV)

The Chi-square/df (X^2/df) ratio was 1.296, well below the recommended threshold of 3.0, suggesting minimal discrepancy between the hypothesized model and the actual data. This indicates that the model fits the data well without significant overfitting or underfitting.

The Goodness-of-Fit Index (GFI) was 0.992, exceeding the recommended value of 0.9, demonstrating the model's strong overall fit to the data. Similarly, the Root Mean Square Error of Approximation (RMSEA) was 0.031, which is significantly below the maximum acceptable value of 0.08, further confirming that the model is a good fit.

Incremental fit indices, including the Normed Fit Index (NFI), Incremental Fit Index (IFI), and Comparative Fit Index (CFI), all exceeded 0.9, with values of 0.981, 0.983, and 0.996, respectively. These results demonstrate that the model performs exceptionally well in explaining the observed variance in the data compared to a null or baseline model.

In summary, as shown in Table 4, the model exhibits excellent fit across all indices, meeting or exceeding the recommended thresholds. This strong model fit provides confidence in the structural relationships tested in the study, supporting the validity of the hypothesized model for explaining the relationships among the constructs.

Hypothesis Testing

The results of hypothesis testing, as shown in Table 5 and Figure 2, provide insights into the relationships between the constructs in the study. The standardized path coefficients (β), standard errors (SE), z-values, and p-values were evaluated to determine the significance and direction of each hypothesized relationship.

Table 5. Path testing and standardized path coefficients

Research Hypothesis		Path	SE	ß	z	*p*	Hypothesis Direction	Inspection Result
H1	WoM→TR	0.4912	0.1133	0.4862	4.33	< .001*	Positive	Positive
H2	PQ→TR	0.0616	0.0565	0.0470	1.09	0.275	Positive	Positive
H3	PR→TR	0.5102	0.1316	0.4150	3.88	< .001*	Positive	Positive
H4	WoM→RD	-0.3158	0.0865	-0.3756	-3.65	< .001*	Positive	Negative
H5	PQ→RD	-0.0877	0.0509	-0.0804	-1.72	0.085	Positive	Negative
H6	PR→RD	0.2024	0.1349	0.1978	1.50	0.133	Positive	Positive
H7	TR→RD	0.8988	0.1379	1.0800	6.52	< .001*	Positive	Positive

* Significant Result

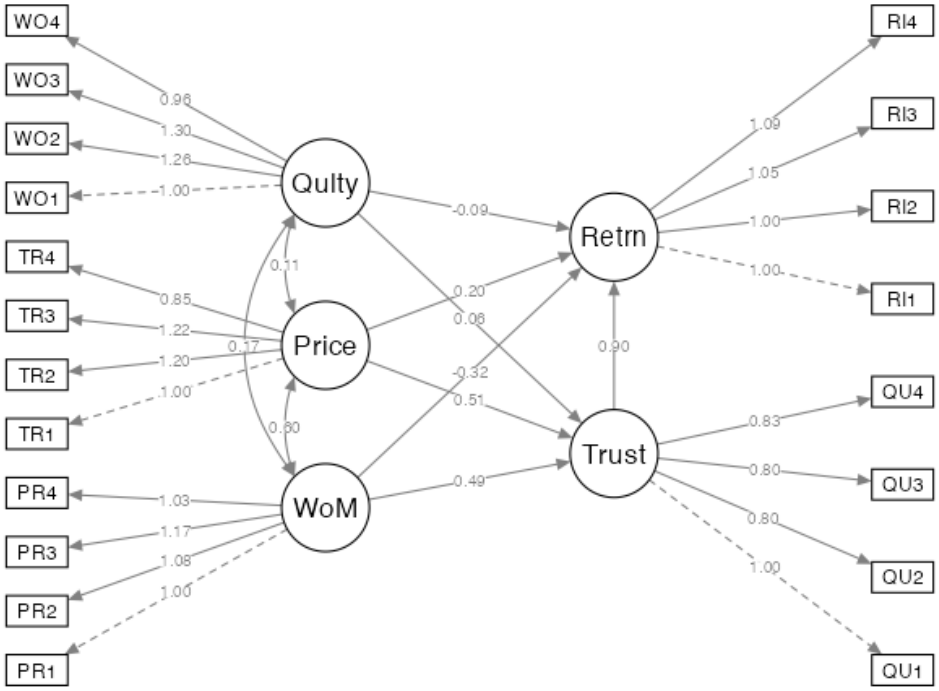

Figure 2. Path diagram

The results of the hypothesis testing, as summarized in Table 5, reveal significant insights into the relationships between the constructs in this study. Word of Mouth (WoM) had a significant positive effect on Trust (TR) ($\beta = 0.4862$, $z = 4.33$, $p < 0.001$), confirming that positive recommendations and reviews enhance consumer trust. Similarly, Price (PR) also significantly influenced Trust ($\beta = 0.4150$, $z = 3.88$, $p < 0.001$), indicating that perceived price fairness plays an important role in building trust among consumers. Trust, in turn, exhibited a strong and highly significant positive effect on Repurchase Intentions (RI) ($\beta = 1.0800$, $z = 6.52$, $p < 0.001$), highlighting its critical role as a driver of consumer loyalty and repeat purchases.

However, some relationships were found to be non-significant or unexpected. Product Quality (PQ) had a positive but non-significant effect on Trust ($\beta = 0.0470$, $z = 1.09$, $p = 0.275$), suggesting that the perceived quality of products alone does not strongly influence trust in the context of live streaming e-commerce. Furthermore, WoM had a significant but negative effect on Repurchase Intentions ($\beta = -0.3756$, $z = -3.65$, $p < 0.001$), an unexpected finding that may indicate potential negative experiences or perceptions related to Word of Mouth deterring repeat purchases. Similarly, PQ negatively influenced RD ($\beta = -0.0804$, $z = -1.72$, $p = 0.085$) and was not statistically significant. Lastly, the relationship between PR and RD was positive but non-significant ($\beta = 0.1978$, $z = 1.50$, $p = 0.133$), suggesting that price may influence Repurchase Intentions indirectly through trust rather than directly.

Overall, these findings emphasize the pivotal role of Trust as a mediating variable. WoM and PR significantly contribute to building Trust, which strongly drives Repurchase Intentions. However, PQ and direct effects of WoM and PR on RD were less impactful, suggesting that fostering trust remains the most critical strategy for driving loyalty and repeat purchases in live streaming e-commerce. These results offer valuable insights for businesses aiming to enhance consumer retention and loyalty.

R-Square Analysis

The R-Square analysis, as presented in Table 6, evaluates the proportion of variance explained by the independent variables for the dependent variables in the model.

Table 6. R-Square score

Variable	R^2
Trust (TR)	0.765
Repurchase Intentions (RI)	0.890

The R^2 value for Trust (TR) is 0.765, indicating that 76.5% of the variance in Trust is explained by the predictors Word of Mouth (WoM), Product Quality (PQ), and Price (PR). This high R^2 value reflects a strong predictive power of these independent variables in influencing consumer trust.

Similarly, the R^2 value for Repurchase Intentions (RI) is 0.890, suggesting that 89.0% of the variance in Repurchase Intentions is explained by Trust, WoM, PQ, and PR. This indicates that the model provides an excellent explanation for consumer repurchase intentions, with Trust playing a critical mediating role in linking the predictors to the outcome variable.

These results demonstrate the robustness of the model, highlighting its ability to explain the relationships between the constructs effectively. The high R^2 values for both Trust and Repurchase Intentions support the reliability of the structural model in capturing the underlying dynamics of live streaming e-commerce behavior.

5. Discussion

The findings of this study provide significant insights into the factors influencing trust and Repurchase Intentions in the context of live streaming e-commerce. By examining the relationships among Word of Mouth (WoM), Product Quality (PQ), Price (PR), Trust (TR), and Repurchase Intentions (RI), this study highlights both expected and unexpected dynamics in consumer behavior.

The Role of Trust

Trust emerged as a pivotal factor in this study, as evidenced by its strong positive influence on Repurchase Intentions (H7, $\beta = 1.080$, $p < 0.001$) and its high explanatory power ($R^2 = 0.753$). These findings underscore the importance of building consumer trust as a central strategy for fostering loyalty and encouraging repeat purchases [12]. Consistent with previous research, trust reduces perceived risks, enhances confidence in the seller, and directly impacts repurchase intentions [15]. Businesses operating in live streaming e-commerce should prioritize mechanisms that enhance trust, such as transparent pricing, reliable product quality, and customer service excellence [1].

Word of Mouth: Mixed Effects

Word of Mouth (WoM) demonstrated a significant positive effect on trust (H1, $\beta = 0.4862$, $p < 0.001$), confirming its role in enhancing consumer confidence [14]. Positive reviews and recommendations from peers or influencers significantly build trust in live streaming platforms [26]. However, the negative direct effect of WoM on Repurchase Intentions (H4, $\beta = -0.3756$, $p < 0.001$) suggests that overly critical or negative WoM experiences might overshadow the trust-building process and deter consumers from repurchasing. This finding highlights the need for businesses to carefully manage online reviews and influencers to maintain positive narratives about their products and services [17].

Price and Product Quality: Limited Direct Effects

Price significantly influenced trust (H3, $\beta = 0.4150$, $p < 0.001$) but did not directly affect Repurchase Intentions (H6, $\beta = 0.1978$, $p = 0.133$). Consumers view fair pricing as a trust-enhancing factor but rely on other mediators, such as trust, to drive Repurchase Intentions [22]. Similarly, Product Quality showed no significant impact on trust (H2, $\beta = 0.0470$, $p = 0.275$) or Repurchase Intentions (H5, $\beta = -0.0804$, $p = 0.085$), diverging from traditional e-commerce findings. This result reflects the unique dynamics of live streaming platforms, where factors such as real-time interactions and promotions may play a stronger role than intrinsic product quality [18].

Trust as a Mediator

The R^2 value for Repurchase Intentions ($R^2 = 0.890$) highlights the critical mediating role of trust in the relationship between predictors (WoM, Product Quality, and Price) and consumer

loyalty. While WoM and Price directly influence trust, trust acts as the key driver of repurchase behavior, amplifying the indirect effects of these variables [27]. This finding aligns with existing literature emphasizing trust as the cornerstone of long-term consumer relationships in online and high-risk transactional environments like live streaming e-commerce [7].

Managerial Implications

To enhance consumer loyalty in live streaming e-commerce, businesses must prioritize strategies that build trust, such as providing detailed product information, secure payment options, and timely delivery [28]. Managing Word of Mouth (WoM) effectively is also crucial. While positive WoM significantly enhances trust [29], negative WoM should be addressed proactively through superior customer service, transparent problem resolution, and fostering positive online narratives [30]. Competitive and transparent pricing strategies can strengthen trust, even if they do not directly impact Repurchase Intentions [31]. While product quality showed limited direct effects on trust and Repurchase Intentions, maintaining consistent quality remains essential to prevent dissatisfaction that could result in negative WoM [32].

Theoretical Contributions

This study contributes to the growing body of literature on live streaming e-commerce by emphasizing the nuanced roles of WoM, price, and product quality in shaping trust and Repurchase Intentions [1]. Unlike traditional e-commerce models, this study highlights that trust plays a more critical mediating role in live streaming contexts, where real-time interactions significantly influence consumer behavior [33]. This finding underscores the importance of social and interactive elements, which shift consumer focus from intrinsic product attributes to overall trust in the seller and platform [34]. Additionally, these insights provide valuable guidance for businesses aiming to optimize their strategies in live streaming e-commerce.

6. Conclusion

This study highlights the critical role of trust in shaping Repurchase Intentions in live streaming e-commerce. Trust emerged as the strongest predictor of consumer loyalty, mediating the effects of Word of Mouth (WoM), Price (PR), and Product Quality (PQ). While WoM significantly enhanced trust, its direct negative effect on Repurchase Intentions suggests that managing consumer narratives is essential. Price also positively influenced trust but did not directly impact repurchase intentions, while PQ showed no significant effects on either trust or Repurchase Intentions. These findings emphasize the importance of trust-building strategies, such as transparent pricing, secure transactions, and proactive management of WoM, to drive loyalty in live streaming e-commerce. Future research should explore additional factors and contexts to deepen the understanding of this dynamic market. [35]

Conflicts of Interest: The authors declare that there are no conflicts of interest regarding the publication of this paper.

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