

AUTHENTIC SELLING: ANALYZING THE IMPACT OF PERSONAL BRAND ORIENTATION ON CUSTOMER TRUST AND IMPULSE BUYING IN LIVE STREAMING COMMERCE**Eddy Yansen****ABSTRACT**

Live streaming commerce has fundamentally changed the digital retailing environment and introduced new rules of consumer interaction and buying patterns. The paper is exploring the complex processes by which personal brand orientation of live streamers affects customer impulse buying behavior, and in this case, the mediating effect of perceived authenticity and customer trust. Based on the social presence theory and the stimulus-organism-response (S-O-R) model, we create and test a conceptual model to assume that personal brand orientation positively boosts impulse buying in a sequential mediating process of authenticity and trust. The research has gathered information on 412 active users of live streaming commerce on various platforms such as Tik Tok, Instagram, Facebook, and YouTube. The analysis of structural equation modeling (SEM) has found that personal brand orientation is a great predictor of the perceived authenticity ($b = .52, p < .001$) and customer trust ($b = .31, p < .001$). To add to that, the two measures of authenticity ($b = .29, p < .001$) and trust ($b = .44, p < .001$) showed that they have a positive significant impact on impulse buying behavior. Serial mediation analysis established that the impact of personal brand orientation on impulse buying mediated by both of them was significant ($b = .11, 95\% \text{ CI } [.06, .17]$) and explained 73 percent of the overall effect. The results are relevant to the growing body of research on social commerce because they explain the psychological processes involved in authentic selling behaviors. Theoretical implications of the research into consumer behavior, and practical implications of live streamers and platform managers are explained.

Keywords:

personal brand orientation; live streaming commerce; impulse buying; customer trust; perceived authenticity; social presence.

1. INTRODUCTION

The digital retail ecosystem has been radically transformed by the introduction of the live streaming commerce, a trend that combines real-time video streaming and the e-commerce functionality to form the immersive shopping experiences. This new retail model, introduced in China and such platforms as Taobao Live, which has quickly extended to other parts of the world via TikTok Shop, Instagram Live Shopping, and YouTube Live, is a combination of entertainment, social interaction, and a commercial transaction (Chen et al., 2021). In contrast to conventional e-commerce where interactions between sellers and consumers are typically one-way and products are listed on a static site, live streaming commerce is a more dynamic and two-way interaction that creates a feeling of immediacy and social closeness to the interaction that makes the difference between it and other traditional online shopping modalities.

The explosive development of live streaming business requires a more profound insight into the psychological processes which form the action logic of consumers in such a specific situation. The projections in the global market reveal that the sales of live commerce will be over 600 billion dollars by 2026, and the penetration rate will be over 20 percent in significant markets in Asia and growing fast in the Western economies (Cai et al., 2023). The sharp growth curve highlights the paramount need to establish the variables that determine consumer behavior in live streaming platform, especially the conditions that determine impulse buying behavior, which comprises a significant chunk of transactions in this sector.

At the heart of the success of live streaming trade lies the principle of personal brand orientation - the extent to which streamers strategically shape and express a unique identity, values, and expertise in order to stand out in a saturated market. In contrast to the old model of celebrity promotion or anonymous online retailers, successful live

streamers act as mini-celebrities, who build parasocial relationships with their sponsorships by presenting themselves reliably and interacting directly with their fans (Chen and Chang, 2024). The personal brand is a cognitive heuristic, which alleviates consumer uncertainty and risk-perception in the face of no opportunity to assess physical products.

Nevertheless, even as the significance of personal branding in online trading is increasingly being realized, empirical studies on the psychological processes underlying the correlation between personal brand orientation and consumer performance are still disjointed. In particular, the channels in which the features of personal brand image can be transformed into the intentions to behave in a certain way- and especially the intention to impulse purchase- should be studied in a systematic manner. This gap is filled in this study by developing and experimenting a mediated model where the action of the personal brand orientation is passed on to the impulse buying behavior via perceived authenticity and customer trust as a sequence.

The theoretical basis of this study is based on two supplementary frameworks that are social presence theory and the stimulus-organism-response (S-R-O) paradigm. The social presence theory assumes that the feeling of being in the presence of another person in a mediated setting encourages relational behaviours such as trust and a desire to make a purchase (Biocca et al., 2003). S-O-R model, which is extensively used in consumer behavior studies, theorizes the role of environmental stimuli (e.g., cues of the personal brand) as the triggers of internal organismic states (cognitive and affective responses) that in turn causes behavioral reactions (Mehrabian and Russell, 1974). The combination of these views can then be used to explain the role of personal brand orientation in acting as a distant stimulus triggering the proximal psychological processes (authenticity perceptions and trust) to drive impulse buying.

This study aims at achieving three goals: first, to analyze how personal brand orientation has a direct impact on impulse buying in live streaming commerce; second, to determine the mediating functions of perceived authenticity and customer trust in the relationship; and third, to determine how a direct and indirect relationship are effective in explaining consumer behavior. Through the attainment of these goals, this study has had an added value to the theoretical knowledge of social commerce processes as well as practical recommendations to practitioners who aim at maximizing the benefits of live streaming tactics.

2. LITERATURE REVIEW

2.1 Live Stream Commerce and Consumer Behavior.

Live streaming commerce is a relatively unique development in the e-commerce environment that involves the combination of video streaming tools with the interactive capabilities of the shopping experience. This type also allows product demonstrations in real-time, immediate feedback of the audience, and limited time-based promotional activities, which give a feeling of urgency and exclusivity uncommon with the previous online retail (Wongkitrungrueng and Assarut, 2020). Social presence, the subjective feeling of connection with other people through mediated communication has been found to be a decisive factor influencing consumer activity and the buying process in online settings because of the interactive feature of live streaming (Cai et al., 2023).

The studies on the topic of live streaming commerce have found that consumer behavior is driven by a few primary factors, such as usefulness, enjoyment, as well as interaction with others (Chen and Chang, 2024). Nevertheless, the role of streamer-specific features, especially, personal brand orientation, has not been adequately studied. Although literature on general source credibility and appeal has been investigated, the strategic and self-conscious nature of personal brand building among live streamers should be considered more complicated, hence requiring specific research. In contrast to the existing model of advertising where brand communication is tightly managed by the large companies, live streaming commerce promotes the personal brand of a streamer into the center of the business interaction and the lines between the entertainment and social connection and commercial persuasion are blurred.

2.2 Personal Brand Orientation and Antecedents.

Personal brand orientation means how far people strategically control their way of self-representation to make it unique, memorable, and accepted by target audiences (Chen et al., 2021). Personal brand orientation in the case of live streaming commerce would include the knowledge the streamer has in particular product categories, the style of communication, value proposition, and how consistently the former presents him/herself between streaming sessions. The high brand personal orientation presumes a strategic self-construction and not the in-the-moment or chance action.

Its notion is based on more general works about personal branding, which were conventionally considered within the frames of career building and social networks impact. In live streaming commerce, however, personal branding obtains commercial value since the identity of the streamer becomes impossible to separate when offering product recommendations and buying choices. It has been demonstrated that streamers whose personal brands are strong gain more viewer loyalty and higher engagement rates and better conversion rates than their less differentiated counterparts (Cai et al., 2023).

Personal brand orientation is a conceptually different but related concept with such concepts like source credibility and perceived expertise. Whereas trustworthiness and expertise are represented in credibility, personal brand orientation is more directed at strategic, differentiated positioning of the self as a brand entity. The difference is essential in the context of live streams when authenticity and relatability tend to take the place of conventional indicators of knowledge in determining what drives consumer choice.

2.3 Authenticity as a mediating variable.

The construct of authenticity has become a pillar in the modern world of consumer behavior studies, especially when it comes to elements of influencer marketing and brand communication. Perceived authenticity is the degree to which consumers believe that a brand or person is true to themselves, open about the motivations and is predictable in its actions and values (Napoli et al., 2014). Authenticity is a very significant asset of creating a viable relationship with the audience in live streaming commerce where the commercial intent is likely to be open but needs to be counterbalanced with entertainment value.

The connection that exists between the individual brand orientation and perceived authenticity is theoretically based on the self-determination theory and signaling theory. Streamers who show a high level of personal brand orientation, who form a consistent identity and share personal stories (and match their suggestions to what they claim to hold in high regard), send a message to viewers that they are being genuine. This cue decreases consumer scepticism about concealed commercial agendas and increases the impression of product promotion authenticity (Chen et al., 2021).

Moreover, perceived authenticity is a proximal psychological process, which supports downstream effects such as trust development and behavioral intentions. Authentic presentations has the benefit of lessening the cognitive load of assessing the credibility of messages and has the benefit of allowing heuristic processing in which consumers use credibility cues to make decisions. Studies of influencer marketing repeatedly show that the mediating role of perceived authenticity is the foundation of the impact of influencer attributes on consumer attitudes and behaviors, implying that it plays a key role in influencer marketing.

2.4 Customer Trust as a Psychological Process.

Trust forms an essential condition to commercial transactions, especially in digital markets that have information asymmetry and spatial-temporal distance between buyers and sellers. In live streaming commerce, trust can be in two levels, trust in the bottom infrastructure and trust on the individual streamer as a product recommender. The present work dwells on the latter one, namely, interpersonal trust in the streamer, which comprises perceptions of integrity, benevolence, and competence of the streamer (Mayer et al., 1995).

Parasocial interaction is what enables trust to be formed in situations of live streaming because of the illusion of a face to face relationship that is formed between users of the media and the personalities involved even though there is no two-way communication. The high personal brand orientation increases parasocial connection through offering relatable and consistent content to viewers, which replicates interpersonal intimacy. This perceived intimacy creates trust as it lowers psychological distance and makes affective relationships between the viewers and the streamers.

Trust in turn interferes with purchasing decision making by lowering perceived risk and enhancing the readiness to follow on impulse to buy a product at the moment. Trust, as a cognitive shortcut, will allow making quick decisions without the need to search and deliberate on the issue of time-limited offers and exclusive deals, which are characteristic of the process of live streaming. Trusted streamers will have their consumers more inclined to accept product suggestions and take up advertising deals, turning the viewing habit into an immediate buying one.

2.5 The second presentation is related to impulse buying in the context of live streaming.

Impulse buying is another term used to refer to unplanned buying in which the decision is made to purchase is impulsive, and there is minimal pre-purchase consideration. Although the concept of impulse buying has been

researched widely regarding the conventional retail setting, the live streaming platform includes specific peculiarities that intensify the impulsive tendencies. Limited-time deals, social evidence in terms of the comments left by real-time viewers, and the persuasive power of trusted streamers form a kind of a perfect storm of impulse consumption triggers (Chen and Chang, 2024).

The stimulus-organism-response model is an effective way of analyzing impulse purchasing in live streaming commerce. The stimuli in the environment (streamer traits, advertising, interactions with people) activate internal organismic states (emotional arousal, poor self-control, cognitive depletion) which are reflected in behavioral reactions (unplanned purchases). Personal brand orientation functions as a potent environmental stimulus by enhancing engagement and reducing critical

2.6 Hypotheses Development

Judging by both the theoretical basis and the reviewed literature, we hypothesize that the personal brand orientation drives impulse buying in a causal orderly way by mediating via the authenticity and trust. In particular, we assume as a hypothesis:

H1: The personal brand orientation has a positive effect on the perceived authenticity.

H2: customer trust is positively affected by personal brand orientation.

H3: Customer trust is positively affected by the perceived authenticity.

H4: The perceived authenticity effects perceived authenticity in a positive way towards impulse buying behavior.

H5: The customer trust has a positive impact on impulse buying behavior.

H6: The personal brand orientation has a positive effect on the impulse buying behavior (direct effect).

Moreover, we hypothesise that there exists a serial mediation of the personal brand orientation-implicit purchase association by the authenticity and trust. In other words, brand orientation should be more personal, which in turn promotes authenticity, which in turn, promotes trust, which in turn, promotes impulse purchasing behavior.

Figure 1. Conceptual Framework: Personal Brand Orientation and Impulse Buying in Live Streaming Commerce

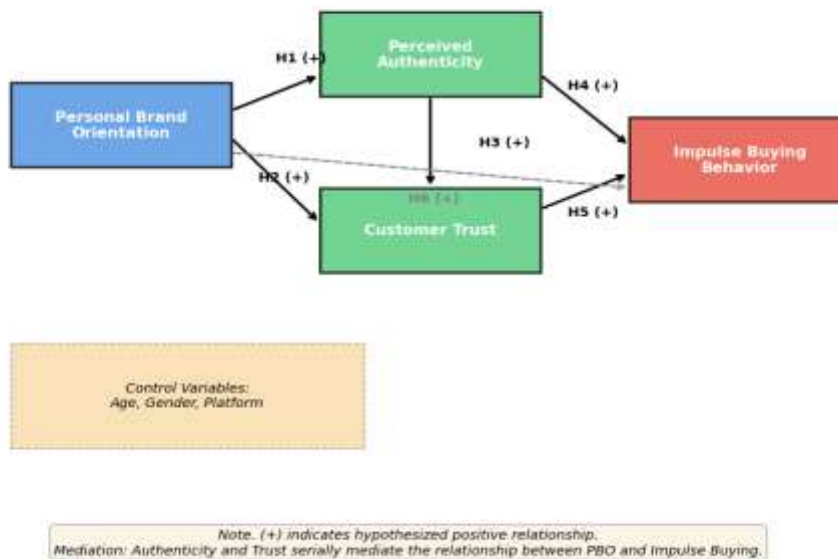


Figure 1. Conceptual Framework: Personal Brand Orientation and Impulse Buying in Live Streaming Commerce

3.METHODOLOGY

3.1 Research Design and Sample

The present study adopted a cross-sectional survey design, which attempted to address the hypothesized relationships between personal brand orientation, perceived authenticity, customer trust, and impulse buying in live streaming commerce. The data were gathered by the use of an online survey, which was sent to live streaming shopping platforms users who are active in the United Kingdom and the United States. The purposive sampling method was used to select the participants through advertisements in social media and panel services, where the screening criteria were that the respondents had to have made a purchase of any nature using live streaming commerce within the past three months.

The sample size was 412 (63.1% females and 36.9% males) and the age was between 18 and 44 years ($M = 31.1$, $SD = 7.8$). Most of the respondents were using Tik Tok (37.9) or Instagram (30.6) as their favorite live shopping streaming platform; the other platforms included Facebook (21.6) and YouTube (10.0). The determination of the sample size was based on the rule of 20 participants per parameter that was to be estimated in structural equation modeling, which was sufficient to test the hypothesis statistically.

3.2 Measurement Instruments

Multi-item scales which were based on the existing literature were used to measure all constructs, and the responses were noted on 5-point Likert scales (1 strongly disagree, 2 strongly disagree, 3 strongly disagree, 4 strongly disagree, 5 strongly agree).

Personal Brand Orientation was assessed with the help of a six-item scale based on Chen et al. (2021) and measured the degree to which streamers provide a unique, stable identity (e.g., "The streamer has a unique personality that makes him or her stand out of the crowd," "The streamer presents himself or herself consistently across the various live sessions). Cronbach's $\alpha = .89$.

The selection of a five-item scale determined Perceived Authenticity according to Napoli et al. (2014), which included the views of sincerity, transparency, and genuineness (e.g., The streamer is honest about their product suggestions, The endorsements made by the streamer reflect their real opinion). Cronbach's $\alpha = .91$.

The Customer Trust was rated using a six-item scale, a modification of Mayer et al. (1995) measure that included aspects of integrity, benevolence, and competence (e.g., "I trust the product recommendations of the streamer," "The streamer is interested in my interests as a consumer). Cronbach's $\alpha = .93$.

Impulse Buying was measured on a 4-item scale based on Beatty and Ferrell (1998), which included impulsive, unplanned purchasing behaviors (e.g., "I tend to buy the items during live shows without pre-planning it," "I tend to make spontaneous purchases when I tune into live shopping events). Cronbach's $\alpha = .88$.

The control variables were age, gender, and usage of the main live streaming platform as these demographic and platform-based variables might determine the behavior of consumers in live streaming settings.

3.3 Data Analysis

Data analysis was done in three steps. To analyze the distribution of variables and the bivariate correlation, first, the descriptive statistics and correlation analysis were performed. Second, confirmatory factor analysis (CFA) was conducted to determine the validity of measurement models (convergent and discriminant) such as composite reliability and average variance extracted, and the Fornell-Larcker criterion and HTMT ratios. Third, maximum likelihood estimation structural equation modeling (SEM) was used to test the hypothesized structural relationship. The mediation analysis was done using bootstrapping procedures (with a sample size of 5 000) to estimate the indirect effects and confidence intervals. All the analyses were done through AMOS 26.0 and SPSS 28.0.

4. RESULTS

4.1 Descriptive Statistics

Table 1 gives the demographic data and descriptive statistics of the study variables. The personal brand orientation ($M = 3.80$, $SD = 0.63$), perceived authenticity ($M = 3.88$, $SD = 0.64$), customer trust ($M = 3.77$, $SD = 0.78$), and impulse buying tendency ($M = 3.46$, $SD = 0.95$) in the sample were moderate to high. The values of skewness and kurtosis of all variables were within the acceptable ranges (± 2), which implies univariate normalcy.

Table 1 Descriptive Statistics and Demographic Characteristic of the Respondents.

Characteristic	<i>n</i>	%	<i>M</i>	<i>SD</i>
Gender				
Female	260	63.1		
Male	152	36.9		
Age (years)			31.1	7.8
Primary Platform				
TikTok	156	37.9		
Instagram	126	30.6		
Facebook	89	21.6		
YouTube	41	10.0		
Study Variables (1–5 scale)				
Personal Brand Orientation			3.80	0.63
Perceived Authenticity			3.88	0.64
Customer Trust			3.77	0.78
Impulse Buying			3.46	0.95

Note. *N* = 412.

4.2 Measurement Model

The results of the confirmatory factor analysis showed a good fit to the model: $\chi^2(164) = 312.45$, $p = .001$; $2/df = 1.91$; CFI = .96; TLI = .95; RMSEA = .047 (90%CI [.039, .055]); SRMR = .044. Factor loadings were all above .70 and the composite reliabilities were either .88 or above or were .93 which is above the 70 mark. AVE values were between .59 and .71 which is more than .50 which is a good criterion of convergent validity. The fact that the square root of AVE of each construct is greater than its correlations to the other constructs and that the ratios of the HTMT were less than 0.85 served as the criteria to determine discriminant validity.

4.3 Structural Model and Hypothesis Testing.

Structural equation modeling showed that the model fits well: $\chi^2(169) = 361.56$, $p < .001$; $2/df = 2.14$; CFI = .96; TLI = .95; RMSEA = .052 (90% CI [.038, .066]) SRMR = .048. The standardized path coefficients and the variance explained (R^2) of both endogenous variables are presented in figure 2.

Figure 2. Structural Model Results: Standardized Path Coefficients

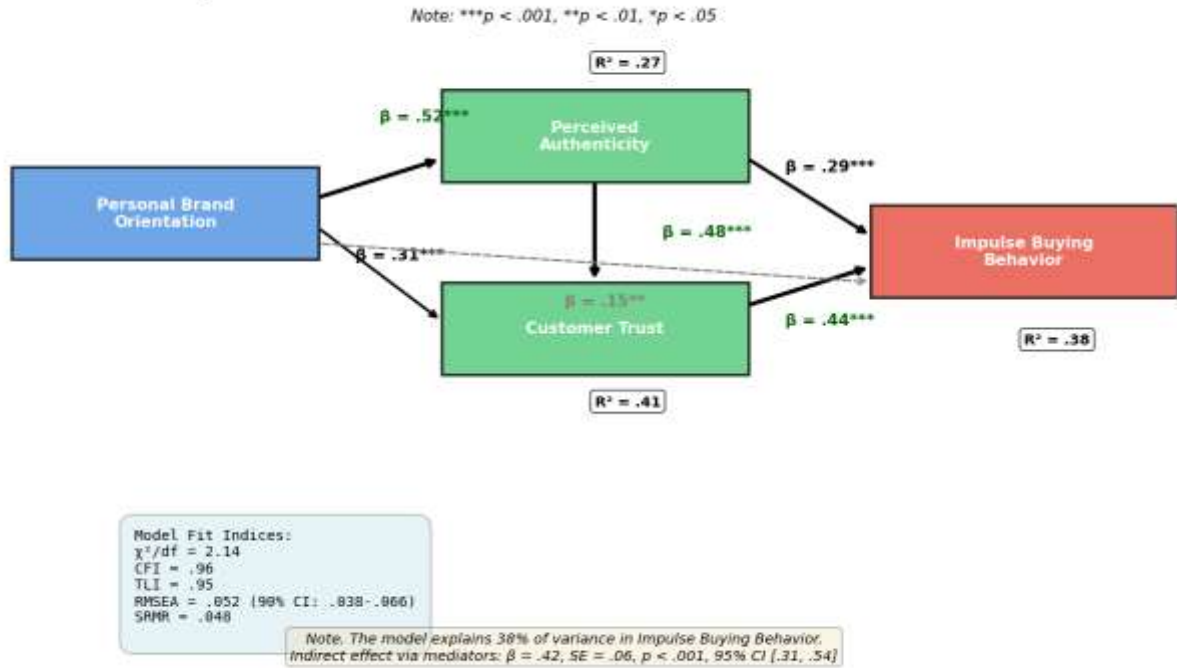


Table 2: Outputs of Structural Equation Modeling Analysis.

Path	β	SE	t-value	p
Direct Effects				
PBO → Authenticity	.52	.06	8.67	<.001
PBO → Trust	.31	.07	4.43	<.001
Authenticity → Trust	.48	.06	8.00	<.001
Authenticity → Impulse Buying	.29	.07	4.14	<.001
Trust → Impulse Buying	.44	.06	7.33	<.001
PBO → Impulse Buying	.15	.05	3.00	.003

Mediation Path	Indirect β	SE	95% CI
Mediation Analysis			
PBO → Authenticity → Impulse Buying	.15	.04	[.08, .23]
PBO → Trust → Impulse Buying	.14	.04	[.07, .22]

Mediation Path	Indirect β	SE	95% CI
PBO \rightarrow Authenticity \rightarrow Trust \rightarrow Impulse Buying	.11	.03	[.06, .17]
Total Indirect Effect	.40	.06	[.29, .52]
Direct Effect	.15	.05	[.05, .25]
Total Effect	.55	.07	[.41, .69]

Note. PBO = Personal Brand Orientation. CI = Confidence Interval. Control variables: Age ($b = -.08$, $p = .042$), Gender ($b = .12$, $p = .018$) and Platform ($b = .09$, $p = .034$).

All the proposed relationships were significantly supported by hypothesis testing. In line with H1 and H2, there was a significant positive impact of personal brand orientation on perceived authenticity ($b = .52$, $p = .001$) and customer trust ($b = .31$, $p = .001$). Perceived authenticity had a great impact on customer trust ($b = .48$, $p < .001$) and impulse buying ($b = .29$, $p < .001$), which endorses H3 and H4. The H5 is supported by the fact that customer trust had the greatest impact on impulse buying ($b = .44$, $p < .001$). Moreover, the direct impact of personal brand orientation on impulse buying was also important ($b = .15$, $p = .003$), and this supported H6.

The structural model accounted a significant variance in the endogenous constructs: 27 percent in the perceived authenticity, 41 percent in the customer trust, and 38 per cent in the impulse buying behavior.

4.4 Mediation Analysis

Bootstrap mediation analysis indicated that all the hypothesized mediation pathways had significant indirect effects. The indirect effect by perceived authenticity alone was $b = .15$ (95% CI [.08, .23]) whereas the indirect effect by trust alone was $b = .14$ (95% CI [.07, .22]). The mediation process via the two authenticity and trust was also significant ($b = .11$, 95% CI [.06, .17]) which showed that authenticity and trust impact on impulse buying and the effect is sequential as they mediate personal brand orientation. The indirect effect ($b = .40$) was significantly higher than the direct one ($b = .15$), which indicated that the percentage of the effect of personal brand orientation on impulse buying that was mediated was about 73 percent.

5. DISCUSSION

5.1 Theoretical Implications

This paper does offer some important contributions to the body of research on live streaming commerce and consumer behavior. To begin with, it applies both social presence theory and S-O-R framework to the environment of personal branding in web trading. Although prior studies have tested the effects of environmental stimuli like the design or promotion of a web site, this research establishes that personal attributes of the streamer, his / her brand orientation, are essential stimuli that activate psychological processes to the response of behavioral outcomes. Placing the personal brand orientation as a distal antecedent in consumer decision-making process view, we come up with a more sophisticated perspective of how the streamer characteristics affect viewer behavior beyond direct persuasive appeals.

Second, the perceived authenticity and customer trust are identified as sequential mediators that enhance the knowledge of the psychological mechanisms of social commerce. The observation that authenticity perceptions are antecedents and enhancers of development of trust is in agreement with theoretical approaches that propose authenticity as the source of development of trust in relational situations. This serial mediation process implies that consumers initially assess the authenticity of self-presentation of the streamer after which they arrive at decision of whether to trust their recommendations, which in turn impacts behavioral intentions. The observation unites the authenticity literature and the trust theory into influencer marketing, and how the two constructs interact to work together to bring about commercial results.

Third, the high indirect effects found in this experiment call in question views on direct persuasive influences of influencer attributes on consumer behavior. The conclusion that 73% of overall impact of personal brand orientation is mediated by authenticity and trust is an indication of the role of relational and psychological processes in

stimulating impulse buying. It implies that successful live streaming commerce is not just through direct promotional activity or entertainment quotient, but it is through the development of genuine relationships that builds trust and lessens consumer resistance to irrational buying.

5.2 Practical Implications

The results presented in this paper provide practical recommendations to live streamers, platform operators, and brands that have been involved in live streaming commerce. To streamers who are interested in improving their commercial performance, the findings focus on the significance of strategic personal branding with focus on authenticity. Instead of using transactional methods that are concentrated on product promotion, streamers ought to invest in building coherent and consistent individual brands that are based on real values and expertise. This involves being consistent within the streaming sessions, publicly reporting commercial relationships, and matching the product recommendations to their known and well-established brand identity.

The importance of trust in prompting impulse buying implies that streamers need to focus on the trust-building process, such as prompt interaction with comments placed by viewers, the provision of detailed information about a product, and keeping promises about quality and delivery of a product. Since trust is one of the intermediaries in the authenticity-impulse buying relationship, streamers should be aware that authenticity is not enough; they have to be trusted in their authentic appearances and credible suggestions.

These results identify features and policies that enable genuine self-presentation and trust building as important to platform managers. Streamers who have high ratings on authenticity and trust metrics should be prioritized in platform algorithms and recommendation systems since such aspects lead to consumer engagement and purchase behavior prediction. Moreover, platforms are supposed to introduce verification and transparency mechanisms that would allow those who stream to indicate authenticity and create trust better.

The collaboration strategy of the brands with the live streamers is that the brand has to consider the potential partners based not only on their reach or number of followers, but also on the consistency and sincerity of their personal brands. Collaborations with streamers whose values match the positioning of the brand will have a higher chance of creating natural displays that will appeal to audiences and spur impulse buying. Moreover, the autonomy of brands to enable streamers to present products in their own ways that are consistent with their own brands is important since scripted or overly commercialized presentations may compromise perceived authenticity.

5.3 Limitations and Future Research.

Irrespective of the contributions made, this research has a number of limitations which imply future research possibilities. The cross-sectional design restricts causality inferences on personal brand orientation, authenticity, trust and impulse buying relations. Although the theoretical model suggests the directional relationships by using the established theoretical frameworks, longitudinal or experimental designs would give more evidence of causality. Further studies ought to use experimental manipulations of personal brand orientation to ascertain its causal influence on the postulated mediators and results.

Second, the analysis concentrated on particular platforms (Tik Tok, Instagram, Facebook, YouTube) mostly of Western markets. Since live streaming commerce has been initially developed and it is still especially widespread in Asian markets, cross-cultural confirmation of such results is justified. The relationships that will be seen in this study may be mediated by cultural differences in personal branding norms, perceptions of authenticity, and formation of trust.

Third, although this paper has explored impulse buying as an overall behavioral tendency, future research ought to differentiate between various types of impulse buying (e.g., pure impulse buying and reminder impulse buying) and investigate whether there is a difference in the mechanisms represented in this study among those subtypes. Also, the long-term effects of impulse buying that personal brand orientation enables e.g., the post-purchase regrets or relationship disintegration are areas of significant research.

Lastly, this research was on psychological processes at the individual level. Future studies are also recommended to investigate contextual moderators, namely product category: hedonic or utilitarian, duration of the streamer-viewer relationship, and the availability of social cues including comments left by viewers, feedback on purchase, etc., which can impact the relationships found here.

6. CONCLUSION

This paper examined the psychological processes that connect personal brand orientation and impulse buying in live streaming business, and the mediation effect of perceived authenticity and customer trust. We have shown by studying the data of 412 live streaming commerce users that the personal brand orientation plays a major role in determining impulse buying directly and indirectly by mediating through serial effects of authenticity and trust. The results of the study indicate that sincere personal branding is a source of building trust, which in turn leads to spontaneous buying behavior in the case of live streaming.

The findings are important to the theoretical information on social commerce as they combine the theory of personal branding and the theory of social presence and S-O-R framework. They show that in the attention economy of the live streaming commerce, selling involves more than persuasive speech or entertainment worth, it involves the development of real personal brands that create real trust between audiences. To practitioners, the results highlighted the significance of authentic presentation of self and trust-building to transform the interest of the viewer into a commercial success.

With the development and further growth of live streaming commerce in the world, it becomes more important to learn the psychological principles of consumer behavior in this sphere. This research offers a background of explanation of how personal brand characteristics lead to a behavioral outcome, both to the theoretical explanation to the researcher and applied advice to streamers and platforms that want to achieve the best use of their live streaming strategies. Future studies are to be based on these results and address the aspects of boundary conditions, cross-cultural differences, and long-term viability of impulse buying patterns under live streaming conditions.

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