Cognitive and Affective Factors that Influence the Purchase Intention of Live Consumers

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Article Information

ABSTRACT

The increasing popularity of online shopping through various marketplace platforms has led to the emergence of live shopping features that offer an interactive and real-time purchasing experience. This study aims to analyze the purchase intention of consumers in Cirebon City influenced by affective and cognitive factors. A quantitative approach was employed with data collected via a structured questionnaire. The research involved 400 respondents aged 15–29, selected using the Slovin formula. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results reveal that both cognitive and affective factors significantly influence purchase intention. However, the affective factor exerts a stronger influence, with a path coefficient of 0.781, compared to the cognitive factor with a coefficient of 0.144. Furthermore, the R^2 value of 0.812 indicates that 81.2% of the variance in purchase intention can be explained by these two factors. These findings suggest that emotional engagement, such as feelings of enjoyment and trust during live shopping, plays a more dominant role than rational evaluations in influencing consumer purchasing decisions.

Keywords: Cognitive, Affective, Purchase Intention

ABSTRAK

Meningkatnya popularitas belanja online melalui berbagai platform marketplace telah mendorong munculnya fitur-fitur live shopping yang menawarkan pengalaman pembelian yang interaktif dan real-time. Penelitian ini bertujuan untuk menganalisis niat beli konsumen di Kota Cirebon yang dipengaruhi oleh faktor afektif dan kognitif. Pendekatan kuantitatif digunakan dengan data yang dikumpulkan melalui kuesioner terstruktur. Penelitian ini melibatkan 400 responden berusia 15-29 tahun yang dipilih dengan menggunakan rumus Slovin. Analisis data dilakukan dengan menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa faktor kognitif dan afektif secara signifikan mempengaruhi niat beli. Namun, faktor afektif memberikan pengaruh yang lebih kuat, dengan koefisien jalur sebesar 0,781, dibandingkan dengan faktor kognitif dengan koefisien sebesar 0,144. Lebih lanjut, nilai R^2 sebesar 0,812 menunjukkan bahwa 81,2% dari varians dalam niat beli dapat dijelaskan oleh kedua faktor tersebut. Temuan ini menunjukkan bahwa keterlibatan emosional, seperti perasaan senang dan percaya selama berbelanja secara langsung, memainkan peran yang lebih dominan dari pada evaluasi rasional dalam mempengaruhi keputusan pembelian konsumen.

Kata kunci: Cognitive, Affective, Purchase Intention.

Introduction

The development of digital technology has changed the global business landscape, including consumer behavior when making purchases. One recent trend that has shown rapid growth is live shopping, which is a method of selling directly through digital platforms such as Shopee Live and TikTok Live. However, although this phenomenon has been widely researched in the context of live streaming commerce in general, there is still a gap in studies that specifically analyze the role of cognitive and affective factors in shaping consumer purchase intention through live shopping, especially among the younger generation.

Previous research tends to focus on the technical and user experience aspects of live streaming, without examining in depth how emotional (affective) responses and thought processes (cognitive) influence consumer purchase intentions simultaneously. In fact, in a highly visual and interactive digital context, emotional experiences can have a stronger impact than rational considerations.

This research offers novelty by integrating both factors into one analytical framework, and empirically testing this model on the Generation Z population in Cirebon City. Generation Z was chosen because they are digital natives who are very active in using social media and are familiar with online transactions. The uniqueness of their behavior, such as the tendency to make impulse purchases and form decisions based on emotional experiences when watching live shopping, is the main reason for the focus of this study.

The purpose of this study is to examine the influence of cognitive and affective factors on consumer purchase intention in the context of live shopping, and to determine which factor is more dominant. Theoretically, this study contributes to the development of literature on digital consumer behavior with emotional and cognitive approaches. From a practical perspective, the results of this study can be used by online businesses in designing more effective and personalized marketing strategies, especially in optimizing live shopping features to attract young consumers' purchase intention.

Literature Review

Theoretical Framework

This research is based on a multidimensional approach that combines affective and cognitive theories in explaining consumer purchase intention. To strengthen the conceptual framework, three main theories are used:

1. Theory of Reasoned Action (TRA)

Developed by Fishbein and Ajzen (1975), TRA states that a person's behavior is determined by intention, which is influenced by attitude toward the behavior and subjective norms. In this context, attitudes are formed from cognitive evaluations (product knowledge and benefits) and affective evaluations (emotions and feelings towards the product or brand). Therefore, the affective and cognitive influences on purchase intention are in line with the basic principles of TRA.

2. Theory of Planned Behavior (TPB)

   Complementing the TRA, Ajzen (1991) added that perceived behavioral control also affects intention. In live shopping, perceived control can arise from the convenience of using the platform, transaction speed, and real-time interaction. Although these aspects were not directly tested in this study, the TPB remains relevant as a framework as it expands the understanding of the consumer decision-making process.

3. Stimulus-Organism-Response (S-O-R) Model

   This model explains how external stimuli (visual features, host communication, and platform design) influence consumers' internal states (organism-that is, affective and cognitive reactions), which in turn influence the response (purchase intention). In the context of live shopping, visual content and emotional interactions act as a stimulus, which triggers cognitive and affective processes within the consumer.

Cognitive Factors

Cognitive components relate to consumers' mental evaluations, such as product knowledge, perceived usefulness, and perceived ease of use. In previous research (Putri Nugraha et al., 2021; Zahrah et al., 2021), it was found that product understanding plays an important role in rational decision making. However, this study extends those insights into a more immersive context such as live shopping, where time for rational thinking is limited and decisions tend to be accelerated by real-time dynamics.

Affective Factors

Affective elements include emotional responses such as pleasure, excitement, and trust. Several previous studies (Bleier et al., 2019; Rose et al., 2012) show that emotions have a significant influence on purchase decisions, especially in digital environments that emphasize experiences. However, not all studies show consistent results-some studies suggest that affection only strengthens purchase intentions when accompanied by strong cognitive beliefs. This inconsistency suggests that platform context and user demographics play an important role.

Purchase Intention

Purchase intention is a consumer's plan or desire to purchase a good or service in the future. (Yang, 2014) Purchase intention is also defined as   a person's desire to participate in activities on a shopping site, either directly or indirectly. These activities include sharing information, maintaining business relationships, and making transactions (Ogilvie et al., 2022). Purchase intention arises when a person believes in the product or service and has the ability to buy it. Purchase intention is the possibility of consumers buying a product or service after obtaining sufficient information about it. (Lawrence et al., 2021). There are three indicators in consumer purchase intention, including the desire to buy or look for products and have evidence that the product is what is desired. The dimensions of purchase intention are willingness to buy, perception of product feasibility, and recommendations to others. (Syamsurya & Ahmad, 2023)

Purchase intention refers to a customer's desire to buy a product or service, driven by belief in the product, information obtained, and the ability to buy it. Purchase intention also includes steps such as planning, choosing, and making a decision to buy.

Previous Research and Research Gap

Most previous studies on e-commerce and live streaming commerce tend to emphasize one aspect, either cognitive or affective separately (Farida, 2019; Malik & Raza, 2023). Research such as Anindea et al. (2023) and Zahrah et al. (2021) have begun to integrate the two dimensions, but are still limited to the local live shopping context and have not explored the different contributions of each factor empirically.

This study fills this gap by simultaneously analyzing the affective and cognitive influences on purchase intention in live shopping, especially for Generation Z in Cirebon City. In addition, this study enriches the literature by confirming that in a fast-paced and visual context, such as live commerce, emotions tend to be the main driver rather than rational considerations.

Relationship between Cognitive and Purchase Intention

This research describes the behavior of customers when they perceive their interactions with online shopping platforms as good or beneficial, this tends to increase their desire to purchase products. This positive experience can motivate customers to continue to make transactions on an ongoing basis. Researchers show that the cognitive experience of using online shopping platforms can directly affect consumer purchase intentions (Bleier et al., 2019) In addition, online shopping helps shape consumer behavior to increase purchase intentions (Zahrah et al., 2021) According to Hollebeek et al. (2014) in research (Afifah et

al., 2020), cognitive aspects are related to the extent to which customers process information about companies, brands, or sellers, as well as how interactions occur between customers and these aspects. Meanwhile, Zarrad and Debabi (2015) in research (Limited et al., 2023) reveal that intention is a factor that influences a person's behavior to carry out the action he wants.

To increase consumer trust, online retailers seek to increase website credibility by designing more attractive page views. Cognitive relationship with consumer purchase intention to influence cognitive perception of consumer purchase intention. Attractiveness, confidence, and competition affect purchase intentions, while product usefulness, convenience, and price affect consumers' perceived benefits in live streaming e-commerce (Lee & Chen, 2021) Seeing this, researchers are interested in conducting research on whether emotional factors (such as beauty, confidence, and competence) and thinking factors (such as product benefits, convenience in shopping, and price) affect consumers' desire to intend to buy when shopping through live shopping commerce (Frianka Anindea et al., 2023) From this description, a hypothesis can be seen in H1.

H1: There is a relationship between cognitive and purchase intention

Relationship between Affective and Purchase Intention

The literature indicates that intention to approach and purchase behavior can be strengthened through positive affective aspects such as enthusiasm, happiness, good feelings and mood. Purchase intention can predict consumer behavior, where a higher positive emotional response will increase purchase intention. (Zahrah et al., 2021)

Affective relationship with purchase intention in general, purchase intention is influenced by stimulus and can occur instantly due to affective reactions. In physical department stores, a pleasant shopping experience has a positive impact on shoppers' desire to buy goods by Sanad and Metawie's research which shows that shopping pleasure can increase purchase intention. In online shopping, an attractive website design can evoke positive emotions in consumers, which in turn drives purchase intention. In addition, the visual appropriateness of photo or video content can improve consumers' attitudes and increase their purchase intention. This sales method differs from traditional methods in that it is able to maintain higher consumer perceived value during the shopping process, which actively promotes perceived pleasure (Frianka Anindea et al., 2023). Consumers' emotional feelings and choices play a significant role in the overall buying process, which can affect their purchasing behavior. (Ishomi, 2025) . From this description, a hypothesis can be drawn:

H2 : There is a relationship between affective and purchase intention

Relationship between Cognitive and Affective to Purchase Intention

The stage in the cognitive aspect is that perceived trust is influenced by the suitability of the product during live shopping. This trust is the basis for driving perceived value. Perceived value comes from how consumers assess the utility or benefits of the product based on the information conveyed in the context of live shopping. While in the Affective aspect stage, namely the pleasure felt by consumers, this emotional response is driven by cognitive factors. The greater the perceived trust and value, the higher the pleasure felt by consumers. Perceived pleasure, as an affective component, directly affects purchase intention. This means that the positive emotions created by shopping experiences (such as live shopping) play a major role in driving purchase decisions. This study shows that cognitive processes (beliefs and values) are the cornerstones that influence affective responses (pleasure), which ultimately drive consumer purchase intentions (Shang et al., 2023).

According to Ajzen and Fishbein 1980 in research (Svenningsson et al., 2022), the cognitive and affective components of attitudes partly determine behavioral intentions. Ajzen (2002) in research (Tahun et al., 2010) suggests that a person's attitude towards a behavior refers to the extent to which their cognitive or affective behavior is positive or negative towards an issue. Meanwhile, according to Park et al. (2013) in research (Jan et al., 2018) a person's attitude towards electronically customized products acts as an intermediary in the relationship between consumer psychological characteristics and the desire to buy these products. They concluded that consumer attitudes towards a product are a key factor in determining purchase intentions. In addition, attitudes also serve as an important mediator between social commerce elements and intentions to make online purchases (Intention et al., 2020). From this description, a hypothesis can be seen in H3.

H3 : There is a relationship between cognitive and affective with purchase intention.

From the description above, the framework of thought can be described in Figure 2.
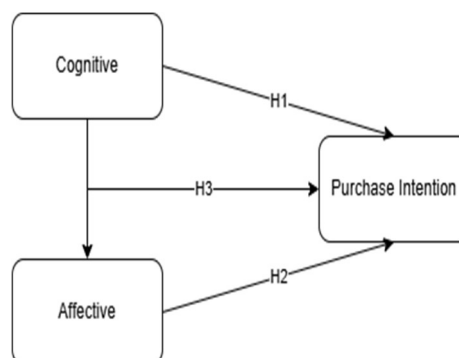

Figure 2 : Framework

Research Method

This study employed a quantitative research design aimed at explaining the causal relationship between affective and cognitive factors and consumer purchase intention in the context of live shopping. Data were collected through a structured questionnaire distributed to respondents in Cirebon City aged 15–29 years. The total population in this age group is 84,631 individuals (BPS Kota Cirebon, 2023), and the Slovin formula was used to determine a sample size of 400 respondents. The sampling technique used was incidental sampling. Data collection was conducted over a three-week period in March 2024. All participants were informed about the purpose of the study and participated voluntarily. Ethical considerations were addressed by ensuring anonymity, confidentiality, and obtaining informed consent from each respondent prior to participation.

The questionnaire was developed based on established scales adapted from prior studies on affective and cognitive consumer behavior in e-commerce contexts (e.g., Frianka Anindea et al., 2023; Zahrah et al., 2021). Indicators were selected to reflect key dimensions of the cognitive (e.g., perceived usefulness, ease of use, product value) and affective (e.g., emotional engagement, enjoyment, trust) constructs, as well as purchase intention (e.g., desire to buy, recommendation intention).

To ensure content validity, the questionnaire was reviewed by academic experts in marketing and consumer behavior. A pilot test was conducted with 30 respondents, and revisions were made based on feedback. Construct validity and reliability were evaluated using SEM-PLS, specifically through factor loadings, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability. All items met the validity criteria (outer loading > 0.7, AVE > 0.5), and internal consistency was confirmed (Cronbach's Alpha > 0.7; Composite Reliability > 0.8).

The data were analyzed using Structural Equation Modeling with the Partial Least Squares approach (SEM-PLS), employing SmartPLS software. This technique was selected not only for its ability to handle complex models with multiple latent variables and indicators but also due to its predictive orientation and suitability for exploratory research involving non-normal data distribution. SEM-PLS is particularly appropriate for studies aiming to examine theoretical frameworks and identify the strength and direction of relationships among variables.

Results and Discussion

There were 400 respondents who filled out the questionnaire with the description on the Table 1.

Table 1. Respondent Demographics

Category	Possible Answer	F	%
Gender	Female	295	18,44
	Male	105	6,56
	15-19 years old	26	1,62
Age	20-24 years old	362	22,61
	25-29 years old	12	0,75
	Junior High School	4	0,25
Education	Senior High School	88	5,50
	Academic	22	1,37
	College	286	17,86
	Tiktok Live	203	12,68
Social Media	Shopee Live	143	8,93
Employed	Instagram Live	10	0,62
	Others	44	2,75

Source: Data Processed

Based on the data displayed in Table 1, the total number of respondents is 400 people, with the majority being female as many as 296 respondents. Most respondents come from the age group 20-23 years, with the education level mostly at the college level. In addition, the social media used among respondents is Tiktok Live. This is because Generation Z in their daily activities always spend time looking at social media and shopping through live shopping.

An out-of-model analysis was conducted to ensure that the measurement model applied   in the study was appropriate. This suitability is evaluated through reliability and validity testing. Outer loading, average variance extracted (AVE), Cronbach's alpha, and construct reliability are some of the analytical tests carried out to ensure that the research data is valid and reliable. Each of these testing methods serves to assess the extent to which the indicators used are abl e to show the construct being measured, as well as ensure the internal consistency of each variable in the research model.

Table 2 shows that the outer loading value for each item has met the criteria with a value above 0.7, and the average variance extracted (AVE) has a value of more than 0.5. This indicates that all indicators applied in this study are valid. In addition, the reliability test results show that the Cronbach's alpha value and composite reliability value also meet the established criteria. As a result, it can be concluded that the subjects of this study are valid and reliable for additional analysis.

Model analysis aims to assess the structural model used in predicting causal relationships between latent variables, which are variables that cannot be measured directly. This assessment is done using indicators such as R-squared (R^2), F-squared (f^2), and Adjusted R-squared (R^2 adjusted) as shown in Table 3.

Table 2. Model Measurment Test

Variabel	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reability
Cognitive	X1.1	0,736	0,521	0,819	0,831
	X1.2	0,715			
	X1.3	0,710			

Variabel	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reability
Affective	X1.4	0,712			
	X1.5	0,746			
	X1.6	0,709			
	X2.1	0,725			
	X2.2	0,731			
	X2.3	0,773	0,554	0,846	0,882
	X2.4	0,724			
	X2.5	0,759			
	X2.6	0,753			
Purchase Intention	Y1	0,749			
	Y2	0,774			
	Y3	0,826	0,601	0,867	0,900
	Y4	0,748			
	Y5	0,826			
	Y6	0,722			

Source: Data Processed

Table 3. Output R Square and Adjusted R Square

Model	R Square	Adjusted R Square
X1 and X2 to Y	0,812	0,811

Source: Data Processed

There are three categories of R square values, this value is considered strong if the R square value exceeds 0.75, a moderate category if the R square value is 0.50 to 0.74, and a weak category if the R square value is 0.25 to o.49 (Hair et al., 2011). Table 3 above shows that the R Square value and the Adjusted R Square value of the Cognitive (X1) and Affective (X2) models on Purchase Intention (Y) exceed 0.75, which means that the independent variable affects the dependent variable very strongly.

To assess whether or not there is a significant relationship between variables, by looking at the amount of influence between variables with Effect Size or f-square (Wong, 2013). The f square criterion with a value of 0.02 means that the effect is small, for a value of 0.15 means that the effect is moderate, and a value of 0.35 means that it has a large effect. In this study, the value of f square can be seen in Table 4.

Table 4. Output F Square

Variable	Purchase Intention
Cognitive	0,039
Affective	1,159

Source: Processing data

Table 4 shows that the effect size or f-square value for the research variables shows that cognitive variables on purchasing decisions have a weak influence and Affective variables have a strong influence on purchase intentions. The path analysis output can be seen in Figure 3.
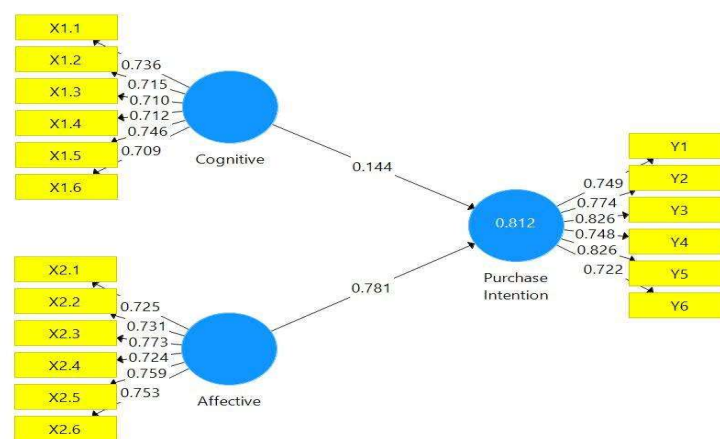
Figure : 3 Path Analysis Output

Table 5 shows information about direct and indirect hypothesis testing in this study.

Tabel 5. Summary of Hypothesis Testing

Hypothesis	Variable independent	Path Analysis	t value	P Value
H1	Cognitive -> Purchase Intention	0,144	24,342	0,000
H2	Affective -> Purchase Intention	0,781	4,120	0,000
H3	Cognitive -> Affective -> Purchase Intention	0,812	-	-

Source: Processing data

The results of Table 5 show that cognitive variables have a direct influence on purchase intention of 0.144, while affective variables have a direct influence of 0.781. As a result, it can be concluded that the variable that has the greatest direct impact on purchase intention is Affective. Meanwhile, the path coefficient value together is obtained at 0.812, which means that all independent variables have a direct influence on purchase intention. For the results of the t value for all variable relationships obtained > from the t table of 1.966 so it can be concluded that all hypotheses This study shows that all dependent variables can be influenced directly or indirectly by the independent variable.

The results of this study indicate that both cognitive and affective factors significantly influence consumer purchase intention during live shopping sessions. However, the affective factor has a substantially stronger influence, with a path coefficient of 0.781, compared to the cognitive factor which only recorded a coefficient of 0.144. This is further supported by the R^2 value of 0.812, showing that the model explains 81.2% of the variance in purchase intention.

The stronger influence of affective factors suggests that consumers are more emotionally driven when engaging in live shopping. This finding aligns with the experiential marketing theory (Schmitt, 1999), which emphasizes the importance of creating memorable,

emotionally engaging customer experiences. Live shopping environments typically involve dynamic interactions, charismatic hosts, entertaining content, and real-time feedback—elements that evoke emotional responses such as trust, enjoyment, and excitement. These emotional experiences resonate more deeply than rational evaluations in the fast-paced, immersive nature of live shopping.

Supporting this, Bleier et al. (2019) found that emotional cues significantly shape customer attitudes in digital interfaces. Similarly, Shahpasandi et al. (2020) demonstrated that feelings of pleasure and entertainment during live streams increase consumer impulse buying. Thus, the affective response becomes an immediate driver of purchase behavior, surpassing slower, deliberative cognitive processes.

The dominance of affective influence implies that marketers should prioritize emotional engagement strategies during live shopping. This includes:

- Training hosts to communicate with enthusiasm, empathy, and authenticity.
- Incorporating storytelling, humor, and entertainment into live sessions.
- Using visual and auditory elements (e.g., music, color schemes) that trigger positive emotions.
- Encouraging real-time interaction between hosts and viewers to foster trust and intimacy.

By leveraging affective elements, brands can create emotionally resonant experiences that increase the likelihood of impulsive or emotionally-driven purchases.

Additionally, while cognitive factors are secondary, they still play a role in validating and reinforcing the emotional decision. Therefore, providing clear product information, customer reviews, and transparent pricing should complement emotional appeals to avoid post-purchase regret and increase consumer satisfaction.

Critical Comparison with Previous Research

While previous studies have acknowledged the role of both affective and cognitive dimensions (Zahrah et al., 2021; Frianka Anindea et al., 2023), many have treated these components as equally influential or emphasized cognitive rationality in online decision-making. However, our findings challenge this balance, highlighting that in immersive, entertainment-driven platforms like live shopping, emotional triggers often override rational thought.

Moreover, unlike traditional e-commerce where information processing is linear and deliberate, live shopping fosters a "fear of missing out" (FOMO) atmosphere that accelerates emotional decisions. This contrast underscores the evolving dynamics of

consumer behavior in real-time digital commerce and suggests a shift in strategic focus for practitioners.

Cognition plays an important role in providing information that influences purchase intention during live shopping. Direct interaction with the host allows consumers to get detailed product explanations, which increases understanding and trust. Information about special offers and limited stock makes buying faster. In addition, comments and reviews from other viewers provide additional social information that influences consumer confidence. All this information helps consumers make faster and more confident decisions in purchasing products during live shopping. The influence between cognitive on Purchase Intention through Live Shopping is 14.4%. This shows that cognitive plays an important role in influencing purchase intention. Consumers who have a better understanding of the product tend to show greater purchase intentions. In other words, the better consumers understand the benefits and features of the product, the more likely they will buy.

The results of the research that has been conducted indicate a positive and significant influence between cognitive and purchase intention on the live shopping platform. The findings are in line with the statement (Bleier et al., 2019) which states that cognitive experience is an important factor in making purchasing decisions. cognitive plays an important role in increasing the intention to buy, where user practicality, benefits, and application convenience contribute to increasing consumer purchase intentions towards live shopping. The cognitive experience is the first step in the process of forming consumer experiences when using the app during live. This experience provides valuable insights that help consumers make product purchase decision.

Affective plays an important role in influencing consumer purchase intention during live shopping by evoking positive emotions and feelings. Warm and pleasant interactions with the host, coupled with an entertaining atmosphere, can create a pleasant shopping experience. This feeling of comfort and pleasure makes consumers more confident and connected to the products offered. In addition, the sense of trust formed from direct communication and the enthusiasm shown by the host also strengthen consumers' decision to buy. Thus, the positive emotions created during live shopping sessions make consumers more likely to make purchasing activities, both spontaneously and based on the trust built during these interactions. The influence between affective on Purchase intention in live shopping has a significant effect of 78.1%. This shows that affective variables in live shopping play a big role in evoking emotions and consumer purchase intentions. A unique and enjoyable shopping experience can also increase consumer purchase intention.

The results of this study found that there is a positive and significant influence between affective experience and purchase intention on the live shopping platform. A previous study (Shahpasandi et al., 2020) found that affective experiences have a positive and significant impact on purchase intention. This means that a pleasant experience when using a live shopping platform can increase consumer interest and encourage them to make a purchase. When users utilize the application, the affective experience they feel   affects their evaluation of the usefulness of this application, so they are more easily attracted and motivated to make a purchase.

This study shows that cognitive and affective variables have a significant impact on the desire to buy. However, this study is more dominated by affective variables. This shows that emotional factors have a more significant impact on purchase intention, and confirms the importance of emotional relationships in consumer decisions. This research shows that online purchases during live streaming are an entire experience, not just a single event. Engaged consumers typically start by viewing and examining reviews, recommendations and ratings available online. This process triggers rational thinking which then elicits certain emotions, ultimately influencing their intention to purchase (Malik & Raza, n.d.).

The results show that affective factors have a significantly greater influence on purchase intention than cognitive factors in the context of live shopping, with a path coefficient of 0.781 for affective and 0.144 for cognitive. These findings provide important insights that consumers, especially those from Generation Z, tend to be more influenced by emotional experiences such as comfort, host enthusiasm, and entertainment nuances in live shopping sessions than rational considerations such as product specifications or price.

Theoretical Implications

From a theoretical point of view, these results support the Stimulus-Organism-Response (S-O-R) model which states that external elements such as visual content, social interaction, and the atmosphere of live streaming trigger an emotional response (organism), which then drives consumer behavior (response). This reinforces the view that in immersive digital contexts, such as live shopping, affective processes play a dominant role in shaping purchase intentions.

Furthermore, these results also extend the application of the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB), by showing that in stimulating environments such as live shopping, affective dimensions can take a greater role than cognitive dimensions. This finding challenges the traditional view that prioritizes rational thought processes as the primary basis for consumer decisions.

Practical Implications

For marketing practitioners and e-commerce players, these results suggest that communication and promotion strategies in live shopping should be more oriented towards creating emotional experiences. Some strategic steps include:

- Building a compelling story narrative that is relevant to the target audience.
- Optimizing two-way interaction between the host and the audience to build closeness and trust.
- Using visual elements, music, and delivery styles that evoke positive emotions.
- Encourage spontaneity and exclusivity, for example through limited-time offers, to trigger a quick affective response.

Consumers do not only buy products, but also experiences. Therefore, companies should design a live shopping strategy that prioritizes emotion as a trigger for purchase intent, not solely product information.

Conclusion

This study concludes that both cognitive and affective experiences play an important role in influencing purchase intention on live shopping platforms. Affective experiences have a greater impact on consumer purchase intention. This is because consumers who have a pleasant purchase experience, will be more interested in making a purchase, as an effort to invite consumers to immediately make a purchase transaction.

This finding confirms that although consumers have a rational understanding of the product, emotional aspects are more dominant in encouraging consumers to be interested in making purchases. So that online businesses are expected to provide a pleasant shopping experience to consumers so that consumers can share useful information with others which encourages interest in making purchases

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