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Title of paper: Effects of Background Fitting of e-Commerce Live Streaming on Consumers' Purchase Intentions: A Cognitive-Affective Perspective

Reviewed by: Dr Silaban on 22 February 2023

Title & Abstract

1. Do the title and abstract cover the main aspect of the work?

Sound. The title and abstract covered the main aspect of the work, however, the following are few comments that might be considered by the author(s) when revising the manuscript:

1. This research investigates or develops mechanisms for creating cognitive and affective aspects in background fitting that have already been mentioned. Therefore, the abstract is fine, but it must also be considered from an implications perspective.
2. It is important for the author to explain how cognitive and affective factors can affect the results, despite background fitting. It is possible that product background fit influences perceived trust more than perceived trust itself, as highlighted in the abstract.
3. It is likely that the authors will be able to draw more specific conclusions based on their research, which will enable the reader to enhance the conclusion as a result.

Introduction

2. Does the introduction provide background and information relevant to the study?

Good. The introduction section seems to be fine, but just fine. Therefore, I believe the authors still able to improve their introduction following these comments:

1. While the introduction paragraph, lines 48-57, appears to be packed with ideas, I am unable to clearly identify one strong thought from the author. The paragraph contains some data and discusses how live streaming is an effective marketing and business tool currently. However, the paragraph is difficult to follow for a general reader.
2. This sentence seems to be just come up without clear idea (coherent) to previous paragraph, "Compared with fixed product images on traditional e-commerce websites, anchors can show product information more intuitively and authentically through e-commerce live streaming, which could make it easier to attract consumers to buy products." The author should take considerable care to construct arguments and convey ideas in the introduction so that everything can be addressed clearly and concisely.
3. Lines 71 to 83 discuss how previous studies have discussed live streaming as well as other topics beyond background fitting. The author does not seem able to refer to research gaps (theoretical gaps) to demonstrate the importance of background fitting. Therefore, the author should consider this to enhance the reader and clearly explain the gap.
4. In order to fill the research gap more effectively and more relevantly, previous studies should investigate cognitive and affective aspects as well as how the SOR paradigm has been applied to previous live streaming studies.
5. To strengthen how live streaming shopping, background fitting is applied in the study, the explanations on lines 84 to 85 need to be added.
6. As a final point, the authors have been able to maintain excellent coherence from argument lines 99 to 108. Therefore, it is important that they take into account every suggestion made in the previous introduction.
7. To strengthen your research objective, you need to emphasize your greatest contribution. As this study discusses background fitting in live streaming and cognitive and affective factors that influence purchase intention, these points must be highlighted in order to make it appear as if the research focuses on a particular context.

Material and Methods

3. Are the methods clear and replicable? Do all the results presented match the methods described?

Good. Although the literature and methodology are good, I believe the manuscript could be improved by following the following recommendations.

Literature Review & Methodology

1. Pada subjudul 2.1. "E-commerce live streaming in e-commerce and social commerce," saya melihat penulis telah berusaha untuk menjelaskan e-commerce live streaming yang terdiri dari dua yaitu e-commerce dan social commerce. In spite of this, I have not been able to see how the two are connected in your research. If there were arguments explaining how the two are related in your research, the reader would find it less confusing.
2. In this study, the author used the SOR approach to investigate the issues raised. I believe he can provide a more detailed explanation.
3. It may be possible to rearrange the headings in the literature review to make it easier to sort theory and research context through the literature if each element of the SOR can be described sequentially.
4. Reading research hypotheses will assist readers in recognizing the differences and contributions of research. It is essential that the authors clarify the differences between the study and previous studies, as your research hypothesis does not distinguish you from previous studies.

Results

4. If relevant are the results novel? Does the study provide an advance in the field? Is the data plausible?

Good. The results section of the manuscript is well presented.

Discussion

5. Do the findings described by the author correlate with the results? Are the findings relevant?

Good. However, the results obtained are not as detailed as the discussion given. Therefore, I hope that the discussion section can be further enhanced. Particularly, I do not see how the main contributions of this research should be discussed in detail first in the implications for theoretical and practice sections. In the case that your contribution is primarily geared towards background fittings and the role played by the inner organism in decision-making processes, please explain what the implications are. In research, it is crucial to approach every problem logically and in an organized manner.

Conclusion

6. Do the conclusions correlate to the results found?

It is possible to improve the conclusion based on the strongest contribution of your research.

Figures & Tables

7. If the author has provided figures and tables are the figures and tables clear and legible? Are the figures free from unnecessary modification?

It is not necessary to modify the tables and figures presented in this research.

8. Does the paper raise any concerns?

Because the topics presented in this manuscript are very fresh and provide new contributions to live streaming shopping, especially in the context of e-commerce and social commerce, a major revision is necessary before publication. Although many areas still require improvement, there has been sufficient fulfillment of the requirements for statistical analysis, reference style, and several other publication indicators. Therefore, I recommend that this manuscript be revised extensively before being considered for publication.

Competing interest

9. Do any of the authors' competing interests raise concerns about the validity of the study i.e. have the authors' competing interests created a bias in the reporting of the results and conclusions?

Non applicable

Recommendations to the Editor

10. Recommendations to Editors

Fair

11. Would you be willing to review a revision of this manuscript?

Yes

Additional comments

In order to improve the manuscript, professional English and editing is suggested.

Confidential comments for Editor

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Competing Interest Disclosure

none

Peer Reviewer Competing Interest Disclosure

Non applicable