

# The Impact of Influencer Trustworthiness and Credibility on Customer Repurchase Intention for Tourism Packages in TikTok Live Streaming in China

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## ARTICLE INFO

## ABSTRACT

Received: 04 Nov 2024

Revised: 22 Dec 2024

Accepted: 21 Jan 2025

Live-streaming e-commerce has transformed digital marketing, particularly in the tourism industry, with TikTok emerging as a dominant platform in China for influencer-driven promotions. While research has explored influencer credibility in shaping consumer purchase intention, its impact on customer repurchase intention remains underexamined. Given the high financial and experiential risk associated with tourism purchases, trust in influencers plays a crucial role in consumer decision-making. This conceptual study integrates Source Credibility Theory, Trust Transfer Theory, and the Stimulus-Organism-Response (SOR) Framework to propose a model explaining how influencer trustworthiness and credibility influence repurchase behavior, with consumer engagement and perceived risk as moderating factors. By synthesizing existing literature, the study provides theoretical insights into influencer marketing and practical implications for tourism businesses seeking to enhance customer trust and loyalty. The findings suggest that strategic trust-building efforts can drive repeat purchases, and future research should empirically validate the proposed framework using quantitative methods and structural equation modeling (SEM).

**Keywords:** Influencer marketing, trustworthiness, credibility, repurchase intention, TikTok live streaming, tourism marketing

## 1.1 BACKGROUND

Live-streaming e-commerce has emerged as a transformative force in digital marketing, particularly in the tourism industry. With the rapid rise of social commerce, platforms like TikTok have become key channels for engaging consumers and driving sales through interactive, real-time content. Unlike traditional e-commerce, live streaming commerce enables influencers to dynamically demonstrate tourism packages, fostering real-time engagement and enhancing consumer trust. In China, where TikTok (Douyin) dominates the social media landscape, tourism businesses have increasingly turned to influencer-led live streaming to market and sell travel packages (Lin &

Nuangjamnong, 2022).

In addition, live streaming not only enables real-time exchanges between influencers and consumers but also provides a sense of urgency and excitement and has a major impact on purchase behaviors (Elsholiha et al., 2023). The credibility and trustworthiness of influencers is, thus, an important influencer of consumers' decisions (Lawrence, Meivitanli, 2023), particularly for high-involvement purchases like tourism packages. They can reduce perceived uncertainty, so consumers consider influencers as reliable information sources, resulting in stronger repurchase intentions. The characteristics that help to create a consumer's view of the influencer, such as their expertise, attractiveness, and relatability, are associated with the influencer's capacity to not only retain consumers but also to create long-term loyalty towards products worked on together with the influencer (Meng & Lin, 2023).

## 1.2 Problem Statement

Although TikTok live streaming is gaining popularity in tourism marketing, limited insight exists into the impact of influencer trustworthiness on customer repurchase intention. Previous studies have been guided by credibility's effectiveness in leading to purchase intention, however, very few researches have specifically studied trustworthiness in relation to repeat purchase intention in the tourism industry. As tourism products are expensive and integral to one's life, consumers are reliant on influencers to provide a level of authenticity or trust — making consumers more secure in their ability to make travel purchases without worrying about the consequences. According to a recent study, trust in influencers greatly influences customers' attentions on live-streaming platforms and affected repurchase intentions, indicating the significance of it (Lin & Nuangjamnong, 2022). Likewise, further research found that influencing trust exhibited a positive impact on the consumer purchase intentions in LLB (Liu et al., 2023). On the other hand, the relationship between influencer trustworthiness and repurchase intention is yet underexplored, especially in a specific context of live streaming on TikTok platform where interactive communications can deepen consumers' trust towards various content creators. This perspective is necessary for formulating strategies that can increase consumer confidence and commitment to live-streamed tourism merchandising.

Influencer credibility is also an important determinant of repurchase intention in tourism commerce through live streaming. Expertise trustworthiness as well as interactivity of influencers also have a significant effect on consumer trust and purchase behavior (Meng & Lin, 2023), and research indicates that the trustworthiness of an influencer significantly affects consumer trust and purchase behavior (Alkabi & Sarhan, 2023). When it comes to suggestions related to tourism, the expertise and knowledge and even the expertise of influencers affect the product authenticity and product value that consumers perceive. Host knowledge and attractiveness in live streaming can have a significant effect on buyer repurchase intention (Mulya & Setyobudi, 2024), particularly in the fashion and accessories industries. Although credibility has been associated with initial vintage purchase decisions, its impact in the long run is yet to be sufficiently investigated in terms of customer/consumer retention for repurchase behavior. Understanding how the credibility of influencers affects repeat purchasing can provide a market on purchasing in tourism destinations; Given the high consumer involvement, as well as the high financial risk when purchasing tourism, the repeat purchasing decisions that consumers make need to be examined because they contribute significantly to the demand at the tourism destinations. Additionally, live-streamed influencer marketing has been

shown to promote repurchase intention through of the idea of source credibility– whether the influencers credibly receive the credibility of the products they try to promote, direct affective connection between the trust developed in the messages and the intent to purchase the products (Yu et al., 2024). This study aims to mathematically detail this relationship, providing insight into how effective influencer marketing strategies can lead to improved customer retention and long-lasting business success.

### 1.3 Significance of Study

The importance of influencer trustworthiness in impacting customer repurchase intention is a question of theoretical as well as practical implications. Theoretical implications add to the existing literature around influencer marketing by examining the effects of perceived trust on long-term purchase behavior in live-streamed tourism sales. This research combines consumer decision-making with theories of trust to create a framework that addresses trustworthiness as a key determinant of repeat purchases. Through the practical implications of its findings, the present study can assist travel agencies and influencers by allowing these agents to optimize their engagement strategies in establishing relationships with customers, by decreasing perceived risk as well as increasing purchase intention of tourism packages purchased through TikTok live streaming.

Examining the impact of influencer credibility on repurchase intention is equally critical in optimizing influencer marketing effectiveness. This study advances the understanding of how perceived expertise and knowledgeability influence sustained consumer trust and loyalty. Theoretical contributions include expanding the application of source credibility theory in the live-streamed tourism context, while practical implications involve guiding influencers and businesses on strategies to establish and maintain credibility. By highlighting the significance of influencer credibility in driving repeat purchases, this research aims to support tourism businesses in leveraging TikTok live streaming to sustain customer engagement and long-term profitability.

### 1.4 Research Objectives

- **RO1:** To assess the impact of influencer trustworthiness on Customer Repurchase Intention for Tourism Packages on TikTok Live Streaming in China
- **RO2:** To investigate the impact of influencer credibility on Customer Repurchase Intention for Tourism Packages on TikTok Live Streaming in China

### 1.5 Research Questions

- **RQ1:** What is the impact of influencer trustworthiness on Customer Repurchase Intention for Tourism Packages on TikTok Live Streaming in China?
- **RQ2:** What is the impact of influencer credibility on Customer Repurchase Intention for Tourism Packages on TikTok Live Streaming in China?

## 2.1 INTRODUCTION TO LITERATURE REVIEW

The rise of live streaming commerce has fundamentally altered the landscape of digital marketing, particularly within the tourism industry (Li & Valencia, 2024). Platforms such as TikTok provide real-time engagement opportunities that influence consumer behavior, including repurchase intentions (Xu, Wu, & Li, 2020). Live-streaming commerce differs from traditional e-commerce by enabling immediate interaction, fostering trust through live demonstrations,

and offering an immersive experience. Influencer marketing has become a key driver of consumer purchasing decisions, making it essential to explore how influencer trustworthiness and credibility impact repurchase intentions (Wongkitrungrueng & Assarut, 2020). This literature review synthesizes existing research on these factors, highlighting the theoretical foundations, empirical findings, and their relevance in the context of TikTok live streaming.

## 2.2 Theoretical Foundations

### 2.2.1 Source Credibility Theory

The source credibility theory describes what happens to the acceptance of the message shared by the communicator when targeted at an audience (Fatima & Billah, 2023). The theory posits that people are more likely to be persuaded by sources that the audience finds credible and trustworthy (Bogoevska-Gavrilova, 2023), originally developed in research on communication and persuasion. Credibility is imperative for formulating consumer perceptions and behavior in digital marketing and influence enabled commerce. Crespo & Tille (2023) mentioned that TikTok live-streamer tourism marketing requires influencers to create trust and knowledge in order to contribute to consumer decision-making and repurchase intentions.

According to the Source Credibility Theory, an influencer's ability to persuade an audience is greatly influenced by an influencer's trustworthiness and expertise, which in turn influence the perceptions and behavioral intentions of an audience. The trustworthiness is defined by the perceived honesty, sincerity, and integrity of the influencer and expertise refers to the knowledge and authority in a subject (Lawrence & Meivitanwanli, 2023). Since the tourism market is subject to high financial and experiential peril, influencers who are viewed as both trustworthy and credible are instrumental in informing purchasing decisions. The study emphasizes that consumers are most likely to form loyalty and repurchase tourism services from influencers whose recommendations appear to be realistic and trustworthy (Lin & Nuangjamnong, 2022).

Also, credibility is not only about expertise, but also about consistency and transparency. When influencers declare sponsored products and strive to provide a fair review, they increase their legitimacy: Your audience believes in you! High trustworthiness and credibility of influencers lead consumers to see them as reliable source, thus leading to a greater intention to revisit the same tourism packages (Meng & Lin, 2023).

### 2.2.2 Trust Transfer Theory



Figure 1: Illustration of Trust transfer theory (Handarkho, 2021)

The Trust Transfer Theory describes how trust built in one relationship or context can be transferred to another (Sharma, Menard, & Mutchler, 2019). This concept is particularly relevant in digital environments, where consumers often rely on intermediaries, such as influencers, to evaluate products and services (Wang & Chan-Olmsted, 2024). In the live-streamed tourism sector, consumers may not have direct experience with a travel package, but their trust in an influencer can transfer to the recommended destination or service, helping to mitigate perceived risk and enhance confidence in purchasing tourism packages promoted during TikTok live streams.

The Trust Transfer Theory suggests that trust acquired in one domain can be applied to another, thus making it highly applicable to influencer marketing (Hu et al., 2019). If customers trust an influencer, it carries over to the products or services they promote. Trust transfer is especially important in live-streamed tourism sales because customers depend on influencers to deliver real and credible suggestions.

For a tourism package, the trust of an influencer in his recommendations greatly influences how secure a customer will feel when purchasing a travel service. Research shows that influencers who cultivate long-term relationships with their audience facilitate a greater degree of transfer of trust to their recommendation, resulting in increased confidence in the recommendations made by an influencer (Kulnadee & Pankham, 2024). Finally, trust transfer is reinforced by credibility if the influencer shows an in-depth knowledge and practical experience of the travel service advertised. When consumers see the influencer as really expert and authentic, they will use that trust to convert it into repurchase behavior (Chen, Li, & Lu, 2024).

In addition, trust transfer through live-streaming platforms is strengthened by audience-influencer interaction. Live engagement opportunities such as Q&A and on-boarding of tourism services reinforce trustworthiness and credibility (Chang et al., 2024) which in turn strengthens the potential for repurchase. According to studies, customer investments with influencers during live sessions have been noted to lead to greater trust levels among consumers, which builds higher confidence in the tourism services promoted to them.

### **2.2.3 Stimulus-Organism-Response (SOR) Framework**

The Stimulus-Organism-Response (SOR) Framework assumes a relationship between external stimuli (characteristics of the influencer) and internal consumer responses and subsequent purchase decisions (Rajput & Gandhi, 2024). In TikTok Live Streaming, influencer trustworthiness and credibility represent critical stimuli impacting consumer engagement and decision-making (Meng & Lin, 2023).

The increased reliability of the influencers makes potential buyers feel secure and minimizes their worries regarding financial risk and product trustworthiness (Lin et al., 2022). This, in turn, creates a positive emotional and cognitive sentiment which enhances consumer trust and facilitates a greater propensity for repeat purchases. Third, regarding tourism recommendations, influential with high credibility can provide accurate and timely information to consumers, thereby improving consumer decision-making. To qualify as both authentic and knowledgeable about the industry is related to more views on live-streaming and, subsequently, more repurchases (Shen et al., 2024).

Moreover, the interactive aspect of live streaming enhances the impact of trustworthiness and credibility on consumer behavior. Unlike traditional marketing channels, TikTok live shopping offers a more immediate and engaging shopping experience, with influencers capable of addressing consumer concerns and the ability to

demonstrate product value in real-time. This increased interactivity creates an environment of greater emotional involvement, which enhances consumer trust and an increased intention to repurchase (Ahmadi & Hudrasyah, 2022). Tourism businesses and influencers can optimize live-streaming strategies by understanding and leveraging the principles of the SOR framework to enhance consumer trust and increase purchase repetitions.

### **2.3 Influencer Trustworthiness and Customer Repurchase Intention**

Trustworthiness in influencer marketing is defined by honesty, reliability, and sincerity. Consumers tend to gravitate towards influencers who demonstrate transparency in their endorsements, disclose potential sponsorships, and provide balanced opinions (Elsholiha et al., 2023). Research indicates that when consumers perceive influencers as trustworthy, they are more likely to develop strong engagement, which positively affects their intention to repurchase tourism packages (Ahmadi & Hudrasyah, 2022). Moreover, moderating variables such as consumer engagement and perceived risk impact the trustworthiness-repurchase intention relationship. High consumer engagement during live streaming sessions strengthens the effect of influencer trustworthiness, as consumers feel more connected to the influencer and the promoted product. On the other hand, high perceived risk (e.g., concerns about travel cancellations or misleading information) weakens the trustworthiness effect, making trust-building efforts even more critical (Lin & Nuangjamnong, 2022).

### **2.4 Influencer Credibility and Customer Repurchase Intention**

Credibility in influencer marketing is made up of two main elements— expertise and perceived knowledgeability. An influencer with extensive expertise about a product or industry would draw significantly more trust among consumers and increase purchase intention (Najar, Wani, & Rather, 2024). The tourism sector is especially sensitive to credibility as the decision to travel often entails a financial risk; hence, recommendations need to be reliable (Pop et al., 2021). Research shows that influencers who offer specific travel information—like suggested itineraries, hotel and restaurant reviews, and general travel tips—are much more effective at inspiring ambassadors. For example, a study examining TikTok live-streamed tourism shopping found that when influencers repeatedly display knowledge and offer useful content, consumers are more likely to repurchase from them (Xu et al., 2021). Moreover, credibility increases when the press can show organic personal experiences and first-hand knowledge about the tourism packages they are presenting.

Another key aspect of influencer trustworthiness is the effectiveness of communicator. Influencers who write their messages effectively, communicate factual details and respond to consumer concerns during real-time interactions build higher engagement level and stronger intention to repurchase. Therefore, the more informative and interactive the influencer is in a live-streaming session, the more they are perceived as a credible source (Rajput & Gandhi, 2024).

### **2.5 Live Streaming Commerce and Consumer Behavior in Tourism**

Live streaming commerce has redefined consumer purchasing behavior by introducing real-time engagement, urgency, and direct interaction with influencers. Unlike traditional e-commerce, where decisions are made based on static content, live streaming enables consumers to receive instant responses to their queries, observe product demonstrations, and develop an emotional connection with influencers (Elsholiha et al., 2023). In the tourism sector,

live streaming offers an immersive shopping experience where influencers take audiences on virtual tours, showcase accommodations, and answer real-time travel inquiries. Case studies of successful TikTok live-streaming campaigns have shown that well-executed influencer promotions lead to higher consumer trust and repeat purchases. The urgency created by limited time offers and exclusive deals further encourages consumers to commit to purchases during live sessions, reinforcing repurchase behavior (Ahmadi & Hudrasyah, 2022). By understanding the role of influencer trustworthiness and credibility in live-streamed tourism marketing, businesses can optimize their digital marketing strategies, enhance consumer engagement, and drive long-term customer loyalty.

**2.6 Research Gap and Justification for the Study**

While influencer marketing and live-streamed commerce are both well-researched, there is a notable gap in understanding how the trustworthiness and credibility of influencers influences customer repurchase intention in the long-term (Pop et al., 2021). While previous research has concentrated on purchase behavior, they have been largely directed at purchase intention in the live stream context (Najar, Wani, & Rather, 2024). Furthermore, existing literature addresses the broad influence of influencer credibility on consumer behavior, but relatively few studies focus on the specific mediating factors of how credibility and trustworthiness stimulate repurchase intention in the context of tourism sales through TikTok live streaming.

Additionally, the moderating influence of consumer engagement and perceived risk on the trustworthiness and credibility of influencers has been underexplored (Rajput & Gandhi, 2024). However, understanding how real-time interactions, strategies for building consumer trust, and perceptions of risk are related to repurchase behavior can benefit businesses and marketers within the tourism sector. Filling these research gaps, having the pragmatic side of influencer marketing, and the theoretical side of consumer trust theories, as well as live-streaming commerce within the domain of tourism sector, this study contributes to the theoretical framework.

By identifying these gaps and proposing a conceptual model, this study lays the foundation for future empirical research and provides practical insights for marketers seeking to enhance customer retention strategies through TikTok live streaming.

**2.7 Conceptual Framework**

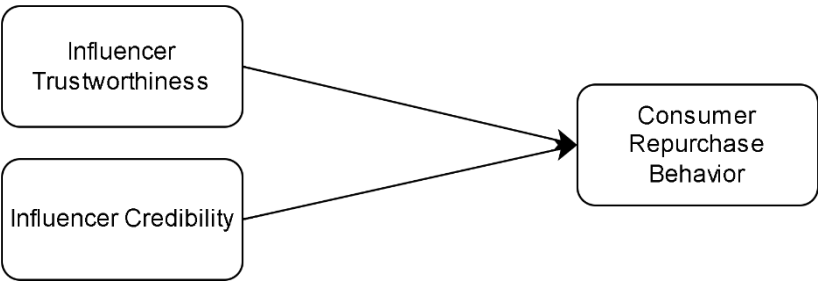


Figure 2: Conceptual Framework

**3.1 METHODOLOGY**

In light of the pandemic and its restrictions on travel, this conceptual paper trends with theoretical research design by exploring how influencer trustworthiness and credibility influences customer repurchase intention for tourism

packages in TikTok live streaming in China. Rather than deriving primary data, this research synthesizes existing theoretical and empirical work — namely, Source Credibility Theory, Trust Transfer Theory, and the Stimulus-Organism-Response (SOR) Framework — to create a conceptual model that informs subsequent empirical work. More specifically, through the mapping of influencer trustworthiness, influencer credibility, and customer repurchase intention, this study aims to contribute to the theoretical dimension by addressing how influencer traits affect consumer behavior in live-streamed tourism commerce.

While this study is not an empirical test, future studies could use quantitative survey methods to validate the proposed relationships. As a target respondent, Chinese tourists who have commented on TikTok live-streamed tourism promotions will likely be targeted, as the consumer group constitutes the core digital commerce population. The Krejcie and Morgan's (1970) sample size determination table would be used to determine the sample size ensuring statistical power, while purposive and stratified sampling as a technique will be employed to ensure diversity of consumers with respect to their TikTok influencers engagement level. Standardized instruments, for example, trustworthiness and credibility scales, measures of repurchase intention and consumer engagement, could be used alongside structural equation modeling (SEM) to evaluate the hypothesized constructs. Furthermore, hierarchical regression or mediation analysis testing for moderating effects of consumer engagement and perceived risk could be conducted.

When studies of a specific domain are limited, conceptual research is important for informing empirical study by identifying theoretical gaps and suggesting new perspectives for further research. This study extends Source Credibility Theory and Trust Transfer Theory from contexts outside the new, digital unique (live-streamed) e-tourism context in the case of TikTok, to demonstrate how trust and credibility operate in leaving commerce across high-involvement purchase decisions, such as in tourism. The conceptual framework synthesized in the current work can be a springboard for future research efforts, which can help future researchers in the fields of digital marketing, influencer marketing, and tourism e-commerce to assess these relationships through experimental, survey based or mixed-method studies.

#### 4.1 DISCUSSION

This conceptual paper proposes a theoretical framework to understand the impact of influencer trustworthiness and credibility on customer repurchase intention in TikTok live-streamed tourism marketing in China. By integrating Source Credibility Theory, Trust Transfer Theory, and the Stimulus-Organism-Response (SOR) Framework, this study provides a structured model that explains how influencer characteristics shape consumer perceptions, behaviors, and decision-making processes in live-streaming commerce. Given that tourism packages are high-involvement purchases that require strong consumer trust, this study contributes to the growing body of literature on digital marketing, influencer credibility, and repurchase behavior in e-commerce. This section expands on the theoretical contributions, practical implications, and future research directions while addressing the study's limitations.

#### 4.2 Theoretical Contributions

This study offers several theoretical contributions by extending the application of influencer marketing theories into the context of TikTok live-streamed tourism commerce. While existing studies on influencer marketing primarily



focus on purchase intention and engagement, fewer studies explore how influencer attributes influence repurchase intention in live-streaming environments, particularly in high-involvement industries like tourism. This conceptual paper fills this gap by demonstrating how trustworthiness and credibility are fundamental components in shaping long-term consumer relationships with influencers in a digital commerce setting.

The application of Source Credibility Theory in this study emphasizes the role of honesty, reliability, and expertise in driving consumer trust and loyalty. Unlike traditional e-commerce, where credibility is based on consumer reviews and brand reputation, live streaming allows influencers to establish real-time credibility through direct interactions, live Q&A sessions, and immersive demonstrations. This study highlights that trustworthiness is not only important in shaping initial consumer purchases but also plays a significant role in determining whether consumers return for future transactions.

Furthermore, Trust Transfer Theory is crucial in explaining how consumer trust in an influencer can be transferred to the promoted tourism package, ultimately reducing perceived risk and enhancing repurchase intention. Unlike traditional advertising, where trust is often placed in established brands, live-streaming commerce creates an interpersonal trust dynamic between influencers and consumers. This study argues that when consumers trust an influencer's credibility and sincerity, they are more likely to extend that trust to the travel agency or tourism service being promoted, thereby increasing repeat purchases.

Additionally, the SOR Framework contributes to the understanding of how influencer characteristics function as stimuli that trigger cognitive and emotional consumer responses. The dynamic and interactive nature of live-streamed tourism marketing influences consumer engagement and purchase decisions in ways that static content cannot. This study underscores how influencer credibility and trustworthiness can shape consumer emotions and perceptions, which in turn affects customer loyalty and repurchase behavior. By expanding the SOR framework into the live-streaming commerce domain, this study presents a novel approach to understanding consumer psychology in digital tourism marketing.

### **4.3 Practical Implications**

The findings of this conceptual study offer valuable practical insights for travel agencies, tourism businesses, influencers, and digital marketers seeking to optimize their live-streaming strategies on TikTok. As influencer marketing continues to dominate social commerce, businesses must refine their approaches to maximize customer trust, engagement, and repurchase behavior. This study presents several key takeaways for practitioners.

First, tourism businesses should carefully select influencers based on their trustworthiness and credibility rather than just follower count or popularity. Consumers are more likely to repurchase tourism packages when influencers exhibit honesty, transparency, and knowledgeability. Agencies should collaborate with influencers who demonstrate authentic experiences, accurate travel information, and genuine recommendations, as this enhances consumer confidence in high involvement purchases like travel.

Second, influencers must maintain and build credibility by engaging in ethical and transparent content strategies. This includes full disclosure of sponsorships, providing balanced reviews, and avoiding exaggerated claims. Live-streaming influencers who engage in real-time Q&A sessions, personalized travel advice, and interactive travel

demonstrations can enhance their credibility and foster stronger consumer relationships, ultimately leading to higher repurchase rates. Influencers should also showcase their expertise by offering in-depth insights about travel destinations, safety precautions, and exclusive travel deals, positioning themselves as trusted digital travel advisors.

Third, TikTok and other live-streaming platforms can play a significant role in trust-building mechanisms. Platform developers should introduce features that enhance consumer confidence, such as verified influencer badges, trust ratings, and AI-driven fraud detection to identify misleading promotions. Additionally, integrating customer reviews, real-time chatbots, and influencer credibility metrics can further improve consumer confidence and repurchase behavior.

Finally, this study offers insights into tourism marketers on how to craft effective live-streaming campaigns that drive long-term consumer loyalty. The use of limited-time offers, early-bird discounts, and exclusive travel package deals during live streams can heighten purchase urgency and encourage repeat purchases. Additionally, incorporating user-generated content, live testimonials, and community engagement tactics can enhance the overall credibility of influencer-driven tourism marketing strategies.

#### **4.4 Limitations and Future Research Directions**

Though this study is conceptual, empirical testing was not part of this study and brings certain limitations. Although the proposed framework draws upon theories and prior research, quantitative and experimental studies are required to confirm these relations. Hypotheses need to be tested and refined with empirical research, collecting primary data from consumers engaged with TikTok live-streamed tourism promotions.

However, one important limitation is that consumer trusts and perceptions of credibility are highly subjective and may also be moderated by cultural demographic and personal factors. Whereas this study concentrates on the context of TikTok live-streaming tourism marketing in China, a comparison of influencer credibility on repurchase behavior across regions could increase understanding of cross-cultural differences in this relationship. Moreover, various social media platforms (e.g., Instagram Live, Facebook Live, or YouTube Live) may interact differently on this audience engagement, and there needs to be further research into how platform-specific characteristics affect the perceived trustworthiness and credibility of influencers in tourism sales.

A direction for further research is the role of engagement with the influencer and the parasocial relationship between influencer and follower in influencer-driven tourism marketing. This research emphasizes trust and credibility as independent variables; however, future research must delve deeper into understanding the moderating role of emotional connection, brand attachment, and influencer-audience relationship on consumer repurchase behavior. Moreover, evaluating how negative influencer behaviors (e.g., deceptive promotions and unethical endorsements) impact consumer skepticism and disengagement may provide useful insights into potential influencer marketing risks.

Finally, longitudinal research to observe consumer trust and repurchase intentions over time could present a better idea of how and when influencer credibility fosters long-term customer loyalty. Tracking consumer behavior over multiple sessions of live-streaming events could indicate whether individuals decide to re-engage and make more purchases, thus building a more holistic representation of digital shopper behavior as it applies to the tourism sector.

## 5.0 CONCLUSION

This conceptual paper discusses the influence of influencer trustworthiness and credibility on customer repurchase intention in the context of TikTok live-streamed tourism marketing in China. In summary, through the integration of Source Credibility Theory, Trust Transfer Theory, and the SOR Framework, this study establishes a conceptual model that depicts how the attributes of influencers shape consumer trust, attitudes, and repeat purchase behaviors. The results implications, both theoretical and practical, provide a framework for interpreting influencer marketing effectiveness in live-streaming commerce. The study highlights the necessity for future empirical investigations validating the suggested relationships, specifically employing quantitative approaches and analyses of actual consumer behaviors in real-world contexts. As this form of commerce evolves, understanding the mechanisms that generate trust and credibility in a digital tourism marketing context will be crucial to inform ways to amplify customer engagement, and ultimately customer retention and long-term loyalty. The tourism enterprises, influencers and marketer are to take advantages through trust building process to maximize the customer expected level and achieve growth in tourism online competitive market.

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