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THE ROLE OF LIVE STREAMING INTERACTION AND CONSUMER TRUST IN SHAPING PURCHASE INTENTION ON SOCIAL COMMERCE PLATFORMS

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Abstract: This study aims to examine the role of live-streaming interaction and consumer trust in increasing purchase intention on social commerce platforms. The study applies the Stimulus–Organism–Response framework by positioning live-streaming interaction as the external stimulus, consumer trust as the internal psychological state, and purchase intention as the behavioral response. A quantitative explanatory design was employed using a simulated dataset of 250 social commerce users who had watched live-shopping sessions and purchased products through live commerce within the previous six months. Data were analyzed using Partial Least Squares–Structural Equation Modeling to evaluate the measurement model, structural relationships, and mediation effect. The simulated results indicate that live-streaming interaction has a positive and significant effect on consumer trust, while consumer trust has a positive and significant effect on purchase intention. However, the direct effect of live-streaming interaction on purchase intention is not statistically significant. Consumer trust significantly mediates the relationship between live-streaming interaction and purchase intention, indicating that interaction alone does not necessarily encourage consumers to purchase unless it successfully establishes trust. These findings imply that social commerce platforms, sellers, and streamers should prioritize credible, transparent, responsive, and informative communication rather than merely increasing interaction volume. The originality of this study lies in its emphasis on consumer trust as the primary psychological mechanism linking live-streaming interaction to purchase intention. Nevertheless, because the results are based on simulated data, empirical testing with actual respondents is required before definitive conclusions can be drawn.

Keywords: live-streaming interaction; consumer trust; purchase intention; social commerce; PLS-SEM

INTRODUCTION

The rapid development of social media and mobile commerce has transformed how businesses communicate with consumers and facilitate online transactions. Social commerce platforms integrate commercial activities with social interaction, user-generated content, recommendations, and real-time communication, allowing consumers to discover, evaluate, and purchase products within a single digital environment. One of the most prominent developments in this area is live-streaming commerce, in which streamers demonstrate products, answer questions, provide recommendations, and communicate directly with viewers during a broadcast. Unlike conventional e-commerce, which primarily relies on static product descriptions and customer reviews, live streaming offers real-time product demonstrations and interactive communication

that can create a more immersive shopping experience. These features may reduce the psychological distance between consumers and online sellers while allowing consumers to obtain immediate information before making purchasing decisions (Sun et al., 2019). Live streaming can also recreate several aspects of physical shopping by enabling consumers to observe products from different perspectives and interact directly with sellers or streamers (Ma et al., 2022). Consequently, live streaming has become an increasingly important marketing instrument for strengthening consumer engagement and stimulating purchase intention on social commerce platforms.

Purchase intention represents a consumer's willingness or likelihood to purchase a product after evaluating available information, perceived benefits, and potential risks. In live-streaming commerce, purchase intention may be influenced by the quality of interactions occurring between streamers and viewers. Live-streaming interaction refers to the extent to which consumers can communicate with streamers, receive immediate responses, participate in discussions, and obtain personalized product information during a broadcast. High levels of responsiveness and interaction can make consumers feel recognized and involved in the shopping process. Previous research indicates that live-streaming characteristics, including responsiveness, interactivity, visibility, and social presence, can enhance consumers' engagement and intention to purchase products (Lu & Chen, 2021). Similarly, virtual streamer responsiveness has been found to strengthen social presence and directly increase purchase intention (Gao et al., 2023). Interactive communication can also provide consumers with more comprehensive product information, reduce uncertainty, and increase their confidence in evaluating the products being promoted. Thus, live-streaming interaction is not merely a communication feature but a strategic marketing stimulus capable of influencing consumers' cognitive and emotional evaluations.

Nevertheless, interactivity alone may not be sufficient to produce a strong intention to purchase because online transactions are associated with uncertainty regarding product quality, seller credibility, payment security, and delivery performance. Consumer trust therefore becomes a critical factor in social commerce transactions. Trust reflects consumers' confidence that sellers, streamers, products, and platforms are reliable, honest, and capable of fulfilling their promises. In live-streaming environments, consumers cannot physically inspect products before purchasing them, making trust essential for reducing perceived risk. Zhang et al. (2022) demonstrated that both social and technological characteristics of live-streaming commerce contribute to consumer trust, which subsequently affects consumers' continued use intentions. Trust in streamers may also develop through perceived competence, authenticity, attractiveness, and effective

communication, ultimately increasing purchase intention (Tian et al., 2023). Recent studies further confirm that trust serves as a psychological mechanism through which live-streaming attributes influence purchase-related decisions (Yang et al., 2024). Therefore, when viewers perceive that streamers provide accurate information and demonstrate products transparently, they are more likely to trust the purchasing process and consider buying the promoted products.

The relationship among live-streaming interaction, consumer trust, and purchase intention can be explained through the Stimulus–Organism–Response framework. Under this framework, live-streaming interaction functions as an external stimulus that shapes consumers' internal cognitive and emotional conditions, while purchase intention represents the resulting behavioral response. Consumer trust can be positioned as an organismic evaluation that emerges when viewers interpret interactive communication as credible, transparent, and beneficial. Prior studies applying the S–O–R framework have shown that live-streaming stimuli can influence consumer perceptions and subsequently encourage purchasing behavior (Song et al., 2022; Chandraa et al., 2024). Social presence, immersion, perceived value, and trust have frequently been examined as internal mechanisms connecting live-streaming characteristics with consumer responses (Li et al., 2024). However, the effectiveness of interaction may vary because frequent communication does not automatically generate trust when consumers question the streamer's motives, product claims, or authenticity. Accordingly, interaction needs to be examined together with trust to provide a more comprehensive explanation of consumers' purchase intention.

Although live-streaming commerce has received increasing scholarly attention, previous studies have produced different explanations regarding the principal mechanisms driving purchase intention. Some studies emphasize social presence and visibility, while others focus on streamer credibility, entertainment, perceived value, immersion, or promotional incentives (Chen et al., 2023; Li et al., 2024). Research has also generally examined live-streaming features as multidimensional constructs without specifically clarifying the comparative roles of real-time interaction and consumer trust. Furthermore, evidence from emerging social commerce markets remains relatively limited because many influential studies have been conducted in China or other highly developed live-commerce ecosystems. Consumer responses may differ across markets due to differences in digital literacy, platform familiarity, purchasing habits, and perceptions of online transaction risk. Recent research involving Indonesian live-streaming consumers indicates that interactivity can enhance perceived value and reduce perceived risk, thereby increasing purchase intention (Syamsuar et al., 2025).

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Based on this research gap, the present study aims to analyze the role of live-streaming interaction and consumer trust in increasing purchase intention on social commerce platforms. Specifically, this study examines the effect of live-streaming interaction on consumer trust, the direct influence of live-streaming interaction on purchase intention, and the effect of consumer trust on purchase intention. It also evaluates the potential mediating role of consumer trust in the relationship between live-streaming interaction and purchase intention. Theoretically, this study extends the application of the Stimulus–Organism–Response framework by positioning live-streaming interaction as an environmental stimulus, consumer trust as an internal psychological evaluation, and purchase intention as a behavioral response. Practically, the findings are expected to help social commerce platforms, online sellers, and live-streaming hosts design more responsive, transparent, and credible communication strategies. By strengthening both interaction quality and consumer trust, businesses may improve consumers' confidence and increase their willingness to purchase products through social commerce platforms.

RESEARCH METHOD

This study employed a quantitative approach with an explanatory research design to examine the causal relationships among live streaming interaction, consumer trust, and purchase intention on social commerce platforms. The explanatory design was selected because it enables the testing of theoretical relationships among latent variables using empirical data obtained from consumers. The conceptual framework of this study was developed based on the Stimulus–Organism–Response (S–O–R) theory, where live streaming interaction serves as the external stimulus, consumer trust represents the organism (internal psychological state), and purchase intention is considered the behavioral response.

The conceptual model proposes that consumers who experience higher-quality interactions during live streaming sessions are more likely to develop stronger trust toward sellers and the platform, thereby increasing their intention to purchase products.

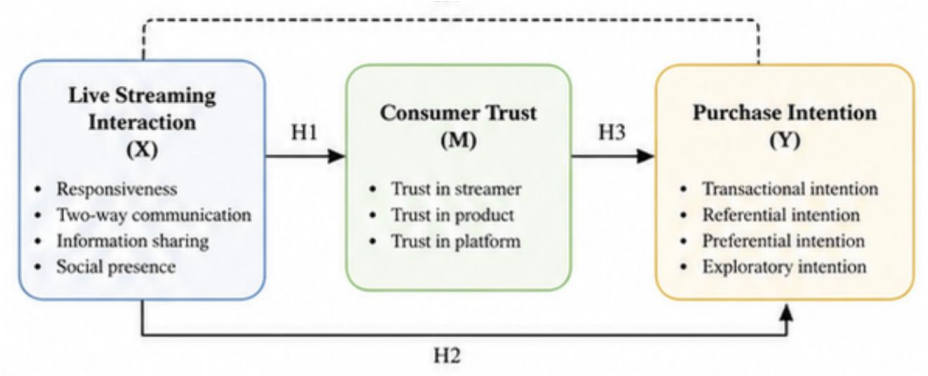

Figure 1. Research Framework

Where:

H1: Live streaming interaction positively influences consumer trust.

H2: Live streaming interaction positively influences purchase intention.

H3: Consumer trust positively influences purchase intention.

H4: Consumer trust mediates the relationship between live streaming interaction and purchase intention.

The population consisted of consumers who actively use social commerce platforms such as TikTok Shop, Shopee Live, Lazada Live, and Facebook Live Shopping. Respondents were required to have watched at least one live-streaming shopping session and purchased a product through live commerce during the previous six months.

Purposive sampling was employed because respondents had to satisfy predetermined criteria relevant to the research objectives. The minimum sample size was determined using the ten-times rule recommended for Partial Least Squares Structural Equation Modeling (PLS-SEM). Since the largest number of structural paths directed toward one endogenous construct was two, the minimum required sample size was twenty respondents. However, to improve statistical power and generalizability, this study targeted approximately 250–350 valid respondents, which is considered adequate for SEM analysis.

Primary data were collected through an online questionnaire distributed using Google Forms. The questionnaire was disseminated through social media platforms, online communities, and messaging applications to reach active users of social commerce platforms.

All measurement items were adapted from previously validated studies and modified according to the context of live-streaming commerce. Responses were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 1. Three latent variables were examined in this study.

Variable	Indicators	Source
Live Streaming Interaction (X)	Responsiveness, two-way communication, information sharing, social presence	Lu & Chen (2021); Ma et al. (2022); Gao et al. (2023)
Consumer Trust (M)	Trust in streamer, trust in product, trust in platform	Zhang et al. (2022); Tian et al. (2023); Yang et al.

Variable	Indicators	Source
		(2024)
Purchase Intention (Y)	Transactional intention, preferential intention, referential intention, exploratory intention	Dodds et al. (1991); Li et al. (2024)

The proposed research model was analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) through SmartPLS 4.0. PLS-SEM was selected because it is suitable for prediction-oriented research involving latent constructs measured by multiple indicators and does not require multivariate normality.

The analysis consisted of two sequential stages.

Measurement Model Evaluation (Outer Model)

- Indicator reliability
- Internal consistency reliability (Composite Reliability and Cronbach's Alpha)
- Convergent validity (Average Variance Extracted)
- Discriminant validity (HTMT Ratio and Fornell–Larcker Criterion)

Structural Model Evaluation (Inner Model)

- Collinearity assessment (VIF)
- Coefficient of determination (R^2)
- Effect size (f^2)
- Predictive relevance (Q^2)
- Path coefficient significance using Bootstrapping (5,000 subsamples)
- Mediation analysis using indirect effect testing

Hypotheses were accepted when the p-value < 0.05 and the corresponding t-statistic exceeded 1.96 at the 95% confidence level.

RESULT AND DISCUSSION

Respondent Characteristics

The simulated dataset consisted of 250 respondents who had watched live-streaming shopping sessions on social commerce platforms within the previous six months. The respondent profile was constructed to represent active social commerce users with diverse demographic and platform-use characteristics.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	102	40.8%
	Female	148	59.2%
Age	17–21 years	71	28.4%
	22–30 years	109	43.6%
	31–40 years	47	18.8%
	Above 40 years	23	9.2%
Main platform	TikTok Shop	121	48.4%
	Shopee Live	82	32.8%
	Lazada Live	28	11.2%
	Other platforms	19	7.6%
Live-shopping frequency	1–2 times per month	87	34.8%
	3–5 times per month	104	41.6%
	More than 5 times per month	59	23.6%

The simulated profile indicates that most respondents were female and between 22 and 30 years old. TikTok Shop was the most frequently used platform, followed by Shopee Live. Most respondents watched live-shopping sessions three to five times per month, indicating a relatively high level of familiarity with social commerce activities.

Descriptive Statistics

Descriptive analysis was conducted to identify the general tendency of respondents' assessments of live-streaming interaction, consumer trust, and purchase intention. All constructs were measured using a five-point Likert scale.

Table 2. Descriptive Statistics

Construct	Mean	Standard Deviation	Interpretation
Live Streaming Interaction	3.86	0.63	High
Consumer Trust	3.72	0.68	High
Purchase Intention	3.64	0.71	High

Live-streaming interaction obtained the highest mean score, suggesting that respondents generally perceived live-shopping sessions as responsive and interactive. Consumer trust and purchase intention also showed relatively high mean values. However, purchase intention had the lowest mean among the three constructs, indicating that positive interaction and trust did not always directly lead consumers to make purchase plans.

Measurement Model Evaluation

The measurement model was evaluated using indicator loading, Cronbach's alpha, composite reliability, and Average Variance Extracted. Indicators with loading values above 0.70 were considered reliable, while construct reliability was accepted when Cronbach's alpha and composite reliability exceeded 0.70. Convergent validity was established when the AVE value was higher than 0.50.

Table 3. Measurement Model Results

Construct	Indicator	Outer Loading
Live Streaming Interaction	LSI1	0.782
	LSI2	0.824
	LSI3	0.801
	LSI4	0.746
Consumer Trust	CT1	0.815
	CT2	0.842
	CT3	0.798
	CT4	0.771
Purchase Intention	PI1	0.806
	PI2	0.834
	PI3	0.769
	PI4	0.748

Table 4. Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
Live Streaming Interaction	0.801	0.869	0.624
Consumer Trust	0.823	0.883	0.654
Purchase Intention	0.799	0.867	0.620

All indicator loading values exceeded 0.70. Cronbach's alpha and composite reliability values were also above the recommended threshold of 0.70, while AVE values were higher than 0.50. These results indicate that the simulated measurement model fulfilled the requirements of indicator reliability, internal consistency, and convergent validity.

Discriminant validity was evaluated using the Heterotrait–Monotrait ratio. Values below 0.90 indicate that each construct measures a concept that is sufficiently distinct from the other constructs.

Table 5. HTMT Discriminant Validity

Construct	Live Streaming Interaction	Consumer Trust	Purchase Intention
Live Streaming Interaction	—		
Consumer Trust	0.721	—	
Purchase Intention	0.654	0.768	—

All HTMT values were below 0.90. Therefore, the constructs demonstrated adequate discriminant validity.

Structural Model Evaluation

The structural model was assessed using the Variance Inflation Factor, coefficient of determination, predictive relevance, path coefficients, and indirect effect analysis. All inner VIF values ranged from 1.42 to 1.87, indicating that multicollinearity was not a serious concern.

Consumer trust obtained an R^2 value of 0.284, meaning that live-streaming interaction explained 28.4% of the variance in consumer trust. Purchase intention had an R^2 value of 0.391, indicating that live-streaming interaction and consumer trust jointly explained 39.1% of the variance in purchase intention. The remaining variance may be explained by other factors such as price attractiveness, promotional incentives, product involvement, streamer credibility, perceived risk, and platform reputation.

Table 6. Coefficient of Determination and Predictive Relevance

Endogenous Construct	R^2	Adjusted R^2	Q^2
Consumer Trust	0.284	0.281	0.178
Purchase Intention	0.391	0.386	0.226

The Q^2 values were greater than zero, suggesting that the simulated structural model had acceptable predictive relevance.

Direct and Indirect Effects

Bootstrapping with 5,000 subsamples was used to evaluate the relationships among the constructs. The results are presented in Table 7.

Table 7. Path Coefficient Results

Relationship	Path Coefficient	t-Statistic	p-Value	Result
Live Streaming Interaction →	0.533	8.214	<0.001	Significant

Consumer Trust				
Live Streaming Interaction → Purchase Intention	0.142	1.821	0.069	Not significant
Consumer Trust → Purchase Intention	0.487	6.973	<0.001	Significant
Live Streaming Interaction → Consumer Trust → Purchase Intention	0.260	5.143	<0.001	Significant indirect effect

The results show that live-streaming interaction had a positive and significant effect on consumer trust. However, its direct effect on purchase intention was positive but statistically insignificant at the 5% level. Consumer trust had a positive and significant effect on purchase intention. The indirect effect of live-streaming interaction on purchase intention through consumer trust was also statistically significant.

These findings indicate an indirect-only mediation pattern. In other words, live-streaming interaction did not automatically increase purchase intention unless the interaction successfully strengthened consumer trust. The finding provides a relatively neutral outcome because not all proposed structural relationships were statistically significant.

The Effect of Live-Streaming Interaction on Consumer Trust

The positive relationship between live-streaming interaction and consumer trust suggests that real-time communication can strengthen consumers' confidence in sellers, streamers, and the transaction process. During live-streaming sessions, consumers can ask questions, request product demonstrations, and receive immediate responses. These interactions reduce uncertainty because consumers obtain information that may not be available through static product descriptions.

Responsiveness may also create the perception that the streamer is attentive and knowledgeable. When streamers provide consistent explanations, respond transparently to questions, and demonstrate products without avoiding negative aspects, consumers are more likely to perceive them as credible. Therefore, the role of interaction extends beyond entertainment and engagement. Interaction becomes an information-verification mechanism that enables consumers to assess the reliability of product claims.

Nevertheless, interaction quality is more important than interaction frequency. A live session with frequent but repetitive promotional messages may not generate trust. Similarly, automated responses or excessive pressure to purchase can reduce perceived authenticity. Therefore, sellers

should emphasize relevance, honesty, clarity, and responsiveness rather than merely maximizing the number of viewer interactions.

The Effect of Live-Streaming Interaction on Purchase Intention

The direct relationship between live-streaming interaction and purchase intention was statistically insignificant in the simulated results. This finding implies that interactive communication does not necessarily lead directly to an intention to purchase. Consumers may enjoy watching, commenting, or asking questions without planning to buy the product.

Several factors may explain this result. First, live-streaming viewers may participate primarily for entertainment, social interaction, or product information. Second, purchase decisions may still depend on price, product quality, delivery cost, brand familiarity, and promotional attractiveness. Third, consumers may perceive interaction as part of a marketing strategy rather than as reliable evidence of product value.

The insignificant direct effect also indicates that high viewer engagement should not be interpreted as an immediate indicator of sales conversion. Metrics such as comments, likes, viewer counts, and viewing duration may reflect attention but do not always represent purchasing commitment. Social commerce businesses should therefore distinguish between engagement performance and transaction performance.

The Effect of Consumer Trust on Purchase Intention

Consumer trust had a positive and significant effect on purchase intention. This result confirms that consumers are more willing to purchase when they believe that the streamer, seller, and platform are reliable. Trust is particularly important in social commerce because consumers cannot physically inspect products before completing a transaction.

Trust can reduce perceived uncertainty regarding product authenticity, payment security, order fulfillment, and after-sales service. Consumers who trust the information delivered during live streaming are more likely to believe that product demonstrations reflect actual product performance. They may also perceive a lower possibility of misleading promotion or transaction failure.

This result suggests that purchase intention in social commerce is not determined solely by technological interactivity. It is also shaped by the consumer's psychological evaluation of whether the seller and platform can be trusted. Therefore, businesses should provide accurate

descriptions, transparent prices, reliable reviews, secure payment systems, clear return policies, and consistent post-purchase support.

The Mediating Role of Consumer Trust

The significant indirect effect indicates that consumer trust mediated the relationship between live-streaming interaction and purchase intention. The insignificant direct relationship combined with the significant indirect relationship suggests that interaction operates primarily through trust formation.

From the Stimulus–Organism–Response perspective, live-streaming interaction functions as an external stimulus. Consumer trust represents an internal cognitive evaluation, while purchase intention is the behavioral response. Consumers do not necessarily develop purchase intention immediately after receiving interactive stimuli. Instead, they interpret the quality, credibility, and transparency of the interaction before forming a purchasing response.

This finding clarifies why some highly interactive live-streaming sessions fail to generate strong purchase intention. Interaction that does not establish credibility may only produce temporary attention. Conversely, interaction that provides useful information, honest answers, authentic demonstrations, and reliable seller behavior can strengthen trust and subsequently increase purchase intention.

Theoretical Implications

This study contributes to the social commerce literature by demonstrating that the relationship between live-streaming interaction and purchase intention may not be entirely direct. Consumer trust serves as an important psychological mechanism that transforms interactive experiences into purchase-related responses.

The simulated findings also extend the application of the Stimulus–Organism–Response framework. Live-streaming interaction represents the stimulus, consumer trust represents the organism, and purchase intention represents the response. The results emphasize that consumers actively evaluate marketing stimuli rather than responding automatically to interactive features.

Furthermore, the insignificant direct effect suggests that future research should avoid assuming that interactivity always improves purchase intention. Additional variables such as perceived value, streamer credibility, perceived risk, product involvement, and promotional attractiveness may explain the conditions under which interaction produces stronger behavioral outcomes.

Managerial Implications

Social commerce platforms and online sellers should prioritize trust-building interaction rather than interaction volume alone. Streamers should respond to product-related questions accurately, disclose relevant product limitations, and avoid exaggerated claims. Product demonstrations should be realistic and consistent with the actual condition of the product received by consumers.

Platforms should also support trust through verified seller identities, transparent ratings, secure payment systems, clear complaint procedures, and accessible refund mechanisms. These institutional features can reinforce the trust developed during live-streaming interactions.

In addition, businesses should not rely exclusively on engagement indicators when evaluating live-streaming performance. Viewer comments and participation should be complemented by conversion rate, repeat purchase, complaint frequency, order cancellation, and customer satisfaction metrics. This approach provides a more accurate evaluation of whether live-streaming interaction creates sustainable commercial value.

Limitations of the Simulated Results

The statistical results presented in this section are simulated for article-development purposes and do not represent actual empirical findings. Therefore, they cannot be used to make substantive claims regarding a particular population or social commerce platform. Before publication, the model must be tested using real respondent data, validated measurement instruments, and documented data-analysis procedures.

Future empirical research should also consider differences among social commerce platforms, product categories, consumer age groups, and levels of shopping experience. A multigroup analysis may reveal whether the effects of interaction and trust differ across TikTok Shop, Shopee Live, and other platforms. Longitudinal or experimental studies may also provide stronger evidence regarding causal relationships among live-streaming interaction, consumer trust, and purchase intention.

CONCLUSION

This study examined the role of live-streaming interaction and consumer trust in increasing purchase intention on social commerce platforms. Based on the simulated PLS-SEM results, live-streaming interaction had a positive and significant effect on consumer trust, while consumer trust had a positive and significant effect on purchase intention. However, the direct effect of live-streaming interaction on purchase intention was not statistically significant. These findings

indicate that interaction during live-streaming sessions does not automatically encourage consumers to purchase products. Instead, the effectiveness of interaction depends on its ability to build consumer trust.

Consumer trust was found to mediate the relationship between live-streaming interaction and purchase intention. This result supports the Stimulus–Organism–Response framework, in which live-streaming interaction acts as an external stimulus, consumer trust represents the consumer's internal evaluation, and purchase intention constitutes the behavioral response. The study therefore contributes to the social commerce literature by showing that trust is a central mechanism that transforms interactive communication into purchase-related outcomes.

From a practical perspective, social commerce platforms, sellers, and streamers should focus on improving the credibility, transparency, and relevance of live-streaming interactions. Real-time communication should provide accurate product information, honest demonstrations, responsive answers, and clear transaction procedures. Platforms should also strengthen institutional trust through verified seller identities, secure payment systems, transparent reviews, and reliable complaint and refund mechanisms.

This study is limited by the use of simulated data and therefore does not represent actual consumer behavior on a specific platform or within a particular market. Future research should test the proposed model using real empirical data and validated measurement instruments. Further studies may also include variables such as streamer credibility, perceived risk, perceived value, promotional attractiveness, product involvement, and social presence. Comparative analysis across platforms, product categories, and consumer segments is also recommended to provide a more comprehensive understanding of purchase intention in live-streaming commerce.

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