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Trust-Based Marketing Strategy for Silver Products in Social Commerce: Integrating Customer Journey, eWOM, Live Streaming, and Price Fairness

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Abstract: The rapid shift toward social commerce and omnichannel retailing has reshaped how consumers discover, evaluate, and purchase silver products, particularly 925 silver jewelry and gift-oriented accessories. Uncertainty related to authenticity, finishing quality, sizing, and maintenance increases perceived risk and makes trust a critical mechanism for conversion and loyalty. **Objective**: This study aims to formulate and empirically test an integrated marketing strategy for silver sales by (1) mapping the customer journey, (2) identifying key drivers of trust formation in social commerce, and (3) examining how trust translates into purchase and repurchase intentions under conditions of perceived price fairness. **Methodology**: A quantitative explanatory design was applied using an online survey of 200 valid respondents who had interacted with or purchased from a Jakarta-based silver brand (SilverLine Jewelry) through Instagram/TikTok, Shopee, and WhatsApp Business. Data were analyzed using SEM-PLS to evaluate measurement quality and test relationships among information quality, seller communication, eWOM/UGC exposure, live streaming experience, transaction security perception, trust, purchase intention, repurchase intention, and perceived price fairness. **Findings**: The silver customer journey is video-led at awareness (TikTok and Instagram dominate discovery), trust-led at consideration (reviews/UGC and direct chat are pivotal), and marketplace-led at conversion (marketplace checkout is most preferred), with after-sales requests forming a meaningful post-purchase touchpoint. Trust is strongly explained by controllable social commerce factors, with seller communication and information quality as the most influential drivers, followed by transaction security, while eWOM/UGC and live streaming provide significant incremental effects. Trust is the strongest predictor of purchase intention; purchase intention predicts repurchase intention; and trust also has a smaller direct effect on repurchase, indicating partial mediation. Perceived price fairness strengthens the effect of trust on purchase intention. **Implications**: The findings support a "trust-bundle" strategy combining transparent product specifications, responsive interaction, secure checkout options, structured social proof (UGC/reviews), live demonstrations, and standardized after-sales services (polishing/resize), reinforced by consistent fairness-oriented value communication. **Originality**: This research operationalizes the customer journey into a silver-specific configuration and integrates trust formation, conversion, loyalty, and price fairness within a single tested model, offering category-tailored guidance beyond generic social commerce studies.

Keywords: silver marketing; social commerce; customer journey; trust; eWOM/UGC; live streaming; price fairness.

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INTRODUCTION

The trade of silver products particularly 925 silver jewelry, accessories, and gift items is increasingly shifting toward omnichannel and social commerce patterns. Consumers typically discover products through Instagram or TikTok content, examine reviews and comments, ask questions via chat, and finally make transactions through marketplaces or direct messages. This transformation is consistent with the customer journey perspective, which emphasizes that customer experience is formed across multiple touchpoints (search–evaluation–purchase–post-purchase), and that each interaction point can influence decision-making and loyalty (Lemon & Verhoef, 2016; Verhoef, Kannan, & Inman, 2015). In the context of silver products, this journey becomes more complex because consumers often require certainty regarding product specifications (material grade/finishing), size compatibility, and maintenance education to prevent tarnishing all of which shape perceived value and price acceptability.

Beyond the complexity of the customer journey, the greatest challenge in silver sales lies in consumer uncertainty, which makes buyers highly dependent on trust and social signals. E-commerce research has consistently shown that trust and perceived risk are major determinants of transaction intention; when risk and uncertainty increase, trust becomes the key driver of conversion (Pavlou, 2003; Gefen, Karahanna, & Straub, 2003). In social commerce environments, trust plays a particularly strong role in shaping purchase intention, supported by mechanisms such as peer/community content, platform familiarity, and social presence (Hajli, 2015; Hajli et al., 2017; Wang et al., 2022). Therefore, an effective marketing strategy for silver products must actively manage trust (authenticity, transparency, transaction security) while simultaneously activating social proof (reviews, recommendations, UGC) in order to reduce uncertainty and increase purchase intention.

Marketing literature emphasizes that customer experience is not merely about satisfaction at the point of transaction, but rather an accumulation of experiences throughout the journey and across channels. Lemon and Verhoef (2016) highlight the importance of understanding the customer journey as a framework for explaining how touchpoints influence evaluations and behavior. In modern retail contexts, the omni-channel perspective expands this understanding, recognizing that customers move between channels and that decisions are shaped by interactions across those channels (Verhoef et al., 2015). Within online environments, studies on online customer experience (OCE) summarize various antecedents (information quality, convenience, perceived risk) and outcomes (satisfaction, intention), yet these studies tend to be generic and have not sufficiently translated into specific strategies for categories requiring product education and after-sales support such as jewelry and silver (Rose, Hair, & Clark, 2011). The key gap is that journey and OCE frameworks often fail to operationalize the “critical points” unique to silver products such as authentication, sizing, and care into measurable marketing strategy components.

Social commerce literature consistently identifies trust as the most reliable determinant of purchase intention. Numerous studies have found that constructs such as social interaction/UGC, social presence, and information quality influence trust, which in turn drives buying intention (Hajli, 2015; Hajli et al., 2017). Other research explains that s-commerce characteristics including reputation, transaction security, information quality, communication, and WOM serve as key determinants of trust and trust performance (purchase and WOM intentions) (Kim & Park, 2013). Meta-analytic evidence further confirms that trust has an overall positive effect on purchase intention in social commerce platforms, and that this effect varies depending on the object of trust (e.g., trust in sellers versus trust in platforms) (Wang et al., 2022). However, despite the abundance of trust-

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related studies, there remains limited research that formulates a "trust bundle" specifically for silver products such as trust in material authenticity, finishing transparency, and resize/warranty services and how such trust components can be systematically structured into practical marketing strategies (content, service policies, and offer design).

Research on electronic word-of-mouth (eWOM) demonstrates that online reviews can significantly influence sales, with effects varying according to valence and context (Chevalier & Mayzlin, 2006). Within social media environments, information quality and credibility drive information adoption and increase purchase intention (Erkan & Evans, 2016), while in eWOM contexts, information direction and website reputation moderate consumer responses (Park & Lee, 2009). The literature also explains consumer motivations for producing eWOM such as incentives, concern for other consumers, and self-enhancement which are essential considerations when designing UGC activation strategies (Hennig-Thurau et al., 2004). In increasingly dominant channels, live streaming has been proven to build trust and engagement through perceived utilitarian, hedonic, and symbolic value (Wongkitrungrueng & Assarut, 2020). Nevertheless, most eWOM and live streaming studies are not specific to silver products, which require detailed demonstrations (shine/finishing), size certainty, and maintenance education needs that potentially alter content design, live formats, and effective value claims.

Based on the identified phenomena and literature gaps, this study aims to formulate and empirically test an integrated silver marketing strategy within the context of social commerce and omnichannel marketing by emphasizing: (1) the design of a customer journey relevant to silver products (pre-purchase–purchase–post-purchase), (2) the development of trust to reduce perceived risk (authenticity, specification transparency, transaction security, service quality), and (3) the optimization of eWOM/UGC and live streaming as drivers of conversion and repurchase, while also considering price fairness perception as an important aspect of price acceptance for value-sensitive and authenticity-sensitive products (Xia, Monroe, & Cox, 2004).

This study argues that the improvement of silver marketing performance (purchase intention/conversion/repurchase) is primarily determined by the quality of customer experience throughout the journey and the strength of trust built through social commerce characteristics (reputation, information quality, transaction security, communication, and WOM). Accordingly, the following hypotheses are proposed: (H1) information quality and communication in social commerce positively influence trust; (H2) trust positively influences purchase intention; (H3) eWOM/UGC and live streaming increase purchase intention directly and/or indirectly through trust; and (H4) perceived price fairness strengthens the influence of trust on purchase intention (Lemon & Verhoef, 2016; Kim & Park, 2013; Wongkitrungrueng & Assarut, 2020; Xia et al., 2004).

RESEARCH METHOD

The unit of analysis in this research is the marketing performance of silver product sales conducted through social commerce and omnichannel channels by SilverLine Jewelry, a micro–small enterprise located in Jakarta, Indonesia. The main focus of the study is to analyze: (1) the customer journey from awareness, consideration, conversion, to post-purchase stages; (2) the process of trust formation related to product authenticity, transparency of specifications, and after-sales service; and (3) marketing outcomes measured through purchase intention, actual purchase behavior, and repurchase intention. Therefore, the analysis emphasizes how marketing content, communication quality, electronic word-of-mouth (eWOM), and live streaming activities influence customer trust and decision-making in purchasing silver products.

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This study applies a quantitative explanatory design using a survey method. The quantitative approach was selected because the main objective of the research is to measure the relationships and causal influences among variables and to empirically test the proposed hypotheses. The research model examines the influence of social commerce characteristics (information quality, interaction/communication, eWOM/UGC, and live streaming) on trust, which in turn affects purchase intention and repurchase intention, with price fairness acting as a moderating variable. A survey-based design is considered appropriate because consumer perceptions and behavioral intentions are psychological constructs that can be reliably measured through standardized Likert-scale instruments and analyzed using inferential statistical techniques such as Structural Equation Modeling–Partial Least Squares (SEM-PLS).

The research uses both primary and secondary data. Primary data were collected from customers and social media followers of SilverLine Jewelry who have interacted with or purchased silver products through Instagram, TikTok, Shopee, or WhatsApp Business. Respondents were required to meet at least one of the following criteria: (a) having purchased silver products from the brand within the last 12 months, or (b) having engaged in online interactions such as commenting, chatting, or watching live streaming sessions before making a purchase decision. Secondary data were obtained from internal company records, including monthly sales reports from January to December 2024, social media analytics (reach, engagement rate, and click-through rate), and marketplace statistics such as traffic and conversion rates. These secondary data were used to support the interpretation of survey findings and to provide contextual insights into real marketing performance.

Data were collected using a structured online questionnaire distributed through Google Forms between March and May 2025. A purposive sampling technique was applied to ensure that respondents had relevant experience with silver product marketing channels. A total of 200 valid respondents were successfully gathered from an initial pool of 237 submissions after removing incomplete and inconsistent responses. The questionnaire consisted of 35 items measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The instrument included items measuring information quality, communication quality, eWOM/UGC exposure, live streaming experience, trust, perceived price fairness, purchase intention, and repurchase intention. Prior to the main survey, a pilot test involving 30 respondents was conducted to evaluate clarity, reliability, and wording accuracy. The pilot test produced Cronbach's Alpha values above 0.70 for all constructs, indicating acceptable internal consistency.

Data analysis was carried out in several stages. First, data screening was performed to detect missing values, outliers, and response bias. Descriptive statistics were generated to describe respondent characteristics such as age, gender, occupation, and frequency of online shopping for silver products. Second, measurement model evaluation was conducted to assess construct validity and reliability. Convergent validity was tested using factor loadings and Average Variance Extracted (AVE), while discriminant validity was evaluated using the Fornell–Larcker criterion and HTMT ratio. Reliability was assessed using Cronbach's Alpha and Composite Reliability. Third, hypothesis testing was performed using SEM-PLS with SmartPLS 4 software, including bootstrapping with 5,000 resamples to determine the significance of path coefficients. The analysis produced outputs such as R^2 values, effect sizes (f^2), predictive relevance (Q^2), and moderation effects of price fairness. Finally, the statistical findings were interpreted in relation to practical marketing strategies implemented by the brand, including content creation, live streaming practices, and after-sales services, to generate actionable managerial recommendations.

RESULT AND DISCUSSION

Customer Journey and Omnichannel Touchpoints

This study mapped the customer journey of 200 valid respondents who interacted with or purchased silver products from SilverLine Jewelry (Jakarta) via Instagram/TikTok, Shopee marketplace, and WhatsApp Business. The journey mapping shows that awareness is primarily generated by short-form video: TikTok accounts for 38% of first discovery and Instagram Reels/Feed for 34%. During consideration, respondents most frequently relied on reviews/comments/UGC (41%) and direct chat via WhatsApp/DM (31%), indicating that social proof and interaction are central to reducing uncertainty about authenticity, finishing, sizing, and tarnish risk. For conversion, marketplace checkout (52%) was preferred over direct ordering via WhatsApp/DM (36%), suggesting that perceived security and convenience remain decisive at the transaction stage. Post-purchase behaviors further show that silver purchasing continues beyond checkout: 29% reported posting or relying on reviews/UGC after purchase, 24% contacted the seller for after-sales support (polishing/cleaning/resize), and 32% reported repurchasing within three months. These patterns collectively imply that silver marketing should be designed as an integrated journey system video content for reach, reviews/chat to build trust in the evaluation stage, frictionless and secure checkout to convert, and after-sales services to strengthen retention.

Table 1. Main Touchpoints Across the Customer Journey (n = 200)

Journey Stage	Dominant Touchpoint(s)	% Respondents (Top Choice)
Awareness	TikTok short videos	38%
	Instagram Reels/Feed	34%
Consideration	Reviews/comments/UGC	41%
	Chat (WhatsApp/DM)	31%
Conversion	Marketplace checkout (Shopee)	52%
	Direct order (WhatsApp/DM)	36%
Post-purchase	Review/UGC posting	29%
	After-sales inquiry (polishing/resize)	24%
Loyalty	Repeat purchase within 3 months	32%

Table 2. Simplified Funnel Based on Respondent Self-Reports (n = 200)

Funnel Step	Approx. Rate
Viewed content (IG/TikTok) → Clicked product info	72%
Clicked info → Initiated chat/checked reviews	61%
Chat/reviews → Added to cart/checkout attempt	48%
Checkout attempt → Completed purchase	39%
Purchase → High repurchase intention	44%

Drivers of Trust in Silver Social Commerce

To identify key drivers of trust, this study tested a structural model examining how Information Quality (IQ), Seller Communication/Interaction (SC), eWOM/UGC Exposure (EW), Live Streaming Experience (LS), and Transaction Security Perception (TS) influence Trust (TR). All constructs were measured using 5-point Likert scales and analyzed using SEM-PLS (SmartPLS 4) with bootstrapping (5,000 resamples). The measurement model indicates adequate reliability and convergent validity across constructs

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(Cronbach's α = 0.78–0.86, Composite Reliability = 0.85–0.90, AVE = 0.60–0.69). Structural results show that the model explains trust substantially (R^2(TR) = 0.63, Q^2(TR) = 0.41). Seller communication and information quality emerge as the strongest predictors, followed by transaction security, while eWOM/UGC and live streaming add significant incremental effects. These results support the view that trust in silver social commerce is built through a "trust bundle": transparency of product information, responsive interaction, secure transactions, and social proof from UGC and live demonstrations.

Table 3. Measurement Model Summary (Reliability and Convergent Validity, n = 200)

Construct	Items	Cronbach's α	Composite Reliability	AVE
Information Quality (IQ)	4	0.82	0.88	0.65
Seller Communication (SC)	4	0.84	0.89	0.67
eWOM/UGC (EW)	4	0.79	0.86	0.60
Live Streaming (LS)	4	0.81	0.87	0.62
Transaction Security (TS)	3	0.78	0.85	0.66
Trust (TR)	4	0.86	0.90	0.69

Table 4. Structural Paths to Trust (Dependent Variable: TR)

Path	β	t-value	p-value	Result
IQ → TR	0.24	3.21	0.001	Supported
SC → TR	0.29	3.88	<0.001	Supported
EW → TR	0.18	2.54	0.011	Supported
LS → TR	0.16	2.22	0.027	Supported
TS → TR	0.21	2.97	0.003	Supported

Model predictive power: R^2(TR) = 0.63, Q^2(TR) = 0.41

Conversion and Repurchase Mediation, Direct Effects, and Price Fairness

This evidence tested whether Trust (TR) drives Purchase Intention (PI) and Repurchase Intention (RI), whether PI mediates the effect of trust on repurchase, and whether Price Fairness (PF) moderates the relationship between trust and purchase intention. The results show that trust strongly increases purchase intention (β = 0.52, p < 0.001) and purchase intention strongly predicts repurchase intention (β = 0.46, p < 0.001). Trust also has a smaller but significant direct effect on repurchase (β = 0.21, p = 0.003), indicating partial mediation. eWOM/UGC and live streaming also directly enhance purchase intention, reflecting practical conversion triggers in silver marketing. Importantly, perceived price fairness strengthens the impact of trust on purchase intention (β = 0.11, p = 0.035). These results imply that silver marketing performance improves most when trust-building (information, interaction, security) is paired with conversion accelerators (UGC and live streaming) and supported by pricing communication that reinforces fairness relative to quality and authenticity claims.

Table 5. Structural Results for Purchase Intention and Repurchase Intention

Path	β	t-value	p-value	Result
TR → PI	0.52	7.84	<0.001	Supported
PI → RI	0.46	6.31	<0.001	Supported
TR → RI	0.21	2.96	0.003	Supported

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Path	β	t-value	p-value	Result
EW → PI	0.17	2.61	0.009	Supported
LS → PI	0.14	2.07	0.039	Supported

Model predictive power: $R^2(PI) = 0.58$, $Q^2(PI) = 0.37$; $R^2(RI) = 0.49$, $Q^2(RI) = 0.30$

Table 6. Mediation Test (Indirect Effect of Trust on Repurchase via Purchase Intention)

Indirect Path	β (indirect)	t-value	p-value	Mediation Type
TR → PI → RI	0.24	4.98	<0.001	Partial mediation

Table 7. Moderation Test (Price Fairness as Moderator)

Interaction	β	t-value	p-value	Result
TR × PF → PI	0.11	2.12	0.035	Supported

DISCUSSION

This study examined an integrated marketing strategy for silver products in a social commerce/omnichannel context by focusing on three objectives: mapping the customer journey, identifying drivers of trust formation, and explaining how trust translates into purchase and repurchase outcomes under conditions of price fairness. Overall, the results show a coherent pathway: customers typically enter through short-form video content, reduce uncertainty through reviews and direct chat, convert via marketplace infrastructure, and continue engaging post-purchase through reviews and after-sales requests. Statistically, trust is strongly explained by controllable social commerce factors ($R^2 = 0.63$), with seller communication and information quality as the dominant trust drivers. Trust then emerges as the primary engine of purchase intention ($\beta = 0.52$), which in turn predicts repurchase intention ($\beta = 0.46$), while price fairness strengthens the ability of trust to convert into purchase intention.

The observed relationships can be explained by the nature of silver products as "experience-and-credence sensitive" goods in digital environments. Silver purchases involve evaluation of authenticity (e.g., 925 claims), finishing quality, fit/size compatibility, and maintenance risk (tarnishing). These uncertainties increase perceived risk, which makes consumers more reliant on trust-building cues before committing to a purchase. This is consistent with established e-commerce logic where trust mitigates perceived risk and enables transaction intentions (Pavlou, 2003; Gefen et al., 2003). In the present study, seller communication (responsiveness, clarity, willingness to guide sizing/care) produced the largest effect on trust, suggesting that interactive reassurance is especially effective when consumers feel product-related uncertainty. Information quality also played a foundational role, indicating that specification transparency (material grade, finishing, size chart, care instructions) functions as a credibility signal that reduces ambiguity and supports trust. Transaction security also remained significant, reflecting that even in social commerce settings where discovery is informal and relational, consumers still rely on formal safety mechanisms to complete payment and checkout.

When compared with prior studies, the results align strongly with social commerce research that identifies trust as a consistent determinant of purchase intention and highlights the importance of social interaction and platform-related characteristics (Hajli, 2015; Hajli et al., 2017; Wang et al., 2022). This study extends those findings by showing that, in the silver context, the most effective trust antecedents are not limited to general platform factors but are primarily driven by seller-controlled practices communication quality and information transparency supported by transaction security. The customer journey results

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also resonate with the customer experience and omnichannel literature emphasizing that consumer evaluations are shaped across touchpoints and channels (Lemon & Verhoef, 2016; Verhoef et al., 2015). However, this research offers novelty by specifying the "critical touchpoints" that are particularly influential for silver products: reviews/UGC and chat during consideration, marketplace checkout for conversion, and after-sales service inquiries post-purchase. These findings operationalize the customer journey framework into a silver-specific configuration, which is rarely articulated clearly in more general online customer experience reviews (Rose et al., 2011). Moreover, the significant direct effects of eWOM/UGC and live streaming on purchase intention complement the eWOM evidence that online reviews influence sales (Chevalier & Mayzlin, 2006) and the information adoption perspective in social media (Erkan & Evans, 2016), while also reinforcing the role of live streaming in building trust and engagement (Wongkitrungrueng & Assarut, 2020). The distinct contribution here is that UGC and live streaming act not only as awareness tools but as conversion triggers once they are embedded within a trust-supporting system (transparent specs, responsive guidance, and secure checkout).

The broader meaning of these findings is that silver marketing performance in social commerce is fundamentally a question of managing uncertainty and legitimacy in a highly visual, socially mediated marketplace. Socially, customers are increasingly accustomed to judging product credibility through communal signals reviews, endorsements, and visible customer experiences rather than solely through formal brand claims. Historically, this reflects a shift from store-based inspection to "digital inspection," where the role of sellers is partly transformed into educators and risk managers who must provide information, reassurance, and post-purchase support. Ideologically, the results suggest that trust and fairness are not merely transactional variables but are connected to ethical expectations in online trade: consumers expect transparency, truthful specification claims, and pricing that is justified by quality and service value. The moderation effect of price fairness supports this interpretation trust converts more effectively into intention when consumers perceive pricing as fair relative to promised authenticity and included benefits. This aligns conceptually with price fairness frameworks that emphasize evaluative judgments about equity and justification in pricing (Xia et al., 2004).

Reflecting on function and dysfunction, the results indicate several positive consequences of trust-centered social commerce. Trust-enhancing practices can increase conversion, improve customer satisfaction, encourage repurchase, and reduce conflicts because buyers feel more informed and supported. At the same time, there are potential dysfunctions. Overreliance on live streaming and short-form content may encourage impulsive purchasing that later results in regret or returns if sizing and care information is insufficient. Similarly, heavy dependence on UGC and reviews can create vulnerability to biased or manipulated social proof, potentially undermining trust if consumers discover inauthentic reviews. Another potential dysfunction is operational strain: if communication is the strongest trust driver, then inadequate customer service capacity (slow replies, inconsistent guidance) can quickly harm conversion, particularly for silver products where buyers expect assistance with sizing and maintenance. Finally, if price fairness perceptions are not managed e.g., unclear value justification or inconsistent pricing across channels trust may not translate into purchase intention even when product authenticity is believed.

Based on these reflections, the study suggests several concrete action plans for managers and policy-oriented stakeholders. First, sellers should implement a "trust bundle" standard operating procedure: (1) standardized product information templates (925 marking, weight/size details, finishing type, care instructions), (2) response-time targets and scripted guidance for sizing/care via chat, (3) visible transaction security options

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(marketplace checkout, escrow, verified payment methods), and (4) a structured UGC system (post-purchase review prompts, incentives consistent with platform rules, and curated customer testimonials). Second, sellers should integrate content and conversion by designing short-form videos and live streams that directly link to size charts, authenticity explanations, and checkout pathways, reducing friction between inspiration and purchase. Third, after-sales services should be formalized as part of the value proposition: clearly communicated free polishing/cleaning schedules, resize policies, warranty terms, and service request processes. This not only supports retention but also strengthens price fairness perceptions by making the "total value" explicit. Fourth, sellers should manage cross-channel price consistency and fairness communication: provide transparent rationale for price differences (e.g., limited editions, handmade lines, bundled services) and avoid sudden discount patterns that could reduce fairness perceptions. Finally, for broader ecosystem improvement, platforms and local trade stakeholders could encourage standardization of authenticity claims for silver products (e.g., disclosure of material grade and care guidance) to reduce market-wide uncertainty and consumer disputes, indirectly improving trust in the category.

In summary, the discussion indicates that silver marketing success under social commerce is achieved by aligning customer journey design with trust formation mechanisms and fairness-based value communication. The combination of transparent information, responsive interaction, secure transactions, and socially validated content (UGC/live streaming) forms a practical strategy to increase conversion and sustain repurchase, while after-sales service and fair pricing perceptions determine whether trust becomes durable loyalty.

CONCLUSION

This study provides three main lessons regarding how silver products should be marketed effectively in a social commerce and omnichannel environment. First, the silver customer journey is clearly video-led at the awareness stage, but it becomes trust-led during consideration through reviews/UGC and direct chat, and it is most efficiently converted through marketplace-based checkout. Second, trust is the strongest engine of conversion, as it has the largest direct effect on purchase intention, which then becomes the main pathway toward repurchase intention. Third, trust does not operate in isolation: it is built through a practical "trust bundle" consisting of responsive seller communication, high-quality and transparent product information, perceived transaction security, and reinforcement from UGC and live demonstrations, while price fairness strengthens the ability of trust to translate into purchase intention. Collectively, these findings indicate that silver sellers should manage marketing as an integrated journey system content for reach, trust mechanisms for evaluation, secure and convenient checkout for conversion, and after-sales support for retention supported by consistent value communication to maintain fairness perceptions.

From a scientific perspective, this research contributes to marketing knowledge in three ways. It operationalizes the customer journey framework into a category-specific configuration for silver products by identifying critical touchpoints (short-form video discovery, review/chat-based evaluation, marketplace conversion, and after-sales-based post-purchase engagement). It also advances social commerce theory by showing that trust formation in the silver category is strongly driven by seller-controlled practices especially communication quality and information transparency rather than by social proof alone, and that these drivers jointly explain a substantial portion of trust variance. Finally, the study integrates trust, conversion, and loyalty within one tested model by demonstrating partial

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mediation through purchase intention and a moderation effect of price fairness, highlighting that trust-based strategies require fairness-based value justification to convert effectively.

Despite these contributions, several limitations should be acknowledged. The study relied on cross-sectional survey data from a single brand context, which may limit generalizability across regions, price tiers, and different platform ecosystems. Behavioral outcomes were measured primarily through self-reported intention indicators, which may differ from actual long-term purchasing behavior. In addition, the study did not incorporate experimental manipulation of content types or platform algorithms, so causal claims should be interpreted within the limits of explanatory survey modeling. Future research should extend the model using multi-brand or multi-region samples, combine surveys with actual transaction or platform analytics (conversion logs, repeat purchase records), and apply experimental or longitudinal designs to test how specific interventions such as authenticity certification cues, after-sales service guarantees, or live-stream scripting affect trust, fairness perceptions, and repeat purchase behavior over time.

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