

The Effect of Live Streaming Interactivity and Consumer Trust on Purchase Intention on TikTok Shop Indonesia

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Abstract

This study intends to analyse the influence of live streaming interactivity (X1) and consumer trust (X2) on purchase intention (Y) on the TikTok Shop platform after the integration with Tokopedia in Indonesia. The Theory of Planned Behaviour (TPB) suggests that the interactivity of live streaming is related to the attitude towards behaviour component, and consumer trust is related to the perceived behavioural control component in the formation of purchase intention as a behavioural intention. This study is quantitative, where SPSS is used to perform multiple linear regression analysis. The data were collected by an online questionnaire based on Google Form from 250 respondents which are active TikTok Shop users in Indonesia with a purposeful sampling technique. The instrument used in this study was consisted of 15 statement items on a 5-point Likert scale which were adapted and developed from previous investigations. The hypothesis testing includes the t-test (partial) and the F-test (simultaneous) at the significance level of $\alpha = 0.05$. Theoretically, this study applies TPB within the framework of Indonesian social commerce. Empirically, this study provides the first quantitative evidence in the post-merger TikTok Shop ecosystem. Practically, this study provides managerial recommendations for platforms, sellers, and digital marketers in Indonesia.

Keywords: *Live Streaming Interactivity; Consumer Trust; Purchase Intention; TikTok Shop; Theory of Planned Behaviour (TPB); Social Commerce.*

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INTRODUCTION

The development of digital technology has transformed the global trade tremendously, and social commerce, which combines the features of social networking with online purchasing experience, has become one of the most dynamic fields of enterprise (Liang & Turban, 2011). The worldwide social commerce market might reach USD 1.2 trillion by 2025, according to Accenture (2022), and is growing at more than 3 times the rate of traditional e-commerce. The drivers are quite clear: smartphone ownership is increasing, internet connections are becoming faster and shoppers increasingly prefer interactivity, personalisation and video-based shopping experiences, particularly those with a live streaming component, which is playing a growing role in influencing shoppers' purchase decisions. And obviously, Indonesia itself is a market to consider. Indonesia is the world's fourth largest country by internet users with more than 212 million active internet users and one of the most strategic social commerce markets in South-east Asia (Datareportal, 2023). Officially launched in Indonesia in 2021, TikTok

Shop has become one of the key social commerce platforms by merging entertainment content through short videos and shopping features in one platform. TikTok Shop consumers are not only shopping, they are being entertained and informed with algorithmically personalised content, unlike traditional e-commerce and sellers can reach huge organic audiences without spending on expensive advertising.

The moment of truth came in December 2023 when PT GoTo Gojek Tokopedia Tbk. announced a strategic agreement with TikTok. In a \$1.5 billion deal, TikTok has purchased majority control of Tokopedia's e-commerce operation, merging TikTok's content strength with Tokopedia's more than a decade of logistics infrastructure, seller base, and trust reputation (GoTo Group, 2023). The results are obvious: increased reach for vendors, a better sophisticated payment system, more complete delivery services and a huge combined consumer base. This post-integration scenario creates an opening for study that has not been significantly explored in the global or national social commerce literature.

Compared to traditional e-commerce, one of the advantages of TikTok Shop is live streaming commerce, a commerce model in which sellers directly exhibit products through real-time video broadcasts so that the interaction between sellers and viewers may occur swiftly (Sun et al., 2019). Live streaming is different from static product listings since it gives buyers the opportunity to see real-time product demos, ask questions, and get answers instantly. Such an approach has been shown to reduce product uncertainty and consequently increase purchase intention (Lu & Chen, 2021). In Indonesia, the number of people who own a smartphone and have a fast internet connection is growing, thus the number of transactions through the TikTok Shop Live function continues to expand.

What sets live streaming commerce apart from other kinds of internet buying is interactivity. According to Kang et al. (2021), interactivity is a crucial part of the live streaming commerce environment, which encourages users' engaged attitudes and behaviours in interactions and transactions. Live streaming enhances consumer engagement and trust on products and sellers as shown by Wongkitrungrueng and Assarut (2020). However, the study of the influence of interactivity on purchase intention still resulted in mixed results, hence it still has to be researched more on various platforms and marketplaces.

But the e-commerce sector is not simply driven by purchasing decisions based on interactivity. Consumer trust is equally important. Trust, when e-commerce, is defined as consumers' conviction in the seller's integrity, compassion and skill in maintaining obligations related to the transaction (McKnight et al. , 2002). Trust is even more important in live streaming commerce, as consumers cannot touch and feel the product before buying, and rely primarily on the trust signals of the vendor in the broadcast (Zhang et al., 2022). The merger of TikTok Shop and Tokopedia makes it more difficult for customers to trust since they are presented with a heterogeneous ecosystem that offers security and consumer protection standards from two distinct platforms with diverse origins.

Purchase intention is the most examined outcome variable in studies of digital consumer behaviour and is the strongest predictor of actual purchasing behaviour. In the TPB, the immediate antecedent of actual behaviour is behavioural intention. The result of

the combination of attitude, subjective norm and perceived behavioural control is behavioural intention (Ajzen, 1991). Hajli (2015) showed that in social commerce, the intention to buy through social commerce platforms increases as social commerce frameworks gain their trust. It is obvious that there is a lot of academic and managerial value in researching the factors that affect consumer buy intention in TikTok Shop, especially after it is integrated with Tokopedia.

In various earlier works the relationships between these factors have been investigated. According to Wongkitrungrueng and Assarut (2020), customers' perceived value in live streaming boosts their trust and leads to increased consumer involvement. Sun et al. (2019) found that IT affordances (visibility, metavoicing and advise shopping) have beneficial effect on purchase intention in China through customer interaction in live streaming. Relational relationships in live steaming can increase consumer engagement (Hu & Chaudhry, 2020). Trust was also found to be a significant predictor of purchase intention in several e-commerce contexts (Kim et al., 2008; Gefen et al., 2003). Specifically, Zhang et al. (2022) found that the trust established in live streaming had a beneficial effect on consumers' continuance intention.

However, the literature review also identifies contradictions in the results that should be taken into account. Kang et al. (2021) found that interactive influence on customer engagement behaviour through social tie strength and the relationship is curvilinear. Sun et al. (2019) found the effect of live streaming affordances on purchase intention via customer interaction. In contrast, Lu and Chen (2021) argue that the key mechanism of live streaming business is not its interaction but its ability to eliminate uncertainty. Zhang et al. (2022) found that the effect of trust on live streaming commerce changes with the genre of live streaming, and this effect is mediated by social and technical enablers. However, McKnight et al. (2002) and Kim et al. (2008) reported a more direct and persistent effect of trust on live streaming commerce. These differences show that the interactions between variables are contextual and depend on the specificities of the platform and the market under examination.

The given literature mapping shows at least four gaps in the research. Theoretical Gap First, most of the studies use S-O-R, TAM, or IT Affordance as the theoretical framework. The explicit use of Theory of Planned Behaviour to explain the relationship between interactivity and trust with purchase intention in Indonesia is still relatively limited. The second is the empirical gap: the diverse conclusions on the effects of interactivity and trust need to be repeated and verified in different scenarios. Third, the contextual gap: no study has precisely analysed the conduct of TikTok Shop consumers in the ecosystem when merged with Tokopedia. Fourth, the methodological gap, as most studies use SEM or PLS-SEM, while the test with the simpler multiple linear regression in the Indonesian context is still rarely performed.

The urgency of this study is driven, in part, by the volume and dynamism of the TikTok Shop market in Indonesia after integration. Currently the united platform is one of the major social commerce ecosystems in South-east Asia with millions of active sellers. This data becomes even more essential to be discussed because most of Indonesian internet customers are millennials and Gen Z, who tend to have a strong taste for interactive visual content and immersive purchase experiences. Clearly, understanding of the elements influencing client purchase intention is crucial strategical

information for platform operators, merchants and brands participating in live streaming commerce.

This study has three contributions. Theoretical contribution of the study to the application of the Theory of Planned Behaviour to the field of social commerce, using a conceptual mapping that has rarely been used: Live streaming interactivity and the attitude towards behaviour component, perceived behavioural control component and customer trust in affecting purchase intention. This study is the first quantitative proof experimentally on consumer behaviour in TikTok Shop ecosystem following Tokopedia integration in Indonesia. From a practical standpoint, the results of this study provide useful insights for platform operators, live streaming merchants, and digital marketers operating in that ecosystem.

Based on the above description, the objectives of this study are: (1) to analyse the effect of live streaming interactivity on consumer purchase intention on TikTok Shop after the integration with Tokopedia in Indonesia; (2) to analyse the effect of consumer trust on consumer purchase intention on TikTok Shop after the integration with Tokopedia in Indonesia; and (3) to analyse the simultaneous effect of live streaming interactivity and consumer trust on consumer purchase intention on TikTok Shop after the integration with Tokopedia in Indonesia.

METHOD

Research Design

This research blends quantitative and descriptive-causal research design. A quantitative approach is adopted since the purpose of the study is to test hypotheses that imply causal links between the variables evaluated in a measurable fashion that can be generalised to the population (Hair et al., 2019). Descriptive-causal design enables the researcher to describe the characteristics of the research variables and to test the strength and direction of the causal relationship between independent variables (live streaming interactivity and consumer trust) and dependent variable (purchase intention). This was a cross-sectional study and data were obtained at one point in time.

Population and Sample

This study population covers all current TikTok Shop consumers in Indonesia that have watched live streaming and have had buy experience or purchase intention through the site after the merger with Tokopedia (from January 2024). This population is big, endless, and scattered across all parts of Indonesia. Therefore, the sample size was selected by considering the representativeness and accessibility of the target respondents.

Sampling Technique

The sample technique utilised is purposive sampling. Purposive sampling is a non-probability strategy based on some factors and criteria stated by the researcher depending on the research objectives (Hair et al , 2019). The criteria for including the respondents are: (1) viewed TikTok Shop live streaming at least once in the last three months; (2) bought or intended to buy things through TikTok Shop; (3) at least 17 years old. These three requirements were operationalized by three screening questions at the beginning of the questionnaire; respondents who do not meet the criteria are automatically unable to continue to fill it out.

Determining the Sample Size

The sample size was calculated based on the criteria of Hair et al. (2019) who propose a minimum ratio of 10:1 between the number of respondents and the number of measurement indicators in survey research. The overall measurement indicators are 15 indicators (5 indicators of X1 + 5 indicators of X2 + 5 indicators of Y). The minimum sample size recommendation is 150 responders ($15 \times 10 = 150$). The study aimed to have a sample of 250 respondents, considering the risk of invalid, incomplete or not meeting the screening criteria questionnaires. The sample size is greater than the minimum requirement of five and the recommended 15 to 20 observations per independent variable for multiple regression analysis (Hair et al., 2019) and is sufficient to detect a medium effect size at the 0.05 level of significance with sufficient statistical power (> 0.80).

Data Collection Technique

The primary data was obtained by an online questionnaire using Google Form. The questionnaire was given to respondents through several digital platforms, including WhatsApp Group, Instagram Direct Messages, and TikTok content aimed at active users of the TikTok Shop. The questionnaire is divided into four parts: (1) screening questions and respondents' demographic profile (age, gender, frequency of watching TikTok Shop live streaming, frequency of purchase); (2) measurement instrument for variable X1, Live Streaming Interactivity (5 items); (3) measurement instrument for variable X2, Consumer Trust (5 items); and (4) measurement instrument for variable Y, Purchase Intention (5 items). The questionnaire was pilot tested on 30 pilot respondents before being massively distributed to validate the validity and reliability of the instrument, and the readability of the items.

Measurement Scale

All research variables were examined on 5-point Likert scale and the responses ranged from 1 = Strongly Disagree (SD), 2 = Disagree (D), 3 = Neutral (N), 4 = Agree (A) and 5 = Strongly Agree (SA). This scale was selected because it can discriminate enough gradation of respondents' impression and attitude but is less cognitive load for respondents in online survey. The greater the score, the better the interactivity, trust or buy intention.

Data Analysis Technique

The data analysis technique used is multiple linear regression with the help of SPSS. The data analysis procedures are:

1. Instrument Validity Test The validity of the instrument test is done by utilising the Pearson Correlation between the score of the item with the overall score of the variable. An item is legitimate if the r-value calculation ($r\text{-count}$) $>$ the crucial r-value ($r\text{-table}$) ($df = n - 2$) with the significance level of $\alpha = 0.05$. The questionnaire was pretested with 30 respondents before being administered to the mass population.
2. Instrument Reliability Test: Cronbach's Alpha coefficient, the instrument is dependable if $\alpha > 0.70$ (Hair et al., 2019). Alpha values > 0.80 imply good dependability and > 0.90 suggest outstanding reliability (George & Mallery, 2003).

3. Classical Assumption Test, among others: (a) Normality Test with Kolmogorov-Smirnov Test, where data is said to be normally distributed if the significance value $p > 0.05$; (b) Multicollinearity Test with Variance Inflation Factor (VIF) and Tolerance Value, where the model is said to be free from multicollinearity if $VIF < 10$ and $Tolerance > 0.10$; and (c) Heteroscedasticity Test with Glejser Test, where the model is said to be free from heteroscedasticity if the significance values of all independent variables are > 0.05 .

4. Multiple Linear Regression Analysis: with the regression equation model $Y = a + b_1X_1 + b_2X_2 + e$, where Y is Purchase Intention, a is the regression constant, b_1 and b_2 are the regression coefficients of each independent variable, X_1 is Live Streaming Interactivity, X_2 is Consumer Trust, and e is the error term.

5. Partial Hypothesis Testing (t-Test): to test separately H_1 and H_2 . Acceptance requirements of hypothesis: Counted t-value $>$ critical t-value (t-table) ($df = n - k - 1$) and significant value of $p < 0.05$ (two-tailed) The effect is statistically significant ($p < 0.05$).

6. Simultaneous Hypothesis Testing (F-Test) : to test if X_1 and X_2 together have significant influence on Y . calculated F-value (F-count) $>$ critical F-value (F-table) ($df_1 = k$, $df_2 = n - k - 1$) and a significance value $p < 0.05$.

7. Coefficient of determination (R Square / R^2) So as to determine how much variance in variable Y may be explained jointly by variables X_1 and X_2 . The R^2 number ranges from 0 to 1; the higher the value, the more the model is able to explain the variation in Y .

OPERATIONAL DEFINITION OF VARIABLES

Table 3. Operational Definitions, Dimensions, Indicators, and Sources of the Research Variables

Variable	Operational Definition	Dimensions & Indicators (Item No.)	Scale	Reference Source
Live Streaming Interactivity (X1)	The level and quality of real-time two-way communication between the seller/host and consumers during a TikTok Shop live streaming session, covering responsiveness, active engagement, social presence, information richness, and personalization.	1. Responsiveness: The seller responds to consumers' questions quickly and accurately (IS1)	Likert 1-5	Developed based on Zhang et al. (2022); Guo et al. (2021)
		2. Active Engagement: Consumers can participate actively through comments and questions (IS2)		
		3. Social Presence: Consumers feel the real and personal presence of the seller (IS3)		
		4. Information Richness: Product information is delivered completely and richly through live demonstrations (IS4)		
		5. Personalization: The seller gives responses that feel personal and individual		

Consumer Trust (X2)	Consumers' belief in the integrity, benevolence, and competence of the seller as well as the security of the TikTok Shop platform in fulfilling expectations and transaction promises honestly and reliably.	(IS5) 1. Integrity: The seller delivers product information honestly and transparently (KC1) 2. Transaction Security: Consumers feel that transactions on TikTok Shop are safe and protected (KC2) 3. Reliability: The seller keeps the promises and product guarantees made during the live stream (KC3) 4. Competence: The seller has adequate and professional product knowledge (KC4) 5. Benevolence: The seller genuinely cares about consumer satisfaction (KC5)	Likert 1-5	McKnight et al. (2002); Gefen et al. (2003); Zhang et al. (2022)
Purchase Intention (Y)	Consumers' tendency and conscious plan to purchase products through the TikTok Shop live streaming feature in the future, covering transactional, exploratory, recommendation, revisit, and spontaneous purchase intentions.	1. Transactional Intention: Intends to buy products shown in TikTok Shop live streaming (NB1) 2. Repeat Intention: Considers buying again from the same seller in the future (NB2) 3. Recommendation Intention: Wishes to recommend products/sellers to friends or family (NB3) 4. Revisit Intention: Plans to revisit the seller's store after watching live streaming (NB4) 5. Impulsive Intention: Likelihood of making a spontaneous purchase while watching an attractive live stream (NB5)	Likert 1-5	Sun et al. (2019); Ajzen (1991); Hajli (2015); Meng et al. (2021)

Source: Adapted and developed from previous studies

RESEARCH QUESTIONNAIRE

1) Screening Questions

Instructions: Answer the following questions honestly. If you answer 'No' to any of the questions, you cannot continue filling out this questionnaire.

No.	Screening Question	Yes	No
SQ1	Have you watched live streaming on TikTok Shop in the last three months?	()	()
SQ2	Have you ever purchased or intended to purchase products through TikTok Shop?	()	()
SQ3	Are you currently at least 17 years old?	()	()

2) *Instructions for Completion:*

Here are some questions on your experience with TikTok Shop, notably its live streaming feature. Please tick (X) or (v) the column that corresponds to your real scenario in answering each sentence below: 1 = Strongly Disagree (SD) | 2 = Disagree (D) | 3 = Neutral (N) | 4 = Agree (A) | 5 = Strongly Agree (SA) There are no bad replies. "Thank you for being so honest."

Live Streaming Interactivity Variable (X1)

Code	Statement	SD (1)	D (2)	N (3)	A (4)	SA (5)
IS1	I can ask questions about products while a TikTok Shop live stream is in progress and get a quick response from the seller.	()	()	()	()	()
IS2	The seller in TikTok Shop live streaming actively responds to my comments and questions directly and personally while the broadcast is in progress.	()	()	()	()	()
IS3	When watching TikTok Shop live streaming, I feel as if I am 'present' with the seller in person, not just watching a video recording.	()	()	()	()	()
IS4	The product information delivered through TikTok Shop live streaming is very complete and rich (live demonstrations, detailed explanations, product comparisons, real trials).	()	()	()	()	()
IS5	The seller in TikTok Shop live streaming gives me responses that feel personal and individual, not generic responses to all viewers.	()	()	()	()	()

Consumer Trust Variable (X2)

Code	Statement	SD (1)	D (2)	N (3)	A (4)	SA (5)
KC1	I believe that sellers on TikTok Shop deliver product information honestly and accurately during live streaming sessions.	()	()	()	()	()

KC2	I feel that transactions on TikTok Shop (after its integration with Tokopedia) are safe, protected, and reliable.	()	()	()	()	()
KC3	I am confident that sellers on TikTok Shop will keep the promises and product guarantees made during live streaming sessions.	()	()	()	()	()
KC4	I believe that sellers on TikTok Shop have adequate knowledge and expertise about the products they sell, as shown in their live streams.	()	()	()	()	()
KC5	I feel that sellers on TikTok Shop genuinely care about my satisfaction as a consumer and are not merely oriented toward sales profit.	()	()	()	()	()

Purchase Intention Variable (Y)

Code	Statement	SD (1)	D (2)	N (3)	A (4)	SA (5)
NB1	I intend to buy products shown in TikTok Shop live streaming in the near future.	()	()	()	()	()
NB2	I am considering buying products again from the same seller on TikTok Shop in the future after watching their live streams.	()	()	()	()	()
NB3	I would like to recommend products from TikTok Shop live streaming to friends, family, or people around me.	()	()	()	()	()
NB4	I plan to revisit the seller's store on TikTok Shop after watching their live streams to see other products or offers.	()	()	()	()	()
NB5	I am very likely to make spontaneous purchases (without prior planning) when watching attractive and interactive TikTok Shop live streaming.	()	()	()	()	()

RESULT AND DISCUSSION

Respondent Characteristics

A total of 253 replies were received from the online questionnaire distributed. All these respondents passed the screening questions at the beginning of the questionnaire. As such, all their data may be used for further analysis. This number already exceeds the minimal aim of 250 respondents set earlier. Table 4 below summarises the answers generally based on their gender, age, and their habits of watching and buying on TikTok Shop.

Table 4. Characteristics of Research Respondents (N = 253)

Category Group	Frequency	Percentage (%)
Male	113	44.7
Gender Female	122	48.2
Prefer not to say	18	7.1
17-20 years	105	41.5
21-25 years	87	34.4
Age 26-30 years	38	15
31-35 years	13	5.1
> 35 years	10	4
Frequency Almost every day	170	67.2
of Watching Live 3-5 times/week	40	15.8
Streaming 1-2 times/week	29	11.5
(per week/month) Several times/month	10	4
Rarely	4	1.6
Frequency Often	71	28.1
of Purchasing on Sometimes	74	29.2
TikTok Shop Very often	55	21.7
Rarely	53	20.9
Total	253	100

Source: Processed primary data, SPSS (2026)

The makeup is quite balanced as seen from table 4 with a slightly larger proportion of female respondents (48.2%) than male respondents (44.7%). In terms of age, 41.5% of the respondents are 17-20 years and 34.4% are 21-25 years of age. The two age categories of young respondents together provide 75.9% of all respondents. This is in line with the initial premise that TikTok Shop customers in Indonesia are dominated by young people, Gen Z and millennials. Moreover, 67.2% of the respondents watched TikTok Shop live streaming virtually every day, indicating that they are not just occasional viewers but are also exposed to live streaming rather frequently, and hence are appropriate respondents for this study. Respondents are also rather active in purchasing, with frequency of occasionally (29.2%) and very often (21.7%).

Instrument Validity Test Results

The validity test was performed to assess whether each item in the questionnaire was indeed measuring what was to be measured. The test was performed by calculating the Pearson correlation between the score of the item and the overall score of the variable. The number of respondents is 253, hence the crucial r value for a significance level of 0.05 is 0.123. If the calculated r -value is more than the crucial r -value (0.123) and the significance value is less than 0.05 then the item is legitimate.

Table 5. Validity Test Results of the Research Instrument

Variable	Item	Calculated r	Critical r	Sig.	Remarks
Live Streaming Interactivity (X1)	IS1	0.780	0.123	<0.001	Valid
	IS2	0.823	0.123	<0.001	Valid
	IS3	0.820	0.123	<0.001	Valid
	IS4	0.783	0.123	<0.001	Valid
	IS5	0.808	0.123	<0.001	Valid
Consumer Trust (X2)	KC1	0.825	0.123	<0.001	Valid
	KC2	0.834	0.123	<0.001	Valid
	KC3	0.829	0.123	<0.001	Valid
	KC4	0.850	0.123	<0.001	Valid
	KC5	0.824	0.123	<0.001	Valid
Purchase Intention (Y)	NB1	0.863	0.123	<0.001	Valid
	NB2	0.861	0.123	<0.001	Valid
	NB3	0.851	0.123	<0.001	Valid
	NB4	0.834	0.123	<0.001	Valid
	NB5	0.850	0.123	<0.001	Valid

Source: SPSS data processing results (2026), N = 253

From Table 5, it is observed that the calculated r -values of all 15 statement items in the three variables (Live Streaming Interactivity, Consumer Trust and Purchase Intention) are substantially higher than the required r -value (0.123) with significance level below 0.001. The correlation values are likewise rather high, ranging from 0.780 to 0.863. With these results, all the items of the questionnaire questions are valid and adequate for measuring the three research variables.

Instrument Reliability Test Results

The items were confirmed legitimate and the next step was the reliability test which tests the consistency of this questionnaire if used frequently. This was done by computing the Cronbach's Alpha for each variable. The questionnaire is said to be reliable if the value of Cronbach's Alpha is more than 0.70.

Table 6. Instrument Reliability Test Results (Cronbach's Alpha)

Variable	Number of Items	Cronbach's Alpha	Remarks
Live Streaming Interactivity (X1)	5	0.862	Reliable (Good)

Consumer Trust (X ₂)	5	0.889	Reliable (Good)
Purchase Intention (Y)	5	0.905	Reliable (Excellent)

Source: SPSS data processing results (2026), N = 253

Table 6 reveals that the Cronbach's Alpha values for all three variables are greater than 0.70 and range between 0.862 to 0.905. According to the classification of George and Mallery (2003), the Live Streaming Interactivity and Consumer Trust variables are to the good reliability category, whilst the Purchase Intention variable is in the exceptional dependability category. It indicates that the questionnaire is reliable and can be trusted to measure these three characteristics.

Classical Assumption Test Results

Before the data were analyzed using regression, several requirements had to be met first so that the regression results could be trusted. The results of checking these three requirements are presented below.

Normality Test

What this test does is determine whether the data (or more specifically, the residuals, or the difference between the predicted values and the actual values) are regularly distributed. The test was performed by utilising One-Sample Kolmogorov-Smirnov Test. The findings reveal the value of Test Statistic 0.029 with the significance of 0.200 which is greater than 0.05. This number is greater than 0.05, the data in this study are regularly distributed, hence it meets the normality condition.

Multicollinearity Test

This test examines the Tolerance and VIF values to see whether the two independent variables (Interactivity and Trust) are not excessively similar or overlapping with each other. The results indicate a Tolerance of 0.302 (higher than 0.10) and a VIF of 3.316 (less than 10). Since both values satisfy the conditions, there is no multicollinearity concern in this research model. It means that Interactivity and Trust are related (correlation of 0.836), but they are not mutually exclusive and may be analysed individually without any trouble.

Heteroscedasticity Test

This test tests if the mistakes of the regression model are uniformly distributed. The test was conducted by utilising Glejser Test which regresses absolute values of the residuals on the two independent variables. The results indicate that the variable Interactivity presents a significance of 0.604 and the variable Trust presents a significance of 0.228. The Glejser model as a whole is similarly not significant ($F = 1.132$; $Sig. = 0.324$). Both of the significance values are greater than 0.05 hence there is no heteroscedasticity and the dispersion of errors in this model is uniform. This study states that the regression model is suitable as all three requirements above (normality, multicollinearity, and heteroscedasticity) are fulfilled, and the findings of the analysis can be relied upon for further interpretation.

Multiple Linear Regression Analysis Results**Coefficient of Determination (R^2)****Table 7.** Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.831	0.690	0.687	2.64661

Predictors: (Constant), Total_X2, Total_X1; Dependent Variable: Total_Y

The R value of 0.831 indicates that there is a very significant link between Live Streaming Interactivity and Consumer Trust (together) and Purchase Intention. The Adjusted R Square score of 0.687 shows that 68.7% of the variation of customer Purchase Intention is accounted for by these two factors. Other factors such as the attractiveness of the live streaming host/presenter, price and promotions, product evaluations, or the influence of friends/the social environment, which were not addressed in this study, account for the other 31.3%. The R^2 score of 68.7% is categorised as high for research in the area of consumer behaviour. This suggests that this research model is quite powerful in explaining the purchase intention of TikTok Shop users.

Simultaneous Test (F-Test)**Table 8.** ANOVA Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3895.310	2	1947.655	278.056	<0.001
Residual	1751.133	250	7.005		
Total	5646.443	252			

Predictors: (Constant), Total_X2, Total_X1; Dependent Variable: Total_Y

F-test is to assess whether the two independent variables have a significant effect on Purchase Intention combined. The results show that the calculated F-value is 278.056 with the significance of less than 0.001. The critical F-esteem is 3.03 in this test. The calculated F-value is 278.056 which is substantially more than the required F-value of 3.03. The significance value of less than 0.05 shows that Live Streaming Interactivity and Consumer Trust are significant factors in influencing the Purchase Intention of TikTok Shop consumers. Thus, the regression model utilised in this study is appropriate to predict purchase intention.

Partial Test (t-Test) and Regression Equation**Table 9.** t-Test Results and Regression Coefficients

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.340	0.684	-	1.960	0.051	-	-
Total_X1 (Interactivity)	0.418	0.070	0.383	5.970	<0.001	0.302	3.316
Total_X2 (Trust)	0.510	0.068	0.483	7.538	<0.001	0.302	3.316

Dependent Variable: Total_Y

Based on Table 9, the following multiple linear regression equation was obtained:

$$Y = 1.340 + 0.418 X1 + 0.510 X2 + e$$

This means that if Live Streaming Interactivity (X1) increases by 1 unit, Purchase Intention (Y) will increase by 0.418, provided that the Consumer Trust variable (X2) remains constant. Likewise, if Consumer Trust (X2) increases by 1 unit, Purchase Intention will increase by 0.510, provided that Live Streaming Interactivity remains constant. The constant of 1.340 itself is not statistically significant (Sig. 0.051, slightly above 0.05), so it can simply be considered the starting point of the calculation and does not need to be given any special meaning.

Next, t-tests were conducted to test each hypothesis separately. The test of the first hypothesis (H1) shows that Live Streaming Interactivity (X1) has a calculated t-value of 5.970 with a significance below 0.001. The critical t-value in this study is 1.969. Because the calculated t-value (5.970) is greater than the critical t-value (1.969) and the significance is below 0.05, H1 is accepted. This means that Live Streaming Interactivity truly has a positive and significant effect on the Purchase Intention of TikTok Shop consumers.

The test of the second hypothesis (H2) shows that Consumer Trust (X2) has a calculated t-value of 7.538 with a significance below 0.001. Because the calculated t-value (7.538) is greater than the critical t-value (1.969) and the significance is below 0.05, H2 is also accepted. This means that Consumer Trust truly has a positive and significant effect on the Purchase Intention of TikTok Shop consumers.

In comparison, the Beta value of Consumer Trust (0.483) is slightly greater than the Beta value of Live Streaming Interactivity (0.383). This means that although both variables have a significant effect, Consumer Trust has a slightly greater effect on Purchase Intention than Live Streaming Interactivity.

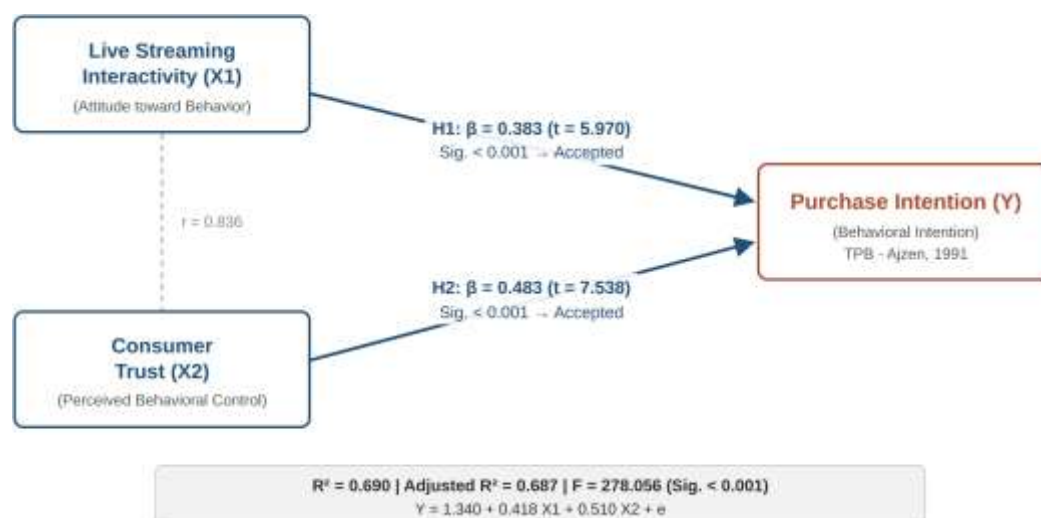


Figure 1. Path Diagram of the Multiple Linear Regression Analysis Results

Note: The numbers on each arrow show the Beta value (standardized coefficient), the calculated t-value, and the result of the significance test. The dashed line shows that the two independent variables are related to each other (not a cause-and-effect relationship).

Figure 1 above summarizes all the hypothesis testing results. It can be seen that both paths of influence (from X1 and X2 to Y) are positive and significant. The path from Consumer Trust has a slightly greater effect (Beta = 0.483) than the path from Live Streaming Interactivity (Beta = 0.383). Overall, this research model has been shown to fit, with an explanatory power of 69% ($R^2 = 0.690$).

Summary of Hypothesis Testing Results

Table 10. Summary of Hypothesis Testing Results

Hypothesis	Statement	t/F-value	Sig.	Decision
H1	Live Streaming Interactivity has a positive and significant effect on Purchase Intention	t = 5.970	<0.001	Accepted
H2	Consumer Trust has a positive and significant effect on Purchase Intention	t = 7.538	<0.001	Accepted
Simultaneous	Live Streaming Interactivity and Consumer Trust jointly have a positive and significant effect on Purchase Intention	F = 278.056	<0.001	Accepted

Source: SPSS data processing results (2026)

Descriptive Statistics per Item and Respondent Achievement Level (TCR)

In addition to looking at the results for each variable, this study also calculated the Respondent Achievement Level (TCR) to examine respondents' perceptions of each question item in more detail. TCR is calculated using the formula: $TCR = (\text{mean value} / \text{maximum scale value}) \times 100\%$. Because the scale used is a 1-5 Likert scale, the maximum value is 5. The TCR categories used are: very low (less than 20%), low (20%-39.9%), moderate (40%-59.9%), high (60%-79.9%), and very high (80%-100%).

Table 11. Descriptive Statistics and Respondent Achievement Level (TCR) per Item

Variables	Item	Mean	Std. Dev.	TCR (%)	Category
Live Streaming Interactivity (X1)	IS1	3.41	1.064	68.20	High
	IS2	3.33	1.080	66.60	High
	IS3	3.41	1.139	68.20	High
	IS4	3.33	1.054	66.60	High
	IS5	3.38	1.064	67.60	High
	KC1	3.33	1.113	66.60	High
Consumer Trust (X2)	KC2	3.34	1.021	66.80	High
	KC3	3.32	1.083	66.40	High
	KC4	3.36	1.084	67.20	High

	KC5	3.30	1.090	66.00	High
	NB1	3.42	1.108	68.40	High
	NB2	3.31	1.109	66.20	High
Purchase Intention (Y)	NB3	3.35	1.105	67.00	High
	NB4	3.42	1.116	68.40	High
	NB5	3.38	1.119	67.60	High
Mean X1	-	3.372	-	67.44	High
Mean X2	-	3.330	-	66.60	High
Mean Y	-	3.376	-	67.52	High

Source: SPSS data processing results (2026), N = 253

Table 11 reveals that the three research variables are high in TCR category with values from 66.00% to 68.40%. This shows that generally the respondent has a fairly excellent assessment of Live Streaming Interactivity, Consumer Trust and their Purchase Intention, however these values have not yet reached the very high level (over 80%). There is still space for improvement here.

For the Live Streaming Interactivity Variable, the items with the greatest TCR are IS1 (the seller reacts swiftly to questions) and IS3 (consumers feel present in person with the vendor) with 68.20% TCR. At the same time, the TCR of items IS2 and IS4 (active engagement of consumers and fullness of information on products) is somewhat less (66.60%). This shows that consumers believe that sellers are already quite quick and responsive but there is still room for improvement in the completeness of the product information provided during live broadcasting.

As for the Consumer Trust variable, item KC4 (seller's competence/knowledge about the product) has the highest TCR (67.20%) and item KC5 (seller cares about consumer satisfaction and does not merely chase profit) has the lowest TCR (66.00%). This demonstrates that customers trust the sellers' talents rather well already but are still a bit sceptical about whether sellers really care about consumers, or if they are just focused on sales.

The maximum TCR (68.40%) is found in the Purchase Intention variable in the items NB1 (intention to buy the products shown) and NB4 (intention to revisit the store), while the lowest TCR (66.20%) is found in item NB2 (intention to buy again from the same seller). This indicates that consumers are sometimes easily enticed to buy on the moment or to come back to the store but they are not necessarily faithful in buying from the same supplier frequently.

The Effect of Live Streaming Interactivity on Purchase Intention (H1)

The results of this study show that Live Streaming Interactivity has a positive and substantial effect on Purchase Intention of consumers on TikTok Shop (Beta = 0.383; $t = 5.970$; Sig. < 0.001), hence H1 is accepted. This conclusion is in keeping with the Theory of Planned Behaviour (TPB; Ajzen, 1991), which posits that a person's attitude towards a behaviour will influence the intention of that person to conduct the behaviour. In this study, when consumers can easily and quickly connect with seller during live streaming, for example by asking some questions about a product and getting an immediate reply, consumers feel more confident and more positive about the product that is being offered. It is this favourable sensation, then, that leads to their buy intention.

This finding is also generally consistent with Sun et al.'s (2019) study demonstrating live streaming affordances, including metavoicing (real-time contact between viewers and sellers), enhance consumer purchase intention in China through customer involvement. In the study by Wongkitrungrueng and Assarut (2020) in Thailand, live streaming also promotes consumer trust and involvement. The favourable effect of live streaming interaction on purchasing seems to be quite similar across diverse Asian countries.

There is another study that demonstrates a different mechanism, which is Kang et al. (2021) in China. The study concluded that the influence of interactivity on customer involvement behaviour is mediated by the strength of relationship (tie strength) between seller and consumer and that this relationship is curvilinear. Conversely, the present study demonstrated that in Indonesia, interactivity can directly influence purchase intention without going via any intermediary. This could be because of digital consumers in Indonesia, most of them are young (17-25 years old as observed from the respondent characteristics) and prefer quickness and instant response. When customers feel the seller is receptive, they are immediately urged to buy without developing a personal relationship as in the Chinese market.

The practical implication of this study is that merchants on TikTok Shop should focus on enhancing their engagement abilities in live streaming, such as responding to viewers' questions swiftly, organising Q&A sessions or demonstrating products live. These have been found to directly persuade consumers to buy, not just keep people watching.

The Effect of Consumer Trust on Purchase Intention (H2)

The results of this study show that Consumer Trust has a positive and significant impact on Purchase Intention (Beta = 0.483; $t = 7.538$; Sig. < 0.001). H2 is accepted. The Beta value of Consumer Trust is even the largest of the two independent variables, meaning that Consumer Trust is the variable that has the strongest effect on Purchase Intention in this study. This result is consistent with TPB, where consumer trust is part of perceived behavioural control, i.e., how confident customers are that they can control the purchasing process safely. If consumers feel the seller is honest and competent and the platform is secure, they will feel more ready and willing to make transactions.

This finding is consistent with many prior studies, including Kim et al. (2008) who found that trust significantly impacts consumers' purchase decision in e-commerce, Gefen et al. (2003) who found similar results for online shopping, and Zhang et al. (2022) who specifically examined live streaming commerce and found that trust has a positive effect on consumers' continuance intention. An intriguing distinction is that trust is built through the platform's social and technical enablers (e.g., engagement, visibility, and personalisation) and its impact varies between live streaming genres (Zhang et al., 2022). At the same time, the direct influence of consumer trust on purchase intention was found to be significant in this study on TikTok Shop.

This discrepancy is probably attributable to the particular circumstances of this study, particularly TikTok Shop, which only recently combined with Tokopedia. As we indicated in the introduction, this combination means TikTok Shop has Tokopedia's security and trust mechanism that the Indonesian people previously understood to be

safe, mixed with the content appeal of TikTok. The results of this study indicate that the joint trust of these two platforms has been successful in making consumers feel more confidence in conducting transactions, and its influence is even bigger than the effect of content interaction alone. It's understandable, because many consumers in Indonesia are still highly apprehensive about the potential of online fraud, thus security is a major issue before they decide to buy.

In practice, this result is a reminder for TikTok Shop-Tokopedia platform operators to continue to strengthen and demonstrate proof of security to consumers, for example through a secure payment mechanism, explicit return policy and verified store labels. It has been demonstrated that such items are more persuasive in purchase intention than generating attractive live streaming material.

The Joint Effect of Live Streaming Interactivity and Consumer Trust on Purchase Intention

The findings of the F-test reveal that the combined influence of Live Streaming Interactivity and Consumer Trust on Purchase Intention is substantial ($F = 278.056$; $\text{Sig.} < 0.001$), accounting for 68.7% of the variation in Purchase Intention (Adjusted $R^2 = 0.687$). The high R^2 value indicates that the study model, based on the Theory of Planned Behaviour with Interactivity as part of attitude and Trust as part of behavioural control, is rather strong in explaining customer purchase intention on TikTok Shop.

This finding also represents a fresh contribution to knowledge. Most prior studies on live streaming commerce applied other theories, such as Stimulus-Organism-Response (S-O-R) or Technology Acceptance Model (TAM), and most of them were conducted in Asia (13 of the 20 prior studies analysed, 9 of which involved China). This study shows that although TPB was not originally developed expressly for live streaming commerce, it may nevertheless describe the buy intention well. This can be information for future researchers that TPB can also be employed as a simplified but still strong theoretical choice compared with the more complex SEM models.

The remaining 31.3% that cannot be explained by this research model may come from other factors outside this study such as the attractiveness of the live streaming host/presenter (Meng et al., 2021), the promotions and discounts regularly given by TikTok Shop, product reviews by other buyers (Zeng et al., 2023), or the influence of consumers' friends and social environment. This could be an intriguing issue for future research, that is, adding these variables to the model.

Comparison of Findings with Previous Studies

To make it easier to understand, the following table directly compares the results of this study with the five most relevant previous studies that are most frequently discussed in the literature review section.

Table 12. Comparison of Research Findings with the Strongest Previous Studies

Author(s) (Year)	Country	Findings of Previous Studies	Findings of This Study	Same or Different?

Sun et al. (2019)	China	Live streaming affordances (including real-time interaction) increase purchase intention through customer engagement.	Interactivity has a positive effect on purchase intention (Beta = 0.383).	Partly the same. Both show a positive role of interaction, but Sun et al. found an effect through engagement, while this study found a direct effect.
Kang et al. (2021)	China	Interactivity affects customer engagement behavior through tie strength (curvilinear effect).	Interactivity has a direct effect without needing any intermediary.	Different. Indonesian consumers appear to be more quickly encouraged to buy because of interactivity alone, without needing to build a close relationship first.
Wongkitrungrueng & Assarut (2020)	Thailand	Perceived value of live streaming builds trust, which then increases customer engagement.	Trust has a direct and strong effect (Beta = 0.483), becoming the most dominant factor.	Partly the same. Trust is important in both, but this study found a direct effect, not one that works through an intermediary.
Kim et al. (2008)	United States	Trust and perceived risk have strong impacts on consumers' purchase decisions in e-commerce.	Trust is the strongest factor (Beta = 0.483, greater than interactivity at 0.383).	Same. Both confirm that trust is an important foundation in online shopping across different contexts.
Zhang et al. (2022)	China	Trust is formed through social and technical enablers and increases continuance intention; its effect differs across live streaming genres.	Trust directly has a significant effect on purchase intention.	Different focus. Zhang et al. examined continued use, while this study examined purchase intention; trust on TikTok Shop may also be strengthened by the "trust capital" gained from merging with Tokopedia.

Source: Compiled from the results of this study and the literature review (Table 1)

Table 12 presents an interesting pattern. The results of the present study are congruent with Kim et al. (2008) on trust. However, the mechanism is different from studies in which the impact works through an intermediary, such as Sun et al. (2019) (through customer involvement) and Kang et al. (2021) (through tie strength), and from Zhang et al. (2022) which investigated continuance intention instead of purchase intention. This discrepancy does not mean that any of them is wrong, but shows that the qualities of consumers can be different on each country. In Indonesia, notably on TikTok Shop which just combined with Tokopedia, it turns out that engagement and trust can instantly boost purchase intention without having to go through additional stages such as creating a strong relationship first.

Theoretical and Practical Implications and Contributions of the Study

Theoretically, this study brings fresh insight into the usage of Theory of Planned Behaviour (TPB), indicating that live streaming interactivity can be related to attitude towards behaviour, and customer trust can be related to perceived behavioural control. Both have been found to be quite robust in explaining buy intention while shopping through live streaming. This study is also one of the first indications that TPB can be a theoretical choice as powerful as S-O-R or IT Affordance theories that have been more typically utilised in live streaming commerce research until now.

This study provides the first empirical quantitative evidence of consumer behaviour on TikTok Shop after the merger with Tokopedia. The discovery that the most important variable following the merger of the two platforms was consumer trust is a fresh perspective that has not been explored before, especially when considering the rarity of mergers of social commerce platforms of this magnitude globally.

This study presents practical implications for the parties involved. Operators of the TikTok Shop-Tokopedia platform need to continue to strengthen and show evidence of transaction security to consumers, for example by using verified store labels, a clear review system, buyer protection policies, and continuing to communicate the benefits of the merger with Tokopedia (such as more secure payment and delivery systems).

The results of this study demonstrate the importance of developing responsive communication skills in live streaming (responding quickly and politely, giving clear explanation of products) but also maintaining honest information and keeping service promises as both are equally important and mutually reinforcing for sellers. For digital marketers, promotional strategies should blend both the building of trust (e.g., through testimonials, security guaranties) and the creation of interactive content, as both have been proven to be equally important and to reinforce each other ($R^2 = 68.7\%$) in driving consumer purchase intention.

CONCLUSION

This study concludes that both Live Streaming Interactivity and Consumer Trust have positive and significant effects on Purchase Intention among 253 active TikTok Shop users in Indonesia following the platform's integration with Tokopedia.

Live Streaming Interactivity significantly influences Purchase Intention ($\beta = 0.383$; $t = 5.970$; $p < 0.001$), indicating that responsive communication, clear product information, and personalized interaction during live streaming can strengthen consumers' intention to purchase. Consumer Trust also has a positive and significant effect on Purchase Intention ($\beta = 0.483$; $t = 7.538$; $p < 0.001$) and demonstrates a stronger influence than Live Streaming Interactivity. This finding highlights the importance of consumers' perceptions of security, seller credibility, and platform reliability in shaping purchasing decisions. Simultaneously, Live Streaming Interactivity and Consumer Trust significantly affect Purchase Intention ($F = 278.056$; $p < 0.001$), with the model explaining 68.7% of the variance in Purchase Intention (Adjusted $R^2 = 0.687$), indicating substantial explanatory power.

Overall, the study successfully addresses its research objectives and contributes to the literature on live-streaming commerce in several ways. First, it provides empirical support for the application of the Theory of Planned Behaviour (TPB) in explaining purchase intention within a live-streaming shopping context. Second, it demonstrates that interactivity and trust can directly influence purchase intention among Indonesian consumers without requiring intervening variables, thereby providing additional evidence to findings reported in other national contexts. Third, the study offers timely evidence on consumer behaviour following the integration of TikTok Shop with Tokopedia. Finally, the findings show that multiple linear regression, despite being methodologically simpler than SEM, can still provide a strong explanatory model, as reflected in the Adjusted R^2 value of 68.7%. Together, these findings emphasize that interactive live-streaming experiences and consumer trust are central factors in strengthening purchase intention within Indonesia's evolving social commerce ecosystem.

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