Journal of Management and Digital Business, 6(3), 2026, 1377-1396
Available at: https://journal.nurscienceinstitute.id/index.php/jmdb
EISSN: 2797-9555

Going live, going buy: Exploring the stimulus–organism–response mechanism in Tiktok live shopping

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Abstract
This study investigates the influence of live streaming attributes on purchase intention in TikTok-based live commerce, with consumer trust and perceived enjoyment as mediators. Grounded in the Stimulus-Organism-Response (SOR) framework, the research explores how digital stimuli, such as seller interactivity, friendliness, and real-time engagement, shape internal psychological responses that ultimately drive consumer behavior. A survey of 275 Indonesian TikTok Shop users was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results reveal that while live streaming attributes do not directly affect purchase intention, they significantly enhance trust and enjoyment, which in turn positively influence purchasing decisions. Age was found to significantly predict trust and enjoyment, while gender and occupation showed no significant effects. These findings underscore the role of cognitive and emotional mediators in digital commerce and highlight the importance of personalization in live streaming strategies.

Keywords: Live Streaming Commerce, Purchase Intention, Perceived Enjoyment, Consumer Trust, Consumer Behavior

Abstrak
Penelitian ini bertujuan untuk memahami bagaimana karakteristik live streaming memengaruhi niat beli konsumen dalam konteks live commerce berbasis TikTok, dengan kepercayaan dan kesenangan yang dirasakan sebagai variabel perantara. Berlandaskan kerangka Stimulus-Organism-Response, studi ini menjelaskan bagaimana rangsangan digital seperti interaktivitas penjual, keramahan, serta keterlibatan secara real-time, membentuk respons psikologis internal konsumen, yang pada akhirnya mendorong perilaku pembelian. Data diperoleh dari survei terhadap 275 pengguna TikTok Shop di Indonesia dan dianalisis menggunakan metode PLS-SEM. Hasil penelitian menunjukkan bahwa atribut live streaming tidak secara langsung memengaruhi niat beli. Namun, atribut tersebut terbukti secara signifikan meningkatkan kepercayaan dan kesenangan konsumen, yang kemudian berdampak positif terhadap keputusan pembelian. Menariknya, usia terbukti berpengaruh signifikan dalam membentuk kepercayaan dan kesenangan konsumen, sedangkan gender dan pekerjaan tidak menunjukkan pengaruh yang berarti. Temuan ini menegaskan bahwa dalam perdagangan digital, faktor kognitif (kepercayaan) dan emosional (kesenangan) memainkan peran penting sebagai jembatan antara pengalaman digital dan perilaku pembelian. Selain itu, hasil ini juga menyoroti pentingnya strategi live streaming yang lebih personal dan sesuai dengan karakteristik audiens.

Kata kunci: Live Streaming Commerce, Niat Beli, Perceived Enjoyment, Kepercayaan Konsumen, Perilaku Konsumen

How to cite: Ramelan, M. R., Safitri, D., Sari, A., Nabila, N. I., & Utari, B. (2026). Going live, going buy: Exploring the stimulus–organism–response mechanism in Tiktok live shopping. *Journal of Management and Digital Business*, *6*(3), 1377–1396. https://doi.org/10.53088/jmdb.v6i3.2876

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1. Introduction

The rapid advancement of digital technology has profoundly transformed business landscapes, especially in marketing. Digitalization is no longer an auxiliary tool but a critical component of consumer engagement strategies (Su et al., 2025). In Indonesia, the fashion industry stands out as one of the most dynamic and impacted sectors by digital transformation, contributing over 18% to the national Gross Domestic Product (GDP), according to the Ministry of Trade (2024). Among the digital platforms driving this transformation, TikTok Shop has emerged as a hybrid of entertainment and commerce, reshaping how consumers interact with brands. TikTok's live streaming feature enables sellers to present products in real time while engaging directly with their audience. According to García Faustino & López (2024), this interactivity fosters purchase intention and builds consumer confidence by offering a more transparent and authentic product experience. Katadata (2024) reported that live streaming contributes to 80% of TikTok Shop's sales in Indonesia, which accounts for 26% of the platform's Southeast Asian transactions. However, in terms of consumer trust, TikTok Shop still lags behind established competitors such as Shopee and Tokopedia, where trust is shaped by factors like user experience, delivery efficiency, and service quality (Zhang, 2024).

In digital fashion retail, consumer trust is particularly vital. Unlike traditional retail, where physical inspection is possible, online platforms rely on media content and interaction to influence perception. Trust, therefore, becomes an emotional and cognitive foundation for purchase intention (Verawita et al., 2026; Zou & Fu, 2024). Live streaming addresses this by providing real-time product demonstrations, spontaneous Q&A sessions, and visible product authenticity, all of which reduce risk perception (Sun et al., 2019; Chandrruangphen et al., 2022). However, prior studies present inconsistent findings regarding how live streaming attributes influence purchase intention. Some studies report a significant direct effect of interactivity and informativeness on purchase intention, suggesting that consumers respond immediately to live content (Sun et al., 2019). In contrast, other studies argue that these effects are predominantly indirect, operating through mediating variables such as trust (Zou & Fu, 2024) or platform-related perceptions (Zhang, 2024). This divergence creates ambiguity regarding whether live streaming attributes function primarily as direct stimuli or as antecedents of internal psychological states, indicating a theoretical gap in explaining their mechanism within consumer behavior models.

Another important dimension is perceived enjoyment; the intrinsic pleasure consumers derive from participating in live streaming experiences. In hedonic digital environments, enjoyment has been found to significantly enhance engagement and positively influence behavioral outcomes such as trust and purchase (Algharabat et al., 2019). When live streaming sessions are entertaining, humorous, and visually appealing, consumers are more likely to perceive the shopping experience as enjoyable, which amplifies their emotional connection and encourages further interaction (Sun et al., 2019). This aligns with the hedonic-motivation framework in digital consumer behavior, which posits that enjoyment is not only an affective

response but a key driver of continued usage and loyalty (Childers et al., 2001; Cyr et al., 2006). Furthermore, exclusive promotions, time-limited offers, and live engagement add a psychological trigger of urgency, strengthening both emotional involvement and transaction speed (Zhang, 2024; Zou & Fu, 2024). These marketing techniques align with Ajzen's Theory of Behavior (1991), where behavioral intention is shaped by beliefs, social pressure, and perceived control, often influenced by trust, enjoyment, and information clarity. Nevertheless, prior research also reports conflicting evidence regarding the role of perceived enjoyment, where some findings support its direct influence on purchase intention, while others suggest that its effect is contingent upon or mediated by trust, thereby creating uncertainty about its precise position within the behavioral formation process (Algharabat et al., 2019; Sun et al., 2019).

While the influence of live streaming on purchase intention has been widely documented, the relationships among live streaming attributes, perceived enjoyment, and consumer trust remain theoretically fragmented and empirically inconclusive, leading to ambiguity regarding the underlying mechanism through which live streaming influences consumer behavior. Existing studies tend to examine these variables in isolation or assign them inconsistent structural roles, resulting in a lack of a coherent explanatory framework. Moreover, demographic factors such as gender, age, and occupation are often treated merely as control variables, despite evidence suggesting that these characteristics significantly shape consumer perception and digital buying behavior (Huang & Rust, 2020), and may alter how consumers respond to live streaming stimuli. This limitation reduces the explanatory power of prior models, particularly in diverse and rapidly evolving markets. These gaps are especially relevant for local and small businesses in Indonesia, which face challenges in sustaining competitiveness in a saturated digital fashion market.

While many prior studies on live streaming commerce are concentrated in China, this study extends the context to Indonesia as an emerging digital market, where platform trust, consumer behavior, and digital maturity may differ significantly. This contextual shift is important to enhance the generalizability of the SOR framework and to capture consumer responses in a more diverse and evolving digital environment. Based on these identified gaps, this study addresses the following research questions: (1) Do live streaming attributes directly influence purchase intention; (2) Do consumer trust and perceived enjoyment mediate this relationship; (3) Do demographic factors differentiate consumer trust and perceived enjoyment.

Therefore, this study aims to resolve these inconsistencies by developing and empirically testing an integrated framework that simultaneously examines the direct and indirect effects of live streaming attributes on purchase intention through perceived enjoyment and consumer trust. Theoretically, this study contributes by theoretically refining and empirically validating the Stimulus–Organism–Response (SOR) framework through explicitly positioning live streaming attributes as stimuli, perceived enjoyment and trust as organismic states, and purchase intention as the behavioral response, thereby clarifying the ongoing debate regarding direct versus mediated effects. Additionally, this study extends Ajzen's Theory of Behavior (Ajzen, 1991) by

demonstrating how affective (enjoyment) and cognitive (trust) factors jointly shape behavioral intention in live commerce settings. Contextually, this study contributes by providing empirical evidence from TikTok Shop within an underexplored emerging market context. By integrating these perspectives, this research offers a more comprehensive understanding of consumer decision-making in live streaming commerce and provides practical insights for businesses seeking to optimize digital engagement strategies across diverse demographic segments. This study employs a quantitative research design using Partial Least Squares Structural Equation Modeling (PLS-SEM) to rigorously examine both direct and indirect relationships among live streaming attributes, perceived enjoyment, consumer trust, and purchase intention within the TikTok Shop context.

2. Literature Review

Theoretical framework: Stimulus–Organism–Response (SOR) model

The Stimulus–Organism–Response (SOR) theory, first proposed by Mehrabian, Albert & ussell, James A. (1974), offers a foundational framework for understanding how environmental stimuli affect individuals' internal states, which subsequently shape behavioral outcomes. In essence, external stimuli from the environment influence the organism, representing a consumer's cognitive and emotional processing, which then leads to a response, often in the form of behavioral intention or action. The model has been widely applied in contemporary consumer behavior studies, particularly in digital and interactive commerce environments (Huang & Rust, 2020; Begum & Ul Oman, 2025). However, despite its extensive application, prior research across diverse digital commerce contexts applying the SOR framework has produced inconsistent structural interpretations, with some studies emphasizing direct stimulus–response relationships, while others underscore the mediating role of organismic states as the primary explanatory mechanism. This divergence indicates that the role of organism variables may not be merely complementary, but potentially central in shaping behavioral outcomes, thereby revealing an unresolved theoretical tension within the SOR framework.

In live streaming commerce, such as TikTok Shop, stimuli encompass various features, including real-time product demonstrations, charismatic streamers, time-limited promotional offers, and interactive dialogue with viewers. These stimuli are multisensory and psychological triggers that shape consumer perceptions and emotions. When perceived as authentic, visually appealing, and emotionally engaging, such live sessions can evoke positive emotional states and cognitive appraisals in consumers (Sun et al., 2019; Chandrruangphen et al., 2022; Feng et al., 2024). Nevertheless, the effectiveness of these stimuli may not be uniform; excessively intense or overly promotional stimuli may lead to cognitive overload or skepticism, potentially weakening their influence. This indicates that the relationship between stimulus and response may not always be linear, but contingent upon how consumers cognitively and emotionally process these stimuli.

Within the SOR framework applied to this study, two internal organismic states are emphasized: consumer trust and perceived enjoyment. Trust is formed when consumers perceive the seller as reliable, honest, and capable of delivering what is promised during the live session. This trust is fostered by transparent product demonstrations, consistency between product appearance and delivery, and prompt responsiveness to audience inquiries (Huang & Rust, 2020; Zhang, 2024; Li et al., 2025). Trust serves as a cognitive assurance mechanism that reduces perceived risk, especially in digital transactions. Meanwhile, perceived enjoyment refers to the intrinsic pleasure and positive affect experienced by consumers during live streaming sessions. It is a critical hedonic dimension that reflects how fun, entertaining, or engaging the experience feels, independent of utilitarian value (Cai et al., 2018). Enjoyment is particularly salient in interactive environments like TikTok Shop, where visual performance, humor, music, and real-time audience interaction elevate the user experience. Research has shown that perceived enjoyment not only enhances psychological engagement but also facilitates positive evaluations and behavioral outcomes (Algharabat et al., 2019). However, prior studies also suggest that these organismic variables may function differently across contexts, with trust often acting as a more stable cognitive mediator, while enjoyment may exert situational or conditional effects. Thus, both consumer trust and perceived enjoyment act as organism components in the SOR model, but their relative influence and interaction remain theoretically open to further examination.

In this study, we adopt an extended SOR structure, where live streaming attributes serve as stimuli, consumer trust and perceived enjoyment function as internal organismic responses, and purchase intention is the ultimate behavioral outcome. Importantly, this study does not assume a purely linear SOR pathway but considers the possibility that organismic variables may fully or partially mediate the relationship between stimulus and response. This dual-organism model acknowledges that digital purchase decisions are not solely rational but are also driven by emotional satisfaction and experiential gratification. By explicitly positioning trust and enjoyment as parallel mediators with potentially distinct roles, this study extends the traditional SOR framework into a more nuanced structure suitable for live commerce environments.

Furthermore, individual demographic differences, such as gender, age, and occupation, can influence how consumers interpret and respond to stimuli. For instance, younger consumers (Gen Z and Millennials) are more responsive to entertainment, interactivity, and visual novelty, while older consumers emphasize product clarity and reliability (Su et al., 2025). Gender differences shape perceptual filters, with female consumers generally more attuned to emotional warmth and community tone, and male consumers prioritizing functional detail (Zhang, 2024). Occupational background affects time constraints, financial capacity, and brand expectations; students may seek affordability and trendiness, while professionals may value efficiency and product quality (Li et al., 2025). These variations suggest that demographic factors may act as boundary conditions that influence the strength or direction of organismic responses, rather than merely serving as control variables.

Incorporating these demographic variables enriches the SOR framework by enabling a segmented understanding of consumer responses.

Live Streaming as Stimulus

Live streaming has become a dominant digital stimulus in today's interactive commerce environment, transforming the way consumers experience products online. Unlike traditional e-commerce which relies heavily on static visuals and text, live streaming delivers immersive, real-time experiences that combine multimedia content, interactive features, and dynamic storytelling. Within the Stimulus–Organism–Response (SOR) framework, these features function as external stimuli that activate internal psychological responses (organism), such as trust and perceived enjoyment, and ultimately shape purchase intention (response) (Lu & Chen, 2021; Sun et al., 2019).

A typical live commerce session on platforms like TikTok Shop includes live product demonstrations, time-limited offers, spontaneous Q&A, and real-time interactions. These stimuli engage multiple senses and reduce consumer uncertainty, particularly in highly visual product categories such as fashion, cosmetics, and electronics. The authenticity of live sessions, bolstered by unscripted displays and humanized communication, builds cognitive trust and enhances emotional involvement, which are vital precursors to favorable consumer responses (Lu & Chen, 2021; Chandrruangphen et al., 2022). However, prior research indicates that not all live streaming features translate directly into behavioral outcomes; rather, their effectiveness is often contingent upon how consumers interpret and internalize these experiences. This suggests that the influence of live streaming attributes may be indirect, operating through psychological states rather than exerting a purely direct effect.

Unlike static browsing experiences, live streaming introduces an experiential shopping format that invites active consumer participation. Real-time reactions, visual feedback, and perceived intimacy with sellers generate an immersive environment, thereby increasing perceived enjoyment, a hedonistic, affective state where consumers derive intrinsic pleasure from the experience (Cai et al., 2018; Algharabat et al., 2020). Enjoyment not only enhances mood but also motivates longer viewing durations, deeper engagement, and stronger conversion potential. Nevertheless, the extent to which enjoyment directly translates into purchase intention remains debated, as some consumers may engage for entertainment without transactional intent. When live sessions are perceived as entertaining, transparent, and socially engaging, they produce psychological gratification, which in turn activates stronger behavioral intent to buy. This aligns with the SOR model's core tenet: well-structured stimuli evoke meaningful internal evaluations that guide behavior (Zhu et al., 2009; Zou & Fu, 2024).

Consumer Trust, Perceived Enjoyment, and Purchase Intention

Consumer trust is a central internal evaluation in online commerce. It reflects the extent to which consumers believe that sellers are credible, reliable, and act with integrity, especially in settings like live streaming where physical product inspection is absent. Trust forms through several mechanisms: consistency between what is shown and

delivered, responsiveness during live sessions, and honest seller communication (Chandrruangphen et al., 2022; Zhang, 2024). Trust, as an organism variable in the SOR framework, bridges external exposure (stimulus) with purchasing behavior (response), by reducing risk and increasing psychological security (Lu & Chen, 2021; Zhao et al., 2024). Compared to affective responses, trust tends to represent a more stable and cognitively grounded mechanism, suggesting its potential role as a dominant mediator in the SOR process.

Meanwhile, perceived enjoyment represents the hedonic dimension of the consumer's internal state. It is defined as the degree of pleasure or enjoyment derived from the live streaming experience itself, independent of utilitarian motives. Enjoyment is shaped by entertaining content, humor, music, emotional storytelling, and a friendly atmosphere (Algharabat et al., 2020; Zhao & Chen, 2024; Zou & Fu, 2024). When consumers are emotionally engaged and entertained, they are more likely to form favorable attitudes toward the product and brand, increasing their behavioral readiness to purchase (Cai et al., 2018). However, enjoyment may not always translate into purchase intention, particularly when consumers perceive the experience as purely recreational. Therefore, both trust and enjoyment serve as vital organismic mediators between stimulus and response, but their roles may differ in strength and function, reinforcing the need to examine both direct and indirect pathways.

Influence of Demographic Factors on Trust and Enjoyment

The experience of live streaming is not homogeneous; it varies by demographic factors such as gender, age, and occupation. Gender influences how consumers interpret emotional cues, where female users are generally more responsive to interpersonal warmth, authenticity, and friendliness, whereas males emphasize functional information and logic (Zhang, 2024). Age affects comfort with digital technologies (Julia et al., 2024), attention span, and perception of entertainment value, with younger users favoring interactivity and older users emphasizing clarity and credibility (Su et al., 2025). Occupation shapes lifestyle, purchasing power, and expectations, where students tend to be price-sensitive and entertainment-driven, while professionals prioritize efficiency and reliability (Li et al., 2025). These demographic characteristics not only differentiate consumer segments but also act as boundary conditions that may influence the formation of trust and perceived enjoyment. Understanding these segments helps platforms like TikTok Shop tailor live streaming content and delivery approaches to fit the expectations and psychological profiles of their audiences, enhancing both trust and enjoyment across demographics. The conceptual framework for this research is illustrated in Figure 1, which outlines the hypothesized relationships among live streaming attributes, consumer trust, perceived enjoyment, purchase intention, and demographic predictors. In this study, demographic variables (gender, age, and occupation) are not treated as moderating variables in an interaction sense, but rather as exogenous predictors to examine group differences in consumer trust and perceived enjoyment.

From the literature above, thus, the hypotheses for this research are as follows:

H1a: Live streaming attributes have a positive effect on consumer trust.
H1b: Live streaming attributes have a positive effect on perceived enjoyment.
H1c: Live streaming attributes have a positive effect on purchase intention.
H2a: Consumer trust has a positive effect on purchase intention.
H2b: Perceived enjoyment has a positive effect on purchase intention.
H3a: Consumer trust differs by gender.
H3b: Consumer trust differs across age groups.
H3c: Consumer trust differs across occupational backgrounds.
H3d: Perceived enjoyment differs by gender.
H3e: Perceived enjoyment differs across age groups.
H3f: Perceived enjoyment differs across occupational backgrounds.

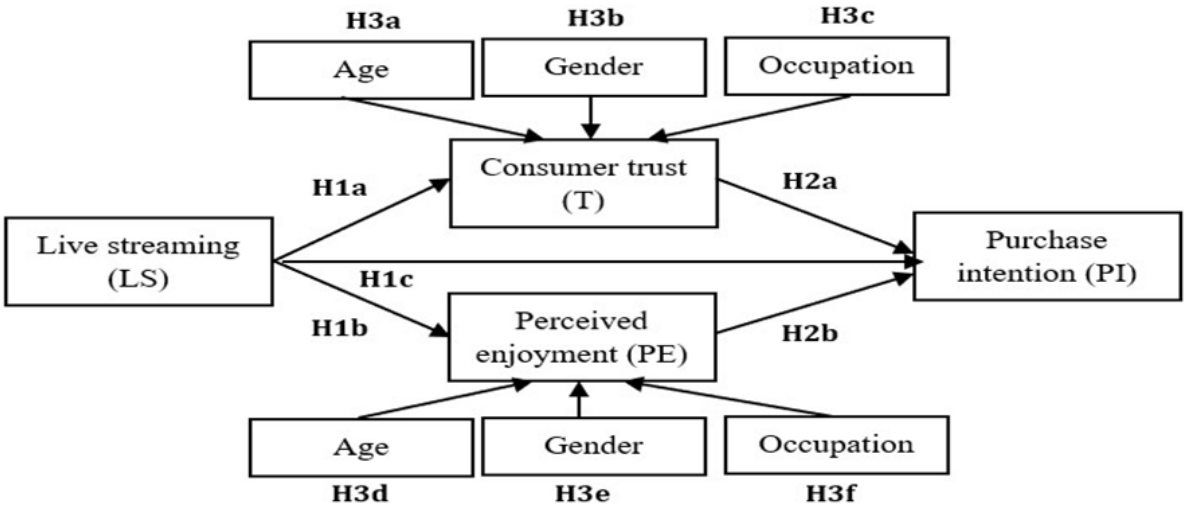


Figure 1. Conceptual Framework

3. Research Method

This study adopted a quantitative research design grounded in the positivist paradigm, aiming to investigate the influence of live streaming attributes on consumer purchase intention within the TikTok-based live commerce environment in Indonesia. Additionally, the study examined the role of consumer trust and perceived enjoyment as psychological mediators, as well as the influence of demographic factors on trust and enjoyment. As described by Sekaran and Bougie (2016), the quantitative approach entails collecting and analyzing numerical data through structured instruments such as questionnaires to empirically test theoretical relationships. Primary data were collected through an online survey administered between Juli – November 2025, targeting individuals who had watched or interacted with live streaming sessions on TikTok, ensuring the relevance of their experience with the context under study. The target population consisted of TikTok users in Indonesia who had engaged with live commerce content, such as watching, commenting on, or purchasing during live streams. The sample was selected using a non-probability purposive sampling technique, which allows the researcher to focus on respondents who meet specific

criteria relevant to live streaming commerce participation. The inclusion criteria required respondents to have prior experience interacting with TikTok live streaming commerce within the past six months.

A total of 275 valid responses were obtained and included in the final analysis. This sample size exceeds the minimum requirements for PLS-SEM analysis. Following the guideline of Hair et al., (2019), the minimum sample size should be at least ten times the maximum number of structural paths directed at a particular construct (the '10-times rule'). Given the model complexity, the sample size in this study is considered adequate to achieve sufficient statistical power and robust parameter estimation.

While purposive sampling may limit statistical generalizability, its use in this study is theoretically justified, as the research specifically targets active users of TikTok live commerce who possess direct experiential knowledge of the phenomenon under investigation. Given that live streaming engagement is not uniformly distributed across all user groups, this approach ensures higher construct validity by capturing respondents who are most relevant to the research context. Nevertheless, it is acknowledged that the sample may be skewed toward younger users, particularly students, who are more active on TikTok platforms. This demographic concentration reflects the actual user base of live streaming commerce but may introduce bias in terms of behavioral tendencies, such as higher responsiveness to entertainment and interactivity. Therefore, the findings should be interpreted with caution when generalizing to older or less digitally engaged populations.

This study analyzed four main latent variables. *Live streaming attributes*, measured with 12 items adapted from Sun et al. (2019) and Chandrruangphen et al. (2022), covering the seller's friendliness, politeness, trustworthiness, responsiveness, and the effectiveness of two-way communication during live commerce sessions. These indicators reflect the interactive and authentic nature of live streaming as a digital stimulus. *Consumer trust*, operationalized through 7 items from Zhang (2024) and Chandrruangphen et al. (2022), capturing consumers' belief in the accuracy of information, seller reliability, and confidence that the product received matches what is shown. Trust is conceptualized as a cognitive-affective organismic response within the SOR framework. *Perceived enjoyment*, defined as the intrinsic pleasure consumers derive from participating in live streaming, independent of transactional outcomes. Measured using 6 items adapted from Cyr et al. (2009), this construct captures hedonic value in digital interactions. *Purchase intention*, measured using 3 items from Sun et al. (2019), reflecting the consumer's willingness to make purchases through TikTok live streaming, including their consideration, intention, and expectations of future buying behavior.

Each item was measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). This approach is suitable for measuring attitudes, perceptions, and behavioral intentions in consumer behavior research (Sekaran & Bougie, 2016). To minimize potential common method bias (CMB), several procedural remedies were applied, including assuring respondent anonymity, reducing evaluation

apprehension, and separating measurement items conceptually within the questionnaire design. In addition, a statistical assessment using Harman's single-factor test was conducted to examine the presence of common method variance. The results indicated that no single factor accounted for the majority of the variance, suggesting that common method bias was not a critical concern in this study.

Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method via SmartPLS version 4.0. SEM-PLS was selected for its ability to handle complex models, non-normal data distributions, and moderate sample sizes, which are common in digital marketing studies (Hair & Alamer, 2022). The analysis included model assessment to evaluate construct reliability, convergent validity, and discriminant validity of the latent variables; structural model assessment to test direct effects and indirect effects through the mediating roles of consumer trust and perceived enjoyment. Importantly, although demographic variables (gender, age, and occupation) were initially hypothesized to influence consumer trust and perceived enjoyment, they were not modeled as moderating variables in the structural model. Instead, these variables were treated as grouping variables to examine differences across segments. Accordingly, Multi-Group Analysis (MGA) was conducted to compare structural relationships across demographic categories. This approach is consistent with prior PLS-SEM studies that aim to identify group-based variations rather than interaction effects, thereby avoiding potential model complexity and multicollinearity issues associated with moderation testing.

Given the non-invasive nature of the study and the use of anonymous survey data, formal institutional ethical approval was not required. However, this study adhered to established ethical standards for social science research. Participation was voluntary, and all respondents provided informed consent prior to completing the survey. Respondents were assured of anonymity and confidentiality, and no personally identifiable information was collected. All data were securely stored and used exclusively for academic purposes.

Despite its strengths, this study is subject to several methodological limitations. First, the cross-sectional design restricts the ability to draw strong causal inferences, as data were collected at a single point in time and may not capture changes in consumer perceptions or behavior over time. Although SEM allows for testing theoretically grounded causal relationships, the directionality of effects should be interpreted cautiously. Future research is encouraged to adopt longitudinal designs to observe behavioral changes across time or experimental approaches to establish causal relationships more rigorously. Second, the reliance on self-reported data may introduce response bias, although procedural and statistical remedies were employed to mitigate this issue. Overall, while these limitations do not invalidate the findings, they highlight important avenues for future research to further strengthen the robustness and generalizability of live commerce studies.

4. Results and Discussion

4.1. Results

The survey was completed by 275 respondents from various regions in Indonesia, as summarized in Table 1.

Table 1. Respondent's Demographic Profile

Control variable	Category	Frequency (N=275)	Percentage (%)
Age (in year)	15-20	120	43.64
	21-25	105	38.18
	26-30	21	7.64
	31-35	10	3.64
	36-40	6	2.18
	>45	13	4.72
Gender	Female	184	66.91
	Male	91	33.09
Occupation	Student	200	72.73
	Private employee	30	10.91
	State-owned company	18	6.55
	Civil servant	14	5.09
	Homemaker	10	3.64
	Others	3	1.08
Domicile	Sumatera	151	54.91
	Jawa	96	34.91
	Sulawesi	17	6.18
	Kalimantan	11	4

Source: Data processed by Authors

The sample reflects a relatively diverse demographic composition, although it is predominantly concentrated among younger users. In terms of age, the majority of respondents were between 15–20 years old (43.64%), followed by those aged 21–25 years (38.18%). Smaller proportions were observed in the older age groups, including 26–30 (7.64%), 31–35 (3.64%), 36–40 (2.18%), and above 45 years (4.72%), indicating that the sample is largely representative of the younger segment of digital platform users. Regarding gender, the sample consisted of 184 females (66.91%) and 91 males (33.09%), reflecting the gender distribution commonly observed in digital fashion commerce, where female users tend to be more actively engaged. In terms of occupational background, the majority of respondents were students (72.73%), followed by private sector employees (10.91%), employees in state-owned enterprises (6.55%), civil servants (5.09%), homemakers (3.64%), and others (1.08%). This distribution further reinforces the dominance of younger, student-based participants, which is consistent with the demographic profile of active TikTok users. Geographically, most respondents were located in Sumatra (54.91%) and Java (34.91%), while smaller proportions came from Sulawesi (6.18%) and Kalimantan (4.00%). This concentration reflects the higher penetration of digital commerce and social media usage in these regions. Overall, the demographic characteristics of the sample align with the typical user base of TikTok Shop in Indonesia, particularly among younger and digitally active consumers. However, this concentration should be considered when interpreting the findings, as it may limit generalizability to older or less digitally engaged populations.

The data analysis proceeded in two main stages. The first stage involved the assessment of the measurement model, focusing on the reliability and validity of the constructs, followed by the second stage of hypothesis testing using structural modeling. As recommended by Hair and Alamer (2022), item loadings between 0.4 and 0.7 can be considered acceptable, provided that the construct meets the thresholds of Average Variance Extracted (AVE ≥ 0.5), Composite Reliability (CR ≥ 0.7), and Cronbach's alpha (≥ 0.7). The initial measurement model evaluation indicated that all constructs met the recommended reliability and validity criteria. Two items from the live streaming (LS) construct, LS.7 (loading = 0.682) and LS.10 (loading = 0.644), exhibited moderate loadings but were retained, as their inclusion did not compromise the overall construct validity. The AVE, Composite Reliability, and Cronbach's alpha values remained above the acceptable thresholds, indicating satisfactory internal consistency and convergent validity. Furthermore, as presented in Table 2, the AVE values for all constructs exceeded the inter-construct correlations, thereby confirming discriminant validity based on the Fornell–Larcker criterion. These results suggest that the measurement model is robust and suitable for subsequent structural model analysis.

Table 2. Validity and Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted
Live streaming (LS)	0.922	0.928	0.933	0.536
Perceived enjoyment (PE)	0.906	0.907	0.928	0.682
Purchase intention (PI)	0.848	0.854	0.898	0.689
Consumer trust (T)	0.937	0.938	0.949	0.726

Source: Data processed by Authors

The Heterotrait-Monotrait (HTMT) ratio was employed as the primary criterion to assess discriminant validity, as presented in Table 3. Following the guideline of Hair & Alamer (2022), all HTMT values were below the conservative threshold of 0.85, indicating that discriminant validity is established across all constructs. To further strengthen this assessment, the Fornell-Larcker criterion (Fornell & Larcker, 1981) was also applied. The results show that the square root of the Average Variance Extracted (AVE) for each construct exceeds its correlations with other constructs, confirming that each construct captures a distinct conceptual domain within the model.

Table 3. Discriminant Validity Test

Construct	Gender	LS	PE	PI	Occupation	T	Age
Gender	**1.000**						
LS	-0.007	**0.732**					
PE	0.056	0.694	**0.826**				
PI	-0.012	0.616	0.766	**0.830**			
Occupation	-0.161	0.078	0.079	0.064	**1.000**		
T	0.007	0.644	0.823	0.745	0.106	**0.852**	
Age	0.152	0.194	0.287	0.190	0.347	0.263	**1.000**

Source: SmartPLS and author's configuration

The variance inflation factor (VIF), presented in Table 4, was used to assess potential multicollinearity among predictor variables. Multicollinearity occurs when

predictors are highly correlated, which may distort coefficient estimates and reduce model stability. According to Hair et al., (2019), VIF values below 5 indicate an acceptable level. In this study, all VIF values are well below the threshold, indicating that multicollinearity is not a concern and that the structural relationships can be interpreted reliably.

Table 4. Collinearity Statistics

Construct	Gender	LS	PE	PI	Occupation	T	Age
Gender			1.083			1.083	
LS			1.041	1.995		1.041	
PE				3.610			
PI							
Occupation			1.201			1.201	
T				3.198			
Age			1.239			1.239	

Source: SmartPLS and author's configuration

The structural model was evaluated using the coefficient of determination (R^2) and predictive relevance indicators. As shown in Table 5, the R^2 value for perceived enjoyment is 0.508, for purchase intention is 0.635, and for consumer trust is 0.435. These values indicate moderate to substantial explanatory power, suggesting that the model explains a meaningful proportion of variance in key endogenous constructs. From a practical perspective, the relatively high R^2 for purchase intention (0.635) indicates that consumer decisions in live streaming commerce are strongly shaped by the proposed predictors, particularly perceived enjoyment and trust. Furthermore, the effect size (f^2) analysis reveals that live streaming attributes exert a very large effect (f^2 = 0.864), highlighting their dominant role as a stimulus in shaping internal consumer responses. In contrast, perceived enjoyment shows a medium effect (f^2 = 0.13), while trust and age demonstrate smaller but still meaningful contributions. Gender and occupation exhibit negligible effects, suggesting limited practical relevance in explaining consumer behavior within this context.

Table 5. Model Predictive and Effect Size Power

Construct	R^2	R^2 Adjusted	Q^2 predict	Predictor Variable	f^2 Effect Size	Effect Size Interpretation
PE	0.508	0.501	0.339			
PI	0.635	0.631	0.429			
T	0.435	0.427	0.308			
Gender			0	Gender	0.002	Negligible
LS			0	LS	0.864	Very Large
PE			0	PE	0.13	Medium
PI				PI		
Occupation			0	Occupation	0.001	Negligible
T			0	T	0.093	Small
Age			0	Age	0.042	Small

Source: SmartPLS and author's configuration

To further assess predictive performance, the Cross-Validated Predictive Ability Test (CVPAT) was employed. As shown in Table 6, all constructs exhibit negative and statistically significant average loss differences, indicating that the PLS-SEM model outperforms the linear benchmark in predicting the observed data (Hair & Alamer,

2022). Specifically, the average loss difference for perceived enjoyment is –0.329 (p = 0.000), for purchase intention is –0.244 (p = 0.000), and for consumer trust is –0.314 (p = 0.000). The overall average loss difference of –0.303 (p = 0.000) further confirms the model's strong predictive relevance. These results suggest that the model is not only explanatory but also demonstrates robust out-of-sample predictive capability, enhancing its practical applicability in real-world digital commerce settings.

Table 6. Cross-validated Predictive Ability Test (CVPAT) Assessment

Construct	PLS loss	IA loss	Average loss difference	t value	p value
PE	0.680	1.008	-0.329	6.603	0.000
PI	0.769	1.014	-0.244	4.224	0.000
T	0.760	1.074	-0.314	5.554	0.000
Overall	0.734	1.037	-0.303	6.140	0.000

Source: SmartPLS and author's configuration

The analysis of path coefficients was conducted using the Partial Least Squares (PLS) method, with bootstrapping set at 5,000 resamples and a 0.05 significance level. Given the non-normal nature of the data and the presence of skewness and kurtosis, the bias-corrected and accelerated (BCa) bootstrap technique was applied to ensure more accurate estimation. Table 7 summarizes the structural relationships among the variables, where a T-value of 1.645 or higher in a one-tailed test indicates statistical significance at the 5% level.

Table 7. Path Coefficients and Hypothesis Testing

Constructs	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Remark
Gender -> PE	0.067	0.069	0.092	0.732	0.464	Not supported
Gender -> T	-0.020	-0.018	0.101	0.201	0.841	Not supported
LS -> PE	0.665	0.666	0.035	19.141	0.000	Supported
LS -> PI	0.116	0.120	0.074	1.560	0.119	Not supported
LS -> T	0.616	0.619	0.041	15.007	0.000	Supported
PE -> PI	0.415	0.418	0.083	4.973	0.000	Supported
Occupation -> PE	-0.024	-0.022	0.036	0.650	0.516	Not supported
Occupation -> T	0.006	0.008	0.040	0.159	0.874	Not supported
T. -> PI	0.329	0.323	0.086	3.828	0.000	Supported
Age -> PE	0.161	0.162	0.048	3.375	0.001	Supported
Age -> T	0.143	0.144	0.046	3.099	0.002	Supported

Source: SmartPLS and author's configuration

The structural model results reveal a central insight that redefines the mechanism of live streaming commerce. Contrary to conventional assumptions, live streaming attributes do not directly influence purchase intention (β = 0.116, p = 0.119). Instead, their effect operates through internal psychological mechanisms, namely perceived enjoyment and consumer trust. This finding positions the absence of a direct effect not as a limitation, but as a key contribution, indicating that stimulus alone is insufficient to drive consumer behavior without cognitive and affective processing.

Specifically, live streaming attributes exert strong and substantial effects on both perceived enjoyment (β = 0.665, p < 0.001) and consumer trust (β = 0.616, p < 0.001),

thereby supporting hypotheses H1a and H1b. These coefficients indicate large effect sizes, suggesting that the quality of live streaming, particularly interactivity, authenticity, and communication, plays a dominant role in shaping both emotional and cognitive evaluations. In turn, both perceived enjoyment ($\beta = 0.415$, $p < 0.001$) and consumer trust ($\beta = 0.329$, $p < 0.001$) significantly influence purchase intention, supporting hypotheses H2a and H2b. Comparatively, perceived enjoyment demonstrates a stronger effect than trust, indicating that affective engagement may be more influential than cognitive assurance in driving purchase intention within live streaming environments.

Taken together, these findings provide strong empirical support for a fully mediated relationship, where live streaming attributes influence purchase intention indirectly through perceived enjoyment and consumer trust. This clarifies prior inconsistencies in the literature regarding direct versus indirect effects and highlights the central role of organismic states within the behavioral formation process. Demographic variables show a more selective influence. Age significantly affects both perceived enjoyment ($\beta = 0.161$, $p = 0.001$) and consumer trust ($\beta = 0.143$, $p = 0.002$), supporting hypotheses H3b and H3e. Although the effect sizes are relatively small, these findings indicate that age remains a meaningful factor in shaping how consumers process live streaming experiences. In contrast, gender and occupation do not significantly influence either perceived enjoyment or trust, leading to the rejection of hypotheses H3a, H3c, H3d, and H3f. This suggests that behavioral differences in live commerce are more strongly associated with generational factors than with gender or occupational segmentation. From a predictive perspective, the model also demonstrates strong out-of-sample predictive capability. The average loss difference for perceived enjoyment is –0.329 ($p = 0.000$), for purchase intention is –0.244 ($p = 0.000$), and for consumer trust is –0.314 ($p = 0.000$). All differences are negative and statistically significant, indicating that the PLS-SEM model outperforms the linear benchmark in predicting consumer behavior. The overall average loss difference across constructs is –0.303 ($p = 0.000$), further confirming the model's robust predictive relevance.

All-inclusive, these results suggest that effective live streaming strategies should not rely solely on delivering product-related information, but must prioritize building enjoyable and trustworthy experiences. The absence of a direct effect underscores the importance of psychological engagement as a prerequisite for purchase intention, reinforcing the role of both affective and cognitive mechanisms in digital consumer behavior.

4.2. Discussion

The primary objective of this study was to examine how live streaming attributes shape purchase intention within TikTok Shop through the mediating roles of consumer trust and perceived enjoyment. While the statistical results confirm several hypothesized relationships, their theoretical significance lies in how they clarify the psychological mechanisms underlying digital consumer behavior within the Stimulus–Organism–Response (SOR) framework. First, live streaming attributes were found to exert strong

and significant effects on both perceived enjoyment and consumer trust. The magnitude of these coefficients indicates that interactive and real-time features, such as responsiveness, friendliness, and clarity, are not peripheral elements but central drivers of consumers' internal evaluations. This finding is consistent with prior studies that highlight the importance of interactivity and authenticity in enhancing engagement and trust formation in live commerce environments (Sun et al., 2019; Chandrruangphen et al., 2022). Importantly, the slightly stronger effect on enjoyment suggests that in the TikTok environment, which is inherently entertainment-oriented, affective responses may be activated more immediately than cognitive credibility assessments. In contrast to studies that position trust as the primary driver of online behavior (Zhang, 2024; Zou & Fu, 2024), the present findings indicate that affective engagement may precede and even dominate cognitive evaluation in shaping initial consumer responses. Within the SOR framework, this reinforces the argument that digital stimuli primarily operate by shaping internal organismic states rather than directly triggering behavioral outcomes.

Second, both perceived enjoyment and trust significantly predicted purchase intention, confirming their roles as dual psychological pathways linking stimulus and response. This result aligns with prior research demonstrating that both hedonic and cognitive factors contribute to consumer decision-making in digital environments (Cai et al., 2018; Algharabat et al., 2019). However, the stronger coefficient for enjoyment suggests a shift in the relative importance of these mechanisms in live commerce settings. While traditional e-commerce literature emphasizes trust as the dominant predictor of purchase intention, particularly in reducing perceived risk (Zhang, 2024; Zhao et al., 2024), the present findings indicate that in highly interactive and entertainment-driven platforms, emotional engagement may exert a more immediate and influential role. This divergence suggests that the relative weight of cognitive versus affective mechanisms is context-dependent, varying across platform types and levels of interactivity. Thus, behavioral intention in live commerce emerges not only from risk reduction but also from experiential immersion, where enjoyment acts as an activating force and trust as a stabilizing mechanism.

One of the most theoretically meaningful findings is the non-significant direct effect of live streaming attributes on purchase intention. While some prior studies report a direct relationship between live streaming features and purchase intention (Sun et al., 2019), others suggest that such effects are largely indirect and mediated by psychological variables (Zou & Fu, 2024). The present findings support the latter perspective, providing clear empirical evidence of a fully mediated structure. This indicates that exposure to attractive or interactive live streaming features alone is insufficient to generate buying intention unless these features are successfully internalized as trust and enjoyment. From a theoretical standpoint, this refines the SOR framework by demonstrating that organismic states are not merely intervening variables but essential mechanisms through which stimuli acquire behavioral relevance. In practical terms, this means that live streaming functions less as a direct sales trigger and more as an experiential catalyst. Consumers may appreciate dynamic

content, but without psychological engagement and credibility formation, such exposure does not convert into transactional intent. These findings advance live commerce literature by clarifying that the persuasive power of live streaming lies not in its visibility, but in its capacity to shape internal consumer states.

Regarding demographic variables, age was found to significantly predict both perceived enjoyment and trust, although the effect sizes were modest compared to the impact of live streaming attributes. This finding is consistent with prior research suggesting that generational differences influence digital behavior and technology adoption (Su et al., 2025). Older consumers may rely more heavily on structured evaluation and established purchasing norms, leading to stronger trust formation when live streaming attributes are perceived positively. They may also derive enjoyment differently, potentially valuing informational clarity and authenticity over fast-paced or purely entertainment-driven interaction. In contrast, gender and occupation showed no significant effects on either trust or enjoyment. While prior studies suggest that gender and occupational differences may influence online behavior (Zhang, 2024; Li et al., 2025), the absence of significant effects in this study indicates a possible convergence of digital consumption patterns across demographic groups. As digital platforms become increasingly embedded in daily life, traditional demographic distinctions may lose explanatory power, particularly in highly standardized platform environments such as TikTok Shop.

These findings extend the SOR framework in several important ways. First, the study provides empirical support for a fully mediated structure, reinforcing the centrality of organismic states in translating stimuli into behavioral responses. Second, it highlights the differential roles of affective and cognitive mechanisms, demonstrating that perceived enjoyment may exert a stronger influence than trust in entertainment-driven digital environments. This suggests a refinement of the SOR model, where affective responses may take precedence in contexts characterized by high interactivity and experiential engagement. Third, the findings indicate that demographic variables function more as boundary conditions rather than primary drivers, further emphasizing the importance of experiential quality over static consumer characteristics. From a practical perspective, these results offer strategic implications for live commerce practitioners. Rather than focusing solely on product promotion or informational clarity, businesses should prioritize designing live streaming experiences that maximize both enjoyment and trust. This includes creating engaging and entertaining content, fostering authentic interaction, and ensuring consistency between product presentation and delivery. Given the stronger influence of perceived enjoyment, marketers should invest in storytelling, visual appeal, and real-time engagement to capture attention and sustain emotional involvement. At the same time, trust-building mechanisms, such as transparency, responsiveness, and credibility cues, remain essential to convert engagement into actual purchase intention. In an increasingly competitive digital marketplace, success in live commerce depends not merely on attracting viewers, but on transforming passive audiences into psychologically engaged and confident consumers.

5. Conclusion

This study demonstrates that live streaming attributes influence purchase intention indirectly through consumer trust and perceived enjoyment within the TikTok Shop context. The findings confirm a fully mediated SOR structure, indicating that interactive digital stimuli do not directly translate into buying intention unless they first shape consumers' internal cognitive and emotional states. This result provides important clarification to prior mixed findings in the literature regarding direct versus indirect effects, by showing that the impact of live streaming is contingent upon successful psychological internalization rather than mere exposure. Perceived enjoyment emerged as a slightly stronger predictor than trust, highlighting the salience of affective engagement in entertainment-driven commerce environments. This suggests a refinement of the SOR framework, where affective responses may take precedence over cognitive evaluations in highly interactive and hedonic digital settings. While trust remains a necessary condition for reducing uncertainty, enjoyment appears to function as a more immediate driver of behavioral activation, particularly in platforms characterized by immersive and real-time interaction.

Additionally, age, but not gender or occupation, influenced trust and enjoyment, suggesting that generational factors remain relevant in shaping how consumers process live streaming experiences. However, the limited role of other demographic variables indicates that behavioral responses in live commerce may be increasingly homogenized across user groups, reinforcing the importance of experiential quality over static segmentation variables. From a practical standpoint, the study underscores that successful live commerce strategies should move beyond simply increasing visibility or interactivity. Instead, businesses need to focus on designing live streaming experiences that simultaneously foster enjoyment and build trust. This includes delivering engaging and entertaining content, maintaining authenticity and responsiveness, and ensuring consistency between product presentation and actual delivery. Ultimately, the effectiveness of live commerce lies not in attracting attention alone, but in transforming that attention into meaningful psychological engagement that drives purchase intention.

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