

Consumer Trust Mediates Live Streaming Optimization and Product Specialization in Increasing Marketplace Purchase Interest

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Article Info

Keywords:

Consumer Trust;
Live Streaming;
Marketplace;
Product
Specialization;
Purchase Interest;

ABSTRACT

This study addressed the empirical gap regarding the mechanisms underlying consumer purchase decisions within the direct digital commerce framework, focusing on Erlimakids consumers on Shopee and TikTok Shop. The primary objective was to investigate the structural path of live streaming perceptions and product specialization in driving purchase intentions, while concurrently examining the specific role of marketplace consumer trust as an operational mediator. Utilizing an explanatory quantitative approach based on the Stimulus-Organism-Response model, primary data from 161 validated respondents were statistically analyzed via Structural Equation Modeling Partial Least Squares (SEM-PLS). The structural model evaluation demonstrated that both live streaming quality and strategic product specialization substantially reinforced consumer trust, which subsequently exerted a critical directive influence on purchase intention. Furthermore, product specialization emerged as the most dominant direct determinant of purchase preferences. The mediation analysis verified that consumer trust in the marketplace operated as a substantive partial mediator, indicating a dual-track cognitive mechanism where purchase intention was simultaneously shaped by trust-based psychological evaluations and direct attribute assessment. Consequently, integrating specialized product positioning with interactive digital communication effectively maximized transactional conversions.

Informasi Artikel

Kata Kunci:

Kepercayaan
Konsumen;
Live Streaming;
Marketplace;
Spesialisasi Produk;
Minat Beli.

ABSTRAK

Penelitian ini mengkaji kesenjangan empiris mengenai mekanisme yang mendasari keputusan pembelian konsumen dalam kerangka kerja perdagangan digital langsung, dengan fokus pada konsumen Erlimakids di Shopee dan TikTok Shop. Tujuan utamanya adalah menginvestigasi jalur struktural dari persepsi live streaming dan spesialisasi produk dalam mendorong niat beli, sekaligus menguji peran spesifik dari kepercayaan konsumen terhadap marketplace sebagai mediator operasional. Menggunakan pendekatan kuantitatif eksplanatori berbasis model Stimulus-Organism-Response, data primer dari 161 responden yang tervalidasi dianalisis secara statistik melalui Structural Equation Modeling Partial Least Squares (SEM-PLS). Evaluasi model struktural membuktikan bahwa kualitas live streaming dan spesialisasi produk strategis berkontribusi substansial dalam memperkuat kepercayaan konsumen, yang selanjutnya memberikan pengaruh direktif kritis terhadap minat beli. Selain itu, spesialisasi produk ditemukan sebagai determinan langsung paling dominan terhadap preferensi pembelian. Analisis mediasi memverifikasi bahwa kepercayaan konsumen pada marketplace beroperasi sebagai mediator parsial yang substantif, menunjukkan adanya mekanisme kognitif jalur ganda di mana minat beli dibentuk secara simultan oleh evaluasi psikologis berbasis kepercayaan dan penilaian atribut langsung. Konsekuensinya, integrasi positioning produk yang terspesialisasi dengan komunikasi digital interaktif secara efektif memaksimalkan konversi transaksional.

Article History

Received : 29/06/2026

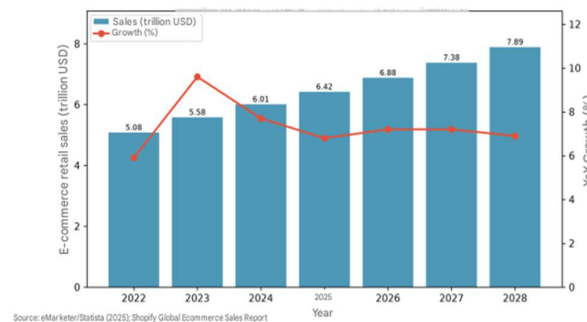
Revised : 04/07/2026

Accepted : 21/07/2026

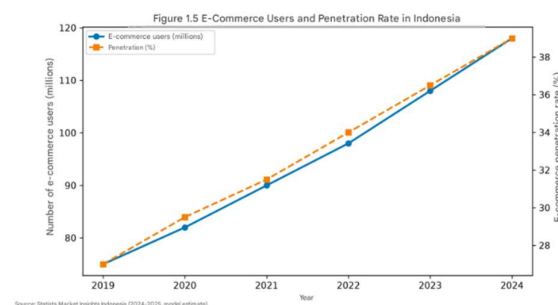
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1. Introduction

The transformation of digital commerce has shifted consumer behavior from brick-and-mortar store-based transactions to an online marketplace ecosystem that integrates information seeking, communication, promotions, and transactions within a single platform. This development is reflected in the ongoing positive trend in global e-commerce retail sales, in line with increasing internet penetration and online shopping adoption in various countries. Indonesia is one of the fastest-growing e-commerce markets in Southeast Asia, supported by the increasing number of internet users and high online market penetration in consumer consumption activities. This situation indicates that purchasing decisions are no longer solely influenced by product attributes, but also by the digital experiences created through online marketplace features, particularly live-streaming commerce, which enables direct interaction between sellers and consumers. Therefore, the increase in live-streaming commerce activity is a strategic phenomenon that needs to be understood as part of the mechanism for shaping consumer purchase intentions [1], [2].



(a) Global e-commerce retail sales graph



(b) E-Commerce Users and Penetration Rate in Indonesia
Source: Adapted from eMarketer (2025), Statista (2025), and APJII (2025).

Figure 1 Graph of global e-commerce retail sales development and internet user penetration in Indonesia.

Previous studies have shown that live broadcasts can increase purchase intentions through more interactive product information presentations, visual demonstrations, and two-way communication that can reduce consumer uncertainty [2], [3]. Furthermore, specific and consistent product characteristics have also been shown to signal quality, strengthening consumers' pre-purchase evaluations [4]. Furthermore, market research confirms that platform trust is a psychological mechanism that bridges the relationship between digital service quality and purchase intentions [1]. Studies in Indonesia also confirm that the professionalism of live broadcast presenters and platform quality contribute to building consumer trust before purchase intentions are formed [5].

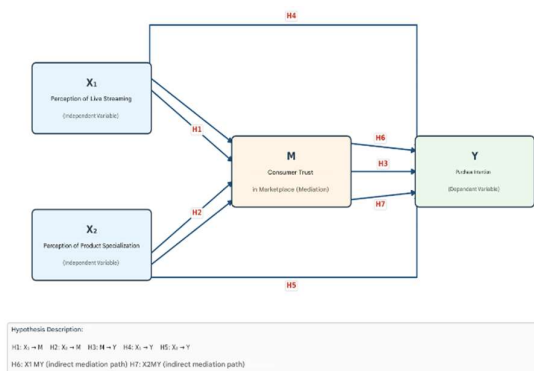
However, previous research has generally examined the influence of live streaming, platform quality, or product characteristics separately. Most studies have focused on trust in sellers, while the role of trust in marketplaces as a mediator remains relatively limited, particularly in the context of MSMEs using live streaming features on Shopee and TikTok Shop. Furthermore, studies on product specialization as a factor in shaping trust are still dominated by cross-national research and have not been widely applied to the Muslim children's fashion product category, which has more complex product information. This situation indicates an empirical gap regarding the mechanism of purchase intention formation involving the interaction between live streaming, product specialization, and trust in marketplaces in the Indonesian digital business context.

The novelty of this research lies in the development of a model that integrates perceptions of live streaming and perceptions of product specialization as determinants of purchase intention through the mediation of consumer trust in marketplaces for the Erlimakids brand. Unlike previous research that primarily positions trust in sellers as a mediator, this study positions trust in marketplaces as the primary mechanism explaining how digital promotional stimuli and product specialization translate into purchase intention. This approach is expected to provide theoretical contributions to the development of live commerce literature and expand the application of trust theory to the Indonesian market context.

Based on the description above, this study aims to analyze the influence of live streaming perceptions and product specialization perceptions on consumer purchase intentions, as well as to examine the mediating role of consumer trust in the market in this relationship among Erlimakids consumers who shop through Shopee and TikTok Shop. The research findings are expected to enrich the development of digital consumer behavior theory and provide practical implications for MSMEs in designing direct commerce-based marketing strategies that can increase consumer trust and purchase intentions.

2. Research Method

This study uses a quantitative research design with an explanatory approach to examine the causal relationship between perceptions of live broadcasts and perceived product specialization on purchase intentions, through consumer trust in the market as a mediating variable. The research model was developed based on the Stimulus–Organism–Response (SOR) framework, where perceptions of live broadcasts (X_1) and perceptions of product specialization (X_2) act as stimuli, consumer trust in the market (M) as the organism, and purchase interest (Y) as the response. The conceptual framework and relationships between variables are shown in Figure 3 of the Research Model Framework:



(a) Research Model Framework

(Source: Primary on Processed, 2026), which depicts five direct influence paths (H1–H5) and two mediating paths (H6–H7) (Hair et al., 2022; Gu et al., 2024).

Figure 3 Research Model Framework

The primary data in this study was obtained by distributing an online questionnaire using Google Forms to Erlimakids consumers and potential consumers who had watched live streaming sessions on Shopee or TikTok Shop. The sample was selected purposively, with several requirements: respondents must be at least 17 years old, have previously used the Shopee or TikTok Shop marketplace, have experience watching Erlimakids live streaming, and have completed the questionnaire completely. From a total of 172 responses received, a data selection process was conducted, resulting in 161 questionnaires that met the requirements for further analysis. The measurement used in this study was a five-level Likert scale, ranging from 1, indicating strongly disagree to 5, has strongly agree. The instrument items were developed based on previous research and then underwent content validity testing and initial pilot testing before being used in the main data collection [6].

Data processing was carried out using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach using the

SmartPLS application. The analysis process includes presenting descriptive statistics and testing the measurement model or outer model, which includes convergent validity, discriminant validity, and construct reliability. This evaluation is based on the outer loading value, Average Variance Extracted (AVE), Composite Reliability, Cronbach's alpha, and rho_A. The analysis then continues with the structural model or inner model by testing the coefficient of determination (R^2), predictive relevance (Q^2), and effect size (f^2). Hypothesis testing is conducted using the bootstrapping technique to identify direct and indirect effects through mediating variables. All stages of the analysis refer to PLS-SEM guidelines so that this research procedure can be retested or replicated on similar objects and contexts [7].

3. Results and Discussion

3.1 Results

Before testing the structural model, the instrument was evaluated through content validity tests and reliability tests as well as construct validity, in line with the data analysis procedures in previous research methods.

Content validity was assessed through item alignment with the construct domain, expert review, pre-test, and corrected item-total correlation (CITC) on the primary data with a minimum threshold of 0.30. Table 1 shows that all constructs met the content validity criteria.

Table 1. Summary of Content Validity Test (CITC) per Construct (n = 161)

Variable	Min CITC	Mean CITC	Pass point	Decision
Live Streaming (X_1)	0,641	0,762	10/10	Valid
Product Specialization (X_2)	0,625	0,764	10/10	Valid
Consumer trust (M)	0,682	0,765	10/10	Valid
Purchase Interest (Y)	0,533	0,767	10/10	Valid

Source: Primary on Processed, (2026)

There were no items with a CITC below 0.30. Thus, the 40 items were empirically relevant to the constructs being measured and were worthy of proceeding to the PLS-SEM measurement model estimation stage.

SEM-PLS analysis was performed using SmartPLS software through a bootstrapping procedure of 5,000 subsamples at a 95% confidence level [8]. The final model used 38 indicators after

removing two indicators with outer loadings below the 0.708 threshold, namely X2_1 and Y_4. This was done because these two indicators had standardized factor loadings below the threshold recommended by [8], despite their relatively high descriptive scores.

Table 2. Results of Reliability and Convergent Validity Evaluation (Final Model, n = 161)

Variable	AVE	CR	Cronbach's α	rho-A
Live Streaming (X ₁)	0,659	0,951	0,940	0,945
Product Specialization (X ₂)	0,687	0,952	0,942	0,946
Consumer Trust (M)	0,664	0,952	0,942	0,946
Purchase Interest (Y)	0,706	0,956	0,947	0,950

Source: Primary on Processed, (2026)

Table 2. shows that all four constructs meet the criteria for convergent validity and reliability. AVE values ranged from 0.659 to 0.706 (> 0.50), Composite Reliability (CR) ranged from 0.951 to 0.956 (> 0.70), Cronbach's alpha ranged from 0.940 to 0.947 (> 0.70), and Dijkstra–Henseler's rho-A ranged from 0.945 to 0.950 (> 0.70). All outer loadings in the final model were above the threshold of 0.708.

Table 3. Structural Model Summary (n = 161)

Criteria	Value	Interpretation
R ² M (Consumer Trust)	0,716	Moderate to Substantial
R ² Y (Purchase Interest)	0,660	Moderate
GoF	0,683	Good
Q ² M	-0,017	Weak predictive relevance
Q ² Y	-0,017	Weak predictive relevance

Source: Primary on Processed, (2026)

The Q² values for M and Y were negative (-0.017), indicating the model's relatively limited predictive power for the new sample. This finding is considered a limitation of the study and does not negate the significance of the structural path in the analyzed sample [9].

The effect size (f²) indicates that X₂ has a small–medium effect on M (f² = 0.248), X₁ has a small–medium effect on M (f² = 0.227), X₂ has a small effect on Y (f² = 0.123), X₁ has a small effect on Y (f² = 0.047), and M has a small effect on Y (f² = 0.045). The Variance Inflation Factor (VIF) for all predictors is below 5 (maximum 3.65), thus not indicating serious

multicollinearity.

Table 4. Results of Direct Path Hypothesis Testing (n = 161)

Hypothesis	Path	Koefficient (β)	t-statistic	p-value	Decision
H1	Live Streaming (X ₁) → Consumer Trust (M)	0,436	6,009	0,000	Accepted
H2	Product Specialization (X ₂) → Consumer Trust (M)	0,453	6,250	0,000	Accepted
H3	Consumer Trust (M) → Purchase Interest (Y)	0,236	2,700	0,008	Accepted
H4	Live Streaming (X ₁) → Purchase Interest (Y)	0,241	2,735	0,007	Accepted
H5	Product Specialization (X ₂) → Purchase Interest (Y)	0,391	4,392	0,000	Accepted

Source: Primary on Processed, (2026)

Table 4. presents the results of the direct path hypothesis testing using the bootstrapping procedure. Mediation testing was conducted to assess the role of consumer trust in the marketplace in mediating the influence of X₁ and X₂ on purchase intention. The type of mediation was determined based on the direct effect, indirect effect, and Variance Accounted For (VAF) value according to the guidelines of [10] in the PLS-SEM literature [9].

H1 is accepted because perceptions of live streaming have a positive and significant effect on consumer trust in the marketplace ($\beta = 0.436$; $p < 0.001$). H2 is accepted because perceptions of product specialization have a positive and significant effect on marketplace trust ($\beta = 0.453$; $p < 0.001$).

The coefficient for H2 is slightly larger than H1, indicating that product differentiation signals have a relatively stronger contribution to shaping consumer trust in Shopee and TikTok than perceptions of live session quality.

H3 is accepted because trust in the marketplace has a positive and significant effect on purchase intention ($\beta = 0.236$; $t = 2.700$; $p = 0.008$). The M → Y path confirms that consumer confidence in the platform's transaction mechanism also influences the formation of Erlimakids purchase intention.

H4 is accepted because perceptions of live streaming have a positive and significant effect on direct purchase intention ($\beta = 0.241$; $t = 2.735$; $p = 0.007$). H5 is accepted because the perception of product specialization has a positive and significant effect on purchase intention ($\beta = 0.391$; $p < 0.001$), with the largest contribution among the direct paths to Y.

Mediation testing was conducted to assess whether consumer trust in the marketplace mediates the influence of X_1 and X_2 on purchase intention. Classification of mediation types refers to the comparison of direct and indirect effects and the Variance Accounted For (VAF) according to the [10] procedure in the PLS-SEM literature [9].

**Table 5. Results of Indirect Path Hypothesis Testing
(n = 161)**

Hypothesis	Path	Direct	Indirect	Total	VAF (%)	Types of mediation
H6	Live Streaming (X_1) $\rightarrow$ Consumer trust (M) $\rightarrow$ Purchasing Interest (Y)	0,241	0,103	0,344	29,86	Partial
H7	Product Specialization (X_2) $\rightarrow$ Consumer trust (M) $\rightarrow$ Purchasing Interest (Y)	0,391	0,107	0,498	21,49	Partial

Source: Primary on Processed, (2026)

H6 is accepted because there is a positive indirect effect of live streaming perception on purchase intention through marketplace trust (indirect effect = 0.103). The VAF of 29.86% indicates partial mediation, meaning that some of the influence of X_1 on Y works through M, but the direct path $X_1 \rightarrow Y$ remains significant.

H7 also shows partial mediation with a VAF of 21.49% (indirect effect = 0.107). Although the direct effect of $X_2 \rightarrow Y$ remains dominant ($\beta = 0.391$), the indirect path through M is statistically significant and provides a substantive contribution because the VAF is above 20%.

3.2 Discussion

H1 confirms that consumer perceptions of live streaming quality contribute to increased trust in the consumer marketplace. This finding aligns with research by [5], who reported that interactivity and professionalism on Shopee Live strengthen trust in the platform before influencing purchase intention. When consumers rate Erlimakids' live sessions as high-quality, they also renew their confidence in the reliability of Shopee and TikTok as legitimate transaction platforms, as the live experience becomes an integral part of the perceived quality of the marketplace environment [1].

Hypothesis H2 is supported by the analysis results with a path coefficient of $\beta = 0.453$ on the relationship with consumer trust, indicating that product specialization has a substantial contribution in shaping consumer trust in the transaction platform. This finding indicates that the stronger consumers' perception of Erlimakids as a brand focused on Muslim children's robes and prayer attire, the higher their level of trust in the credibility of the offering and the integrity of the market environment. From a signaling theory perspective, product specialization serves as a signal of a company's competence and consistency in meeting the needs of a specific market segment, thereby reducing the uncertainty consumers feel during the purchase evaluation process. This condition strengthens the formation of trust as an important foundation in digital transactions. The results of this study align with the findings of [4], which shows that product characteristics contribute to the formation of consumer trust, which in turn supports increased purchase intentions through the mediation mechanism of trust.

Hypothesis H3 was accepted, indicating that increased consumer trust in the Shopee and TikTok platforms was followed by increased purchase interest in Erlimakids products. These results indicate that trust in the platform acts as a psychological mechanism that strengthens the transition from consumer evaluation of marketing activities to the formation of purchase intentions. From the perspective of the Stimulus Organism Response (S-O-R) Theory proposed by Jacoby [11], trust is an internal state (organism) that emerges in response to marketing stimuli and subsequently drives the formation of behavioral responses in the form of purchase intentions. Therefore, the higher the level of consumer trust in transaction security, information credibility, and platform reliability, the greater their tendency to make a purchase. This finding is consistent with research by [1], which explains that market quality can build customer trust, thereby increasing purchase intentions. These results are also in line with the findings of [12] in the context of social livestream commerce, which showed that trust is a key factor in converting interactive experiences during livestreams into transaction intentions. Therefore, strengthening trust in the platform is a strategic element in increasing the effectiveness of digital marketing activities and driving consumer purchasing decisions.

The results of the H4 test indicate that live streaming directly contributes to increased purchase interest ($\beta = 0.241$). This suggests that interactions during live streaming sessions enable consumers to form positive product evaluations, encouraging them to make a purchase. Based on stimulus-organism-response theory, live streaming acts as a stimulus, delivering real-time product information through visual presentations, two-way communication, and rapid sales responses. These stimuli influence consumers' cognitive and emotional processes before

ultimately generating a purchase intention. These findings are consistent with those of [2], who demonstrated that the communicative characteristics of live streaming accelerate the formation of purchase intention by providing more interactive and easily understandable information. In the context of marketing children's prayer robes (mukina) and prayer garments (gamis), live product demonstrations help potential buyers evaluate material quality, size, color, and usage instructions more comprehensively than static images. This requirement reduces uncertainty in the product evaluation process and boosts consumer confidence when considering a purchase, although the level of trust in the platform is not yet a decisive factor in this mechanism. This finding aligns with previous studies showing that interactive experiences during live streaming enhance consumer engagement and increase the likelihood of immediate purchase.

The H5 test results indicate that product specialization is the strongest factor influencing purchase interest compared to other variables in the model ($\beta = 0.391$). This result suggests that the more consumers perceive Erlemakeds' focus on product specialization, the more likely they are to want to purchase. From a signaling theory perspective, product specialization serves as a quality signal demonstrating brand competence and commitment to meeting the specific needs of Muslim girls. This signal helps consumers reduce uncertainty when evaluating different product alternatives in a highly competitive market, thus making the decision-making process more effective. The results of this study are also consistent with those of [1], who demonstrated that product category focus can increase brand experience perception, enhance consumer confidence, and ultimately encourage increased purchase intention.

The results of the H6 hypothesis test indicate that consumer trust in the market partially influences the relationship between live broadcasts and purchase intention, with an explained variance (VAF) of 29.86%. This suggests that part of the mechanism by which live broadcasts influence purchase intention is achieved through increasing consumer trust in the market, while the other part is achieved through the direct channel. From the perspective of stimulus-organism-response (S-O-R) theory [2], live broadcasts act as a stimulus that can shape consumers' psychological states, particularly their trust in the market as an organism, which then leads to a response in the form of purchase intention [13]. Thus, live broadcasts are not only a means of conveying product information but also a way to increase consumer trust in the credibility of the transaction platform. Although consumer trust in the market acts as a mediator, the significant presence of the live channel indicates that the effectiveness of live broadcasts does not solely depend on building trust. Direct interaction, product demonstrations, interactive communication, and promotional content delivered

during live broadcasts can directly contribute to building consumer interest.

These factors suggest that the interactive experience offered in live broadcasts generates informational and emotional value that stimulates purchase intention without requiring prior trust building. These findings align with research by [13], which suggests that trust is a psychological mechanism linking the impact of digital stimuli to consumer behavioral responses. These results also reinforce previous studies showing that live streaming can increase purchase intentions by building trust and providing an interactive, authentic, and responsive shopping experience. Therefore, when optimizing their live streaming strategies, companies should not only aim to enhance market credibility but also focus on creating engaging and communicative broadcast experiences that provide comprehensive product information to maximize their impact on purchase intentions.

The results of the seventh hypothesis (H7) test indicate that customer trust acts as a partial mediator in the relationship between product specialization and purchase intention, with an interpreted variance (VAF) of 21.49%. Based on signal theory and stimulus-organ response (SOR) theory, product specialization acts as an external stimulus and quality signal that reduces information asymmetry, thereby increasing consumer trust in the platform and motivating purchase intention. However, the direct effect pathway remains the primary mechanism. The lower VAF value compared to the sixth hypothesis (H6) (21.49% vs. 29.86%) suggests that product specialization has a greater direct influence on purchase preferences through product attribute evaluations, while real-time interactions in live streaming are more effective in building platform trust due to their greater social proof and transparency.

These findings are empirically consistent with the studies of Kim & Peterson [14], which emphasizes the importance of trust as a crucial tool for mitigating the risks of digital transactions, without neglecting the direct impact of product information quality. In general, the contributions of mediation in the sixth and seventh hypotheses confirm the existence of a dual-track mechanism in the context of social commerce. Consumers form purchase intentions simultaneously through two tracks: a psychological track based on trust in the market's reliability, and a track of direct evaluation of the quality of marketing communications and the characteristics of the products offered. This underscores that the success of any strategy depends not only on the platform's reputation but also on the effectiveness of presenting valuable products to consumers.

Theoretical and Practical Implications

Theoretically, this study strengthens the stimulus–organism–response framework in e-commerce live streaming by positioning marketplace trust as an operational mediating variable. All direct path hypotheses (H1–H5) are accepted, and partial mediation in H6 and H7 supports the argument that platform trust is not the sole, but remains an important explanatory mechanism in Erlimakids' consumer behavior chain.

Practically, Erlimakids is advised to: (1) maintain the quality of live streaming by emphasizing presenter professionalism and product demonstrations, as the paths $X_1 \rightarrow M$ and $X_1 \rightarrow Y$ are significant; (2) consistently highlight product specialization in the storefront and live broadcasts, given that X_2 has the strongest influence on purchase intention; (3) strengthen trust signals towards Shopee and TikTok, for example by emphasizing buyer protection features and official app transactions during live sessions, to maintain optimal path $M \rightarrow Y$; (4) focus on near-term transactional intent conversion.

4. Conclusion

The study's findings indicate that livestream quality and product specialization play a significant role in enhancing consumer trust in the marketplace and increasing their intention to purchase Erlimakids products on Shopee and TikTok. Product specialization emerged as the most influential factor in determining purchase intention, suggesting that accurate product positioning provides a strong quality signal that reduces consumer uncertainty and facilitates purchase decisions. Simultaneously, livestreaming not only contributes to providing an interactive and informative shopping experience but also increases consumer trust in the transaction platform. Consumer trust in the marketplace acts as a partial mediating mechanism, confirming that purchase intention is shaped by trust-based psychological processes and direct evaluations of marketing communications and product features. These findings highlight that digital marketing effectiveness relies on the integration of product differentiation, interactive communications, and market credibility, rather than relying solely on a single strategic factor.

From a management perspective, this study underscores the importance of developing an integrated social commerce strategy that combines specialized product positioning with high-quality livestreaming activities. Companies should enhance their product expertise within a defined market segment while continuously improving the quality of real-time interactions, product offerings, responsiveness, and livestream communication. At the same time, maintaining market credibility through transparent information, trustworthy

transactions, and consistent customer service remains crucial for building consumer trust and driving purchasing decisions. These findings provide practical guidance for companies operating in a direct e-commerce environment to improve marketing effectiveness and build a sustainable competitive advantage. Future studies could expand this model by incorporating additional behavioral variables, different product categories, broader market ecosystems, or cross-country comparisons to provide a more comprehensive understanding of consumer decision-making processes in digital commerce.

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