



# Analysis Live Streaming and Online Consumer Reviews in Influencing Purchase Intention on Social Commerce Platforms

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## ABSTRACT

The development of social commerce has presented a new way of buying and selling activities through the integration of interactive features such as live streaming and online consumer reviews (OCR). This study aims to analyze the combined effect of live streaming components consisting of sense of community, interactivity, and emotional support and OCR consisting of perceived usefulness and perceived trust on customer engagement and consumer purchase intention on the TikTok Shop platform. This study uses a quantitative approach with a survey method distributed via Google Form to 231 respondents in Indonesia using convenience sampling techniques. Data were analyzed with Partial Least Square-based Structural Equation Modeling (PLS-SEM). The results showed that most of the independent variables had a significant effect on customer engagement and purchase intention, and customer engagement proved to be a strong mediating variable in shaping consumer purchase intention. These findings support the channel complementarity theory, which states that consumers utilize various information channels simultaneously to meet their information needs. This research provides theoretical contributions to the development of social commerce studies as well as practical implications for businesses in designing more effective marketing strategies through the combination of live streaming and online consumer reviews.

## INTRODUCTION

The development of digital technology has driven a major transformation in consumer behavior, especially in the context of online interactions and purchasing decisions. This phenomenon gave birth to the concept of social commerce, which is a combination of social media and e-commerce activities that allow consumers to interact, share experiences, and

conduct transactions in one digital ecosystem (Qin et al., 2023). One of the most significant evolutions in social commerce is the utilization of live streaming and online consumer reviews (OCR) as two main channels of marketing communication that are able to influence consumer purchasing decisions simultaneously. Live streaming as a real-time interactive medium provides an immersive shopping experience through product demonstrations, direct interaction with sellers, and emotional support from fellow users (Wongkitrungrueng & Assarut, 2020). On the other hand, online consumer reviews provide information based on actual user experiences that are considered more objective and trustworthy by potential consumers (L. Zheng, 2021). These two channels have different characteristics and strengths: live streaming excels in affective and social aspects, while online consumer reviews are strong in cognitive and evaluative aspects.

The integration between the two is in line with channel complementarity theory (Dutta-Bergman, 2004), which explains that consumers tend to utilize multiple information channels simultaneously to meet their overall informational needs. In practice, consumers not only rely on live streaming to get an overview of products, but also seek online reviews as confirmation before making a purchase. This trend is strengthened by the emergence of features that integrate both channels in one platform, such as TikTok Shop and Shopee Live.

However, the use of these two channels also presents new challenges. Live streaming is sometimes considered not fully credible due to potential bias on the part of the seller, while OCR ranking systems do not always display relevant information for all users. Therefore, it is important to examine how these two elements with dimensions such as sense of community, interactivity, emotional support, perceived usefulness, and perceived trust together can influence customer engagement and purchase intention in the context of social commerce.

This research is relevant due to the lack of previous studies that explicitly explore the combined influence of live streaming and online consumer reviews on purchase intention, especially in Indonesia which is experiencing significant growth in social commerce users. Therefore, this study aims to make theoretical and practical contributions in understanding the role of these two communication channels in driving digital consumer purchase intention.

## **LITERATURE REVIEW**

### **Live Streaming in Social Commerce**

Live streaming is an innovation in social commerce that enables real-time interaction between sellers and consumers. According to Chen and Liao (2022), live streaming consists of three main dimensions that influence consumer engagement: sense of community, interactivity, and emotional support. Sense of community refers to the feeling of membership and connectedness among members of a virtual community (Blanchard, 2007), which can increase user loyalty and participation (Prentice et al., 2019). Interactivity describes the extent to which consumers can respond or communicate directly during live streaming sessions, and plays an important role in creating an immersive shopping experience and reducing risk perception (Qin et al., 2023; Sun et al., 2019). Emotional support refers to the emotional attachment built between viewers and organizers, which can trigger positive emotions and increase interest in participating in online transactions (Lim et al., 2020).

### **Online Consumer Reviews (OCR)**

Online consumer reviews are an important source of information for consumers in the decision-making process. Hennig-Thurau et al. (2004) defined it as product evaluations delivered through digital platforms by previous users. The two main elements of OCR are perceived usefulness and perceived trust (Geng & Chen, 2021). Perceived usefulness indicates the extent to which consumers feel that the information provided in reviews helps in decision making (Eslami et al., 2018; Singh et al., 2017), while perceived trust relates to the credibility and honesty of reviews that can reduce uncertainty in online transactions (Herrando et al., 2022).

### **Channel Complementarity Theory**

This theory explains that consumers tend to use more than one information channel to fulfill their overall information needs (Dutta-Bergman, 2004). Live streaming and OCR, although coming from different sources-sellers and consumers-can complement each other in providing richer and more trustworthy information (Schindler, 2001; Zhou et al., 2019). Live streaming stands out in its visual, interactive and entertainment aspects, while OCR excels in information credibility and relevance. Therefore, their integration is believed to increase perceived usefulness and consumer trust simultaneously.

### **Customer Engagment**

Customer engagement refers to the active involvement of consumers with brands through activities such as liking, commenting, and sharing content (Lim & Rasul, 2022). In the context of live streaming and OCR, this engagement can be influenced by interactivity, sense of community, emotional support, and trust and information usefulness (Wongkitrungrueng & Assarut, 2020). High engagement will strengthen the emotional connection between consumers and brands and trigger purchase intentions (Mora Cortez et al., 2023).

### **Purchase Intention**

Purchase intention is a key indicator of the likelihood of consumer behavior to make a purchase. According to Akram et al. (2021), purchase intention is influenced by various factors, including emotional involvement, trust in information sources, and perceptions of product usefulness. High trust in brands or online reviews can reduce risk perception and increase consumer purchase intention (Farivar et al., 2017; Hoque & Alam, 2018). In social commerce, elements such as interactivity, sense of community, and emotional support have been shown to significantly influence users' purchase intention (Lu & Chen, 2021; Shang et al., 2023).

## **METHODS**

This research uses a causal relationship study approach with hypothesis testing to explore the cause-and-effect relationship between existing variables. Primary data was obtained through an online questionnaire using a 7-point Likert scale, with a convenience sampling technique aimed at users of social commerce platforms. Sample determination is based on the criteria of age, education level, type of work, expenditure, and experience with social commerce. Independent variables in this study include sense of community, ineteractivity, emotional support, perceived usefulness, and perceived trust. While the dependent variable is the intention to make sustainable purchases. Data analysis was carried out using descriptive and statistical methods using the PLS-SEM model through SmartPLS software.

## **RESULTS**

### **Descriptive Analysis of Respondent Profile**

In the descriptive analysis results, there is a distribution in purchase intention on commerce platforms, which is 51.5% male and 48.5% female. Most of the respondents in this study are between 17 to 25 years old, about 88% of all respondents. For education, the most dominant is the high school level at 56% and undergraduate education at 37%. Most of the respondents were 43.7%. The highly dominant group among the respondents consisted of students at 66.7%. Most of the respondents predominantly followed live streaming in social commerce for more than one year at 76.2%. Most of the respondents in this study follow live streaming on tiktok live by 60.2%. And respondents have a relevant reason for following live streaming, namely the low price of 36.4% of the 231 respondents.

### Descriptive Analysis of Variables

In the analysis of interactivity variables, with an average value of 5.384 which is categorized as agreed because it is in the range 5.30 - 6.15. In the sense of community has a value of 5.425 which is categorized as agreed. Emotional support has a score value of 5.481 which means agree. Perceived trust has an average value of 5.922 which includes agreeing. Perceived usefulness has a score value of 5.961 which means it is in the agreed category. Customer engagement has a score value of 5.098 which means that respondents tend to agree somewhat because it includes a range of 4.44 - 5.29. and purchase intention has an average score of 5.909 which means that this value is included in the agreed category.

### Outer Model

In this study, each variable under study was tested for validity and reliability. The elements tested were Sense of Community (SC), Perceived Usefulness (PU), Perceived Trust (PT), Interactivity (I), Emotional Support (ES), Customer Engagement (CE), and Purchase Intention (PI). Each variable Validity and reliability testing was conducted in this study using data from 231 respondents.

**Table 1 Outer Loading**

	CE	ES	I	PT	PU	PI	SC
CE1	0,680						
CE2	0,794						
CE3	0,830						
CE4	0,826						
CE5	0,829						
CE6	0,847						
CE7	0,781						
CE8	0,805						
CE9	0,778						
ES1		0,881					
ES2		0,920					
ES3		0,920					
I2			0,832				
I3			0,890				
PI1						0,845	
PI2						0,802	
PI3						0,893	
PT1				0,810			
PT2				0,741			
PT3				0,775			
PU1					0,772		
PU2					0,720		
PU3					0,778		
SC1							0,819
SC2							0,864
SC3							0,881
SC4							0,847
I1			0,856				

Source: Data Processing (2025)

It is greater than 0.70 according to the data collected from the outside loading. Therefore, it can be said that one indicator, CE1, has a value of 0.680, which is below the criterion. For the findings to be more substantial, CE1 should be eliminated.

**Table 2 Outer Loading Modifikasi**

	CE	ES	I	PT	PU	PI	SC
CE2	0,794						
CE3	0,830						
CE4	0,826						
CE5	0,829						
CE6	0,847						
CE7	0,781						
CE8	0,805						
CE9	0,778						
ES1		0,881					
ES2		0,920					
ES3		0,920					
I2			0,832				
I3			0,890				
PI1						0,845	
PI2						0,802	
PI3						0,893	
PT1				0,810			
PT2				0,741			
PT3				0,775			
PU1					0,772		
PU2					0,720		
PU3					0,778		
SC1							0,819
SC2							0,864
SC3							0,881
SC4							0,847
I1			0,856				

Source: Data Processing (2025)

With values higher than 0.70, Table 2 shows that each indication has met the criteria. Furthermore, it can be said that the loading factor value of each indicator point is high. The analysis can proceed to the next test system based on these findings.

**Table 3 Average Variance Extracted**

	Average Variance Extracted (AVE)
Customer Engagement	
Emotional Support	
Interactivity	
Perceived Trust	
Perceived Usefulness	
Purchase Intention	
Sense of Community	

Source: Data Processing (2025)

The results are higher than 0.50 according to the "Average Variance Extracted (AVE) value obtained." This shows the validity of each variable.

**Table 4 Cross Loading**

	CE	ES	I	PT	PU	PI	SC
<b>CE2</b>	<b>0,807</b>	0,615	0,621	0,529	0,432	0,640	0,701
<b>CE3</b>	<b>0,832</b>	0,625	0,625	0,559	0,472	0,672	0,729
<b>CE4</b>	<b>0,832</b>	0,639	0,651	0,520	0,411	0,653	0,671
<b>CE5</b>	<b>0,837</b>	0,661	0,638	0,462	0,406	0,669	0,638
<b>CE6</b>	<b>0,852</b>	0,683	0,622	0,499	0,468	0,656	0,654
<b>CE7</b>	<b>0,779</b>	0,610	0,583	0,441	0,449	0,647	0,601
<b>CE8</b>	<b>0,806</b>	0,628	0,643	0,475	0,478	0,658	0,630
<b>CE9</b>	<b>0,778</b>	0,584	0,598	0,498	0,527	0,692	0,558
<b>ES1</b>	0,662	<b>0,881</b>	0,716	0,376	0,336	0,571	0,737
<b>ES2</b>	0,719	<b>0,920</b>	0,678	0,440	0,401	0,652	0,757
<b>ES3</b>	0,722	<b>0,920</b>	0,681	0,462	0,437	0,616	0,766
<b>I2</b>	0,611	0,620	<b>0,831</b>	0,338	0,367	0,535	0,610
<b>I3</b>	0,672	0,658	<b>0,890</b>	0,420	0,451	0,582	0,669
<b>PI1</b>	0,643	0,554	0,505	0,523	0,535	<b>0,844</b>	0,533
<b>PI2</b>	0,618	0,488	0,461	0,382	0,419	<b>0,803</b>	0,489
<b>PI3</b>	0,785	0,662	0,652	0,530	0,520	<b>0,893</b>	0,693
<b>PT1</b>	0,580	0,452	0,422	<b>0,814</b>	0,468	0,481	0,532
<b>PT2</b>	0,430	0,336	0,336	<b>0,740</b>	0,455	0,430	0,393
<b>PT3</b>	0,384	0,284	0,316	<b>0,771</b>	0,540	0,406	0,318
<b>PU1</b>	0,440	0,339	0,353	0,461	<b>0,770</b>	0,464	0,297
<b>PU2</b>	0,371	0,257	0,296	0,452	<b>0,721</b>	0,385	0,247
<b>PU3</b>	0,452	0,378	0,434	0,503	<b>0,779</b>	0,467	0,397
<b>SC1</b>	0,693	0,630	0,659	0,449	0,298	0,552	<b>0,819</b>
<b>SC2</b>	0,651	0,730	0,606	0,494	0,350	0,578	<b>0,864</b>
<b>SC3</b>	0,675	0,754	0,675	0,476	0,387	0,623	<b>0,880</b>
<b>SC4</b>	0,693	0,716	0,662	0,449	0,392	0,577	<b>0,847</b>
<b>I1</b>	0,686	0,684	<b>0,857</b>	0,444	0,419	0,544	0,689

Source: Data Processing (2025)

Based on the Cross Loading Discriminant Validity results above, it can be concluded that each indicator has a higher correlation coefficient value for its own construct than the correlation with other constructs in different columns. Therefore, it can be concluded that each indicator in the block is part of the corresponding construct in the column concerned.

**Table 5 Cronbach's Alpha dan Composite Reliability**

	Cronbach's Alpha	Composite Reliability
<b>Customer Engagement</b>	0,928	0,941
<b>Emotional Support</b>	0,892	0,933
<b>Interactivity</b>	0,824	0,895
<b>Perceived Trust</b>	0,672	0,819
<b>Perceived Usefulness</b>	0,629	0,801
<b>Purchase Intention</b>	0,804	0,884
<b>Sense of Community</b>	0,875	0,914

Source: Data Processing (2025)

The Cronbach's alpha value of each variable is reliable because each variable has met a value of more than 0.60.

### Inner Model

This study also tested the structural model or also called the inner model which is used to determine the relationship between variables. Structural model testing is done by analyzing the value of R-square (R<sup>2</sup>) for the dependent variable. As for the independent variables by testing the path coefficient.

**Table 6 R-Square Results**

	R-Square	R Square Adjusted
<b>Customer Engagement</b>	0,752	0,746
<b>Purchase Intention</b>	0,690	0,681

Source: Data Processing (2025)

Based on Table 6, it is known that Customer Engagement is explained by its antecedent variables by 74.6%, which means there is still 25.4% influence from other variables outside the model. Meanwhile, Purchase Intention is explained by its antecedent variables by 68.1%, so there is still 31.9% influence from other factors not included in the study.

**Table 7 Q-Square Result**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
<b>Customer Engagement</b>	1848,000	937,523	0,493
<b>Emotional Support</b>	693,000	693,000	
<b>Interactivity</b>	693,000	693,000	
<b>Perceived Trust</b>	693,000	693,000	
<b>Perceived Usefulness</b>	693,000	693,000	
<b>Purchase Intention</b>	693,000	363,351	0,476
<b>Sense of Community</b>	924,000	924,000	

Source: Data Processing (2025)

The customer engagement variable has a squared Q value of 0.493, according to Table 7, while the purchase intention variable has a squared Q value of 0.476. In contrast, the squared Q values for the following factors are zero: Sense of Community, Perceived Usefulness, Perceived Trust, Interactivity, and Emotional Support. Although zero, this is a reasonable condition because these five variables act as independent variables in this study.

**Table 8 Path Coefficient Results**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Value	Conclusion
<b>Sense of Community &gt; Customer Engagement</b>	0,288	0,284	0,071	4,080	<b>0,000</b>	H1 Supported
<b>Interactivity &gt; Customer Engagement</b>	0,239	0,234	0,089	2,685	<b>0,007</b>	H2 Supported
<b>Emotional Support &gt; Customer</b>	0,223	0,228	0,095	2,337	<b>0,020</b>	H3 Supported

<b>Engagement</b>						
<b>Perceived Usefulness &gt; Customer Engagement</b>	0,128	0,134	0,071	1,800	<b>0,072</b>	H4 Not supported
<b>Perceived Trust &gt; Customer Engagement</b>	0,157	0,153	0,064	2,438	<b>0,015</b>	H5 Supported
<b>Sense of Community &gt; Purchase Intention</b>	0,066	0,066	0,092	0,724	<b>0,469</b>	H6 Not supported
<b>Interactivity &gt; Purchase Intention</b>	-0,030	-0,028	0,076	0,390	<b>0,697</b>	H7 Not supported
<b>Emotional Support &gt; Purchase Intention</b>	0,100	0,106	0,102	0,985	<b>0,325</b>	H8 Not supported
<b>Perceived Usefulness &gt; Purchase Intention</b>	0,180	0,179	0,060	2,998	<b>0,003</b>	H9 Supported
<b>Perceived Trust &gt; Purchase Intention</b>	0,030	0,034	0,069	0,438	<b>0,662</b>	H10 Not supported
<b>Customer Engagement &gt; Purchase Intention</b>	0,584	0,575	0,098	5,934	<b>0,000</b>	H11 Supported

Source: Data Processing (2025)

Based on the results in Table 8, it can be concluded that hypotheses H1, H2, H3, H5, H9, and H11 are supported, while H4, H6, H7, H8, and H10 are not supported. This is in accordance with the criteria put forward by Hair et al. (2016), which states that a hypothesis can be accepted if the T-statistic value exceeds 1.96 and the P-value is below 0.05. Thus, only hypotheses H1, H2, H3, H5, H9, and H11 meet these requirements, while other hypotheses do not meet the criteria and are declared unsupported.

## DISCUSSION

The results of this study provide an empirical contribution to understanding the dynamics of social commerce, especially on how interactive elements such as live streaming and online consumer reviews (OCR) affect customer engagement and purchase intention on the TikTok Shop platform.

### Mediating Role of Customer Engagement

The findings show that customer engagement has a significant influence on purchase intention. This supports the findings of Zheng et al. (2022) which states that customer engagement is the main link between marketing content and purchasing decisions in the digital environment. High engagement signals a deep emotional and cognitive interaction, which then triggers the intention to buy the product. In this context, customers who more actively interact with live streaming or OCR content show higher interest and trust in the product or brand (Mora Cortez et al., 2023; Wongkitrungrueng & Assarut, 2020).

### **Elements of Live Streaming and Online Reviews**

Variables such as sense of community, interactivity, emotional support, and perceived trust do not have a direct effect on purchase intention, but contribute strongly to customer engagement. This supports the channel complementarity theory proposed by Dutta-Bergman (2004), which states that consumers tend to use various information channels simultaneously to obtain a more complete decision.

Zhou et al. (2019) and Liao (2022) confirmed that the combination of live streaming and OCR has a complementary effect in shaping consumer perceptions. Live streaming provides real-time experience and entertainment (Park & Lin, 2020), while OCR provides credibility and social proof of the buyer's previous experience (Geng & Chen, 2021).

### **Variable Specific Influence**

- Sense of Community is proven to not directly affect purchase intention, but contributes greatly to increasing user engagement. When consumers feel part of a community, they are more likely to actively interact, share experiences, and follow live content regularly
- Interactivity also has no direct influence on purchase intention, but increases the intensity of communication and closeness to the brand, which in turn strengthens engagement
- Perceived Usefulness is the only variable that has a direct effect on purchase intention. This indicates that consumer perceptions of the usefulness of information conveyed through reviews and live streaming are the main key to forming purchasing decisions.
- Perceived Trust, although not having a direct impact on purchase intention, is still important in shaping engagement. This suggests that trust serves more as an affective foundation than a direct determinant of purchasing behavior.

### **Theoretical and Practical Implications**

Theoretically, these results strengthen the integrative approach in understanding consumer behavior in the digital era, especially in the increasingly complex context of social commerce. The mediating role of engagement is also important evidence that purchasing decisions are not only triggered by rational factors, but also emotional and social engagement (Cheung & To, 2016).

In practical terms, digital businesses in TikTok Shop can utilize a combination of interactive marketing and user-generated content strategies. Providing communicative live content and building a trustworthy and useful review system can significantly increase sales conversions.

### **CONCLUSION**

This research provides an empirical contribution to deepen the understanding of the key determinants that influence purchase intention in the context of social commerce, with a focus on the TikTok Shop platform. The integration of live streaming and online consumer reviews has been shown to create a shopping experience that is not only interactive and informative, but also builds credibility through consumers' emotional and social engagement. The findings of this study confirm that the combination of interactive and informative elements is an effective strategy in driving consumer engagement and purchase intent in the digital space.

The results of the analysis show that the variables of sense of community, interactivity, emotional support, and perceived trust have a positive and significant effect on customer engagement, indicating that the social and emotional aspects of the online shopping experience play an important role in shaping consumer engagement. However, perceived usefulness did not show a significant effect on customer engagement, indicating that the perceived usefulness of information does not directly drive active engagement.

The four variables do not have a significant direct effect on purchase intention, indicating that the effect is indirect through the mediation path. In contrast, perceived usefulness and

customer engagement were shown to have a positive and significant influence on purchase intention, reinforcing the role of consumer engagement as a determining factor in making purchasing decisions. In this case, customer engagement serves as a significant mediator in bridging the relationship between live streaming elements and online consumer reviews to purchase intention.

Overall, this study confirms that trust and engagement are two key components in building strong purchase intentions in the social commerce ecosystem. Interactive features such as live streaming and experiential information sources such as consumer reviews do not stand alone, but rather complement each other in influencing consumers' overall decision-making process.

## LIMITATION

This study has several limitations that need to be considered in interpreting the results and applying the findings. First, the use of convenience sampling techniques in data collection has the potential to cause selection bias, because respondents are selected based on ease of access by researchers, not based on proportional representation of the entire population of social commerce users in Indonesia. This reduces the generalizability of the study results to a wider population. Secondly, although this study targeted Indonesians in general, the majority of respondents were from the 20-25 years age group (65.8%) with an upper-middle education background. The dominance of these characteristics means that the findings are more reflective of the views of the younger and more educated generation, and therefore not fully representative of older demographic segments or those with lower levels of education.

Third, the scope of variables in this study is limited to five main constructs, namely sense of community, interactivity, emotional support, perceived usefulness, and perceived trust, as well as two additional variables, namely customer engagement and purchase intention. Other factors that are also relevant in influencing purchase intention such as price, promotion, product quality, and brand awareness are not included in the analysis model, thus opening up opportunities for exploration in future studies. Fourth, the research object is limited to TikTok Shop and Shopee Live users, which of course have different ecosystem characteristics and features compared to other platforms such as Instagram Live, Tokopedia Play, or Lazada. Therefore, the external validity of these results may not apply across the entire social commerce platform landscape.

Fifth, this research approach is cross-sectional, i.e. data collection is done at one specific point in time. This model does not allow for analysis of changes in consumer behavior over time or reveal cause-and-effect relationships longitudinally. Finally, although most of the variable indicators have been declared valid and reliable, there is one indicator on the purchase intention variable (PI3) that does not pass the validity test. This could potentially affect the strength of the construct in representing overall purchase intention. Considering these limitations, further studies are recommended to expand the scope of variables, increase the diversity of respondents, and use a longitudinal design and multi-platform approach so that the results obtained are more comprehensive and generalizable.

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