



Is Streamer Trust The Key To Impacting Purchase Intentions In Live Fashion Streaming?

Neng Restu ¹⁾

¹⁾Department of Management, Faculty of Business and Economics, University of Islam
Indonesia, Indonesia.

Email: 22911056@students.uii.ac.id

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ABSTRACT

Digital transformation has profoundly reshaped consumer shopping behaviors, making live streaming social commerce a prominent trend. Despite its rapid growth, we still have a limited understanding of how streamer characteristics influence purchase intention, particularly for fashion products. The combined roles of trust and viewing intention in this context are also not fully explored. This study uses the Stimulus-Organism-Response (SOR) framework to investigate how streamer interactivity and attractiveness affect purchase intention. It specifically examines whether trust mediates this relationship and if intention to watch moderates it. Data was collected from 158 users of live streaming fashion products through an online survey and analyzed using PLS-SEM. The results show that both streamer interactivity and attractiveness significantly impact trust and purchase intention. Trust fully mediates the effect of streamer characteristics on purchase intention. Additionally, intention to watch significantly moderates the relationship between interactivity and purchase intention. All hypothesized relationships were statistically significant ($p < .05$). The model also demonstrated strong predictive power, with an R^2 of 0.702 for purchase intention and 0.56 for streamer trust. This research enriches marketing literature by highlighting the critical roles of interaction and trust in live streaming content for boosting purchase intention. It offers valuable insights for businesses, though the findings are limited to fashion products on specific social commerce platforms.

INTRODUCTION

The rapid evolution of technology has profoundly reshaped consumer shopping behaviors and the dynamics of market exchange between buyers and sellers (Alfianti et al., 2022; Paul &

Rosenbaum, 2020). Modern consumers are no longer confined to physical stores; technological advancements now offer diverse online shopping methods and platforms that have become predominant (Kofoworola et al., 2022). This transformation is underscored by the continuous growth of social media users, with pervasive digital engagement highlighting social media's critical role in communication. This trend has opened new avenues for businesses, particularly through the advent of live streaming for product promotion (Wongkitrungrueng, Dehouche, & Assarut, 2020). In Indonesia, for instance, internet users reached 185.3 million by March 2024, with social media users growing to 139 million (Slice.id, 2024), setting a fertile ground for digital commerce.

Within this evolving digital landscape, live streaming has emerged as a transformative marketing medium within social commerce (Hu & Chaudhry, 2020). Live streaming social commerce is recognized as a significant trend, offering consumers novel channels and experiences for shopping by blending social interaction and e-commerce (Geng et al., 2020). This presents a substantial opportunity for business development, leveraging the widespread popularity of social media (Al-Adwan & Kokash, 2019). Facilitated by accessible technology on various devices, live streaming has proven to be an effective marketing tool (Chen & Lin, 2018), enabling sellers to reach broader audiences without geographical constraints. Its rapid growth has led major platforms like Twitch, Facebook, YouTube, and Weibo to integrate live streaming services (Chang et al., 2023), with TikTok notably dominating this segment in Indonesia (Goodstats, 2024).

Live streaming uniquely facilitates real-time online transmission of video, audio, or photos (Lee & Chen, 2021), often showcasing products from dynamic perspectives to encourage immediate purchases (Greenwald, 2020). A key advantage is its inherent social aspect, involving real-time interaction between streamers and consumers (Clement Addo et al., 2021). Consumers can submit instant questions and comments, visible to both streamers and other viewers (Lee & Chen, 2021). Streamers, as key facilitators, leverage their characteristics to promote consumer participation and purchases (Fei et al., 2021). They demonstrate products, answer queries, and adapt content live to influence actions, leading to direct purchases through embedded links (Lee & Chen, 2021). This two-way interaction distinguishes it from passive promotional videos or traditional online shopping (Sun et al., 2019), offering businesses an effective approach to boost sales and create unique marketing effects (Ma, Yingying, 2021).

Despite its promising growth, live streaming has not received commensurate research attention, especially concerning its application for fashion products (Sun et al., 2019). While studies investigate its impact on purchase intention (Lee & Chen, 2021), a comprehensive understanding of live streaming social commerce remains limited. Previous research explored streamer interactivity, attractiveness, and trust as antecedents (Che Wel et al., 2023; Chang et al., 2023). However, a consensus on their combined relationship with purchase intention is elusive. Furthermore, research on trust often overlooks how live streaming features and consumer perceptions directly impact trust in streamers and subsequent purchase intentions, which is crucial for evaluating streamer performance (Leong et al., 2020; Zhao et al., 2018).

To address these critical gaps, this study employs the Stimulus-Organism-Response (SOR) framework. It offers a comprehensive examination of the combined effects of streamer interactivity and attractiveness (Stimuli) on purchase intention (Response), mediated by trust (Organism). Novel contributions include introducing viewing intention as a moderating variable, providing new insights into how consumer engagement can influence the interactivity-purchase intention relationship. By specifically focusing on the fashion product category within live streaming social commerce, this study also addresses a significant contextual research gap. Therefore, this research aims to clarify these relationships, highlighting how businesses can leverage live streaming to strengthen consumer purchase intention and achieve new competitive advantages in this rapidly evolving digital marketplace.

LITERATURE REVIEW

Streamer Interactivity and Trust in Streamer

Streamer interactivity is defined as a streamer's proficiency in effectively communicating with their audience (Chandraruangphen et al., 2022). Prior research highlights a strong connection between interactivity and positive consumer outcomes, including increased trust and satisfaction (Bao et al., 2016; Hou et al., 2020), along with enhanced consumer recall and comprehension (Suh & Lee, 2005; Chang et al., 2023). It is logical to presume that interactivity on live streaming platforms enables consumers to gain valuable product information. Furthermore, consistent interaction can cultivate trust in the streamer (Panteli & Sockalingam, 2005; Chang et al., 2023). Interaction itself is a two-way process of information exchange and communication (Ham & Lee, 2020). When consumers can effectively communicate with sellers, their trust in both the streamer and the products offered tends to grow, which in turn influences consumer engagement (Wongkitrungrueng & Assarut, 2020). Within the live streaming shopping environment, high levels of engagement maintained by the streamer help consumers achieve a clearer understanding of product details (Sun et al., 2020). Therefore, streamer interactivity is posited to positively influence trust in the streamer.

H1: Streamer interactivity positively affects trust in streamer.

Streamer Interactivity and Purchase Intention

Streamer interactivity, as defined by Sun et al. (2019), has three main categories. The first is performative interaction, where the streamer engages with the audience through "live images," meaning they are visibly "present and interactive." This type of interaction relies heavily on the streamer effectively displaying products. Second, high-density information exchange relates to the streamer's responses to on-screen comments and notifications, providing crucial information to viewers. Lastly, inciting merchandising occurs when the live broadcaster frequently uses repetitive marketing language during sessions, highlighting various selling points and product promotions to motivate consumer purchase intention. Real-time interactivity on live streaming platforms allows streamers to demonstrate their expertise and integrity while fulfilling consumer needs. In other words, streamer interactivity is considered capable of influencing live streaming social commerce users' purchase intention.

H2: Streamer interactivity positively affects purchase intention.

Streamer Attractiveness and Trust in Streamer

Streamer attractiveness is conceptualized as consumers' perceptions of a streamer's physical appearance and personal attributes, encompassing aspects such as beauty, expressiveness, and grace (Wang & Scheinbaum, 2018; Chang et al., 2023). Engagement with live streams often fosters a sense of proximity and intimacy between consumers and streamers, which can accelerate the development of trust during the live shopping experience (Palmatier et al., 2006; Hu et al., 2017; Chandraruangphen et al., 2022). Beyond the formation of parasocial relationships, a streamer's physical attractiveness has been demonstrated to enhance consumer trust (Zhao et al., 2015; Alfianti et al., 2022). Prior research consistently indicates that desirable streamer characteristics, including physical appeal and the capacity to cultivate customer relationships, can augment consumers' trust in the streamer (Liu & Oda, 2021; Chandraruangphen et al., 2022). Consequently, it is posited that streamer attractiveness exerts an influence on consumer trust within the context of live streaming social commerce.

H3: Streamer attractiveness positively affects trust in streamer.

Streamer Attractiveness and Purchase Intention

According to Park & Lin (2020), attractiveness is defined by familiarity, liking, and similarity, which influence consumer opinions and product evaluations (Till & Bustler, 2000; Che Wel et al.,

2023). This suggests that a seller's attractiveness impacts their sales and popularity (Kim et al., 2020). Studies have shown that interaction is positively related to consumer purchase intention (Sokolova & Kefi, 2020). Consumers are more likely to form positive stereotypes towards attractive individuals (Xiaoyu et al., 2020). Thus, attractive spokespersons are more successful in changing consumer attitudes and beliefs about a product (Xiaoyu et al., 2020). Visually attractive streamers can capture consumer attention, facilitate the absorption of product information, and modify initial knowledge and attitudes (Che Wel et al., 2023). Furthermore, consumers may increase their viewing time and frequency if they perceive the streamer as attractive (Xiaoyu et al., 2020). Consumers are generally inclined to purchase products endorsed by streamers they admire or like (Newman et al., 2011; Park & Lin, 2020), driven by a desire for emulation (Gilal et al., 2020; Chang et al., 2023). Prior research further indicates that a retailer's attractiveness can sustain consumers' purchase intentions (Li et al., 2018; Chang et al., 2023). Consequently, it is hypothesized that streamer attractiveness influences purchase intention.

H4: Streamer attractiveness positively affects purchase intention.

Streamer Interactivity, Intention to Watch, and Purchase Intention

Streamer interactivity refers to a streamer's capacity for direct, real-time, two-way communication with their audience, marked by active control and synchronicity (Liu, 2003; Ou et al., 2014; Tajvidi et al., 2017; Hou et al., 2020). This high level of interaction helps build consumer trust and a feeling of responsiveness, which can then positively affect loyalty and overall attitudes (Wongkitrungrueng & Assarut, 2020; Hou et al., 2020). Real time engagement also increases the perceived value of live streaming by demonstrating the streamer's attention to consumer expectations. Prior research indicates that interactivity enhances consumers' intention to watch and their attention to recommended products (Hou et al., 2019; Ma et al., 2022; Li et al., 2020), ultimately strengthening purchase intention, especially when an emotional connection is formed (Zhang et al., 2021).

H5: The relationship between streamer interactivity and purchase intention is moderated by intention to watch.

Mediating Role of Trust in Streamer

The mediating role of trust in the streamer is developed based on the Stimulus-Organism-Response (S-O-R) framework: streamer characteristics (interactivity and attractiveness) act as external stimuli, fostering trust in the streamer (Organism), which then impacts consumer behavior (purchase intention). Streamer interactivity, through direct communication, significantly enhances consumer trust, influencing their online experience, satisfaction, and psychological states (Wang et al., 2020; Zhang et al., 2020; Wongkitrungrueng & Assarut, 2020; Akar & Topçu, 2011; Yang & Shen, 2011; Lin et al., 2023). This real-time engagement motivates continued viewership and provides an immersive shopping experience (Ma et al., 2022; Xu et al., 2020). Similarly, streamer attractiveness, encompassing physical aspects, temperament, and similarity (Li & Peng, 2021), also plays a crucial role in building trust. Consumers perceiving similarity or charm in streamers tend to experience reduced product uncertainty and build trust more quickly (Guo et al., 2022; Lu & Chen, 2021; Zhang et al., 2020; Hu et al., 2017; Liu & Oda, 2021; Chandraruangphen et al., 2022). Ultimately, both interactivity and attractiveness, by enhancing trust and engagement, positively affect perceived persuasiveness, thereby increasing consumer purchase intention (Gao et al., 2021).

H6a: The relationship between streamer interactivity and purchase intention is mediated by trust in streamer.

H6b: The relationship between streamer attractiveness and purchase intention is mediated by trust in streamer.

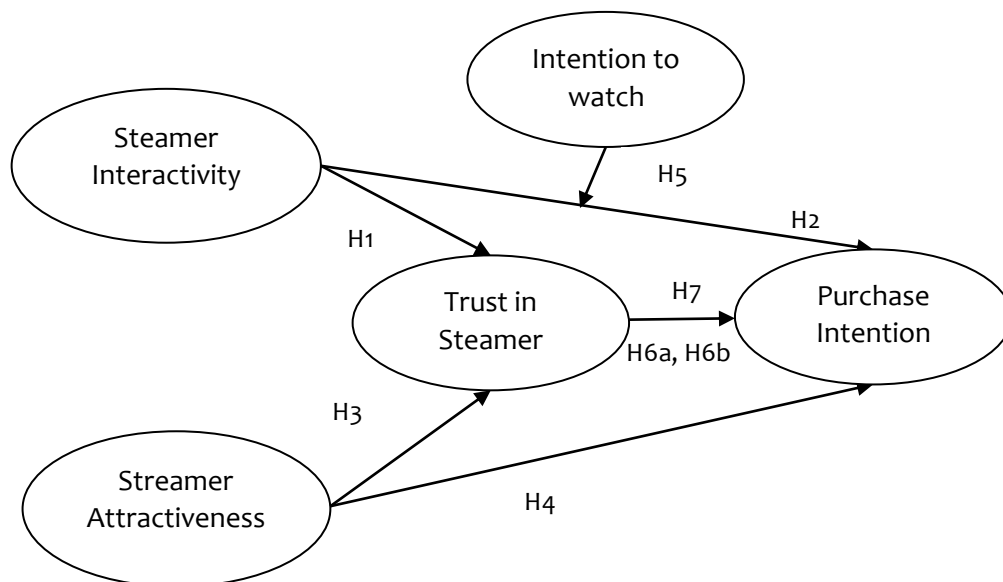
Trust in Streamer and Purchase Intention

Trust in a streamer is defined as consumers' conviction that the streamer will act ethically and prioritize their needs (Dachyar & Banjarnahor, 2017; Che Wel et al., 2023; Wongkitrungrueng & Assarut, 2020). This trust is crucial as it mitigates perceived risks and complexity, thus fostering consumer engagement in live streaming (McKnight et al., 2002; Hock et al., 2010; Lu & Chen, 2021). Prior research consistently shows a positive correlation between trust in the streamer and purchase intention within live streaming contexts (Chen et al., 2020; Lu & Chen, 2021; Chandraruangphen et al., 2022; Xu et al., 2022; Shareef et al., 2019; Sun et al., 2019). Purchase intention, defined as a consumer's likelihood to buy a product (Ali et al., 2020), is a key predictor of consumer behavior, influenced by attitudes, evaluations, and external factors (Flanders et al., 1975; Che Wel et al., 2023). Ultimately, strong trust in a streamer directly enhances purchase intention, highlighting its significance in online transactions (Jarvenpaa et al., 2000; Schiffman & Kanuk, 2000).

H7: Trust in streamer positively affects purchase intention.

This study utilizes the Stimulus-Organism-Response (S-O-R) framework as its theoretical foundation due to its proven effectiveness in analyzing consumer behavior within social commerce, particularly in live streaming contexts (Friedrich et al., 2019; Xu et al., 2020; Zhong et al., 2022). This framework is ideal for examining how streamer characteristics (interactivity and attractiveness) act as stimuli, influencing internal states like trust in the streamer (organism), which in turn drives consumer responses such as viewing and purchase intentions (Gao et al., 2018; Chen et al., 2019; Alfianti et al., 2022; Chen et al., 2022; Zhu et al., 2019).

Figure 1 Conceptual Framework



METHODS

This study employs a causal research design to investigate the cause-and-effect relationships among key variables through hypothesis testing. The primary objective is to examine how streamer characteristics, specifically interactivity and attractiveness, influence both viewing intention and purchase intention within the live streaming context. Furthermore, this research posits that audience trust in the streamer serves as a crucial mediator, bridging the relationship between streamer characteristics and audience outcomes. Primary data for this

study were collected directly from respondents using an electronic questionnaire distributed via Google Forms. The sampling technique employed is purposive sampling, targeting active live streaming users on social commerce platforms like TikTok, Instagram, and Facebook across Indonesia. The study's population comprises users of social commerce platforms in Indonesia, specifically those aged between 18 and 35 years, who are Indonesian citizens, active users of social commerce applications, and have made fashion purchases through live streaming. For data analysis, this study uses Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, chosen for its robustness in evaluating complex models involving multiple latent variables, constructs, and indicators. Based on guidelines by Hair et al. (2013), the expected sample size for this research ranges from 150 to 300 respondents, determined by the number of indicators and latent variables in the model.

Table 1. Characteristic of Respondent

Respondent profile		Frequency	Percentage (%)
Gender	Man	72	45.6%
	Woman	86	54.4%
Age	18-21 years	59	37.3%
	22-25 years	60	38%
	26-29 years	25	15.8%
	30-34 years	14	8.9%
Education	High School	89	56.3%
	Diploma/Associate's Degree	4	2.5%
	Bachelor's Degree	62	39.2%
	Postgraduate Degree	3	2%
Work	Student	82	52%
	employee	62	39.2%
	Civil Servant	5	3.2%
	Other	9	5.6%
Revenue	≤ IDR 2,000,000	56	35.4%
	IDR 2,000,000 - IDR 4,000,000	27	17.1%
	IDR 4,000,000 - IDR 6,000,000	63	39.9%
	≥ IDR 6,000,000	12	7.6%
Primary Live Streaming Shopping Platform	TikTok	147	93%
	Instagram	5	3,2%
	Facebook	6	3.8%
Live Streaming Viewing Intensity	1-3 times	98	62%
	4-7 times	44	28%
	8-10 times	12	7.6%
	≥ 10 time	4	2.5%
Shopping Intensity on Live Streaming Platforms (per month)	1-3 times	59	37.3%
	4-7 times	64	40.5%
	8-10 times	31	19.6%
	≥ 10 time	4	2.5%

Source: Primary data, 2025

Table 1 presents the demographic and behavioral data collected from 158 respondents. The sample comprised a slight majority of female respondents at 54.4%. In terms of age, the largest segment was 22-25 years old, constituting 38%, closely followed by the 18-21 age group at 37.3%. Most respondents were high school graduates (56.3%), with students representing the largest occupational group at 52%. Regarding monthly income, 39.9% reported earnings between IDR 4,000,000 and IDR 6,000,000. TikTok emerged as the preferred platform for live streaming shopping, utilized by 93% of respondents. Furthermore, the majority of respondents watched live streams 1-3 times daily (62%) and conducted shopping on these platforms 4-7 times monthly (40.5%). This profile indicates that the research sample predominantly consists of young female students, primarily with a high school education, who favor TikTok for their live streaming fashion purchases.

The present study investigates the determinants of purchase intention, focusing on the roles of interactivity, streamer attractiveness, intention to watch, and trust in streamer. These five principal variables are assessed using multi-item scales. All items are rated on a 5-point Likert scale, anchored by "strongly disagree" (1) and "strongly agree" (5). The specific items for measuring interactivity and intention to watch were adopted from Hou et al. (2019), while streamer attractiveness items were derived from Chandruangphen et al. (2021). Trust in streamer items were adapted from Wongkitrungrueng and Assarut (2020) and Chang et al. (2023), and purchase intention items were sourced from Ou et al. (2014), Chang et al. (2023), and Sun et al. (2019).

Table 1. Validity and Reliability Test Results

Variables and Indicators	Loading Factor	Cronbach' S Alpha	Conclusion
Intention to watch		0.873	Reliable
ITW1	0.878		Valid
ITW2	0.918		Valid
ITW3	0.881		Valid
Purchase Intention		0.849	Reliable
PI1	0.780		Valid
PI2	0.832		Valid
PI3	0.757		Valid
PI4	0.831		Valid
PI5	0.746		Valid
Streamer Attractiveness			Reliable
SA1	0.888	0.874	Valid
SA2	0.904		Valid
SA3	0.889		Valid
Streamer Interactivity		0.934	Reliable
SNT1	0.846		Valid
SNT2	0.868		Valid
SNT3	0.827		Valid
SNT4	0.838		Valid
SNT5	0.854		Valid
SNT6	0.834		Valid

SNT7	0.861		Valid
Trust in Streamer		0.883	Reliable
TIST1	0.843		Valid
TIST2	0.818		Valid
TIST3	0.759		Valid
TIST4	0.818		Valid
TIST5	0.760		Valid
TIST6	0.764		Valid

Source: Primary data, 2025

The research findings indicate that all measurement items for the five variables demonstrated both validity and reliability. As presented in Table 2, all item loading factors exceeded the 0.7 threshold recommended by Abdillah & Hartono (2015), confirming the validity of each item and ensuring no items needed removal from the research model. Furthermore, the construct reliability assessment confirmed high reliability across all variables. Specifically, all variables exhibited Cronbach's Alpha values well above the 0.60 threshold, such as 0.873 for Intention to Watch, 0.849 for Purchase Intention, 0.874 for Streamer Attractiveness, 0.934 for Streamer Interactivity, and 0.883 for Trust in Streamer. These strong values align with the guidelines by Hair et al. (2021) for adequate construct reliability, confirming the overall reliability of all variables used in this study.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Construct	ITW	PI	SA	SNT	TIST	ITW X SNT
ITW						
PI	0.345					
SA	0.103	0.573				
SNT	0.053	0.324	0.094			
TIST	0.062	0.677	0.693	0.422		
ITW X SNT	0.090	0.492	0.045	0.071	0.059	

Source: Primary data, 2025

Discriminant validity in this study was strongly confirmed using the Heterotrait-Monotrait Ratio (HTMT), a highly recommended method (Henseler et al., 2015; Hair et al., 2019). As shown in Table 3, all HTMT values for the variable pairs were below the 0.85 threshold. This indicates that discriminant validity was successfully established for all constructs in the study.

Table 4. R-square and Q-square

Variable	R-Square	R-Square Adjusted	Q-Square
Purchase Intention	0.702	0.692	0.644
Trust in Streamer	0.560	0.555	0.542

Source: Primary data, 2025

The evaluated model demonstrates strong predictive capabilities and a robust fit with the empirical data. This is evidenced by the R-squared (R^2) values: 70.2% of the variance in purchase intention and 56% of the variance in trust in streamer are explained by the exogenous variables within the model. Moreover, the Q-squared (Q^2) values for both endogenous constructs—purchase intention ($Q^2 = 0.644$) and trust in streamer ($Q^2 = 0.542$)—are greater than zero, confirming their substantial predictive relevance.

RESULTS

Hypothesis testing used the Structural Equation Modeling (SEM) method, specifically its Partial Least Squares (PLS) approach. The path coefficients, ranging from -1 to +1, indicate the direction and strength of relationships between variables. Hypotheses were supported when the T-statistic was greater than 1.96 and the p-value was less than .05.

Table 5. Hypothesis Testing (Direct)

Hypothesis	Path	Original sample (O)	T statistics (O/STDEV)	P-values	Results
H1	SNT → TIST	0.436	8.029	0.000	Supported
H2	SNT → PI	0.224	3.336	0.001	Supported
H3	SA → TIST	0.642	14.302	0.000	Supported
H4	SA → PI	0.363	5.661	0.000	Supported
H5	ITW → SNT → PI	0.463	7.529	0.000	Supported
H7	TIST → PI	0.289	3.997	0.000	Supported

Source: Primary data, 2025

Table 5 summarizes the findings for the direct relationships within our structural model. All hypothesized paths were found to be both positive and statistically significant. Specifically, Streamer Interactivity (SNT) had a positive and significant effect on Trust in Streamer (TIST), with a coefficient of 0.436 ($p < .001$), thus supporting H1. SNT also positively and significantly impacted Purchase Intention (PI), as indicated by a coefficient of 0.224 ($p = .001$), supporting H2. Furthermore, Streamer Attractiveness (SA) showed a positive and significant effect on Trust in Streamer (TIST), with a coefficient of 0.642 ($p < .001$), supporting H3. SA also had a positive and significant effect on Purchase Intention (PI), demonstrated by a coefficient of 0.363 ($p < .001$), supporting H4. The analysis also revealed a positive and significant effect of Intention to Watch (ITW), operating through Streamer Interactivity (SNT), on Purchase Intention (PI), with a coefficient of 0.463 ($p < .001$), which supports H5. Finally, Trust in Streamer (TIST) was found to have a positive and highly significant impact on Purchase Intention (PI), with a coefficient of 0.289 ($p < .001$), supporting H7.

Table 6. Hypothesis Testing (Mediation)

Hypothesis	Path	Original sample (O)	T statistics (O/STDEV)	P-values	Results
H6a	SNT → TIST → PI	0.126	3.472	0.001	Supported
H6b	SA → TIST → PI	0.185	3.892	0.000	Supported

Source: Primary data, 2025

Based on Table 6, the analysis of indirect relationships among the research variables revealed significant findings. The indirect effect of streamer interactivity on purchase intention through trust in streamer was found to be significant (T-statistic = 3.472, $p = .001$), indicating that trust in streamer acts as a significant mediator in this relationship, thus supporting Hypothesis 6a. Similarly, the indirect effect of streamer attractiveness on purchase intention through trust in streamer also demonstrated significance (T-statistic = 3.892, $p < .001$), confirming trust in streamer's role as a significant mediator in this pathway and supporting Hypothesis 6b.

DISCUSSION

This study reveals a positive and significant influence of streamer interactivity on trust in streamer. This suggests that increased interaction within social commerce live streams substantially enhances the potential for building trust. This finding aligns with Zhong et al. (2022), who observed a similar relationship in a live streaming social commerce context among students. Furthermore, Zhang et al. (2020) concur, arguing that higher levels of streamer interactivity foster a more conducive environment for increasing trust. Consistent with Sun et al. (2019), streamer interactivity can manifest through high-intensity information exchange (e.g., real-time responses to comments), performative interaction (demonstrating products via live visuals), and persuasive merchandising (repetitive marketing language to encourage orders). Over time, such interactions are posited to reduce user skepticism, fostering trust in the fashion product sellers and the live streaming social commerce platform itself. However, this result diverges from Chandruangphen et al. (2022), who found no significant relationship between streamer interactivity and trust in streamer.

Streamer interactivity significantly and positively impacts purchase intention within live streaming social commerce. This indicates that higher levels of streamer engagement effectively motivate audience members to make purchases. This finding is consistent with previous research, including Chang et al. (2023), which explored personality types, and Chen et al. (2019), which noted that audiences tend to buy products recommended by trusted streamers. Suhanda and Lee (2005) further support this by suggesting that interactivity facilitates information acquisition, helping audiences better understand products and evaluate their suitability. Given that the majority of respondents are young adults (18-21 years old), a demographic familiar with online shopping (Erkan & Evans, 2018) and prone to impulsive purchases in fashion retail (Verplanken & Sato, 2011), streamer interactivity becomes a potent factor. Online consumers generally exhibit higher impulsivity (Greenfeld & Sutker, 1999; Brashear et al., 2009), with impulsive purchases accounting for a substantial portion of online spending (Verhagen & Dolen, 2011). Thus, streamer interactivity holds significant potential to influence purchase intention, particularly for fashion products among this demographic, through the live streaming social commerce experience.

Streamer attractiveness exerts a positive and significant influence on trust in streamer within live streaming social commerce. This implies that audiences are more inclined to trust appealing streamers, which in turn affects their confidence in recommendations and products. This finding is particularly relevant given that respondents often engage in frequent online shopping (4-7 times monthly). Such repeated exposure to various live streams allows for the formation of perceptions regarding streamer attractiveness. Consistent attractiveness (through appearance, personality, or communication style) tends to enhance trust, increasing the likelihood that audiences will consider product recommendations from appealing and trusted streamers. This aligns with Wang and Sheinbaum (2018), who found that attractive celebrities evoke positive consumer attitudes towards products. Streamer attractiveness thus fosters an emotional connection and likability, which is then transferred to promoted products, becoming a crucial characteristic for elevating audience trust in fashion products sold via live streaming social commerce. This finding, however, contradicts Chang et al. (2023), who did not observe a significant effect of streamer attractiveness on trust in streamer.

Streamer attractiveness positively and significantly influences purchase intention. This indicates that a stronger perception of streamer attractiveness by the audience leads to a greater propensity to purchase promoted products. The statistical significance of this influence suggests it is reliable and not coincidental. This result is consistent with Chang et al. (2023), which highlighted that extroverted streamer attractiveness has a greater impact on purchase intention, suggesting that audiences are drawn not only to visual appeal but also to the streamer's delivery style. This finding is highly relevant to the predominantly student

demographic, who, as active participants in social media and digital platforms, are highly responsive to visual cues and personal appeal in online interactions. Wu and Shaffer (1987) support this by asserting that consumers are more receptive to information from attractive sources, as appearance plays a significant role in influencing purchase decisions. In the context of live streaming social commerce, the streamer serves as the primary information source; an attractive streamer (in terms of visuals, personality, and delivery) can significantly capture audience attention, foster trust, and ultimately influence purchase intention for fashion products promoted through live streaming.

This research confirms the significant moderating role of intention to watch in the relationship between streamer interactivity and purchase intention. Specifically, a higher intention to watch strengthens the positive influence of streamer interactivity on purchase intention. In other words, streamer interactions are more effective in driving purchase intention when the audience actively desires to watch the streaming content. Potential consumers who intentionally engage with live streaming social commerce are more responsive to interactive elements, which facilitates information acquisition and trust-building, ultimately boosting purchase intention. This aligns with previous studies showing a positive effect of intention to watch on purchase intention (Chandruangphen et al., 2022) and of streamer interactivity on intention to watch (Chen & Liao, 2022). Furthermore, interactivity has been shown to significantly increase the intention to continuously watch various types of live streaming (Hou et al., 2020). This finding is also supported by the concept of a "sense of community," where individuals expect certain levels of interactivity in participatory online activities (Drouin & Pertanian, 2010). For fashion live streaming, real-time interaction enhances content and ensures a quality viewing experience, particularly for respondents who frequently watch live streams (1-3 times daily), indicating a significant level of engagement that can increase purchase intention.

This study validates the mediating role of trust in streamer in the relationship between streamer interactivity and purchase intention. This implies that potential consumers are more likely to make purchases via live streaming social commerce after acquiring information through interactions with a trusted source. This interactive dynamic acts as both an information conduit and a cornerstone for fostering trust, which subsequently leads to a significant increase in purchase intention. This aligns with Zhong et al.'s (2022) findings, who identified streamer interactivity as a vital factor driving purchase intention in live-streaming shopping. Therefore, this study offers robust empirical evidence that trust-building interactions are an effective strategy to boost purchase intention within live streaming social commerce. Moreover, the interaction between the streamer and the audience is a key element contributing to successful online shopping experiences. In the fashion sector, live streaming is frequently used to present new collections, illustrate outfit pairings, and offer styling advice (Liu et al., 2022). This is consistent with Chen et al.'s (2021) research, which found that consumer-streamer interaction fuels purchase intention in live streaming social commerce.

The results indicate that streamer attractiveness positively influences purchase intention, and this influence is significantly mediated by trust in streamer. This suggests that when live streaming users perceive a fashion streamer as attractive, their trust in that streamer increases. This accumulated trust then becomes a primary driver for audiences to purchase fashion products promoted through live streaming social commerce. While prior research on streamer attractiveness (e.g., Chang et al., 2023) did not always find a direct significant influence on trust in streamer, this study's findings align with Jun & Yi (2020), Hyungwon (2016), and Yeh et al. (2020), who demonstrate that attractiveness enhances individual trust. Furthermore, consumer loyalty is often viewed as a consequence of established trust. This research aligns with the notion that well-maintained interactions between fashion streamers and consumers strengthen relationships and build trust, ultimately increasing the likelihood of fashion product purchases in live streaming social commerce.

Trust in streamer is confirmed as a positive and significant antecedent of purchase intention in this study. This result reinforces previous research demonstrating a positive relationship between trust in streamer and purchase intention within live streaming social commerce (Chandrruangphen et al., 2022; Samsung, 2022; Che Wei et al., 2023). This study strengthens the perspective that audiences are more inclined to purchase products recommended by streamers when they are confident that these products will meet their needs (Shen et al., 2019). Trust has also been identified as having a substantial direct impact on online shopping purchase intention in other studies (Meskaran et al., 2013). Trust in streamer emerges as a key reason why consumers opt to purchase via live streaming, as it represents their decision to trust the seller after viewing the live stream. This factor is crucial because consumers typically need to build trust with a seller before making a purchasing decision. For instance, given that the majority of respondents are female, who often prefer direct interaction when shopping to try products before purchasing (Lubis, 2018), they spend time absorbing fashion product information from live streaming and comparing it with past shopping experiences. This supports their visual focus and highlights women's elevated concerns regarding online shopping. Therefore, trust in streamer can effectively mitigate these concerns and trigger purchase intention in live streaming social commerce.

CONCLUSION

This study deepens our understanding of factors driving purchase intention for fashion products via live streaming social commerce, utilizing the Stimulus-Organism-Response (SOR) framework. We examined how streamer interactivity and streamer attractiveness (Stimuli) influence purchase intention (Response), mediated by trust in streamer (Organism), and moderated by intention to watch. Our findings consistently reveal that both streamer interactivity and streamer attractiveness positively and significantly enhance trust in streamer, and subsequently, purchase intention.

Trust in streamer was confirmed as a vital mediator, translating the positive effects of both streamer characteristics into higher purchase intentions. Furthermore, intention to watch significantly strengthens the relationship between streamer interactivity and purchase intention, highlighting the importance of engaged viewership.

These results, while largely aligning with existing literature on social commerce, offer specific insights into the fashion domain and the role of unique live streaming elements within the SOR framework. Notably, certain direct relationships, such as streamer interactivity to trust and streamer attractiveness to trust, presented mixed findings in prior research, which this study helps clarify by confirming their significance in our context, thereby enriching marketing and consumer behavior theories. From a managerial perspective, these findings underscore the critical need for live streaming operators and fashion brands to prioritize highly interactive content (e.g., real-time Q&A, live product demonstrations) and strategically select streamers with high perceived attractiveness to cultivate audience trust.

Building this streamer-specific trust is paramount, as it acts as a central mechanism for converting audience engagement and appeal into concrete purchase decisions. The study's limitations include its reliance on convenience sampling, self-reported data, a cross-sectional design, and a specific focus on young Indonesian fashion consumers predominantly using TikTok, limiting generalizability.

Future research should employ more diverse sampling methods, longitudinal designs, and explore additional streamer characteristics or platform types to gain a more comprehensive understanding of the evolving dynamics in live streaming social commerce.

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