

BEYOND LIVE STREAMING: HOW IMMERSION AND CONSUMER TRUST SHAPE PURCHASE INTENTION IN TIKTOK LIVE COMMERCE

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How to cite: Daulay, Muhammad Yasser Iqbal., Islamuddin, Islamuddin. (2026). Beyond Live Streaming: How Immersion And Consumer Trust Shape Purchase Intention In Tiktok Live Commerce. *Jurnal Ilmiah Akuntansi, Manajemen Dan Ekonomi Islam (JAM-EKIS)*, 9(2), 771-789. <https://doi.org/10.36085/jam-ekis.v9i2.10310>

INFORMASI ARTIKEL

Article History:

Accepted : 2 April, 2026

Revised : 28 May, 2026

Approved : 30 May, 2026

Keywords:

Consumer Trust; Immersion;
Live-Streaming Commerce;
Purchase Intention; Psychology
Marketing

Pages: 771-789

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ABSTRACT

Live-streaming commerce has become a major component of social commerce, particularly on platforms such as TikTok that combine real-time interaction with online shopping. This study examines the effect of live streaming on purchase intention by considering the mediating roles of immersion and consumer trust. Based on the Stimulus–Organism–Response (SOR) framework and Flow Theory, the research explores how live-streaming experiences influence consumers' psychological responses and behavioral intentions. A quantitative approach was applied using survey data from 229 TikTok users who had watched live-streaming sessions featuring fashion products. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that both immersion and consumer trust positively and significantly influence purchase intention, with consumer trust exerting a stronger effect. However, live streaming does not significantly affect immersion, consumer trust, or purchase intention. These results suggest that internal psychological factors, particularly trust and immersion, play a more important role than technological features in shaping consumer purchase intentions in live-streaming commerce.

INTRODUCTION

The rapid development of social commerce in recent years has marked a significant shift from conventional e-commerce models toward more interactive and real-time shopping experiences (Yin et al., 2026). One of the most prominent innovations in this domain is live-streaming commerce, which integrates entertainment, interpersonal communication, and commercial transactions within a single digital platform (Aprianingsih et al., 2025; Widjaja et al., 2026; Wu et al., 2026). Through live-streaming technology, consumers can not only access product information but also interact directly with sellers through live product demonstrations, real-time question-and-answer sessions, and immediate responses to information needs (Chu, 2025). Compared with traditional product presentations based on static images or text descriptions, live streaming provides a richer, more dynamic, and persuasive shopping experience (Widjaja et al., 2026).

Among the platforms accelerating the global expansion of this phenomenon is TikTok, which integrates live video streaming with an in-app shopping ecosystem (Wulandari, 2025). Previous studies indicate that interactivity in live streaming simultaneously enhances consumers' perceptions of social presence, information quality, and engagement (Joo & Yang, 2023; Jiang et al., 2024). Moreover, real-time product demonstrations and the ability of streamers to respond instantly to audience questions increase perceptions of transparency and credibility (Chu, 2025). As a result, live-streaming commerce has attracted increasing scholarly attention, particularly in understanding how interactive digital environments influence consumer decision-making processes (e.g., Wang et al., 2022; Widjaja et al., 2026; Li & Gong, 2025).

To explain the psychological mechanisms underlying these interactions, many recent studies have adopted the Stimulus–Organism–Response (SOR) framework (Shang et al., 2023; Widjaja et al., 2026). According to this theory, environmental stimuli influence individuals' internal psychological states (organism), which subsequently lead to behavioral responses (Mehrabian & Russell, 1974). In the context of live-streaming commerce, platform features such as interactivity, media richness, and real-time communication act as stimuli that trigger both affective and cognitive reactions in consumers, ultimately shaping their purchase intentions (Shang et al., 2023; Chu, 2025; Widjaja et al., 2026). Moreover, the effectiveness of the SOR theory in studying behavior has been well established (Shang et al., 2023; Widjaja et al., 2026). Therefore, based on the SOR theory, this study aims to explore the factors influencing purchase intention in live-streaming commerce.

Despite the growing body of research, most existing studies primarily focus on external platform features such as interactivity, social presence, or information quality as key predictors of purchase intention (Joo & Yang, 2023; Jiang et al., 2024; Widjaja et al., 2026). While these studies have provided valuable insights the deeper psychological experiences that occur during live-streaming interactions (Shang et al., 2023). In particular, the role of immersive experiences in shaping consumer behavior remains relatively underexplored (Joo & Yang, 2023; Ambika et al., 2025).

One important psychological response within live-streaming environments is immersion, defined as a state of deep engagement in which individuals experience intense focus and involvement while losing awareness of time and external distractions. This concept is closely related to Flow Theory developed by Csikszentmihalyi (1975), which

explains that optimal experiences occur when individuals become fully absorbed in an activity. In the context of live-streaming commerce, interactive communication, dynamic product visualization, and real-time engagement can trigger flow experiences that enhance consumers' emotional involvement (Li et al., 2024; Sun et al., 2023). Empirical studies suggest that such immersive experiences increase perceived enjoyment and strengthen emotional attachment toward products presented during live streams (Li et al., 2026; Zhang et al., 2025). Therefore, immersion can be understood as an affective mechanism that connects live-streaming stimuli with behavioral outcomes.

In addition to affective responses, cognitive mechanisms also play an important role through the formation of consumer trust. In digital environments characterized by high levels of uncertainty, trust becomes a critical factor that reduces perceived risk and strengthens consumers' confidence in sellers and product information (Filiari et al., 2023; Huang et al., 2024). Live-streaming commerce can reduce information asymmetry through direct product demonstrations and two-way communication between sellers and consumers (Zhong & Wang., 2024). Prior research has demonstrated that interactive live-streaming environments significantly enhance consumer trust, which subsequently becomes a key determinant of purchase intention (Zhang et al., 2025).

However, despite the increasing number of studies examining live-streaming commerce using the SOR framework, several important gaps remain in the existing literature. Most empirical studies have been conducted on Chinese-based platforms such as Douyin and Taobao Live, which operate within a unique digital commerce ecosystem. As a result, the applicability of these findings to global platforms such as TikTok remains limited. Although previous research has examined various psychological variables individually, the integration of Flow Theory and SOR theory to simultaneously explain both affective responses (immersion) and cognitive responses (trust) remains relatively underdeveloped. Empirical evidence examining how these psychological mechanisms operate within the context of TikTok live-streaming commerce, particularly in emerging markets such as Indonesia, is still scarce.

Addressing these gaps is important for advancing the theoretical understanding of consumer behavior in live-streaming commerce. Integrating Flow Theory with the SOR framework allows for a more comprehensive explanation of how interactive digital stimuli generate immersive psychological experiences that subsequently shape consumer trust and purchase intention. Therefore, this study aims to analyze the effect of live-streaming video on consumers' purchase intention for fashion products on TikTok by examining the mediating roles of immersion and consumer trust within the integrated framework of Stimulus–Organism–Response (SOR) theory and Flow Theory. By doing so, this research contributes to the literature by providing a more holistic explanation of the psychological mechanisms underlying consumer behavior in live-streaming commerce, while also offering practical insights for businesses seeking to design effective live-streaming strategies that foster immersive experiences and build consumer trust..

LITERATURE REVIEW

The Stimulus–Organism–Response (SOR) theory proposes that environmental stimuli influence individuals' internal psychological states, which subsequently lead to

behavioral responses. Within the context of digital commerce, this framework has been widely applied to explain how technological features and media characteristics shape consumers' cognitive and affective evaluations, ultimately influencing their behavioral intentions, including purchase intention (Seesai & Kerdvibulvech, 2026; Shang et al., 2023). In live-streaming commerce, elements such as real-time interaction, visual product demonstrations, and dynamic communication act as environmental stimuli that can affect consumers' internal experiences and decision-making processes.

Flow Theory, originally developed by Csikszentmihalyi (1975), describes a psychological state in which individuals become fully absorbed in an activity, characterized by intense concentration, deep engagement, and a diminished awareness of external distractions. Flow is described as the process of optimal experience, “the state in which individuals are so involved in an activity that nothing else seems to matter” (Csikszentmihalyi, 2014). In digital consumption environments, this flow experience is often reflected in immersion, which represents a state of strong affective engagement during online interactions (Li et al., 2026; Zhang et al., 2025). In the context of live-streaming commerce, interactive content and real-time communication can foster such immersive experiences, enhancing consumers' engagement with both the content and the product being presented.

Integrating SOR theory with Flow Theory provides a more comprehensive explanation of consumer behavior in live-streaming commerce. Flow Theory enriches the organism component of the SOR framework by explaining how interactive digital stimuli generate immersive affective experiences. Meanwhile, the SOR framework clarifies how these internal psychological responses—both affective (immersion) and cognitive (trust)—are translated into behavioral outcomes such as purchase intention. Therefore, the proposed model not only identifies the factors influencing purchase intention but also explains the psychological mechanisms through which live-streaming experiences shape consumer behavior.

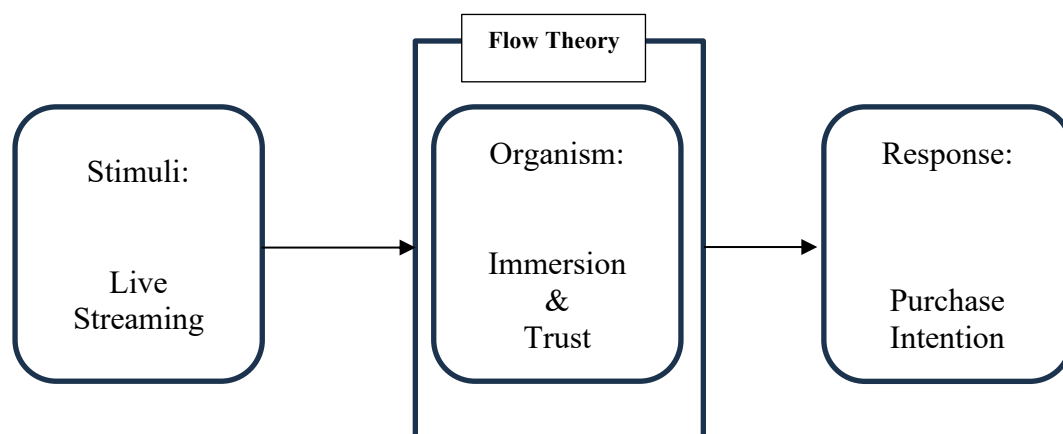


Figure 1. Conceptual Framework Integrating Stimulus–Organism–Response (SOR) and Flow Theory

Live Streaming dan Immersion

Live streaming constitutes a highly enriched media environment, characterized by

dynamic visual stimuli, real-time interaction, instant feedback, and embedded entertainment elements. These attributes collectively enhance consumer attention and sustained engagement by creating a multisensory and interactive consumption experience (Ambika et al., 2025; He, 2026). From the perspective of Flow Theory, such environments are particularly conducive to inducing a state of flow, wherein individuals experience an optimal balance between stimulus complexity and cognitive–emotional involvement. In live-streaming contexts, features such as real-time product demonstrations, spontaneous interpersonal interactions, and temporal scarcity cues (e.g., flash sales and limited-time offers) further intensify this experiential state (Zhang et al., 2025; Shang et al., 2023).

In contrast to conventional e-commerce interfaces that rely predominantly on static textual or visual representations, live streaming reconstructs a socially embedded consumption environment that approximates face-to-face interaction (Wang et al., 2022). This shift is theoretically grounded in the concept of social presence, whereby the perceived immediacy and intimacy of communication enhance consumers' psychological proximity to the seller (He, 2026). Such proximity not only amplifies attentional focus but also extends the duration and depth of consumer engagement, thereby increasing the likelihood of deeper experiential processing.

Empirical evidence consistently indicates that interactivity and presentation quality in live-streaming environments are critical antecedents of consumer immersion (Joo & Yang, 2023; Huang et al., 2023; Wang et al., 2025). When consumers enter an immersive state, their cognitive resources become highly concentrated on the ongoing experience, reducing peripheral distractions and fostering more favorable product evaluations (Zhang et al., 2025). From a theoretical standpoint, stimuli with high sensory richness and social intensity are more likely to activate strong affective responses, which serve as key mechanisms in shaping consumer behavior. Accordingly, live streaming can be conceptualized as a potent environmental stimulus that systematically induces immersion as an affective response within the SOR framework. Based on this theoretical reasoning, the following hypothesis is proposed:

H1: Live Streaming has a positive effect on immersion

Live Streaming and Consumer Trust

Beyond eliciting affective responses, live streaming also plays a critical role in shaping consumers' cognitive evaluations, particularly in the formation of trust. In digital environments characterized by uncertainty and information asymmetry, trust is primarily developed through perceptions of transparency, credibility, and authenticity of the information source (Fileri et al., 2021; Huang & Rust, 2021). Unlike traditional e-commerce interfaces, live streaming provides a more transparent and interactive communication environment in which consumers can directly observe product attributes, evaluate quality cues, and engage in real-time inquiry (Zhong et al., 2022;).

This real-time interaction reduces information asymmetry by allowing consumers to verify product claims through visual demonstration and immediate feedback (Zhang et al., 2025). From a signaling perspective, the responsiveness and communicative competence of streamers function as credibility cues that enhance perceptions of expertise and honesty (Zhang et al., 2020). Moreover, the interactive nature of live streaming strengthens perceived authenticity, as the unedited and synchronous format limits the

possibility of information manipulation, thereby reinforcing trust formation (Ruyter et al., 2022).

Within the Stimulus–Organism–Response (SOR) framework, trust can be conceptualized as a cognitive organismic state that emerges from exposure to credible and interactive stimuli. In this context, live streaming serves as a high-quality stimulus that enhances consumers' confidence in both the product and the seller, ultimately facilitating behavioral responses such as purchase intention. Empirical studies consistently demonstrate that higher levels of perceived interactivity and transparency in live-streaming environments lead to stronger trust formation (Tan et al., 2024; Jiang et al., 2025). Based on this theoretical reasoning, the following hypothesis is proposed:

H2: Live streaming has a positive effect on consumer trust

Live Streaming and Purchase Intention

Live streaming has become an effective digital marketing tool that directly influences consumers' purchase intention by integrating real-time interaction, dynamic product demonstration, and experiential engagement (Widjaja et al., 2026; Wu et al., 2026). Compared to traditional e-commerce, live streaming enables consumers to obtain more transparent and comprehensive product information while interacting directly with sellers, thereby reducing perceived uncertainty and risk (Chu, 2025; Zhong & Wang, 2024).

Within the Stimulus–Organism–Response (SOR) framework, live streaming acts as a powerful external stimulus that enhances consumer engagement and perceived value, which in turn encourages purchase decisions (Shang et al., 2023; Li et al., 2024). Empirical evidence suggests that the interactivity and immediacy of live-streaming environments significantly increase consumers' likelihood of purchasing products presented during the session (Sun et al., 2023; Zhang et al., 2025).

Furthermore, live streaming not only facilitates information acquisition but also creates a persuasive consumption environment by simultaneously activating affective and cognitive responses. The combination of real-time interaction, visual richness, and social presence strengthens consumers' involvement and confidence in the product, thereby accelerating the transition from evaluation to purchase decision (Jiang et al., 2024; Huang et al., 2024). This dual-process mechanism reinforces the effectiveness of live streaming in shaping purchase intention compared to conventional online shopping formats.

Based on these arguments, live streaming is expected to directly influence consumers' purchase intention:

H3: Live streaming has a positive effect on purchase intention

Immersion and Purchase Intention

Immersion represents a deep psychological state in which individuals become fully engaged in an activity, characterized by intense concentration, emotional involvement, and a diminished awareness of external distractions. Within the context of live-streaming commerce, immersion is closely associated with Flow Theory, which explains how interactive and dynamic digital environments can induce optimal experiential states that enhance user engagement (Li et al., 2024; Sun et al., 2023). Features such as real-time interaction, vivid product visualization, and continuous

communication during live streaming contribute to the formation of immersive experiences, allowing consumers to become more cognitively and emotionally involved in the consumption process (Zhang et al., 2025; Shang et al., 2023).

From a behavioral perspective, immersion plays a critical role in shaping purchase intention by strengthening consumers' emotional attachment and perceived enjoyment during the live-streaming experience. When consumers are immersed, their attention becomes highly focused on the presented content, reducing cognitive resistance and increasing receptiveness to persuasive information (Li et al., 2026; Joo & Yang, 2023). This heightened level of engagement enhances positive product evaluations and increases the likelihood of transitioning from mere observation to actual purchase consideration. Empirical studies further demonstrate that immersion significantly influences purchase intention by intensifying experiential value and emotional arousal in digital commerce settings (Zhang et al., 2025; Sun et al., 2023).

Within the Stimulus–Organism–Response (SOR) framework, immersion can be conceptualized as an affective organismic response that mediates the relationship between environmental stimuli and behavioral outcomes. As an internal psychological state, immersion translates interactive and engaging live-streaming experiences into favorable behavioral intentions. Therefore, a higher level of immersion is expected to increase consumers' willingness to purchase products presented during live streaming.

Based on this theoretical reasoning, the following hypothesis is proposed:

H4: Immersion has a positive effect on purchase intention.

Consumer Trust and Purchase Intention

Consumer trust is widely recognized as a critical determinant of purchase intention in digital environments characterized by uncertainty and information asymmetry. In the context of live-streaming commerce, trust reflects consumers' confidence in the credibility of the information provided, the integrity of the seller, and the reliability of the product (Filiari et al., 2023; Huang et al., 2024). The interactive and transparent nature of live streaming through real-time communication, direct product demonstrations, and immediate feedback enables consumers to evaluate product quality more effectively, thereby strengthening their trust in both the seller and the purchasing process (Zhong & Wang, 2024; Chu, 2025).

From a behavioral perspective, trust plays a pivotal role in reducing perceived risk and uncertainty, which are major barriers to online purchasing decisions. When consumers perceive a higher level of trust, they are more likely to rely on the information presented and feel confident in making purchase decisions (Zhang et al., 2025; Jiang et al., 2024). Empirical evidence consistently shows that trust significantly influences purchase intention in live-streaming environments, as it enhances consumers' willingness to engage in transactions and reduces hesitation associated with online purchases (Li et al., 2024; Sun et al., 2023).

Within the Stimulus–Organism–Response (SOR) framework, trust can be conceptualized as a cognitive organismic response that emerges from exposure to interactive and credible live-streaming stimuli. As an internal evaluative mechanism, trust translates consumers' perceptions of transparency and reliability into behavioral intentions (Chandruangphen., 2022). Therefore, higher levels of consumer trust are

expected to increase the likelihood of purchase intention in live-streaming commerce. Based on this theoretical reasoning, the following hypothesis is proposed:

H5: Consumer trust has a positive effect on purchase intention

Mediating Effect on Immersion

Immersion plays a central mediating role in explaining how live-streaming environments influence consumers' purchase intention by translating external stimuli into affective internal responses. Within the integration of Stimulus–Organism–Response (SOR) theory and Flow Theory, immersion represents an affective organismic state that emerges when consumers become deeply engaged in interactive and dynamic digital experiences (Shang et al., 2023; Li et al., 2024). In live-streaming commerce, features such as real-time interaction, vivid product visualization, and continuous communication act as environmental stimuli that induce immersive experiences, allowing consumers to become fully absorbed in the ongoing activity (Sun et al., 2023; Zhang et al., 2025).

From a theoretical perspective, immersion enhances the effectiveness of live-streaming stimuli by intensifying emotional involvement and experiential value. When consumers experience a high level of immersion, their attention becomes highly focused, and their cognitive resistance to persuasive messages decreases, making them more receptive to product-related information (Joo & Yang, 2023; Li et al., 2026). This condition strengthens positive product evaluations and facilitates the transition from information processing to behavioral intention. Empirical studies further demonstrate that the influence of live streaming on purchase intention becomes stronger when immersion is considered as an intervening variable, indicating that affective engagement is a key mechanism underlying consumer decision-making in digital environments (Zhang et al., 2025; Sun et al., 2023).

Within the SOR framework, immersion functions as a mediating mechanism that links environmental stimuli (live streaming) with behavioral responses (purchase intention). Rather than exerting a purely direct effect, live streaming influences purchase intention through the formation of immersive experiences that shape consumers' emotional engagement and evaluation processes. Therefore, the presence of immersion is expected to strengthen and explain the relationship between live streaming and purchase intention.

Based on this theoretical reasoning, the following hypothesis is proposed:

H6: Immersion mediates the effect of live streaming on purchase intention

Mediating Effect on Consumer Trust

Consumer trust plays a crucial mediating role in explaining how live-streaming environments influence purchase intention by translating external stimuli into cognitive evaluations. Within the Stimulus–Organism–Response (SOR) framework, trust is conceptualized as a cognitive organismic state that arises from consumers' perceptions of transparency, credibility, and reliability in interactive digital environments (Filieri et al., 2023; Huang et al., 2024). In the context of live-streaming commerce, features such as real-time communication, direct product demonstrations, and immediate feedback reduce information asymmetry and enable consumers to verify product claims more effectively (Zhong & Wang, 2024; Chu, 2025). These characteristics enhance consumers' confidence

in both the seller and the product, thereby facilitating trust formation.

Trust functions as a key mechanism that transforms consumers' perceptions of live-streaming quality into behavioral intentions. By reducing perceived risk and uncertainty, trust lowers psychological barriers associated with online purchasing and increases consumers' willingness to engage in transactions (Zhang et al., 2025; Jiang et al., 2024). Empirical studies consistently demonstrate that the effect of live-streaming environments on purchase intention becomes more robust when mediated by trust, highlighting the importance of cognitive evaluation processes in shaping consumer decisions (Li et al., 2024; Sun et al., 2023).

Within the SOR framework, trust serves as a mediating variable that links environmental stimuli (live streaming) with behavioral responses (purchase intention). Rather than exerting a purely direct influence, live streaming enhances purchase intention by first establishing consumer trust through interactive and transparent communication. Therefore, trust is expected to strengthen and explain the relationship between live streaming and purchase intention.

Based on this theoretical reasoning, the following hypothesis is proposed:

H7: Consumer trust mediates the effect of live streaming on purchase intention.

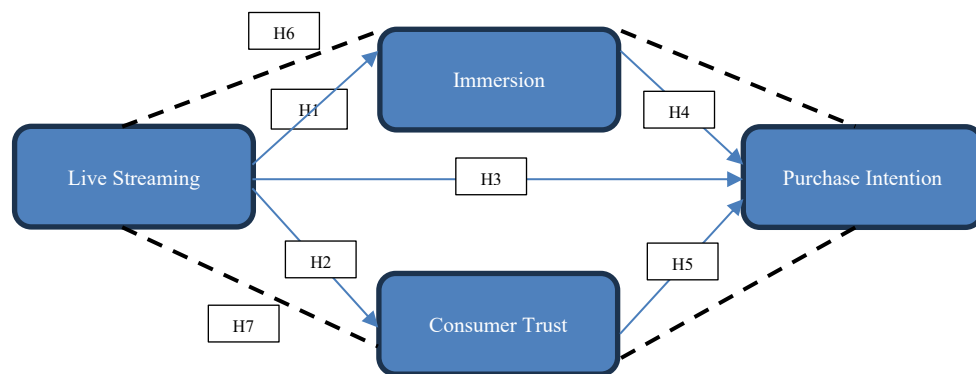
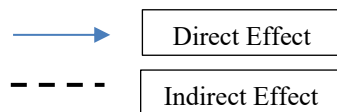


Figure 2. Research Model



RESEARCH METHOD

This study used to a quantitative approach with an explanatory research design to examine the relationships between live-streaming video, immersion, consumer trust, and purchase intention in the context of TikTok live-streaming commerce. A cross-sectional survey was conducted to capture respondents' perceptions of their experiences while watching live-streaming sessions featuring fashion products.

The population of this study consists of TikTok users in Indonesia who have watched live-streaming sessions for fashion products. Respondents were selected using purposive sampling with the following criteria: (1) at least 17 years old, (2) having

watched live-streaming sessions on TikTok, and (3) having considered purchasing products after watching such sessions. A total of 229 valid responses were collected. Data were collected through an online questionnaire distributed via Google Forms.

Demographic characteristics of the respondents involved in this study. Based on the age distribution, the majority of respondents were 18-24 years old these results indicate that the respondents are predominantly young adults, which aligns with the demographic characteristics of Generation Z, a cohort known to be highly engaged with social media and digital platforms (Krol & Zdonek, 2021). Previous studies suggest that Generation Z represents one of the most active user groups in social commerce environments due to their high familiarity with digital technology and online shopping platforms (Tseng et al., 2025; Huwaida et al., 2025).

In terms of daily TikTok usage, the results show that most respondents spend more than three hours per day using the application, representing 107 respondents (45.4%). Meanwhile, 87 respondents (38.3%) reported using TikTok for approximately one to two hours per day, and 35 respondents (16.3%) reported using the platform for less than one hour per day. This finding indicates that the majority of respondents are active TikTok users who frequently engage with content on the platform. High levels of social media usage are often associated with greater exposure to live-streaming content and social commerce activities (Yang et al., 2023). Moreover, recent studies have shown that frequent engagement with live-streaming platforms increases consumers' familiarity with interactive shopping experiences and influences their purchase-related behaviors.

All constructs in this study were measured using multiple indicators adapted from previous studies to ensure validity and reliability. Purchase intention was measured using four indicators reflecting consumers' desire to own, consider, and purchase recommended products (Zhong et al., 2022). Live-streaming video was measured through indicators related to the ability of live streaming to provide product descriptions, facilitate product identification, deliver product information, enhance visualization, and enable real-time interaction between viewers and streamers (Dong & Wang, 2018). Immersion was measured using indicators reflecting deep engagement during live-streaming experiences, including enjoyment, absorption, focused attention, and the ability to block external distractions (Yim et al., 2017; Burns & Fairclough, 2015; Grinberg et al., 2014; Jennett et al., 2008). Consumer trust was measured through indicators related to trust in product reviews, credibility of information, trust in recommendations, and confidence in the seller (Ponte et al., 2015; Wongkitrungrueng & Assarut, 2020). All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis involved two stages: evaluation of the measurement model and the structural model. Convergent validity, discriminant validity, and reliability were assessed in the measurement model, while hypothesis testing in the structural model was conducted using bootstrapping with 5,000 resamples (Hair et al., 2022)

The assessment of construct validity and reliability was conducted to ensure that the proposed theoretical model is consistent with the empirical data. A reflective measurement model was employed to evaluate the relationships between constructs and their indicators. The Partial Least Squares (PLS) algorithm was applied to assess several

key criteria, including composite reliability for internal consistency, indicator reliability, convergent validity, Average Variance Extracted (AVE), and discriminant validity (Hair et al., 2022) (see Table 1).

Internal consistency reliability was evaluated using composite reliability, with values required to exceed the threshold of 0.7. Convergent validity refers to the extent to which multiple indicators of a construct are positively correlated. In reflective measurement models, AVE values should be greater than 0.50 to indicate that the construct explains more than half of the variance of its indicators. The results presented in Table 1 show that all constructs meet these criteria, with internal reliability values exceeding 0.70 and AVE values above 0.50.

The findings from the PLS algorithm further confirm that the measurement model demonstrates adequate internal consistency and convergent validity, as all parameters surpass the recommended thresholds. Therefore, it can be concluded that the measurement model is both valid and reliable, indicating that the theoretical constructs are well supported by the sample data. Overall, the empirical model tested in this study satisfies the required validity and reliability criteria.

Table 1. Construct Reliability and Validity

	Loading Factor	Average Variance Extracted*	Cronbach's Alpha**	Composite Reliability**	R ²
Live Streaming	0.78-0.86	0.661	0.829	0.886	
Immersion	0.84-0.85	0.723	0.810	0.887	0.438
Consumer Trust	0.73-0.83	0.643	0.814	0.878	0.380
Purchase Intention	0.77-0.85	0.687	0.847	0.898	0.705

Source: Data Process, 2025

Note: *Valid if AVE > 0.5

**Reliabel if Composite Reliability of Cronbach's alpha > 0.7

The evaluation of the structural model focuses on two main aspects, namely path coefficients and the coefficient of determination (R²). Path coefficients reflect the strength and direction of the relationships between independent and dependent variables, while R² indicates the predictive capability of the structural model. In data analysis, the R² value represents the proportion of variance in the endogenous variables that can be explained by the exogenous variables. The estimation of path coefficients and their significance levels is conducted using a bootstrapping procedure.

The coefficient of determination (R²) is used to assess the predictive accuracy of the constructs within the structural model. According to established criteria, R² values of 0.75, 0.50, and 0.25 indicate substantial, moderate, and weak levels of predictive power, respectively. The results of this study indicate a moderate level of predictive accuracy, with an R² value of 0.438 for immersion, 0.380 for consumer trust and 0.705 for behavioral usage. These findings are presented in Table 1.

RESEARCH RESULTS AND DISCUSSION

In this study, path coefficients were considered statistically significant at a 10 percent significance level. Within the structural model, path coefficients represent the

hypothesized relationships among latent variables. The results of the structural model analysis, as presented in Table 2, indicate that immersion and consumer trust exhibit a positive and significant relationship with purchase intention. Meanwhile, other relationships in the model do not demonstrate statistical significance. However, it still show positive coefficient values. This suggests that although these variables do not have a statistically significant effect, their directional influence remains consistent with the proposed hypotheses. In other words, the relationships are positive in nature, but the empirical evidence is not strong enough to confirm their significance within the model. The results can be seen in Table 2.

Table 2. Result of Partial Least Square (PLS) Structural Model Method

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Result
Immersion -> Purchase Intention	0.243	0.237	0.063	3.889	0.000	Supported
Consumer Trust -> Purchase Intention	0.386	0.389	0.067	5.736	0.000	Supported
Live Streaming -> Immersion	0.125	0.139	0.097	1.280	0.201	Not Supported
Live Streaming -> Consumer Trust	0.135	0.142	0.108	1.242	0.215	Not Supported
Live Streaming -> Purchase Intention	0.053	0.064	0.06	0.891	0.373	Not Supported
Live Streaming -> Immersion	0.030	0.032	0.024	1.284	0.200	Not Supported
Purchase Intention						Supported
Live Streaming -> Consumer Trust	0.052	0.053	0.041	1.254	0.210	Not Supported
Purchase Intention						Supported

Source: Data Process, 2025

Discussion

The results of this study indicate that immersion has a positive and significant effect on consumers' purchase intention in the context of live-streaming commerce on TikTok. This finding confirms that deep psychological engagement during the live-streaming viewing experience plays an important role in shaping consumers' behavioral responses. Immersion reflects a psychological condition consistent with the concept of flow introduced by Csikszentmihalyi (1975), in which individuals experience complete involvement in an activity, allowing their attention to be fully focused on the ongoing experience. In the live-streaming commerce environment, such conditions may arise through a combination of dynamic product visualization, real-time interaction with streamers, and entertainment elements that enhance the audience's emotional engagement.

These findings support previous studies indicating that flow experiences in digital environments can increase consumers' emotional engagement and stimulate purchasing behavior. Immersive experiences in live streaming increase consumers' enjoyment and emotional involvement with the presented content, which ultimately strengthens purchase intention (Huang et al., 2023; Widjaja et al., 2026). Similarly, He (2026) found that consumers who experience higher levels of immersion while watching live streams tend to develop more positive attitudes toward the promoted products and are more motivated

to make purchases. Therefore, immersion can be understood as an affective factor that bridges digital experiences and consumers' behavioral responses within the Stimulus–Organism–Response (SOR) framework.

In addition to immersion, this study also reveals that consumer trust has a positive and significant influence on purchase intention. This result suggests that cognitive factors play a crucial role in consumers' decision-making processes in digital environments. In technology-based transactions, consumers often face a high level of uncertainty related to product quality, seller credibility, and transaction security. Consequently, consumer trust becomes an essential psychological factor that reduces perceived risk and increases consumers' confidence in making purchasing intention (Lazaroiu et al., 2020; Filieri et al., 2023). In the context of live-streaming commerce, consumer trust may develop through transparent product demonstrations, the responsiveness of streamers in addressing audience questions, and the perceived authenticity of interactions during live broadcasts.

The findings of this study also indicate that the influence of consumer trust on purchase intention has a higher coefficient than immersion. This suggests that although emotional engagement is important in shaping consumer experiences, purchasing decisions are ultimately more strongly influenced by consumers' cognitive evaluations of the credibility of the information they receive. This finding is consistent with Huang et al. (2023), who reported that consumer trust is a primary determinant of purchase intention in live-streaming commerce because consumers are more likely to engage in transactions when they perceive sellers as credible and reliable. Similarly, Zhang et al. (2025) found that trust developed during live-streaming interactions significantly influences consumers' purchasing decisions by reducing uncertainty in digital transactions.

However, this study also finds that live-streaming video does not have a significant influence on either immersion and consumer trust. This finding suggests that the mere presence of live-streaming technology does not automatically create deep psychological experiences or build consumer trust. Within the Stimulus–Organism–Response (SOR) framework, environmental stimuli must possess certain characteristics in order to significantly influence individuals' psychological states (Mehrabian & Russell, 1974). If the stimulus experienced by consumers is not sufficiently engaging or compelling, the expected psychological responses may not emerge effectively.

Previous research indicates that the effectiveness of live-streaming commerce is not solely determined by the existence of live-streaming technology itself but is also influenced by several other factors, such as interpersonal communication quality, streamer attractiveness, interactivity level, and perceived social presence experienced by consumers (Zhong et al., 2023; Huang et al., 2023). When consumers watch live-streaming sessions passively without engaging in meaningful interactions with streamers or other viewers, the expected immersive experience may not be optimally developed (Joo & Yang, 2023). Furthermore, consumer trust is often influenced by external factors such as brand reputation, consumer reviews, and previous purchasing experiences.

This finding may also be explained by the characteristics of the TikTok platform, which provides a highly dynamic and entertainment-oriented content environment. In many cases, consumers watch live-streaming sessions primarily for entertainment or information exploration rather than with an initial intention to purchase products (Liu et

al., 2023; Jiang et al., 2025) . As a result, live-streaming video as a stimulus may not always translate into strong psychological responses in the form of immersion or consumer trust.

Furthermore, the results of this study show that the indirect effect of live-streaming video on purchase intention through immersion and consumer trust is not significant. This finding suggests that the psychological mechanisms linking digital stimuli to behavioral responses in live-streaming commerce may be more complex than those captured in the present research model. Recent studies suggest that variables such as influencer credibility, information quality, perceived value, and social presence may play important roles in shaping consumer experiences in live-streaming commerce (Zhong et al., 2024; Wang et al., 2022).

The results of this study indicate that consumers' internal psychological factors play a more dominant role than technological stimuli in influencing purchase intention. Immersion and consumer trust emerge as key determinants of purchasing behavior in live-streaming commerce, while the presence of live-streaming video alone does not directly trigger such behavioral responses. These findings imply that businesses should not rely solely on live-streaming technology as a promotional tool but should also develop communication strategies that enhance emotional engagement and build consumer trust effectively. Such strategies may include improving interaction quality with audiences, ensuring transparency in product demonstrations, and employing credible streamers who can create more immersive and trustworthy shopping experiences for consumers.

From a theoretical standpoint, this study contributes to the literature by reinforcing the importance of integrating Stimulus Organism Response (SOR) Theory Mehrabian & Russell (1974) with Flow Theory Csikszentmihalyi (1975) in explaining consumer behavior in live-streaming commerce. The findings highlight that internal psychological factors particularly immersion as an affective response and trust as a cognitive response play a more dominant role than technological stimuli in shaping purchase intention. This supports the notion that behavioral responses in digital environments are not directly driven by external stimuli, but rather mediated through complex psychological mechanisms. Furthermore, the insignificant effect of live-streaming video on immersion and consumer trust suggests that future research should consider additional variables, such as social presence, interactivity quality, and influencer credibility, to better explain the formation of consumer behavior in live-streaming contexts.

The findings emphasize that live-streaming commerce strategies should not rely solely on the presence of technology but must prioritize the creation of meaningful and engaging consumer experiences. Businesses are encouraged to enhance immersion by improving the quality of interaction, incorporating compelling storytelling, and presenting products in a visually dynamic and engaging manner. In addition, building consumer trust should become a strategic priority, which can be achieved through transparent product demonstrations, consistent information delivery, and the use of credible and relatable streamers. Given that trust has a stronger influence on purchase intention, companies should also invest in strengthening brand credibility and ensuring authenticity throughout the live-streaming process.

CONCLUSION

This study examines the role of live-streaming video, immersion, and consumer trust in shaping purchase intention in the context of TikTok live-streaming commerce. The findings indicate that immersion and consumer trust have positive and significant effects on purchase intention. These results highlight that deep psychological engagement and consumers' trust in sellers are key factors driving purchasing decisions in live commerce environments. In contrast, live-streaming video itself does not show a significant effect on immersion, consumer trust, or purchase intention. This finding suggests that the mere presence of live-streaming technology is insufficient to influence consumers' purchasing behavior without being supported by interaction quality, presenter credibility, and transparency of product information. Therefore, this study emphasizes that consumers' internal psychological factors play a more dominant role than technological stimuli in explaining purchase intention in live-streaming commerce.

These findings provide important implications for digital marketers and TikTok live-commerce practitioners. Businesses should focus not only on increasing the frequency of live-streaming activities but also on creating immersive and trustworthy shopping experiences. Marketers are encouraged to enhance audience engagement through interactive communication, compelling storytelling, real-time responsiveness, and visually appealing product demonstrations. In addition, selecting credible and relatable streamers, providing authentic product information, and maintaining transparent interactions are essential strategies for strengthening consumer trust and increasing purchase intention. Therefore, effective TikTok live-commerce strategies should prioritize experiential and relational aspects rather than relying solely on technological features to influence consumer behavior.

RESEARCH LIMITATION AND FUTURE RESEARCH

This study has several limitations that provide important directions for future research. First, this study employs a cross-sectional design, which limits its ability to capture the dynamic nature of consumer behavior over time in the context of live-streaming commerce. As consumer responses and engagement may evolve with repeated exposure and technological advancements, a cross-sectional approach may not fully reflect these temporal variations. This study focuses on a single primary stimulus live-streaming video while other influential factors, such as streamer credibility, interaction quality, social presence, and perceived value, may also play significant roles in shaping consumer experiences. The exclusion of these variables may constrain the comprehensiveness of the proposed model in explaining consumer behavior within live-streaming environments. The study is confined to TikTok users who engage with live-streaming fashion products, which limits the generalizability of the findings across different platforms or product categories. Given the heterogeneity of live-commerce ecosystems and consumer preferences, the applicability of the results to other contexts should be interpreted with caution. Based on these limitations, future research is encouraged to adopt longitudinal or mixed-method approaches to provide a more comprehensive understanding of consumer behavior in live-streaming commerce. Such approaches

would enable researchers to capture behavioral changes over time and gain deeper insights into underlying psychological mechanisms. Furthermore, future studies may extend the proposed model by incorporating additional relevant variables and exploring different live-commerce platforms or product categories to enhance the robustness and generalizability of the findings

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