

Live Shopping Strategy Cues and Consumer Purchase Intention Through Perceived Seller Strategic Agility in Indonesia

Arus Reka Prasetya^{1*}, Toni Heryana², Yusuf Murtadlo Hidayat³

¹²³Indonesia University of Education, West Java, Indonesia

Abstract

Live shopping integrates real-time interaction, entertainment, product demonstration, and immediate purchasing, yet the mechanism connecting observable session cues with consumer purchase intention remains insufficiently explained in emerging markets. This study examined whether Live Shopping Strategy Cues (LSSC) were associated with Consumer Purchase Intention (CPI) through Perceived Seller Strategic Agility (PSSA) among Indonesian social commerce users. PSSA is operationalized as a newly proposed consumer-observable adaptation of strategic agility that captures perceived recognition of audience signals, timely adjustment, and responsive execution without equating these perceptions with internal organizational capability. Using a quantitative explanatory design, data from 320 users with recent live-shopping experience were analyzed using Partial Least Squares Structural Equation Modeling with 5,000 bootstrap resamples. LSSC was positively associated with PSSA ($\beta = 0.684$, $p < 0.001$), and PSSA was positively associated with CPI ($\beta = 0.724$, $p < 0.001$). The indirect association from LSSC to CPI through PSSA was also positive and statistically significant ($\beta = 0.495$, $p < 0.001$). These findings extend live-commerce research beyond trust, perceived value, social presence, and parasocial interaction by highlighting consumer-perceived adaptive seller execution as an intervening evaluation. Effective live shopping therefore depends not only on session features or promotional intensity but also on credible and timely adaptive responses to audience signals.

KEYWORDS

live shopping; perceived seller strategic agility; purchase intention; social commerce; Indonesia

Introduction

Live-streaming commerce has reshaped social commerce by combining real-time product presentation, synchronous communication, entertainment, and transaction functions within one digital setting. Unlike conventional product pages, live sessions allow product demonstrations, audience questions, seller responses, and purchase decisions to develop concurrently. These affordances can increase informational vividness and interpersonal presence while creating a fast-moving environment in which consumer evaluations change during the session. Consequently, the commercial value of live shopping depends not only on available platform functions but also on the quality and timing of seller execution (Ho et al., 2022; Liao et al., 2023; Sun et al., 2019; Wongkitrungrueng & Assarut, 2020).

Indonesia provides a strategically important setting because video commerce has become a substantial component of the national digital economy. The digital economy was estimated to generate USD 99 billion in gross merchandise value in 2025, with e-commerce representing the largest component at approximately USD 71 billion. Video commerce also displayed rapid growth in sellers, stores, and transaction volume, together with relatively low average order values and strong

representation of visually demonstrable product categories (Google et al., 2025).

The market conditions summarized in Table 1 make adaptive seller execution particularly relevant. High transaction volume, relatively low average order values, and the concentration of video commerce in visually demonstrable product categories create repeated and time-sensitive decision situations in which consumers may depend on demonstrations, immediate clarification, and context-sensitive responses. In such settings, the commercial value of live shopping is likely to depend not only on the availability of interactive platform features but also on how visibly and appropriately sellers respond to audience signals.

Much of the influential empirical evidence on live-streaming commerce has been generated in China. Previous research has shown that visibility, metavoicing, and guidance-shopping affordances can support purchase intention through live-streaming engagement across major Chinese platforms (Sun et al., 2019). Social presence has also been shown to influence consumer responses among Taobao Live users (Li et al., 2022). More recent evidence from the Chinese e-commerce sector has linked live-streaming attributes with trust, impulsiveness, and purchase intention (Yang et al., 2024). Collectively, these studies clarify important technological and consumer-psychological pathways, but they do not separately conceptualize consumers' evaluation of whether sellers recognize evolving audience signals, adjust live-session execution, and respond adaptively as the interaction unfolds.

Research in Indonesia has similarly emphasized consumer-centered mechanisms. Perceived utilitarian, hedonic, and social value have been associated with purchase intention and trust, live-stream e-branding has been linked with impulse buying through parasocial interaction, and streamer performance strategies have been connected with swift guanxi and trust (Keng & Chen, 2026; Prasetia et al., 2025; H. Zhang et al., 2024). Collectively, these studies demonstrate that live-shopping stimuli can acquire behavioral relevance through relational and psychological evaluations. What remains less clearly explained is whether consumers also form an evaluation of the seller's visible adaptive execution and whether this evaluation provides an additional pathway connecting the observable live-session environment with purchase intention.

The information technology affordance perspective and agility research provide complementary foundations for addressing this gap. The affordance perspective explains how live-streaming functions enable communication, demonstration, feedback, and

immediate interaction, whereas agility research emphasizes rapid sensemaking, adjustment, and execution in response to changing conditions (Kalaighanam et al., 2021; Teece, 2018; Teece et al., 2016). Consistent with research on perceived social media agility, PSSA is conceptualized as a consumer-observable adaptation of agility rather than as evidence of an internal organizational capability (Gligor & Bozkurt, 2021).

PSSA refers to a consumer's evaluation of whether a seller recognizes audience signals, adjusts live-session content or offers when appropriate, and executes responses in a timely manner. This conceptualization distinguishes PSSA from perceived responsiveness and service quality. Responsiveness primarily concerns whether a seller responds promptly and adequately, while live-streaming service-quality research treats responsiveness as one component of interaction quality alongside real-time interaction and empathy (M. Zhang et al., 2020). PSSA incorporates timely response but extends beyond response speed or general service-performance evaluation by combining recognition of changing audience signals, adaptive adjustment, and subsequent execution. It therefore captures a process-oriented consumer evaluation of visible seller adaptation while remaining explicitly limited to behavior that consumers can observe during a live-shopping session.

Live Shopping Strategy Cues are conceptualized at the overall session level as consumer perceptions of observable interactive, entertaining, authentic, socially engaging, and promotional cues. The retained construct covers interactivity, entertainment value, authenticity, influencer engagement, time-limited promotions, and social presence. Although these domains are substantively different, they share a common analytical referent in the present model, namely the observable live-session environment through which seller behavior becomes visible, credible, attention-relevant, and commercially salient. Interactivity and social presence make audience signals and seller responses observable, authenticity and influencer engagement contribute to the credibility of those interactions, entertainment helps sustain attention, and time-limited promotions increase the salience of immediate commercial action (Liao et al., 2023; Sun et al., 2019; Wongkitrungrueng et al., 2020). Accordingly, the six domains are treated as content coverage of an overall session-level LSSC construct rather than as separately estimated lower-order constructs. This retained specification should not be interpreted as empirical proof that the six domains are unidimensional, and alternative hierarchical or multidimensional specifications cannot be evaluated with the analytical materials currently available.

Table 1. Selected Indicators of Indonesia's Digital and Video Commerce Ecosystem in 2025

Indicator	2025 estimate
Overall digital economy gross merchandise value	USD 99 billion
E-commerce gross merchandise value	USD 71 billion
Number of video commerce sellers and stores	800,000
Annual growth in video commerce sellers and stores	75%
Annual video commerce transaction volume	2.6 billion transactions
Annual growth in video commerce transaction volume	90%
Indicative average order value for most video and live-selling transactions	USD 4.5 to USD 6 per order
Fashion and accessories share of video commerce gross merchandise value	28%
Beauty and personal care share of video commerce gross merchandise value	20%
Phones and electronics share of video commerce gross merchandise value	15%

Source: Selected indicators compiled from the e-Economy SEA 2025: Indonesia report and Bain analysis (Google et al., 2025).



Figure 1. *Proposed Conceptual Model*

Source: Authors' conceptualization based on the literature.

The resulting research gap is therefore not whether live-shopping features, trust, perceived value, social presence, or parasocial processes influence consumer responses, because those relationships are already well represented in the literature. The unresolved issue concerns how consumers evaluate the seller's adaptive execution within the observable live-session environment and whether this evaluation provides an intervening pathway to purchase intention.

Live shopping strategy cues provide the observable environment from which consumers may evaluate adaptive seller execution. Interactive dialogue and social presence expose audience signals and responses, while authentic demonstrations, influencer engagement, entertainment, and contextually timed promotions make the quality and relevance of seller execution more visible during the session. When these cues are coherently enacted in relation to audience input, consumers have a stronger basis for judging whether the seller recognizes changing needs and adjusts the session without unnecessary delay. This reasoning is consistent with evidence that interactive digital behavior can support customer perceptions of agility and that the behavioral value of live-commerce affordances depends on how those affordances are enacted in interaction (Bozkurt et al., 2024; Gligor & Bozkurt, 2021; Liao et al., 2023; Sun et al., 2019).

H1: Live Shopping Strategy Cues are positively associated with Perceived Seller Strategic Agility.

Perceived seller strategic agility should be associated with purchase intention because visible adaptive execution can increase the situational relevance of information provided during a live session. When sellers recognize emerging audience concerns, adjust explanations or demonstrations, and respond in a timely manner, consumers may obtain information that is more diagnostic for their immediate purchase evaluations. Prior live-commerce research links responsive interaction, uncertainty reduction, trust, perceived value, and relational quality with favorable purchasing responses, although these mechanisms remain conceptually distinct from PSSA (Guo et al., 2021; Lu & Chen, 2021; Wongkitrungrueng & Assarut, 2020; H. Zhang et al., 2024). A stronger consumer evaluation of adaptive seller execution is therefore expected to be positively associated with purchase intention.

H2: Perceived Seller Strategic Agility is positively associated with Consumer Purchase Intention.

An indirect association is expected because the presence of favorable live-shopping cues does not itself establish that those cues are converted into timely and audience-relevant seller action. LSSC represents the observable session environment, whereas PSSA captures consumers' evaluation of whether the seller converts that environment into adaptive execution. A direct association between LSSC and CPI remains theoretically plausible because live-shopping cues may also operate through mechanisms such as trust,

perceived value, social presence, parasocial interaction, or swift guanxi (Keng & Chen, 2026; Prasetia et al., 2025; H. Zhang et al., 2024). The present hypothesis does not assume that such a direct relationship must be absent or statistically insignificant. Instead, it focuses specifically on whether LSSC is positively associated with CPI through PSSA. Because complete inferential results for the direct LSSC-to-CPI path are not available in the retained analytical documentation, the study does not classify the resulting pattern as full, partial, complementary, competitive, or indirect-only mediation (Nitzl et al., 2016; Zhao et al., 2010).

H3: Live Shopping Strategy Cues have a positive indirect association with Consumer Purchase Intention through Perceived Seller Strategic Agility.

Figure 1 represents the retained analytical specification as a sequential consumer-evaluation process. LSSC captures the observable live-session environment, PSSA represents the consumer evaluation of adaptive seller execution, and CPI represents the intended behavioral response. The absence of a direct LSSC-to-CPI arrow reflects the retained analytical specification and should not be interpreted as evidence that a direct association is theoretically impossible or empirically zero. Rather, the model isolates the proposed indirect pathway through PSSA while maintaining alignment between the consumer source of measurement and the theoretical level of the mediator.

The research question guiding the analysis is: How are live shopping strategy cues associated with consumer purchase intention through perceived seller strategic agility among Indonesian social commerce users? Unlike prior live-commerce studies that have predominantly explained purchasing responses through technological affordances, trust, perceived value, social presence, parasocial interaction, and related consumer-centered mechanisms, this study introduces PSSA as a consumer-observable conceptual adaptation of agility and examines its intervening role between LSSC and CPI in the Indonesian social commerce context. This positioning extends agility reasoning to the customer interface while maintaining a clear distinction between consumer-perceived adaptive execution and internal organizational dynamic capabilities. Accordingly, the empirical objective is to examine the associations between LSSC and PSSA, between PSSA and CPI, and the indirect association connecting LSSC with CPI through PSSA among Indonesian social commerce users.

Methods

The methodological framework was specified to align the research objective, consumer-based measurement perspective, and sequential relationships among LSSC, PSSA, and CPI. The study employed a quantitative explanatory approach to examine the structural associations and indirect pathway represented in the conceptual model.

Methodological reporting in this revised manuscript is restricted to information that can be verified from the retained study documentation. Where original records were no longer recoverable, the limitation is stated explicitly rather than reconstructing procedures, measurement items, or statistical results that cannot be independently substantiated.

Research Type

This study employed a quantitative explanatory design using a cross-sectional online survey conducted in 2025. The design examined the associations among LSSC, PSSA, and CPI within a single observation period. Because cross-sectional measurement does not establish temporal precedence, the analysis was designed to evaluate statistical relationships and a theoretically specified indirect pathway rather than definitive causal effects. Partial Least Squares Structural Equation Modeling was selected because the proposed model involved latent constructs measured by multiple indicators and a theoretically specified indirect relationship. The choice of PLS-SEM was based on the analytical characteristics of the model rather than on an assumption that the method compensates for an inadequate sample size (Hair et al., 2019).

Population and Sample/Informants

The target population comprised Indonesian social commerce users with recent live-shopping experience. Purposive sampling was employed because participation required behavioral criteria that could not be identified through a probability-based population register. The documented eligibility criteria required respondents to be at least 17 years old, to have watched a live-shopping session during the preceding three months, and to have either purchased or intended to purchase a product during or after a live-shopping session. The purchase-related criterion was intended to ensure that respondents had engaged with live shopping in a decision-relevant context and could meaningfully evaluate purchase intention. This criterion, however, also concentrates the sample among behaviorally involved users and may restrict variation in CPI. Accordingly, the sample should not be interpreted as representative of all Indonesian internet users, passive live-streaming viewers, or consumers without prior purchasing interest.

The final analytical sample consisted of 320 valid responses. The retained research documentation did not preserve evidence of an original a priori statistical power calculation. Rather than retrospectively attributing an undocumented sampling procedure to the original study, sample adequacy was evaluated in the revision through a sensitivity-oriented benchmark using the inverse square root method for PLS-SEM. Under conventional assumptions of a 5% significance level and 80% statistical power, a sample of 320 corresponds to a minimum detectable path magnitude of approximately 0.139. This calculation is reported only as a retrospective sensitivity assessment and should not be interpreted as evidence that the original sample size was determined through an a priori power analysis (Kock & Hadaya, 2018).

Research Location

The study was conducted within the Indonesian social commerce context. The retained respondent profile included users whose most frequently used live-shopping environments were TikTok Shop, Instagram Live, YouTube Live, and other platforms represented in the original survey classification. The individual social commerce user constituted the unit of analysis, while

Indonesia constituted the market context. The study did not estimate provincial, city-level, or platform-specific structural models. Consequently, the findings should be interpreted as aggregate evidence from the sampled Indonesian live-shopping users rather than as platform-specific or nationally representative estimates.

Instrumentation or Tools

Data were collected through a structured questionnaire using a five-point Likert scale ranging from strongly disagree to strongly agree. The retained study documentation identifies 29 indicators, comprising 18 indicators for LSSC, 6 indicators for PSSA, and 5 indicators for CPI. It also preserves construct-level measurement statistics, including outer-loading ranges, Average Variance Extracted, Cronbach's alpha, Composite Reliability, and the Heterotrait-Monotrait Ratio.

The original questionnaire wording and the supporting records documenting item adaptation, translation, pretesting, pilot testing, and content-validation procedures were no longer recoverable when the manuscript entered the revision stage. For this reason, the present manuscript does not reconstruct questionnaire items from conceptual sources or present inferred wording as if it were the instrument administered to respondents. Table 2 therefore reports only the construct definitions, retained content coverage, number of indicators, analytical treatment, and conceptual anchors that can be verified from the remaining documentation.

The retained analysis treated LSSC at the overall construct level using 18 indicators covering interactivity, entertainment value, authenticity, influencer engagement, time-limited promotions, and social presence. These six domains are interpreted as content coverage of the observable live-session environment rather than as separately estimated lower-order constructs. Separate domain scores, outer weights, and lower-order measurement results were not retained. Consequently, the present study does not claim that unidimensionality of the six domains was independently demonstrated or that a hierarchical measurement structure was empirically validated. Similarly, PSSA is treated as a consumer-observable conceptual adaptation of agility and not as a fully validated universal measurement scale. The empirical interpretation is therefore confined to the construct-level statistics that remain verifiable.

Data Collection Procedures

The retained documentation establishes that the questionnaire was distributed online during 2025 through social media channels and digital communities relevant to live-shopping activities. Online administration enabled participation by users with recent exposure to live shopping across multiple social commerce environments. Participation was voluntary, respondents indicated consent before questionnaire completion, responses were collected anonymously, and no personally identifiable information was requested.

The exact beginning and ending dates of data collection, the specific social media channels or digital communities used for recruitment, the total number of survey invitations or initially submitted questionnaires, the number and reasons for excluded responses, and the detailed sequence of respondent screening were not preserved in the recoverable study records. Consequently, a response rate and exclusion flow cannot be calculated reliably. The revised manuscript therefore reports only that 320 responses meeting the documented eligibility criteria constituted the retained analytical sample and does not reconstruct recruitment or screening details that cannot be

verified.

Data Analysis

Descriptive statistics were used to summarize respondent characteristics, platform use, viewing frequency, and previous purchasing experience. The hypothesized relationships were subsequently evaluated using PLS-SEM with SmartPLS software. The version number of SmartPLS used in the original analysis was not preserved in the recoverable documentation and therefore cannot be reported reliably. PLS-SEM was used to estimate the retained measurement and structural relationships and to test the theoretically specified indirect pathway from LSSC to CPI through PSSA.

The measurement model was evaluated using the retained evidence for indicator reliability, convergent validity, internal consistency reliability, and discriminant validity. Outer loadings of approximately 0.70 or higher and AVE values of at least 0.50 were used as reference criteria for indicator reliability and convergent validity. Cronbach's alpha and CR values of at least 0.70 were used to evaluate internal consistency, while HTMT values below 0.90 were used as the reference for discriminant validity (Hair et al., 2019; Henseler et al., 2015).

The structural model was evaluated using the retained standardized path coefficients, t-values, p-values, R² values, Q² values, and available collinearity summary. Statistical significance for H1, H2, and H3 was evaluated through the documented nonparametric bootstrapping procedure using 5,000 resamples. The indirect association was represented by the sequential pathway from LSSC to PSSA and from PSSA to CPI. Complete inferential statistics for the direct LSSC-to-CPI path, bootstrapped confidence intervals, f² effect sizes, exact VIF values, total-effect estimates, individual indicator loadings, and PLSpredict results were not preserved and cannot be regenerated because the respondent-level dataset and complete SmartPLS project are no longer recoverable. Accordingly, the indirect result is interpreted as a statistically significant indirect association without assigning a mediation subtype (Nitzi et al., 2016; Zhao et al., 2010).

al., 2010).

Because all constructs were obtained from a single cross-sectional questionnaire, common method variance remains a relevant methodological concern. Procedurally, anonymity, confidentiality, voluntary participation, and the absence of personally identifiable information served as safeguards intended to limit evaluation-related pressure on respondents. Statistically, the retained analytical summary indicated that the reported VIF results did not exceed the threshold applied in the original analysis. However, the exact VIF values and respondent-level data are unavailable, preventing the computation of additional diagnostics such as a Harman single-factor assessment or other post hoc common-method analyses. The available collinearity evidence is therefore treated only as a preliminary diagnostic and not as proof that common method variance was absent (Fuller et al., 2016; Kock, 2015; Podsakoff et al., 2003). Positive Q² values are interpreted as evidence of in-sample predictive relevance rather than out-of-sample predictive performance because PLSpredict outputs were not retained (Shmueli et al., 2019).

Ethical Approval

Participation was voluntary, consent was indicated before questionnaire completion, no personally identifiable information was collected, and responses were treated confidentially and used exclusively for academic purposes. A formal institutional ethics approval or exemption identifier was not preserved in the recoverable study documentation and therefore cannot be reported. The documented eligibility threshold permitted participation from the age of 17, while the retained respondent profile combines ages 17 to 25 into a single aggregate category. It is consequently not possible to determine whether any member of the analytical sample was exactly 17 years old. Documentary evidence of parental or guardian consent for any potentially under-18 participant was also not recoverable. The manuscript therefore does not claim institutional ethical approval, exemption, or guardian consent that cannot be verified and explicitly recognizes this documentation gap as a research-governance limitation.

Table 2. Construct Operationalization and Measurement Coverage

Construct	Operational definition	Reported content coverage	Indicators	Analytical treatment	Conceptual anchors
Live Shopping Strategy Cues	Consumer perceptions of observable interactive, entertaining, authentic, socially engaging, and promotional elements presented during a live shopping session	Interactivity, entertainment value, authenticity, influencer engagement, time-limited promotions, and social presence	18	Construct-level reflective assessment using retained indicators; six domains treated as content coverage and not separately estimated	Live-streaming affordances, interaction, and communication (Liao et al., 2023; Sun et al., 2019; Wongkitrungrueng et al., 2020).
Perceived Seller Strategic Agility	Consumer evaluation of a seller's observable ability to recognize audience signals, adjust live-session content or offers, and execute timely responses	Perceived real-time sensing, adaptive adjustment, and rapid response execution	6	Construct-level reflective assessment; consumer-observable conceptual adaptation of agility	Dynamic capabilities and consumer-perceived digital agility (Gligor & Bozkurt, 2021; Teece, 2018).
Consumer Purchase Intention	Reported likelihood, willingness, consideration, and plan to purchase during or after a live shopping session	Purchase likelihood, willingness, consideration, planning, and preference	5	Construct-level reflective assessment	Live-commerce purchase intention and consumer response (Liao et al., 2023; Sun et al., 2019).

Source: Authors' construct specification based on the retained study documentation.

Note: The conceptual anchors clarify the theoretical meaning and boundaries of the constructs. They are not presented as verbatim sources or reconstructions of the original questionnaire statements because the original item wording was not

recoverable at the revision stage.

Result and Discussion

The empirical results are based on 320 valid responses from Indonesian social commerce users with recent live-shopping experience. The recoverable analytical documentation supports reporting of respondent characteristics, construct-level measurement statistics, R^2 and Q^2 values, and the standardized structural coefficients, t-values, and p-values presented in the retained output summary. Individual indicator loadings, exact VIF values, bootstrapped confidence intervals, f^2 effect sizes, the direct LSSC-to-CPI path, total-effect estimates, and PLSpredict results are not available in the retained records and therefore are not reconstructed. Accordingly, the Results section reports only statistics that remain verifiable and interprets the structural findings as cross-sectional associations.

Respondent Characteristics

The respondent profile provides contextual information concerning demographic composition, platform use, viewing frequency, and purchasing experience represented in the analytical sample. [Table 3](#) presents the

Table 3. Respondent Characteristics

No.	Characteristic	Category	Frequency	Percentage (%)
1	Gender	Male	138	43.1
		Female	182	56.9
		Total	320	100.0
2	Age	17–25 years	146	45.6
		26–35 years	112	35.0
		36–45 years	46	14.4
		More than 45 years	16	5.0
		Total	320	100.0
3	Education level	Senior high school	84	26.3
		Diploma	52	16.3
		Bachelor's degree	154	48.1
		Postgraduate degree	30	9.3
		Total	320	100.0
4	Occupation	Student	96	30.0
		Private-sector employee	118	36.9
		Entrepreneur	64	20.0
		Civil servant	22	6.9
		Other	20	6.2
		Total	320	100.0
5	Most frequently used live-shopping platform	TikTok Shop	176	55.0
		Instagram Live	82	25.6
		YouTube Live	42	13.1
		Other platforms	20	6.3
		Total	320	100.0
6	Frequency of watching live shopping	1–2 times per month	72	22.5
		1–2 times per week	128	40.0
		3–5 times per week	84	26.3
		Almost every day	36	11.2
		Total	320	100.0
7	Purchase experience through live shopping	Previous purchase	258	80.6
		Purchase intention only	62	19.4
		Total	320	100.0

Source: Primary data processed by the authors, 2025.

distribution of the 320 respondents.

The sample was concentrated among relatively young and behaviorally involved live-shopping users. Respondents aged 17 to 25 represented 45.6% of the sample, while those aged 17 to 35 collectively accounted for 80.6%. TikTok Shop was the most frequently used live-shopping platform for 55.0% of respondents, and 80.6% reported previous purchasing experience through live shopping. Regular exposure was also substantial because 77.5% watched live-shopping sessions at least once per week. These characteristics indicate that the structural estimates predominantly reflect consumers who were already familiar with live-shopping environments rather than inexperienced or passive viewers. The high proportion of previous purchasers may also have reduced heterogeneity in purchase intention because many respondents had already progressed beyond initial exposure to transactional experience. Likewise, the prominence of TikTok Shop means that the aggregate estimates may partly reflect interaction patterns associated with that platform, although no platform-specific structural model was available for testing. These descriptive concentrations do not invalidate the reported associations, but they delimit the population to which the findings can reasonably be generalized.

Table 4. Retained Construct-Level Convergent Validity Summary

Construct	Number of indicators	Outer-loading range	Average Variance Extracted
Live Shopping Strategy Cues	18	0.712–0.884	0.612
Perceived Seller Strategic Agility	6	0.735–0.867	0.648
Consumer Purchase Intention	5	0.741–0.892	0.671

Source: Primary data processed by the authors, 2025.

Measurement Model Evaluation

The measurement model was evaluated through the construct-level statistics that remain available, including outer-loading ranges, AVE, Cronbach's alpha, CR, and HTMT.

Convergent Validity

Convergent validity was assessed using the reported outer-loading ranges and AVE. An outer loading of approximately 0.70 or higher indicates that an indicator shares a substantial proportion of variance with the underlying construct. An AVE value above 0.50 indicates that a construct explains more than half of the variance represented by the indicators. (See Table 4).

The retained measurement summary indicates that the reported loading ranges for all three constructs remained above approximately 0.70, while AVE values ranged from 0.612 to 0.671. At the construct-summary level, these values are consistent with commonly applied reference criteria for indicator reliability and convergent validity. However, only the loading ranges were preserved, not the loading of each individual indicator. The present results therefore support construct-level measurement adequacy within the retained analytical summary but do not permit item-by-item auditing or identification of potentially heterogeneous indicators within each range.

Internal Consistency Reliability

Internal consistency was evaluated using Cronbach's alpha and CR. Both coefficients assess the consistency with which indicators represent an underlying construct, although CR does not assume equal indicator reliability. (See Table 5).

All retained Cronbach's alpha coefficients exceeded 0.86 and all CR values exceeded 0.89, indicating strong internal consistency at the construct level. LSSC produced the highest reliability coefficients, which is consistent with its larger number of indicators but should not be interpreted as evidence that the six substantive content domains are empirically unidimensional. Reliability coefficients evaluate consistency among the retained indicators and do not, by themselves, establish the dimensional structure of LSSC. The results therefore support construct-level internal consistency while remaining subject to the measurement-specification limitations described in the Method section.

Table 5. Internal Consistency Reliability

Construct	Cronbach's alpha	Composite Reliability
Live Shopping Strategy Cues	0.936	0.944
Perceived Seller Strategic Agility	0.879	0.903
Consumer Purchase Intention	0.861	0.895

Source: Primary data processed by the authors, 2025.

Discriminant Validity

Discriminant validity was evaluated through HTMT. The criterion examines whether each construct remains

empirically distinguishable from other constructs in the model. Values below 0.90 were used as the reference level for acceptable discriminant validity. (See Table 6).

All retained HTMT values were below the 0.90 reference level. The highest value was observed between PSSA and CPI at 0.733, followed by LSSC and PSSA at 0.684 and LSSC and CPI at 0.621. These construct-level results indicate that the three modeled constructs were empirically distinguishable within the retained analytical summary. The finding does not eliminate the possibility of conceptual proximity between PSSA and related constructs such as responsiveness or service quality, which were not separately measured in this study and are therefore addressed as conceptual and measurement limitations rather than as tested discriminant-validity comparisons.

Table 6. Heterotrait-Monotrait Ratio

Construct	LSSC	PSSA	CPI
Live Shopping Strategy Cues	NA		
Perceived Seller Strategic Agility	0.684	NA	
Consumer Purchase Intention	0.621	0.733	NA

Source: Primary data processed by the authors, 2025

Note: LSSC = Live Shopping Strategy Cues; PSSA = Perceived Seller Strategic Agility; CPI = Consumer Purchase Intention; NA = not applicable.

Structural Model Evaluation

The retained structural-model summary provides R^2 and Q^2 values for the endogenous constructs and indicates that a collinearity assessment was conducted in the original analysis. Exact VIF values were not preserved and therefore cannot be reproduced. The structural evaluation reported here is consequently limited to the verifiable explanatory and in-sample predictive statistics shown in Table 7 and the standardized structural coefficients reported subsequently.

Table 7. Explanatory and In-Sample Predictive Relevance

Endogenous construct	R^2	Variance explained (%)	Q^2
Perceived Seller Strategic Agility	0.468	46.8	0.301
Consumer Purchase Intention	0.524	52.4	0.356

Source: Primary data processed by the authors, 2025

The retained model accounted for 46.8% of the variance in PSSA and 52.4% of the variance in CPI. Both Q^2 values were positive, with values of 0.301 for PSSA and 0.356 for CPI, indicating in-sample predictive relevance within the retained model. These statistics should not be interpreted as evidence of out-of-sample predictive performance because PLSpredict results are unavailable. The original analytical summary also documented that the applied VIF threshold was not exceeded, but the exact VIF values are no longer recoverable. Accordingly, the manuscript does not present or infer numerical collinearity values beyond the

retained statement that no threshold violation was documented.

[Figure 2](#) summarizes the retained structural specification and positions PSSA as the intervening construct between the observable live-shopping environment and intended purchasing behavior. The figure reports only relationships for which structural coefficients remain available. The absence of a direct LSSC-to-CPI arrow reflects the retained analytical documentation and should not be interpreted as evidence that the direct association is theoretically impossible or empirically zero. The reported R^2 values describe the variance accounted for in PSSA and CPI within this specification, while the indirect pathway is interpreted solely as a statistically significant indirect association.

Hypothesis Testing and Indirect Association

The hypotheses were evaluated using the retained output from a nonparametric bootstrapping procedure with 5,000 resamples. Statistical decisions were based on the standardized path coefficients, t -values, and p -values preserved in the analytical summary. A relationship was treated as statistically significant when $p < 0.05$. Bootstrapped confidence intervals were not preserved in the recoverable output and therefore cannot be reported or retrospectively reconstructed. (See [Table 8](#)).

The association between LSSC and PSSA was positive and statistically significant ($\beta = 0.684$, $t = 14.732$, $p < 0.001$), supporting H1. PSSA was also positively and significantly associated with CPI ($\beta = 0.724$, $t = 16.981$, $p < 0.001$), supporting H2. The indirect association from LSSC to CPI through PSSA was positive and statistically significant ($\beta = 0.495$, $t = 10.864$, $p < 0.001$), supporting H3. The available evidence therefore supports the proposed indirect pathway. However, because the direct LSSC-to-CPI coefficient and its inferential statistics are unavailable, the findings do not permit classification of the pattern as full, partial, complementary, competitive, or indirect-only mediation. Likewise, the absence of preserved confidence intervals and f^2 values prevents additional inference concerning interval precision or path-specific effect-size magnitude.

The discussion distinguishes between relationships directly supported by the retained empirical evidence and explanatory mechanisms inferred from theory or previous research. Three findings are directly supported by the present analysis: LSSC was positively associated with PSSA, PSSA was positively associated with CPI, and the indirect association between LSSC and CPI through PSSA was positive and statistically significant. Explanations involving uncertainty reduction, trust, perceived value, social presence, or relational processes are used only to interpret why these associations may arise and were not independently tested in the present model. This distinction is particularly important because the cross-sectional, single-source design and the absence of several recoverable analytical outputs limit causal and mechanism-specific inference.

Interpretation of Key Findings

The positive association between LSSC and PSSA ($\beta = 0.684$, $p < 0.001$) indicates that more favorable evaluations of the observable live-session environment were associated with stronger perceptions of adaptive seller execution. The theoretical significance of this relationship lies not merely in the presence of interactivity, entertainment, authenticity, influencer engagement, promotional urgency, or social presence, but in the possibility that these cues provide consumers with information from which seller adaptation can be inferred.

Interactivity and social presence, for example, can expose how a seller reacts to emerging questions, while demonstrations and promotional adjustments can make adaptation more observable. Nevertheless, the aggregate LSSC specification prevents attribution of the observed association to any single cue or conclusion that all six content domains contributed equally. The result therefore supports an overall session-level association rather than a dimension-specific causal interpretation.

The association between PSSA and CPI was stronger within the retained model ($\beta = 0.724$, $p < 0.001$), indicating that consumers who evaluated seller execution as more adaptive also reported stronger purchase intention. This relationship is consistent with the proposition that adaptive execution may become especially salient close to the purchase decision because live-shopping consumers frequently evaluate product fit, clarification, timing, and commercial relevance while the session is still unfolding. Uncertainty reduction, trust formation, perceived value, and information diagnosticity provide theoretically plausible explanations for this relationship but were not independently measured as mediating mechanisms in the present model ([Ding et al., 2025](#); [Lu & Chen, 2021](#); [Tian, 2024](#); [Wu & Huang, 2023](#)).

Numerical comparison with related Indonesian studies provides useful context, although coefficients across different models should not be interpreted as directly equivalent effect sizes. A Shopee Live study reported a coefficient of $\beta = 0.962$ between parasocial interaction and impulse buying behavior and an indirect coefficient of $\beta = 0.310$ between live-stream e-branding and impulse buying through parasocial interaction ([Prasetya et al., 2025](#)). Research involving Indonesian TikTok Live users reported structural estimates of 0.283 and 0.195 for relationships connecting trust in the product and trust in the platform, respectively, with intention to buy ([H. Zhang et al., 2024](#)). Against these contextual benchmarks, the PSSA-to-CPI coefficient of $\beta = 0.724$ is numerically substantial, but the comparison remains descriptive because the studies differ in constructs, dependent variables, samples, platforms, and estimation procedures. The present finding therefore does not establish that PSSA is inherently more influential than trust or parasocial interaction.

The significant indirect association from LSSC to CPI through PSSA ($\beta = 0.495$, $p < 0.001$) is consistent with a process in which observable session conditions acquire behavioral relevance alongside consumers' evaluation of seller adaptation. This interpretation adds an execution-oriented layer to live-commerce research, but it does not establish that PSSA is the exclusive mechanism connecting session cues with purchase intention. Prior Indonesian evidence demonstrates pathways involving perceived value and trust, parasocial interaction, swift guanxi, and related relational processes ([Keng & Chen, 2026](#); [Prasetya et al., 2025](#); [H. Zhang et al., 2024](#)). Because the direct LSSC-to-CPI path is unavailable, the present study cannot determine how much of the relationship operates through PSSA relative to alternative mechanisms and therefore does not classify the mediation pattern.

The sample composition provides an additional interpretive boundary. TikTok Shop was the most frequently used live-shopping platform for 55.0% of respondents, 80.6% had previously purchased through live shopping, and 80.6% were aged 17 to 35 years. These characteristics may have increased respondents' familiarity with live-shopping conventions and their ability to evaluate seller responses, but this possibility was not directly tested. Prior purchasing experience may also have selected respondents who were already comparatively receptive to live commerce, potentially reducing variation in CPI or strengthening

relationships among positively framed perceptions. Similarly, platform-specific interface design, interaction norms, recommendation systems, and promotional mechanisms may shape what consumers interpret as adaptive behavior. The Indonesian context should therefore be understood as the empirical setting of the study, not as a demonstrated moderator of the structural relationships.

Comparison with Previous Studies

The present findings complement China-focused live-commerce research while shifting attention from platform affordances and consumer psychological states toward the evaluation of seller execution. Live-streaming affordances such as visibility, metavoicing, and guidance shopping have been associated with consumer engagement and purchasing responses (Sun et al., 2019). Social presence has also been shown to play an important role in consumers' live-streaming responses (Li et al., 2022). More recent research in the Chinese e-commerce sector has continued to demonstrate relationships among live-streaming characteristics, trust, impulsiveness, and purchase intention (Yang et al., 2024). The current study does not contradict these mechanisms. Instead, it suggests that consumers may also evaluate how sellers convert the opportunities created by live-streaming affordances into visible and timely adaptive behavior.

The comparison with Indonesian studies is particularly informative. Utilitarian, hedonic, and social value have been linked with purchase intention through different forms of trust on Indonesian live-streaming platforms (H. Zhang et al., 2024). Parasocial interaction has also been identified as an intervening mechanism between live-stream e-branding and impulse buying on Shopee Live (Prasetya et al., 2025). Streamer performance strategies have more recently been connected with swift guanxi, trust, and purchase intention (Keng & Chen, 2026). These studies indicate that Indonesian live-commerce responses cannot be reduced to a single psychological or strategic pathway. PSSA should therefore be interpreted as an additional consumer evaluation of visible adaptability rather than as a replacement for trust, value, parasocial interaction, or relational mechanisms.

This distinction also identifies an unresolved conceptual boundary. PSSA includes perceived recognition of audience signals, adaptive adjustment, and timely execution, but consumers may partly infer these qualities from the same observable behavior that informs judgments of responsiveness or service quality. The current HTMT results establish empirical distinction only among LSSC, PSSA, and CPI, not between PSSA and responsiveness, service quality, trust, or other competing constructs that were not included in the model. Consequently, the present evidence supports the usefulness of an execution-oriented interpretation but does not establish the discriminant validity of PSSA against all neighboring constructs. Dedicated scale-development research and competing-model tests are required before stronger construct-level claims can be made.

Theoretical Contribution

The first theoretical contribution is the articulation of an affordance-to-perceived-adaptation pathway at the customer interface. Information technology affordances explain the possibilities for communication, demonstration, feedback, and interaction created by live-streaming environments, whereas agility research emphasizes recognition of change and timely adaptive action. By positioning PSSA between LSSC and CPI, the study

proposes that the behavioral relevance of live-shopping affordances may depend partly on how consumers evaluate the seller's visible conversion of those possibilities into adaptive execution. This formulation connects affordance reasoning with customer-facing agility without treating consumer perceptions as evidence of internal sensing, resource reconfiguration, or other organizational dynamic capabilities (Kalaighnam et al., 2021; Teece, 2018; Teece et al., 2016).

The second contribution is conceptual rather than scale-validational. PSSA is presented as a consumer-observable conceptual adaptation of agility that captures perceived recognition, adjustment, and response execution during live shopping. The present evidence does not establish PSSA as a fully validated new construct or universal measurement scale. In particular, the original item wording and respondent-level measurement records are unavailable, and the study did not test PSSA directly against responsiveness, service quality, or other adjacent constructs. Its contribution therefore lies in identifying and empirically examining an execution-oriented consumer evaluation that can be developed and tested more rigorously in subsequent research. This interpretation is consistent with research showing that customers can form perceptions of agility from observable digital interaction (Bozkurt et al., 2024; Gligor & Bozkurt, 2021).

The third contribution is contextual and empirical. Much of the established live-streaming commerce literature has developed from Chinese samples, whereas the current study provides evidence from Indonesian social commerce users operating across several platforms. The findings show that an execution-oriented consumer evaluation is empirically relevant in this underexamined setting, while the concentration of TikTok Shop users and experienced purchasers also demonstrates why national-context evidence should not automatically be treated as nationally representative. The contribution is consequently an extension of the geographical and conceptual testing ground for live-commerce theory rather than evidence that the proposed relationships are uniquely Indonesian.

Managerial Implications

The most direct managerial implication supported by the empirical model is that favorable perceptions of the live-session environment were associated with stronger perceived seller adaptability, and stronger PSSA was in turn associated with greater purchase intention. Sellers and platform managers should therefore evaluate live-shopping effectiveness not only through the presence of interactive or promotional features but also through whether consumers experience seller responses as adaptive, relevant, and timely. The present data support this general managerial priority, but they do not identify which specific operational intervention causes higher PSSA or purchase intention.

More specific managerial practices should therefore be interpreted as evidence-informed extensions rather than interventions directly tested by the model. Sellers may structure live sessions so that emerging audience questions become visible to hosts and moderators, adapt demonstrations when recurrent product-fit concerns arise, and establish procedures that allow timely clarification without sacrificing accuracy. Coordination among hosts, moderators, product specialists, customer-service personnel, and pricing decision makers may support this responsiveness, particularly when questions involve compatibility, product specifications, delivery conditions, returns, or promotional terms. Promotional urgency should remain verifiable because rapid adjustment that produces inconsistent information or misleading scarcity claims may undermine rather than strengthen consumer evaluations of

seller execution.

The sample composition also limits how broadly these recommendations should be transferred across platforms. Because TikTok Shop was the most frequently used platform for 55.0% of respondents, the observed relationships may partly reflect interaction and promotional conventions familiar to TikTok-oriented users. The findings should not be assumed to transfer unchanged to Instagram Live, YouTube Live, or other live-commerce environments. Platform managers and sellers should therefore test adaptive practices within their own interface, product category, and audience conditions rather than applying a uniform operational template.

Performance monitoring can extend beyond gross views and immediate sales by examining indicators that reflect the quality of customer-facing execution, such as response latency, unresolved-question frequency, repeated clarification requests, product clicks following demonstrations, cancellations, and returns. These measures were not tested in the present study and should therefore be regarded as proposed managerial diagnostics rather than empirically validated outcomes of PSSA. Their value lies in helping managers translate the study's general emphasis on consumer-observable adaptive execution into operational hypotheses that can subsequently be assessed with behavioral and transaction data.

Limitations and Cautions

Several limitations define the boundaries within which the findings should be interpreted. First, the cross-sectional design and single-source self-report measurement establish statistical associations but do not demonstrate temporal precedence or causality among LSSC, PSSA, and CPI. Common method variance and social desirability bias also remain possible because all constructs were measured within the same questionnaire. Although the retained analytical summary documented acceptable collinearity assessment, the absence of respondent-level data prevents additional post hoc common-method diagnostics. The findings should therefore be interpreted as evidence of association rather than as confirmation of causal behavioral mechanisms.

Second, the purposive eligibility criteria and sample composition constrain external validity. Participation required recent live-shopping exposure and either prior purchase or existing purchase intention, which concentrated the sample among behaviorally involved users and may have restricted variation in CPI. In addition, 80.6% of respondents were aged 17 to 35 years, 80.6% had previously purchased through live shopping, and TikTok Shop was the most frequently used platform for 55.0% of the sample. The results therefore cannot be assumed to represent passive viewers, consumers without prior purchase interest, all Indonesian social commerce users, or users of individual platforms in equivalent ways.

Third, the measurement specification requires particular caution. PSSA was operationalized as a consumer-observable conceptual adaptation of agility, but the study did not establish it as a fully validated new construct. The original questionnaire wording, item-adaptation records, and respondent-level measurement data are no longer recoverable, which prevents item-level auditing, independent reassessment of construct dimensionality, and direct discriminant testing against neighboring concepts such as responsiveness and service quality. Similarly, LSSC was analyzed at the overall construct level, and the retained evidence does not establish whether its six substantive domains are empirically unidimensional or whether an alternative

hierarchical or multidimensional specification would provide a better representation.

Fourth, limitations in analytical record retention restrict the scope of structural inference. The complete SmartPLS project and respondent-level dataset are no longer available, preventing recovery of individual indicator loadings, exact VIF values, bootstrapped confidence intervals, f^2 effect sizes, the direct LSSC-to-CPI path, total-effect estimates, alternative-model tests, and PLSpredict results. Consequently, the statistically significant LSSC-to-PSSA-to-CPI pathway is interpreted only as an indirect association, and no mediation subtype or stronger predictive claim is made.

Finally, research-governance documentation is incomplete. The recoverable records confirm voluntary participation, consent before questionnaire completion, anonymity, confidentiality, and the absence of personally identifiable information. However, a formal institutional ethics approval or exemption identifier is not available, and the aggregate age category of 17 to 25 years does not allow determination of whether any respondent was exactly 17 years old. Documentary evidence of parental or guardian consent for any potentially under-18 participant is also unavailable. The manuscript therefore does not make unsupported claims regarding ethical approval, exemption, or guardian consent, and the adequacy of the retained ethical documentation remains subject to the journal's editorial assessment.

Recommendations for Future Research

Future research should first address the measurement limitations identified in the present study by developing and validating a dedicated PSSA scale before stronger construct-level claims are advanced. The process should begin with qualitative domain specification involving consumers, hosts, sellers, and platform managers to determine which aspects of recognition, adaptive adjustment, and response execution are genuinely observable at the customer interface. Subsequent item generation should be followed by expert assessment, cognitive interviewing, pilot testing, exploratory and confirmatory factor analysis, discriminant-validity testing against responsiveness, service quality, trust, and social presence, and measurement-invariance assessment across relevant consumer and platform groups. Internal organizational strategic agility should be measured separately using seller or managerial data so that consumer-perceived adaptation is not conflated with internal dynamic capability.

Future studies should also test the dimensional structure of LSSC rather than assuming that the six domains operate as a single homogeneous construct. Designs that retain complete item-level data can compare first-order, higher-order, and multidimensional specifications and determine whether interactivity, entertainment, authenticity, influencer engagement, time-limited promotion, and social presence exhibit distinct relationships with PSSA and purchase outcomes. Competing models should also test PSSA alongside trust, perceived value, parasocial interaction, responsiveness, service quality, and swift guanxi to determine whether PSSA adds explanatory value beyond established mechanisms.

Longitudinal, experimental, and multi-source designs are needed to evaluate temporal ordering and causal processes. Field experiments could manipulate response speed, response accuracy, demonstration flexibility, or adaptation to audience questions while holding promotional intensity constant. Repeated-session designs could examine whether PSSA changes as consumers gain experience with particular sellers, while platform or

transaction logs could connect perceptions with product clicks, completed purchases, basket value, cancellations, and returns. Such designs would also permit analysis of whether purchase experience precedes stronger evaluations of seller adaptability or results from them.

Future research should additionally examine heterogeneity across platforms, products, and consumer segments. Comparative studies can test whether platform affordances, product involvement, price level, prior seller familiarity, streamer type, and live-shopping experience alter the relevance of adaptive execution. More diverse

Table 8. Retained Structural Relationships and Indirect Association

Hypothesis	Relationship	Path coefficient	t-value	p-value	Decision
H1	LSSC → PSSA	0.684	14.732	< 0.001	Supported
H2	PSSA → CPI	0.724	16.981	< 0.001	Supported
H3	LSSC → PSSA → CPI	0.495	10.864	< 0.001	Supported

Source: Primary data processed by the authors, 2025.

Note: Bootstrapped confidence intervals, f^2 effect sizes, the direct LSSC-to-CPI coefficient, and total-effect statistics were not preserved in the recoverable analytical documentation and therefore are not reported.

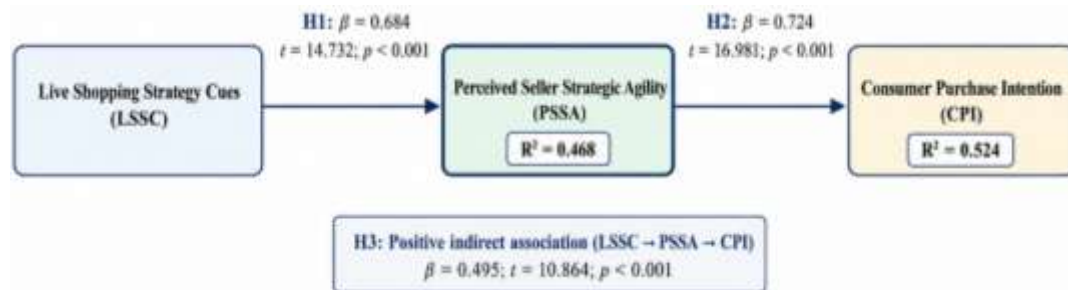


Figure 2. Structural Relationships Among the Study Constructs

Source: Authors' elaboration based on the retained PLS-SEM results, 2025.

Conclusion

This study examined the relationships among Live Shopping Strategy Cues, Perceived Seller Strategic Agility, and Consumer Purchase Intention among Indonesian social commerce users. LSSC was positively associated with PSSA, PSSA was positively associated with CPI, and the indirect association from LSSC to CPI through PSSA was positive and statistically significant. These findings indicate that observable live-shopping cues acquire behavioral relevance alongside consumers' evaluation of whether seller execution is adaptive, timely, and responsive to audience signals.

Academically, the study extends live-commerce research by positioning PSSA as a consumer-observable conceptual adaptation of agility at the customer interface. The proposed framework connects information technology affordances with perceived adaptive seller execution while maintaining a clear distinction between consumer evaluation and internal organizational dynamic capability. The Indonesian evidence also broadens the empirical context in which this execution-oriented pathway can be examined, although PSSA should not be interpreted as a fully validated universal construct.

Practically, the findings suggest that live-shopping effectiveness should not be evaluated solely through platform features, entertainment, or promotional intensity. Sellers and platform managers should also attend to whether audience signals are translated into credible, relevant, and timely adaptive responses. More specific operational practices should nevertheless be tested within particular platform and product contexts

Indonesian samples and cross-country studies across Southeast Asia would help determine whether the relationships observed here generalize beyond the present sample composition. Future projects should also retain the complete questionnaire, anonymized analytical dataset where ethically and legally permissible, software project files, code or analytical specifications, and ethics documentation so that item-level auditing, robustness analysis, reproducibility assessment, and subsequent verification remain possible.

before broader managerial generalization is made.

The conclusions remain bounded by the cross-sectional and single-source design, purposive sample composition, measurement limitations, and incomplete retention of the original analytical and ethics documentation. Future research should validate PSSA more rigorously, test alternative LSSC specifications, employ longitudinal or experimental designs, and integrate consumer perceptions with seller, platform, or transactional data.

Author contributions

Arus Reka Prasetya contributed to the conceptualization of the study, research design, formal analysis, and preparation of the original manuscript draft. Toni Heryana contributed to the literature review, questionnaire development, interpretation of the findings, and critical revision of the manuscript. Yusuf Murtadlo Hidayat contributed to data collection, data cleaning, and critical revision of the manuscript. All authors reviewed and approved the final version of the manuscript and accept responsibility for the integrity and accuracy of the work within their respective contributions.

Funding

This research received no specific grant or external financial support from any funding agency in the public,

commercial, or not-for-profit sectors. Accordingly, no external funding body had any role in the study design, data collection, analysis, interpretation of the findings, preparation of the manuscript, or decision to submit the work for publication.

Acknowledgements

The authors sincerely thank all respondents who voluntarily participated in the survey and shared their experiences of live shopping. Their participation provided

the empirical basis for this study.

Conflict of interest

The authors declare that they have no financial, professional, or personal conflicts of interest that could have influenced the conduct, interpretation, or reporting of this study.

References

- Bozkurt, S., Gligor, D., Ozer, S., Sarp, S., & Srivastava, R. (2024). The impact of perceived social media interactivity on brand trust: The mediating role of perceived social media agility and the moderating role of brand value. *Journal of Marketing Analytics*, 12(3), 523–536. <https://doi.org/10.1057/s41270-023-00268-w>
- Ding, R., Chen, X., Wei, S., & Wang, J. (2025). What drives trust building in live streaming e-commerce? From an elaboration likelihood model perspective. *Industrial Management & Data Systems*, 125(3), 969–999. <https://doi.org/10.1108/IMDS-03-2024-0273>
- Fuller, C. M., Simmering, M. J., Atinc, G., Atinc, Y., & Babin, B. J. (2016). Common methods variance detection in business research. *Journal of Business Research*, 69(8), 3192–3198. <https://doi.org/10.1016/j.jbusres.2015.12.008>
- Gligor, D. M., & Bozkurt, S. (2021). The role of perceived social media agility in customer engagement. *Journal of Research in Interactive Marketing*, 15(1), 125–146. <https://doi.org/10.1108/JRIM-12-2019-0196>
- Google, Temasek, & Bain & Company. (2025). *e-Economy SEA 2025: Indonesia*. https://services.google.com/fh/files/misc/indonesia_e_economy_sea_2025_report.pdf
- Guo, L., Hu, X., Lu, J., & Ma, L. (2021). Effects of customer trust on engagement in live streaming commerce: Mediating role of swift guanxi. *Internet Research*, 31(5), 1718–1744. <https://doi.org/10.1108/INTR-02-2020-0078>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Ho, C.-I., Liu, Y., & Chen, M.-C. (2022). Factors influencing watching and purchase intentions on live streaming platforms: From a 7Ps marketing mix perspective. *Information*, 13(5), 239. <https://doi.org/10.3390/info13050239>
- Kalaignanam, K., Tuli, K. R., Kushwaha, T., Lee, L., & Gal, D. (2021). Marketing agility: The concept, antecedents, and a research agenda. *Journal of Marketing*, 85(1), 35–58. <https://doi.org/10.1177/0022242920952760>
- Keng, K., & Chen, Y.-H. (2026). Performing swift guanxi: Relational trust mechanisms in an Indonesian live-streaming commerce context. *Asia Pacific Journal of Marketing and Logistics*. Advance online publication. <https://doi.org/10.1108/APJML-10-2025-2117>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, 11(4), 1–10. <https://doi.org/10.4018/ijec.2015100101>
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261. <https://doi.org/10.1111/isj.12131>
- Li, M., Wang, Q., & Cao, Y. (2022). Understanding consumer online impulse buying in live streaming e-commerce: A stimulus-organism-response framework. *International Journal of Environmental Research and Public Health*, 19(7), 4378. <https://doi.org/10.3390/ijerph19074378>
- Liao, J., Chen, K., Qi, J., Li, J., & Yu, I. Y. (2023). Creating immersive and parasocial live shopping experience for viewers: The role of streamers' interactional communication style. *Journal of Research in Interactive Marketing*, 17(1), 140–155. <https://doi.org/10.1108/JRIM-04-2021-0114>
- Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information & Management*, 58(7), 103509. <https://doi.org/10.1016/j.im.2021.103509>
- Nitzl, C., Roldan, J. L., & Cepeda, G. (2016). Mediation analysis in partial least squares path modeling: Helping researchers discuss more sophisticated models. *Industrial Management & Data Systems*, 116(9), 1849–1864. <https://doi.org/10.1108/IMDS-07-2015-0302>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903. <https://doi.org/10.1037/0021-9010.88.5.879>
- Prasetya, A. R., Hurriyati, R., & Dirgantari, P. D. (2025). The effect of live-stream e-branding on impulse buying behavior with parasocial interaction as a mediating variable on Shopee Live. *Commercium: Journal of Business and Management*, 4(1), 41–60. <https://doi.org/10.61978/commercium.v4i1.1176>
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J.-H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: Guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322–2347. <https://doi.org/10.1108/EJM-02-2019-0189>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An information technology affordance perspective. *Electronic Commerce Research and Applications*, 37, 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- Teece, D. J. (2018). Business models and dynamic capabilities. *Long Range Planning*, 51(1), 40–49. <https://doi.org/10.1016/j.lrp.2017.06.007>
- Teece, D. J., Peteraf, M. A., & Leih, S. (2016). Dynamic capabilities and organizational agility: Risk, uncertainty, and strategy in the innovation economy. *California Management Review*, 58(4), 13–35. <https://doi.org/10.1525/cmr.2016.58.4.13>
- Tian, H. (2024). Influence of mobile app live streaming characteristics on clothing impulse purchase intention: Mediation of swift guanxi and perceived trust. *SAGE Open*, 14(4). <https://doi.org/10.1177/21582440241290005>
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117, 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Wongkitrungrueng, A., Dehouche, N., & Assarut, N. (2020). Live streaming commerce from the sellers' perspective: Implications for online relationship marketing. *Journal of Marketing Management*, 36(5–6), 488–518. <https://doi.org/10.1080/0267257X.2020.1748895>
- Wu, Y., & Huang, H. (2023). Influence of perceived value on consumers' continuous purchase intention in live-streaming e-commerce: Mediated by consumer trust. *Sustainability*, 15(5), 4432. <https://doi.org/10.3390/su15054432>
- Yang, G., Chaikasoonthorn, W., & Chaveesuk, S. (2024). Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese e-commerce sector. *Acta Psychologica*, 249, 104415. <https://doi.org/10.1016/j.actpsy.2024.104415>
- Zhang, H., Zheng, S., & Zhu, P. (2024). Why are Indonesian consumers buying on live streaming platforms? Research on consumer perceived value theory. *Heliyon*, 10(13), e33518. <https://doi.org/10.1016/j.heliyon.2024.e33518>
- Zhang, M., Sun, L., Qin, F., & Wang, G. A. (2020). E-service quality on live streaming platforms: Swift guanxi perspective. *Journal of Services Marketing*, 35(3), 312–324. <https://doi.org/10.1108/JSM-01-2020-0009>
- Zhao, X., Lynch, J. G., Jr., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>