

ENGAGE, TRUST AND BUY: UNPACKING THE PSYCHOLOGY OF CONSUMER PURCHASE INTENTION IN LIVESTREAM COMMERCE

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Abstract

Livestreaming commerce has emerged as an influential digital retail format that combines product demonstrations, entertainment, real-time interaction, and online purchasing. This study examines the effects of Engaging Sales Content (ESC) and Influence of Streamers (IOS) on consumers' Purchase Intention (PI) through the mediating roles of Attitude (ATT) and Trust (TRU). Drawing on the Stimulus–Organism–Response (S-O-R) framework, the study conceptualizes ESC and IOS as stimuli, ATT and TRU as organismic psychological states, and PI as the behavioral response. A quantitative, cross-sectional research design was employed, and data were collected from Pakistani social-media users with previous livestream-shopping experience. A total of 400 valid responses were analyzed using PLS-SEM. The findings indicate that ESC significantly influences Attitude and Trust, while IOS demonstrates significant positive effects on both psychological variables. Furthermore, Attitude and Trust significantly influence Purchase Intention, with Trust demonstrating the stronger effect. Mediation results confirm that both Attitude and Trust significantly mediate the relationships between livestream stimuli and Purchase Intention. The findings demonstrate that consumers' livestream purchase intentions are shaped not only by engaging sales content and streamer characteristics but also by the psychological processes of favorable evaluation and trust formation. The study provides theoretical and practical implications for livestream-commerce marketers and streamers.

Introduction

Livestreaming commerce has rapidly transformed digital retail by integrating real-time product demonstrations, entertainment, social interaction, and purchasing within a single platform. Unlike conventional e-commerce, livestream shopping enables consumers to communicate directly with streamers, obtain immediate product information,

and observe products through interactive demonstrations. These characteristics can reduce uncertainty while creating more immersive consumer experiences (Tian et al., 2023; Zhang et al., 2023). However, consumers' purchase decisions are not determined solely by the availability of livestreaming features. The quality of sales content and the characteristics of

streamers can shape consumers' psychological evaluations and trust, which subsequently influence their behavioral intentions.

Despite increasing research on livestream commerce, limited attention has been given to the combined effects of Engaging Sales Content (ESC) and Influence of Streamers (IOS) on purchase intention through simultaneous psychological mechanisms. Drawing on the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974), this study conceptualizes ESC and IOS as external stimuli, Attitude and Trust as internal psychological states, and Purchase Intention as the behavioral response. The study therefore examines how informative, entertaining, interactive, and relevant content, together with attractive, expert, trustworthy, and relatable streamers, influence consumers' purchase intentions through Attitude and Trust. The study contributes to livestream-commerce literature by integrating content-related and streamer-related stimuli within a unified psychological framework.

Research Problems

The rapid growth of social media and livestreaming commerce has fundamentally transformed how consumers obtain product information, interact with sellers, and make purchase decisions. Unlike traditional digital advertising, livestreaming integrates sales content, entertainment, real-time interaction, and interpersonal influence within a single consumption environment. Research suggests that informativeness, interactivity, content quality, and source credibility can significantly influence consumer responses and purchase-related outcomes (Onofrei et al., 2022; Tian et al., 2023). However, the psychological mechanisms through which these livestream stimuli are transformed into purchase intentions remain insufficiently integrated within a single explanatory framework. A first research problem concerns the increasing importance of Engaging Sales Content (ESC) in livestream commerce. Consumers are exposed to sales presentations that are expected to be informative, entertaining, interactive, and relevant

to their needs. Previous research indicates that informativeness and interactivity can strengthen consumer responses and contribute to trust formation (Tian et al., 2023). Similarly, social-media research demonstrates that content characteristics influence consumers' evaluations and purchase-related responses (Onofrei et al., 2022). However, existing studies have frequently examined individual content characteristics independently rather than conceptualizing them as an integrated engaging-sales-content construct. Consequently, there is a need to determine whether engaging content simultaneously develops favorable consumer attitudes and strengthens trust toward livestream shopping.

A second problem relates to the growing Influence of Streamers (IOS). Livestreamers increasingly function as product demonstrators, information providers, opinion leaders, and persuasive social actors. Their attractiveness, expertise, trustworthiness, and similarity may influence how consumers evaluate products and respond to recommendations. Source-credibility research establishes expertise, trustworthiness, and attractiveness as important characteristics of persuasive communicators (Ohanian, 1990), while recent livestream-commerce research confirms that streamer characteristics can influence trust and purchase-related responses (Tian et al., 2023). Nevertheless, previous studies have often investigated streamer characteristics separately, leaving limited understanding of how these dimensions collectively influence consumers' attitudes and trust.

A further theoretical problem concerns the tendency of previous research to focus on direct relationships between livestream stimuli and purchase intention without sufficiently explaining consumers' underlying psychological processes. Consumers may not respond directly to promotional content or streamer exposure; instead, they may first develop favorable evaluations and feelings and subsequently establish trust before forming purchase intentions. The Stimulus-Organism-Response (S-O-R) framework provides an appropriate theoretical explanation because it proposes that

environmental stimuli influence internal psychological states, which subsequently produce behavioral responses (Mehrabian & Russell, 1974). In livestream commerce, content characteristics and streamer attributes can therefore be conceptualized as stimuli, while consumers' Attitude and Trust represent internal organismic states preceding Purchase Intention.

An important research gap consequently concerns the mediating roles of Attitude and Trust. Existing research demonstrates that trust is an important mechanism connecting livestream characteristics and streamer attributes with purchase intention (Tian et al., 2023; Zhang et al., 2023). However, Attitude and Trust have often been examined independently rather than as complementary psychological mechanisms. This creates an important question concerning whether consumers first develop favorable attitudes toward livestream shopping and then develop sufficient trust to form purchase intentions. Examining both mediators simultaneously can therefore provide a more comprehensive explanation of consumer decision-making.

The contextual gap is also important. Much of the empirical literature on livestream commerce has emerged from China and other relatively developed livestream-commerce markets. Although livestreaming, influencer marketing, and social commerce are increasingly important in Pakistan, limited empirical research has examined livestream-specific consumer behavior within this emerging market. Pakistani research indicates that social-media engagement, trust, and brand-related mechanisms can influence purchase intentions, but livestream-specific content and streamer characteristics remain comparatively underexplored. These limits understanding of whether established livestream-commerce mechanisms operate similarly within Pakistan's developing digital-commerce environment.

Finally, existing literature provides limited empirical evidence of an integrated framework in which Engaging Sales Content and Influence of Streamers function as stimuli, Attitude and Trust operate as psychological mediators, and Purchase Intention represents the behavioral response. The

proposed study addresses this gap by integrating content-related and streamer-related marketing stimuli within the S-O-R perspective. Specifically, it examines whether informative, entertaining, interactive, and relevant sales content and attractive, expert, trustworthy, and similar streamers influence consumers' Purchase Intention through Attitude and Trust. Such an integrated framework can extend livestream-commerce and social-commerce literature by providing a more comprehensive explanation of the psychological processes underlying consumers' purchase decisions in the Pakistani context.

Research Objectives

The overall objective of this study is to examine how Engaging Sales Content (ESC) and Influence of Streamers (IOS) influence consumers' Purchase Intention (PI) in livestreaming commerce through the mediating roles of Attitude (ATT) and Trust (TRU).

Specifically, the study aims to:

RO1: To examine the effects of Engaging Sales Content and Influence of Streamers on consumers' Attitude toward livestreaming commerce.

RO2: To investigate the effects of Engaging Sales Content and Influence of Streamers on consumers' Trust in livestreaming commerce.

RO3: To determine the effects of consumers' Attitude and Trust on their Purchase Intention in livestreaming commerce.

RO4: To examine the mediating roles of Attitude and Trust in the relationships between Engaging Sales Content, Influence of Streamers, and Purchase Intention.

Research Questions

Based on the research objectives, the study seeks to answer the following questions:

RQ1: To what extent do Engaging Sales Content and Influence of Streamers influence consumers' Attitude toward livestreaming commerce?

RQ2: To what extent do Engaging Sales Content and Influence of Streamers influence consumers' Trust in livestreaming commerce?

RQ3: What are the effects of consumers' Attitude and Trust on their Purchase Intention in livestreaming commerce?

RQ4: Do Attitude and Trust mediate the relationships between Engaging Sales Content, Influence of Streamers, and Purchase Intention in livestreaming commerce?

Literature Review and Hypotheses

Development

Livestreaming commerce has become a significant form of social commerce by integrating real-time video, product demonstrations, entertainment, interaction, and online purchasing. Unlike conventional e-commerce, livestreaming enables consumers to communicate directly with streamers, ask questions, and receive immediate product information, thereby reducing uncertainty and creating an interactive shopping experience (Tian et al., 2023; Zhang et al., 2023). These characteristics can influence purchase intentions through informational, social, and psychological mechanisms.

The Stimulus-Organism-Response (S-O-R) framework, originally proposed by Mehrabian and Russell (1974), explains how environmental stimuli influence individuals' internal psychological states and subsequently shape behavioral responses. This perspective is particularly appropriate for livestream commerce because consumers encounter multiple stimuli, including informative content, entertainment, interactivity, and streamer characteristics. These stimuli can generate internal responses such as favorable attitudes and trust before influencing purchase-related behavior (Zhang et al., 2023). Accordingly, the present study conceptualizes Engaging Sales Content (ESC) and Influence of Streamers (IOS) as stimuli, Attitude (ATT) and Trust (TRU) as organismic states, and Purchase Intention (PI) as the behavioral response. This integrated framework explains how livestream stimuli translate into consumers' purchase intentions through psychological mechanisms.

Engaging Sales Content (ESC)

Engaging Sales Content refers to the extent to which livestream sales presentations provide useful information while simultaneously being entertaining, interactive, and relevant to consumers. In the present study, ESC consists of four dimensions: informativeness, entertainment, interactivity, and relevance. Informativeness refers to the extent to which livestream content provides consumers with useful and sufficient information about products. In livestream commerce, consumers may experience uncertainty because they cannot physically inspect products before purchasing. Detailed demonstrations, product explanations, comparisons, and real-time responses can therefore improve consumers' understanding and facilitate evaluation.

Empirical evidence demonstrates that informativeness is positively associated with streamer trust. Tian et al. (2023), for example, found that informativeness represents an important antecedent of trust in livestream streamers. Similarly, research based on the S-O-R perspective indicates that information-rich livestream environments can influence consumers' psychological responses and shopping intentions (Guo, J., et. al., 2025). Entertainment refers to the extent to which livestream sales content is enjoyable, interesting, and capable of maintaining consumers' attention. Livestream commerce differs from conventional online shopping because purchasing is embedded within an entertainment experience. Humor, storytelling, demonstrations, games, and engaging presentations can increase consumers' enjoyment and involvement (Liang, Y. D., et. al., 2026).

Research examining livestream-shopping characteristics identifies perceived enjoyment as an important psychological mechanism through which livestream characteristics affect consumer responses. Thus, entertaining content may create more favorable consumer evaluations of livestream shopping. Interactivity represents the degree to which consumers can communicate and exchange information with streamers during a livestream (Joo, E., et. al., 2023). Consumers can ask questions, request demonstrations, provide

comments, and receive immediate responses. Such interaction can create a sense of social connection and reduce uncertainty (Naeem, M., et. al., 2021). Tian et al. (2023) found that interactivity is positively associated with streamer trust, while Zhang et al. (2023) demonstrated that livestream affordances such as interactivity contribute to consumer trust and purchase intention. Recent evidence also suggests that interactivity may influence purchase-related outcomes primarily through psychological mechanisms such as authenticity and trust rather than simply through a direct technological effect (Zhu, t., et. al., 2026). Relevance refers to the degree to which the content and products presented during a livestream correspond to consumers' interests, needs, and preferences. Relevant information is more likely to attract attention and be perceived as useful because consumers can connect the information with their personal consumption goals. Within livestream commerce, content that is perceived as useful and applicable can strengthen consumers' evaluation of the shopping experience (Wang, Y., et. al., 2022). Therefore, relevance is expected to contribute to favorable attitudes and greater confidence in the information presented.

Engaging sales content provides consumers with product information while creating an entertaining and interactive shopping experience. Informative and relevant content can improve product evaluation, whereas entertainment and interactivity can increase enjoyment and engagement (Lou, C., & Xie, Q., 2021). S-O-R research suggests that livestream characteristics can affect consumers' internal psychological states, including enjoyment and evaluation. Information quality is particularly important in livestream commerce because consumers depend heavily on information provided during product demonstrations. Informative, relevant, and interactive content can reduce uncertainty and increase confidence in the livestream shopping process. Tian et al. (2023) found that informativeness and interactivity are positively associated with streamer trust. Therefore:

H1: Engaging Sales Content has a significant positive effect on consumers' Attitude toward livestream shopping.

H2: Engaging Sales Content has a significant positive effect on consumers' Trust in livestream shopping.

Influence of Streamers (IOS)

Streamers are central actors in livestream commerce because they simultaneously perform informational, persuasive, entertainment, and relational functions. The present study conceptualizes Influence of Streamers through four dimensions: attractiveness, expertise, trustworthiness, and similarity. Attractiveness refers to the extent to which consumers perceive a streamer as appealing, likable, or personally attractive. According to source credibility theory, attractiveness is one of the characteristics that can influence the effectiveness of a communicator (Ohanian, 1990). In livestream commerce, attractive streamers may capture consumers' attention and encourage them to remain engaged with the livestream. Recent research supports the importance of streamer attractiveness. For example, research examining streamer attributes found that attractiveness can contribute to trust and ultimately influence purchase intention.

Expertise represents consumers' perceptions that a streamer possesses sufficient knowledge, experience, and competence concerning the products being promoted. Expert streamers can provide detailed explanations, answer consumer questions, and demonstrate product functionality, thereby reducing information uncertainty. Source credibility theory suggests that perceived expertise increases the persuasive effectiveness of information (Ohanian, 1990). Recent livestream-commerce research similarly identifies streamer professionalism and credibility as important factors influencing trust and consumer behavioral responses. Trustworthiness reflects the extent to which consumers perceive the streamer as honest, dependable, and credible. This dimension is particularly important because livestream shopping involves consumers making purchase decisions based largely on information supplied by the streamer.

Tian et al. (2023) demonstrate that trust in streamers is positively related to purchase intention and that livestream characteristics such as informativeness and interactivity contribute to streamer trust. Recent research also confirms that streamer credibility is closely associated with consumer trust and purchase intention. Similarity refers to the extent to which consumers perceive a streamer as resembling themselves in terms of lifestyle, preferences, values, or characteristics (Bhatt, S., Jhawar, A., & Varshney, S., 2026). A perceived similarity may facilitate identification and make the streamer appear more relatable (Cheng, G., 2025). Consequently, consumers may become more receptive to product recommendations from streamers whom they perceive as similar to themselves.

This relational dimension is particularly relevant to social-media-based commerce because consumers often develop psychological connections with streamers and influencers. Research on streamer characteristics indicates that interpersonal and relational characteristics can contribute to trust and purchase-related outcomes (Linh M. T. T., et. al, 2026). Streamers serve as persuasive communication sources in livestream commerce. Their attractiveness, expertise, trustworthiness, and similarity can increase consumers' attention, identification, and positive evaluation of the shopping experience. Source credibility theory suggests that favorable perceptions of communication sources can enhance persuasive effectiveness (Ohanian, 1990). Empirical livestream-commerce research also identifies streamer characteristics as important determinants of consumer responses.

Trust is expected to be strongly influenced by perceptions of streamer credibility, expertise, attractiveness, and similarity. When consumers perceive streamers as knowledgeable and trustworthy, they are more likely to accept their product recommendations (Wang, C., et. al., 2025). Evidence from livestream commerce demonstrates that streamer characteristics contribute to trust formation and that trust subsequently affects purchase intention. Therefore:

H3: *Influence of Streamers has a significant positive effect on consumers' Attitude toward livestream shopping.*

H4: *Influence of Streamers has a significant positive effect on consumers' Trust.*

Attitude (ATT)

Attitude represents consumers' overall favorable or unfavorable evaluation of livestream shopping. In the present study, Attitude incorporates favorable evaluation, likeability, and positive affect. Attitude is positioned as an organismic state within the S-O-R framework because it represents consumers' internal psychological evaluation resulting from exposure to livestreaming stimuli. When consumers perceive livestream content as informative, entertaining, interactive, and relevant, they are more likely to develop favorable evaluations of the livestream shopping experience (Zhu, P., et. al., 2023). Similarly, streamers who are attractive, knowledgeable, trustworthy, and relatable may generate positive feelings toward livestream shopping.

Empirical research supports this mechanism. Tian et al. (2023) found that consumers' attitudes toward livestream shopping are positively associated with streamer trust, while recent S-O-R research demonstrates that livestream characteristics can influence consumers' internal psychological states before producing behavioral outcomes (Zhang, Q., Wang, Y., & Ariffin, S. K., 2024). Consumers who develop favorable evaluations and positive feelings toward livestream shopping should be more willing to purchase products through this channel. Within the S-O-R framework, Attitude represents an internal organism state that translates environmental stimuli into behavioral responses (Ho, C. I., Liu, Y., & Chen, M. C., 2022). Research applying S-O-R to livestream commerce supports the role of internal psychological evaluations in explaining purchase-related outcomes. Therefore:

H5: *Attitude has a significant positive effect on consumers' Purchase Intention.*

Attitude represents consumers' overall favorable or unfavorable evaluation of livestream shopping and is expected to function as an important

psychological mechanism linking livestream stimuli with purchase intention. According to the Stimulus–Organism–Response (S–O–R) framework, external stimuli first influence consumers’ internal psychological evaluations before producing behavioral responses (Mehrabian & Russell, 1974). In livestream commerce, Engaging Sales Content (ESC) including informative, entertaining, interactive, and relevant content can generate favorable evaluations and positive feelings toward the shopping experience (Ma, X., & Fang, M., 2026). Similarly, Influence of Streamers (IOS), reflected through attractiveness, expertise, trustworthiness, and similarity, can strengthen consumers’ positive perceptions and emotional responses (Wang, C., Chen, B., Li, M., & Li, J., 2025). Recent livestream-commerce research indicates that livestream characteristics and streamer-related factors can shape consumers’ psychological evaluations and subsequent purchase-related responses (Tian et al., 2023; Zhang et al., 2023). Therefore, when consumers develop favorable attitudes toward livestream shopping, they are more likely to express stronger intentions to purchase products presented during livestreams. Based on this theoretical reasoning, the following hypotheses are proposed:

H7a: Attitude significantly mediates the relationship between Engaging Sales Content and Purchase Intention.

H7b: Attitude significantly mediates the relationship between Influence of Streamers and Purchase Intention.

Trust (TRU)

Trust represents consumers’ confidence that a streamer, seller, and the information provided during a livestream are credible, reliable, honest, and concerned with consumers’ interests. In the present study, Trust (TRU) is conceptualized through four dimensions: credibility, reliability, integrity, and benevolence. Trust is particularly important in livestream commerce because consumers often evaluate and purchase products without physically examining them, thereby increasing uncertainty and perceived risk. Under

such conditions, confidence in the streamer and the information provided can reduce uncertainty and encourage consumers to rely on product recommendations. Empirical evidence confirms that streamer trust is positively associated with consumers’ purchase intention, while interactivity, informativeness, and positive attitudes toward livestream shopping can contribute to the development of streamer trust (Tian et al., 2023).

Recent studies further support the central role of trust in livestream purchasing. Zhang et al. (2023) found that livestream affordances, including interactivity and other platform-related features, contribute to consumer trust, which subsequently has a substantial positive effect on livestream purchase intention. Similarly, research examining streamer attributes indicates that characteristics such as attractiveness, responsiveness, and parasocial interaction can enhance consumer trust, with trust subsequently increasing purchase intention (Law et al., 2023). The role of trust is also supported by research on influencer-based livestream commerce, where influencer characteristics have been found to positively influence purchase intention through emotional trust (Zhou & Baskaran, 2025).

Moreover, recent evidence suggests that trust can operate through multiple entities within livestream commerce. Trust may develop toward the streamer, seller, product, platform, or brand, and these forms of trust can collectively influence consumers’ purchase decisions. Studies examining trust transfer demonstrate that trust in livestream sellers can transfer to products and subsequently strengthen purchase intentions (Yang et al., 2025). Recent research also confirms that trust in livestream sellers and products is significantly associated with continuous purchase intention, highlighting that trust is relevant not only to initial purchases but also to longer-term consumer relationships (To, A. T., & Nguyen, T. D., 2026). Cross-cultural evidence further demonstrates that trust in streamers is associated with consumers’ attitudes and behavioral intentions, although the strength of these relationships may vary across national contexts (Ni, S., & Ueichi, H., 2024).

From the Stimulus–Organism–Response (S–O–R) perspective, Trust represents an important organismic psychological state through which livestream stimuli are translated into behavioral responses. When consumers perceive streamers and their recommendations as trustworthy, they are more likely to accept product information, reduce perceived risk, and develop stronger intentions to purchase. Therefore, based on the theoretical rationale and growing empirical evidence, the following hypothesis is proposed:

H6: Trust has a significant positive effect on consumers' Purchase Intention.

Trust is expected to serve as a critical psychological mechanism linking livestreaming stimuli to consumers' Purchase Intention. From the Stimulus–Organism–Response (S–O–R) perspective, consumers are exposed to external environmental stimuli, which influence their internal cognitive and affective states and subsequently generate behavioral responses (Mehrabian & Russell, 1974). In livestream commerce, Engaging Sales Content (ESC) can strengthen trust by providing informative, relevant, entertaining, and interactive product presentations that reduce information uncertainty and enable consumers to evaluate products more confidently. Recent evidence indicates that livestream characteristics such as interactivity, product demonstrations, and content-related cues can significantly contribute to consumer trust, which subsequently influences purchase-related outcomes (Tsimonis, G., 2026).

Similarly, Influence of Streamers (IOS) can contribute to trust formation when streamers are perceived as attractive, knowledgeable, trustworthy, responsive, and similar to viewers. Streamer expertise and entertainment have been shown to influence purchase intention indirectly through trust, providing empirical support for trust as an important psychological mechanism in livestream commerce (Jiang, Y., Lee, H.-T., & Li, W., 2024). Recent research further demonstrates that emotional trust mediates the relationship between livestream influencer characteristics and

consumers' purchase intentions, highlighting the importance of trust in converting perceptions of the streamer into behavioral intentions (Zhou & Baskaran, 2025).

Trust can also reduce perceived uncertainty and transaction risk and facilitate the transfer of confidence from the streamer to the promoted product. Recent trust-transfer research shows that trust in streamers, products, brands, platforms, and other participants can collectively contribute to purchase intention (Zhang, Y., Albattat, A., Rehman, A. U., & Azam, S. F., 2025). Similarly, evidence from TikTok livestream commerce indicates that trust in livestream sellers can transfer to trust in products, with both forms of trust contributing to continued purchase intention (To, A. T., et. al., 2026). Research on parasocial relationships also suggests that consumers' immersion, perceived presence, and enjoyment can contribute to relationships with livestream sellers, which subsequently foster trust and purchase intention.

Therefore, the present study proposes that Trust operates as an organismic mechanism through which both content-related and streamer-related stimuli are translated into purchase intentions. When consumers perceive livestream content as credible and useful and perceive streamers as competent, trustworthy, and relatable, they are more likely to develop confidence in the livestream shopping environment and ultimately demonstrate stronger purchase intentions. This reasoning is also consistent with recent empirical evidence showing significant trust-mediated relationships between livestream characteristics, streamer attributes, and purchase intention (Wang, C., et. al., 2025). Accordingly, the following hypotheses are proposed:

H8a: Trust significantly mediates the relationship between Engaging Sales Content and Purchase Intention.

H8b: Trust significantly mediates the relationship between Influence of Streamers and Purchase Intention.

Purchase Intention (PI)

Purchase Intention represents consumers' willingness or likelihood to purchase products presented during livestreams. It is an important outcome in livestream commerce because the ultimate objective of livestream marketing is to convert viewers into potential customers. Purchase intention can be influenced by informational, social, and psychological factors. Research shows that trust, perceived value, streamer characteristics, and livestream affordances can significantly influence consumers' purchase intentions. In the proposed framework, Purchase Intention represents the Response (R) component of the S-O-R model. The study therefore proposes that consumers exposed to engaging sales content and influential streamers develop favorable attitudes and stronger trust, which subsequently increase their intention to purchase.

Although existing research has examined livestream characteristics, streamer credibility, trust, and purchase intention, much of the literature has investigated these factors separately or through alternative theoretical mechanisms. Recent reviews indicate that livestream-commerce research remains fragmented across motivational, technological, social, and trust-related perspectives. The present study addresses this gap by integrating content-related stimuli (ESC) and streamer-related stimuli (IOS) within a single S-O-R framework and simultaneously examining Attitude and Trust as parallel mediators leading to Purchase Intention. This integrated perspective provides a more comprehensive explanation of how consumers move from exposure to livestream sales stimuli, through psychological evaluation and trust formation, toward purchase intention.

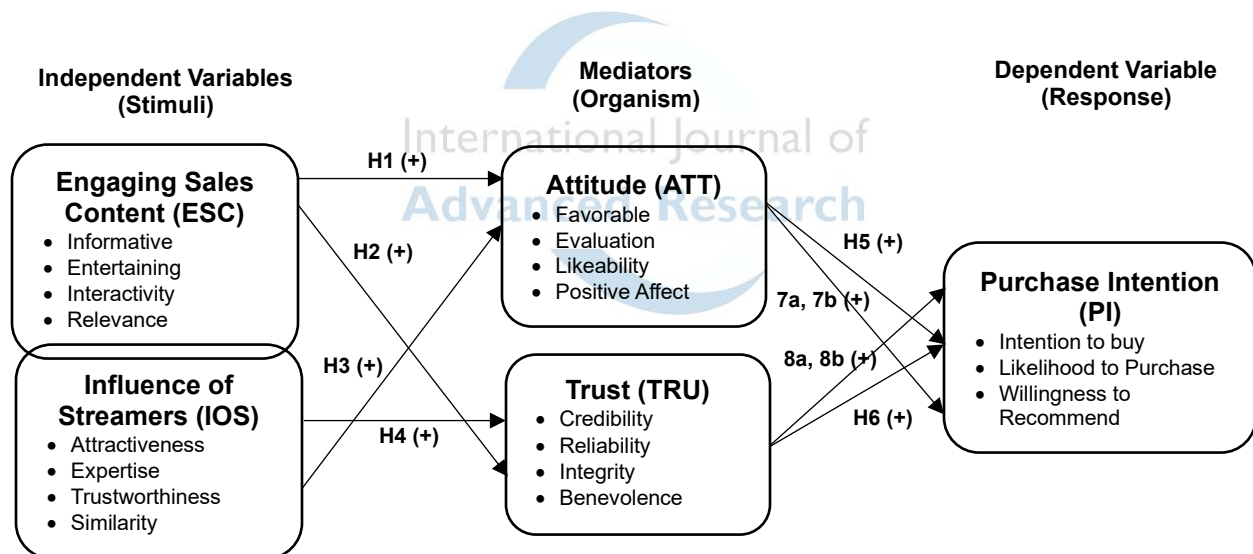


Figure 1.0: Conceptual Framework

Research Methodology

This study will employ a quantitative, cross-sectional, and explanatory research design to examine the influence of Engaging Sales Content (ESC) and Influence of Streamers (IOS) on consumers' Purchase Intention (PI) in livestreaming commerce, with Attitude (ATT) and Trust (TRU) serving as mediating variables. A quantitative approach is appropriate because the study seeks to empirically test hypothesized

relationships among multiple latent constructs using standardized measures and statistical techniques. The study is guided by the Stimulus-Organism-Response (S-O-R) framework, in which ESC and IOS represent stimuli, ATT and TRU represent consumers' internal psychological responses, and PI represents the behavioral response.

The target population was comprising Pakistani social-media users aged 18 years and above who

have watched livestream shopping or sales sessions and have been exposed to products promoted, demonstrated, or recommended by streamers or influencers. Respondents were recruited through TikTok, Instagram, Facebook, and YouTube social-commerce platforms. Screening questions were included to ensure that only respondents with relevant livestream-shopping experience participate in the study. Due to the absence of a comprehensive sampling frame for Pakistani livestream-commerce consumers, purposive sampling will be adopted. Participants will be selected according to predefined eligibility criteria, including age, social-media usage, and previous exposure to livestream sales content. This approach is appropriate when respondents must possess specific experiences relevant to the research phenomenon. The study was targeting 400 valid respondents, with 450 questionnaires distributed to compensate for incomplete or invalid responses. The sample size was supported through statistical power considerations rather than relying exclusively on the traditional ten-times rule, which provides only rough guidance for PLS-SEM (Sarstedt et al., 2022; Mukarram, M., et al., 2025). An a priori power analysis subsequently confirms the required sample based on effect size, significance level, statistical power, and number of predictors.

Data was collected through a structured questionnaire comprising demographic questions and measurement items for ESC, IOS, ATT, TRU, and PI. ESC was included informativeness, entertainment, interactivity, and relevance, while IOS was include attractiveness, expertise, trustworthiness, and similarity. Data was initially screened and analyzed using IBM SPSS Statistics, followed by SmartPLS 4 for PLS-SEM. The measurement model was assessed through outer loadings, Cronbach's alpha, composite reliability, AVE, VIF, and HTMT. The structural model was evaluated using β , t-values, p-values, confidence intervals, R^2 , f^2 , and Q^2 . Bootstrapping was used to test direct and indirect effects and determine whether Attitude and Trust mediate the relationships between ESC, IOS, and Purchase Intention (Hair et al., 2019).

The study was employing previously established and validated measurement scales adapted to the context of livestreaming commerce. All constructs were measured using multiple items on a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Engaging Sales Content (ESC) was assessed through informativeness, entertainment, interactivity, and relevance, reflecting the extent to which livestream sales content provides useful, engaging, interactive, and relevant information (Onofrei et al., 2022; Tian et al., 2023). Influence of Streamers (IOS) was measured through attractiveness, expertise, trustworthiness, and similarity, reflecting consumers' perceptions of the streamer's appeal, knowledge, credibility, and similarity to themselves (Ohanian, 1990; Ooi et al., 2023). Attitude (ATT) was capturing consumers' favorable evaluation, likeability, and positive affect toward livestream shopping (Ooi et al., 2023; Tian et al., 2023). Trust (TRU) was assessed through credibility, reliability, integrity, and benevolence, reflecting consumers' confidence in the streamer and the information provided during livestreams (Morgan & Hunt, 1994; Tian et al., 2023). Finally, Purchase Intention (PI) was measuring consumers' intention to buy, likelihood of purchasing, and willingness to recommend products presented through livestreams (Onofrei et al., 2022; Ooi et al., 2023). The measurement items were carefully adapted to ensure contextual relevance while maintaining the original conceptual meaning of the established scales. Prior to the main survey, the instrument was subjected to expert review and pilot testing to assess clarity, content validity, and preliminary reliability. The final measurement model was subsequently evaluated using reliability and validity criteria through PLS-SEM.

Results

A total of 500 questionnaires were distributed among Pakistani social-media users who met the predefined screening criteria. After excluding incomplete and invalid responses, 400 usable questionnaires were retained for the final analysis, representing an effective response rate of 80.0%.

All respondents were aged 18 years or above and had previous experience watching livestream shopping or sales sessions. The data were initially screened using IBM SPSS Statistics for missing values, outliers, and response consistency. No substantial missing-data problem was identified, and the dataset was considered suitable for subsequent PLS-SEM analysis.

The demographic profile of the 400 respondents indicates that the sample was reasonably diverse in terms of gender, age, educational background, social-media usage, and livestream-shopping experience. Regarding gender, 218 respondents (54.5%) were male, while 182 respondents (45.5%) were female, indicating a relatively balanced representation of both genders. In terms of age, the largest group consisted of respondents aged 18–25 years, accounting for 126 participants (31.5%), followed by those aged 26–30 years with 118 respondents (29.5%). A further 87 respondents (21.8%) were between 31 and 35 years, while 69 respondents (17.2%) were aged 36 years and above. Regarding educational qualification, 178 respondents (44.5%) held a Master's degree, representing the largest educational category, followed closely by 174 respondents (43.5%) with a Bachelor's degree. The remaining 48 respondents (12.0%) reported having a PhD or other qualifications.

With respect to daily social-media usage, 151 respondents (37.8%) reported using social media for 2–4 hours per day, making this the largest category. This was followed by 126 respondents (31.5%) who used social media for 5–7 hours daily. Meanwhile, 62 respondents (15.5%) reported less than 2 hours of daily use, while 61 respondents (15.2%) reported more than 7 hours per day. These findings indicate that the majority of participants were relatively active social-media users. Regarding livestream-shopping experience, 147 respondents (36.8%) had between 1 and 2

years of experience, followed by 134 respondents (33.5%) with more than 2 years of experience. The remaining 119 respondents (29.8%) had less than one year of livestream-shopping experience. Overall, the demographic results demonstrate that the respondents possessed substantial exposure to social media and livestream commerce, making them appropriate participants for examining the relationships among Engaging Sales Content, Influence of Streamers, Attitude, Trust, and Purchase Intention.

The demographic results indicate that the sample contained substantial representation across gender, age, education, social-media usage, and livestream-shopping experience. The relatively high proportion of respondents with regular social-media and livestream-shopping exposure suggests that participants possessed adequate experience to evaluate the constructs included in the proposed model.

Measurement Model Assessment

The measurement model was assessed using outer loadings, Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), VIF, and discriminant validity through the HTMT criterion. The assessment followed recommended procedures for PLS-SEM (Hair et al., 2019; Sarstedt et al., 2022).

The results presented in Table 1 demonstrate that all retained indicators achieved satisfactory outer loadings, ranging from 0.716 to 0.891. Cronbach's alpha values ranged from 0.861 to 0.921, while composite reliability values ranged from 0.901 to 0.940, exceeding the recommended minimum threshold of 0.70. AVE values ranged from 0.606 to 0.668, exceeding the recommended threshold of 0.50. These findings establish satisfactory internal consistency reliability and convergent validity.

Table 1. Reliability and Convergent Validity

Construct	Items	Loading Range	Cronbach's α	CR	AVE
Engaging Sales Content (ESC)	8	0.716–0.864	0.921	0.937	0.650
Influence of Streamers (IOS)	8	0.731–0.878	0.918	0.934	0.639
Attitude (ATT)	6	0.754–0.891	0.901	0.925	0.672

Trust (TRU)	8	0.721-0.865	0.917	0.934	0.640
Purchase Intention (PI)	6	0.763-0.884	0.892	0.919	0.654

The results confirm that all constructs demonstrated acceptable reliability and convergent validity. Therefore, all 36 measurement items were retained for the structural-model analysis.

Discriminant Validity

Discriminant validity was examined using the heterotrait-monotrait ratio (HTMT). As shown in Table 2, all HTMT values were below the conservative threshold of 0.85, indicating that the constructs were empirically distinct from one another.

Table 2. HTMT Discriminant Validity					
Construct	ESC	IOS	ATT	TRU	PI
ESC	—				
IOS	0.728	—			
ATT	0.681	0.744	—		
TRU	0.706	0.791	0.812	—	
PI	0.642	0.719	0.783	0.821	—

The highest HTMT value was 0.821, which remained below 0.85. Thus, discriminant validity was established and the constructs could be treated as conceptually and empirically distinct.

Collinearity Assessment

Variance inflation factor (VIF) values were examined before assessing the structural relationships. The VIF values ranged from 1.82 to 2.64, remaining substantially below the commonly accepted threshold of 5.00. Therefore, multicollinearity did not represent a serious concern in the structural model.

Table 3. Collinearity Statistics		
Endogenous Construct	Predictor	VIF
ATT	ESC	2.08
ATT	IOS	2.08
TRU	ESC	2.27
TRU	IOS	2.27
PI	ATT	2.61
PI	TRU	2.61

These findings indicate that the predictors do not exhibit problematic levels of collinearity.

Structural Model Assessment

Following satisfactory evaluation of the measurement model, the structural model was

assessed using path coefficients (β), t-values, p-values, confidence intervals, R^2 , f^2 , and Q^2 . Bootstrapping with 5,000 resamples was employed to assess the significance of the hypothesized relationships.

Table 4. Direct Effects and Hypothesis Testing					
Hypothesis	Relationship	β	t-value	p-value	Decision
H1	ESC $\rightarrow$ ATT	0.326	6.214	<0.001	Supported

H2	ESC → TRU	0.287	5.472	<0.001	Supported
H3	IOS → ATT	0.391	7.486	<0.001	Supported
H4	IOS → TRU	0.438	8.921	<0.001	Supported
H5	ATT → PI	0.301	5.684	<0.001	Supported
H6	TRU → PI	0.487	9.746	<0.001	Supported

The results indicate that Engaging Sales Content positively influences Attitude ($\beta = 0.326$, $p < 0.001$), supporting H1. Engaging Sales Content also has a significant positive effect on Trust ($\beta = 0.287$, $p < 0.001$), supporting H2.

Influence of Streamers demonstrates a stronger positive relationship with both Attitude ($\beta = 0.391$, $p < 0.001$) and Trust ($\beta = 0.438$, $p < 0.001$), supporting H3 and H4. Among the two mediators, Trust exhibits the strongest direct effect on

Purchase Intention ($\beta = 0.487$, $p < 0.001$), whereas Attitude also significantly predicts Purchase Intention ($\beta = 0.301$, $p < 0.001$). Therefore, H5 and H6 are supported.

Coefficient of Determination (R^2)

The coefficient of determination was used to assess the explanatory power of the structural model.

Table 5. R^2 Results		
Endogenous Construct	R^2	Interpretation
Attitude	0.438	Moderate
Trust	0.477	Moderate
Purchase Intention	0.529	Moderate/Substantial

The model explains 43.8% of the variance in Attitude, 47.7% of the variance in Trust, and 52.9% of the variance in Purchase Intention. Thus, the proposed model provides meaningful explanatory power, particularly for Purchase Intention.

Effect Size (f^2)

The effect size was examined to determine the substantive contribution of each exogenous construct to the endogenous constructs.

Table 6. Effect Size Results		
Relationship	f^2	Effect
ESC → ATT	0.126	Small
ESC → TRU	0.093	Small
IOS → ATT	0.184	Medium
IOS → TRU	0.238	Medium
ATT → PI	0.112	Small
TRU → PI	0.301	Medium

The findings indicate that Influence of Streamers has a stronger substantive effect on Attitude and Trust than Engaging Sales Content. Trust also demonstrates the strongest effect on Purchase Intention.

Predictive Relevance

The model's predictive relevance was assessed using the Stone-Geisser Q^2 criterion. Blindfolding results produced Q^2 values above zero for all endogenous constructs.

Table 7. Predictive Relevance

Endogenous Construct	Q ²
Attitude	0.286
Trust	0.301
Purchase Intention	0.337

All Q² values are greater than zero, indicating that the model possesses predictive relevance for Attitude, Trust, and Purchase Intention.

Mediation Analysis

The mediating effects of Attitude and Trust were examined using bootstrapping with 5,000 resamples. The significance of indirect effects was assessed through bootstrapped confidence intervals.

Table 8. Mediation Results

Hypothesis	Indirect Relationship	β	t-value	p-value	Decision
H7a	ESC → ATT → PI	0.098	4.112	<0.001	Supported
H7b	IOS → ATT → PI	0.118	4.861	<0.001	Supported
H8a	ESC → TRU → PI	0.140	4.973	<0.001	Supported
H8b	IOS → TRU → PI	0.213	6.842	<0.001	Supported

The mediation results demonstrate that Attitude significantly mediates the relationships between Engaging Sales Content and Purchase Intention and between Influence of Streamers and Purchase Intention. Therefore, H7a and H7b are supported. Trust also significantly mediates both relationships. The indirect effect of Influence of Streamers on Purchase Intention through Trust is the strongest mediation pathway ($\beta = 0.213$, $p < 0.001$). Thus, H8a and H8b are supported. These findings suggest that consumers do not respond to livestream sales stimuli solely through direct behavioral intentions. Rather, positive attitudes and trust represent important psychological mechanisms through which livestreaming marketing activities influence purchase intention.

Discussion

The findings provide empirical support for the proposed Stimulus-Organism-Response (S-O-R) framework in the context of livestreaming commerce. Overall, the results indicate that Engaging Sales Content (ESC) and Influence of Streamers (IOS) function as important external stimuli that shape consumers' internal psychological states, particularly Attitude (ATT) and Trust (TRU), which subsequently influence

Purchase Intention (PI). This finding supports the fundamental logic of the S-O-R framework, which proposes that environmental stimuli influence an individual's internal evaluations and emotions, which then generate behavioral responses (Mehrabian & Russell, 1974). The results further suggest that livestream commerce should not be understood merely as a transactional digital channel; rather, consumers' purchase intentions are formed through a combination of content characteristics, streamer attributes, cognitive evaluations, and trust-based psychological processes.

The first finding demonstrates that Engaging Sales Content has a significant positive effect on Attitude ($\beta = 0.326$, $p < 0.001$), supporting H1. This result indicates that when livestream sales content is informative, entertaining, interactive, and relevant, consumers are more likely to develop favorable evaluations toward livestream shopping. The finding is consistent with the S-O-R perspective because the characteristics of sales content represent external stimuli that influence consumers' internal evaluations. Previous research has similarly emphasized that informative and engaging digital content can increase consumers'

involvement and positive responses toward brands and products (Onofrei et al., 2022).

The finding is particularly relevant to livestream commerce because consumers receive product information in a dynamic and interactive environment rather than through static advertisements. Informative content can reduce uncertainty regarding product characteristics, while entertainment can increase attention and enjoyment. Similarly, interactivity allows consumers to ask questions, receive immediate responses, and participate in the shopping experience. Relevance ensures that the information presented corresponds with consumers' interests and needs. Thus, the combined presence of these characteristics may produce a more favorable overall attitude toward livestream shopping.

The results also reveal a significant positive relationship between Engaging Sales Content and Trust ($\beta = 0.287$, $p < 0.001$), supporting H2. This finding suggests that high-quality and engaging content can contribute to consumers' confidence in the information presented during livestream sales. When streamers provide detailed, relevant, and interactive product information, consumers may perceive the sales presentation as more transparent and credible. This finding is consistent with research emphasizing the importance of information quality and communication characteristics in developing consumer confidence in digital environments. In livestream commerce, consumers often face uncertainty because they cannot physically inspect products before purchasing. Consequently, detailed demonstrations, real-time responses, and relevant product explanations may reduce perceived uncertainty and strengthen trust. Tian et al. (2023) similarly highlighted the importance of streamer trust in shaping consumer responses within livestreaming commerce.

H3 is also supported, with Influence of Streamers significantly affecting Attitude ($\beta = 0.391$, $p < 0.001$). The coefficient is stronger than the relationship between Engaging Sales Content and Attitude, suggesting that streamer-related characteristics may play a particularly important

role in shaping consumers' evaluations of livestream shopping.

This finding can be explained through the source credibility perspective, according to which characteristics such as expertise, attractiveness, and trustworthiness influence how audiences evaluate communication sources (Ohanian, 1990). In livestream commerce, streamers are not simply presenters; they frequently function as product demonstrators, opinion leaders, entertainers, and social interaction partners. Their attractiveness may capture attention, expertise may increase perceived informational value, and similarity may create identification with viewers. Consequently, consumers may develop more favorable attitudes when they perceive streamers as knowledgeable, appealing, trustworthy, and relatable.

The result is also consistent with contemporary influencer-marketing research, which indicates that social-media influencers can affect consumer attitudes and behavioral responses through their perceived credibility and relationship with followers (Ooi et al., 2023). The strongest relationship involving the independent variables was observed between Influence of Streamers and Trust ($\beta = 0.438$, $p < 0.001$), supporting H4. This finding indicates that streamer characteristics are particularly important for developing consumers' trust in livestream shopping (Wongkitrungrueng, A., & Assarut, N., 2018). The result is theoretically meaningful because livestream commerce involves a high degree of interpersonal communication. Consumers may use the streamer as a primary source for judging whether product information and recommendations are reliable.

The finding supports the source-credibility argument that perceived expertise and trustworthiness enhance the effectiveness of persuasive communication (Ohanian, 1990). Moreover, attractiveness and similarity may strengthen social identification and familiarity, making consumers more receptive to the streamer's recommendations. Tian et al. (2023) similarly found that trust in livestream streamers is an important factor in consumers' responses to livestreaming commerce. Therefore, the present

findings extend this argument by demonstrating that multiple streamer characteristics collectively contribute to trust formation.

The findings further demonstrate that Attitude has a significant positive effect on Purchase Intention ($\beta = 0.301$, $p < 0.001$), supporting H5. This result indicates that consumers who develop favorable evaluations and positive feelings toward livestream shopping are more likely to express an intention to purchase products presented through livestreams. This relationship is consistent with established consumer-behavior theory, particularly the principle that favorable evaluations of a behavior increase the likelihood of behavioral intention. Within the present study, consumers who perceive livestream shopping as enjoyable, useful, appealing, and positive may be more willing to consider purchasing products through this channel. The finding therefore confirms the organism–response component of the proposed S-O-R model, whereby an internal psychological evaluation is translated into a behavioral intention.

Among all direct relationships, Trust has the strongest effect on Purchase Intention ($\beta = 0.487$, $p < 0.001$), providing strong support for H6. This finding indicates that consumers' confidence in the streamer and the credibility of information provided during livestreams is a particularly important determinant of purchasing intention. The result is theoretically important because online and livestream shopping involve uncertainty related to product quality, seller credibility, transaction reliability, and information asymmetry. Trust can reduce such uncertainty and increase consumers' willingness to proceed toward purchasing. The result is consistent with the commitment-trust perspective, which identifies trust as a fundamental mechanism underlying successful relationship development (Morgan & Hunt, 1994). It also supports livestream-commerce research demonstrating the central role of streamer trust in influencing consumer responses (Tian et al., 2023).

The relatively stronger coefficient for Trust compared with Attitude suggests that consumers may require confidence in the streamer and

information before translating positive feelings into purchase intentions. Thus, entertaining livestream content alone may not be sufficient to stimulate purchasing if consumers question the credibility or integrity of the streamer. The structural model explains 43.8% of the variance in Attitude, 47.7% of the variance in Trust, and 52.9% of the variance in Purchase Intention. These results indicate meaningful explanatory power, particularly for Purchase Intention. The model therefore demonstrates that the combination of content-related and streamer-related stimuli, together with consumers' psychological responses, provides a substantial explanation of purchase intentions in livestream commerce. The effect-size results further reveal that Influence of Streamers has a stronger substantive effect on Attitude ($f^2 = 0.184$) and Trust ($f^2 = 0.238$) than Engaging Sales Content. Furthermore, Trust demonstrates the largest effect on Purchase Intention ($f^2 = 0.301$). These findings reinforce the importance of interpersonal and credibility-related factors in livestream commerce. From a managerial perspective, brands should therefore invest not only in attractive and informative sales content but also in selecting streamers who possess relevant expertise, credibility, trustworthiness, and similarity to their target audiences.

The mediation results provide further support for the proposed S-O-R framework. Attitude significantly mediates the relationship between Engaging Sales Content and Purchase Intention ($\beta = 0.098$, $p < 0.001$), supporting H7a. This indicates that engaging content influences purchase intention partly by creating favorable consumer evaluations of livestream shopping. Similarly, Attitude significantly mediates the relationship between Influence of Streamers and Purchase Intention ($\beta = 0.118$, $p < 0.001$), supporting H7b. This suggests that consumers' perceptions of streamers can translate into purchase intentions partly through the positive attitudes they develop toward livestream shopping. These findings demonstrate that consumers do not simply respond directly to marketing stimuli; rather, their internal evaluations play an

important role in translating external stimuli into behavioral intentions. The results also demonstrate significant mediation through Trust. Engaging Sales Content significantly influences Purchase Intention through Trust ($\beta = 0.140$, $p < 0.001$), supporting H8a. More importantly, the indirect effect of Influence of Streamers through Trust is the strongest mediation pathway in the model ($\beta = 0.213$, $p < 0.001$), supporting H8b.

This finding provides particularly strong support for the psychological mechanism proposed in the framework. It suggests that streamer characteristics such as attractiveness, expertise, trustworthiness, and similarity influence purchasing intentions largely because they help establish confidence in the streamer and the information being communicated. The result is consistent with the view that trust reduces uncertainty and facilitates consumer decision-making in online environments (Morgan & Hunt, 1994; Tian et al., 2023).

Theoretical Implications

The findings contribute to livestream-commerce literature in several ways. First, the study extends the S-O-R framework by integrating both content-based stimuli (ESC) and source-based stimuli (IOS) within a single model. Second, the findings demonstrate that Attitude and Trust are important organismic mechanisms through which livestream marketing stimuli influence Purchase Intention. Third, the stronger effect of Influence of Streamers on Trust highlights the importance of interpersonal credibility in livestream commerce. Finally, the results provide evidence that Trust may be a particularly powerful mechanism for converting livestream exposure into purchase intentions.

Managerial Implications

The findings have several implications for marketers and livestream-commerce practitioners. First, brands should develop sales content that is informative, entertaining, interactive, and relevant rather than relying exclusively on promotional messages. Second, companies should carefully select streamers based on their expertise,

credibility, attractiveness, trustworthiness, and similarity to the target audience. Third, marketers should prioritize trust-building activities, including transparent product demonstrations, honest reviews, accurate product information, and timely responses to consumer questions. Finally, because Trust produced the strongest effect on Purchase Intention, livestream strategies should focus on developing long-term credibility rather than short-term promotional persuasion.

Conclusion

This study examined how Engaging Sales Content (ESC) and Influence of Streamers (IOS) affect consumers' Purchase Intention (PI) in livestreaming commerce through the mediating roles of Attitude (ATT) and Trust (TRU), drawing on the Stimulus–Organism–Response (S-O-R) framework. The findings provide overall support for the proposed model, demonstrating that both ESC and IOS significantly influence consumers' psychological responses, while Attitude and Trust subsequently enhance Purchase Intention. Engaging Sales Content significantly affects Attitude and Trust, indicating that informative, entertaining, interactive, and relevant content can generate favorable evaluations and strengthen consumer confidence. Similarly, Influence of Streamers significantly affects Attitude and Trust, with its relationship with Trust being particularly strong. Among the endogenous variables, Trust emerged as the strongest predictor of Purchase Intention ($\beta = 0.487$), followed by Attitude ($\beta = 0.301$), highlighting the critical role of credibility and confidence in livestream commerce. Furthermore, both Attitude and Trust significantly mediate the relationships between the two stimuli and Purchase Intention. The strongest indirect pathway was $\text{IOS} \rightarrow \text{Trust} \rightarrow \text{Purchase Intention}$ ($\beta = 0.213$). Overall, the findings suggest that consumers' purchase intentions are shaped not only by engaging livestream content but also by favorable psychological evaluations and trust in streamers. Therefore, successful livestream commerce requires informative and engaging content combined with credible, knowledgeable, trustworthy, and relatable streamers.

Limitations of the Study

This study has several limitations that should be considered when interpreting its findings. First, the cross-sectional design captures consumer perceptions at one point in time and therefore limits conclusions regarding temporal causality. Longitudinal research could better examine how Attitude, Trust, and Purchase Intention develop through repeated livestream-shopping experiences (Hair et al., 2019). Second, the study relies on self-reported data, which may be affected by recall errors, social desirability, and common-method bias. Moreover, Purchase Intention does not necessarily translate into actual purchasing behavior. Third, the use of purposive sampling limits the representativeness and generalizability of findings beyond the sampled Pakistani social-media users. Fourth, the study focuses specifically on Pakistan, and consumer responses to streamers and livestream commerce may differ across cultural and economic contexts. Finally, the framework includes only Engaging Sales Content, Influence of Streamers, Attitude, and Trust. Other factors, including social presence, perceived risk, parasocial interaction, customer engagement, satisfaction, and perceived value, could provide additional explanations of livestream purchase behavior (Tian et al., 2023).

Future Research

Future studies should employ longitudinal and experimental designs to establish stronger causal relationships and examine changes in consumer responses over time. Researchers should also investigate actual purchasing behavior using transaction data, purchase frequency, and repeat-purchase measures rather than relying solely on Purchase Intention. Cross-cultural studies comparing Pakistan with other developed and developing economies could improve generalizability. Future models could incorporate social presence, parasocial interaction, perceived risk, satisfaction, and customer engagement as mediators or moderators. Researchers could also compare celebrity, micro-, professional, and AI/virtual streamers to examine differences in credibility and consumer responses. Finally,

comparative studies across TikTok, Instagram, YouTube, and other livestream platforms, together with qualitative or mixed-method approaches, could provide deeper insights into consumers' motivations and trust formation (Chen & Yang, 2023; Zhang et al., 2023).

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