“The S-O-R framework in action: The impact of source credibility, interactivity, and perceived usefulness on consumer engagement and trust in live streaming commerce”

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THE S-O-R FRAMEWORK IN ACTION: THE IMPACT OF SOURCE CREDIBILITY, INTERACTIVITY, AND PERCEIVED USEFULNESS ON CONSUMER ENGAGEMENT AND TRUST IN LIVE STREAMING COMMERCE

Abstract

The emergence of live-streaming commerce has significantly altered the purchasing patterns of consumers, and it has become a critical component of e-commerce and marketing, specifically during the pandemic. This study investigates how customer engagement and trust are impacted by perceived utility, platform interaction, and source credibility, as well as how these factors affect purchase intention and actual purchasing behavior. Data were gathered from 247 regular live streaming platform users in Chennai, Tamil Nadu, India, employing purposive sampling and a standard questionnaire. From August to November 2024, the survey was administered during periods of significant online purchasing events and increasing live commerce activities. Participants were selected among technology-savvy, digitally engaged shoppers at major metropolitan shopping malls to generate a representative sample. Using Partial Least Squares Structural Equation Modeling, results indicate that source credibility, platform interactivity, and perceived usefulness significantly affect consumer engagement ($\beta = 1.376$, $p < 0.001$). The results indicate that source credibility, platform interactivity, and perceived utility strongly affect trust ($\beta = 1.198$, $p < 0.001$, $\beta = 0.351$, $p < 0.001$, $\beta = 0.224$, $p = 0.010$). The findings also showed that customer engagement has a favorable impact on both purchase intention and the actual purchase ($\beta = 1.272$, 0.404; $p = 0.001$, 0.003). Trust positively affects both purchase intention ($\beta = 0.994$, $p = 0.002$) and actual purchase ($\beta = 0.546$, $p = 0.001$). Marketers and e-commerce platforms could apply these results to create more authentic and dynamic live streaming experiences that boost consumer engagement and trust.

Keywords live streaming commerce, purchase intention, S-O-R framework, customer engagement, trust, interactivity, credibility

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INTRODUCTION

Live streaming commerce, which combines real-time video showing with interactive shopping, has become an important driver in the world of online shopping. By facilitating two-way communication between consumers and brands, this approach creates an interactive, dynamic, and real-time purchasing experience. Through live demonstrations and real-time conversations, live streaming commerce combines entertainment with shopping, letting users see what products appear to be and make smart buying choices. This style of commerce has not only revolutionized the experience of purchasing online, but it has also offered novel ideas to marketing communication, content development, and the relationship between consumers and brands. The implementation of this structure was profoundly expedited by the

COVID-19 pandemic. The decrease in physical retail interactions led to the adoption of digital platforms by both consumers and businesses for product exploration and purchase. This led to the transformation of consumer expectations and behaviors, as live streaming channels became prominent venues for commercial broadcasting. In response, marketers started looking into live streaming as a way to strategically engage with consumers, build trust, and influence their purchasing decisions in a cluttered and dynamic digital space.

Live commerce is becoming more popular and economically significant, yet little is understood about customer cognitive and behavioral processes. Previous studies focused on technology aspects or platform design rather than how consumers think and feel about live commerce stimuli and how they affect trust, engagement, and buying behavior (Thakur, 2018). This restricted focus has left a research gap on how customers process, assess, and respond to live commerce content, particularly in terms of trust creation, engagement, and behavioral outcomes like purchase intention and subsequent buying. This research aims to address this knowledge gap by using the Stimulus-Organism-Response (S-O-R) framework to study the relationship between consumer engagement and trust as it relates to perceived usefulness, platform interactivity, and source credibility. For commercial live streaming contexts, these are the two most important internal states that mediate between purchasing intentions and actual buying behavior. Such concepts are indispensable for understanding the manner in which live commerce environments influence the consumer journey, from initial exposure to definitive purchase behavior.

This study builds on the S-O-R framework's psychological mechanisms to better comprehend live streaming digital behavior among consumers. The absence of empirical data elucidating how and why consumers participate in live commerce, as well as how this participation results in quantifiable behavioral outcomes, is another urgent scientific issue that it addresses. This study provides evidence for the need for further academic investigation into interactive e-commerce and lends credence to the idea that digitally mediated settings can benefit from more precise and fruitful advertising campaigns.

1. LITERATURE REVIEW AND HYPOTHESES

The 'S-O-R framework' is a representation of how the thought processes and feelings of humans are influenced by stimuli from the external environment. This paradigm, which was initially developed by Woodworth (1929) and later modified by Xu et al. (2020), has been widely utilized to study customer behavior in the context of retail stimuli. Within this framework, the organism functions as a mediator, processing both emotional and cognitive responses to environmental stimuli. The S-O-R model has been extensively employed in the fields of environmental psychology and merchandising, where "stimuli" are external factors that affect internal mechanisms and ultimately determine behavior. In this context, stimuli are considered situational elements that are not derived from personal characteristics, but rather from the circumstances in which an individual exists (Belk, 1974). These stimuli illustrate how context-driven signals influence customer perceptions in new retail settings like live streaming commerce, which include an intricate combination of business, social, and situational components (Chan et al., 2017; Parboteeah et al., 2009).

Concerning the S-O-R framework, the organism component is comprised of the internal psychological mechanisms that are responsible for interpreting the stimuli that come from the outside. Emotional qualities like happiness and trust, rational assessments like perceived utility, and even bodily reactions fall under this category. Factors such as one's personality, life experiences, and the present environment influence the strength of one's internal reactions. A well-structured e-commerce platform, for example, that provides personalized recommendations can elicit trust and enthusiasm, boosting engagement or purchasing intentions (Chen & Yao, 2018). Marketing strategies that effectively evoke feelings of affinity in users are those that leverage these fundamental organismic processes (Kim & Johnson, 2016). As the intermediary between outward indicators and ac-

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tual conduct, this internal processing emphasizes how crucial it is to provide stimuli that meet users' psychological expectations (Di Crosta et al., 2021).

Response, the concluding component of the S-O-R chain, is the behavioral outcome that the organism achieves as a result of its internal processing. It is indicative of the manner in which individuals convert their perceptions of stimuli into discernible behaviors, including content sharing or impulsive purchasing (Parboteeah et al., 2009). Xiang et al. (2016) state that prior stimulus-organism interactions affect both the urge and the practice of making impulsive purchases.

Customers are more likely to express ease of use and high utility when they believe that online platforms or sources are reliable, and this influences their choices of behavior (Kang & Namkung, 2019). Credibility characteristics, like the attractiveness, knowledge, and reliability of a source, have also been demonstrated to have a major impact on users' desire to share material and make purchases, in addition to their attitudes (Chung & Cho, 2017). Therefore, in digital settings, such as live streaming platforms, the reliability of the source is crucial in influencing how consumers respond.

Customers and service providers can engage in relational dynamics through platform interaction, which further improves customer engagement (Rather et al., 2019). People are more likely to stick with a website and buy something if it encourages conversation, sharing of information, and user participation (Hussain et al., 2021). According to Afshan and Sharif (2016), using interactive elements like Meta voicing, visibility, and guided shopping can increase engagement and motivate users to decide on a purchase. This highlights the importance of platform interactivity, which includes features like human-to-human interaction, meaningful content, and bidirectional feedback, as a factor in how consumers behave online (Dewarani & Alversia, 2023). User loyalty is strengthened and the consumer experience is revolutionized when interaction is skillfully included in the platform layout (Gupta & Kim, 2010).

Gaining insight into online consumer behavior has also relied heavily on technology adoption, especially when viewed through the perspective of perceived utility. Davis (1989) defines perceived usefulness as the extent to which consumers believe that a specific technology will improve their performance. Considering this concept is in line with motivational theories like Self-Determination Theory, it is particularly beneficial for studying how consumers respond to digital tools (Ryan & Deci, 2000). Users are motivated to implement and evaluate technologies that provide clear benefits by perceived usefulness, which works as an extrinsic motivator (Kim et al., 2017; Wang & Li, 2019). Online shoppers' confidence in a system's ability to work affects their actions, especially when making real-time purchases or using mobile banking (Prabhavathy et al., 2025).

Source credibility appears to be a critical concept in the shaping of consumer attitudes and behaviors. One factor that influences customer behavior is the degree to which they believe an information source to be trustworthy and reliable (Flanagin et al., 2014). The research has repeatedly demonstrated that people are more likely to react favorably to sources they believe to be reliable and informed (Lee & Watkins, 2016; Sokolova & Kefi, 2020). The effect of a source can be increased by characteristics such as sincerity, brevity, and factual truth in a communication, according to historical viewpoints (Giffin, 1967; Hovland & Weiss, 1951; Ismagilova et al., 2020). Hence, making trustworthy sources a component of online platforms can greatly increase user engagement and confidence (Lin & Lo, 2016).

Interactivity also functions as a theoretical mechanism that facilitates the connection between buyers and vendors via digital platforms. Parasuraman et al. (1985) found that customers' ability to explore, assess, and engage in meaningful transactions impact both their purchase behavior and their connection to brands. Consumers are swayed even more by online platforms' social validation capabilities, which include suggestions and feedback (Jensen et al., 2014). This has led to the creation of interactivity models that are designed to evaluate the efficacy of websites in terms of consumers' experiences and branding (Zheng et al., 2015). These approaches integrate brand knowledge, interactivity, and value (Busalim & Hussin, 2016).

Customers' contentment and productivity gains are strongly reliant on the trust-technology relationship (Hu & Chaudhry, 2020). The amount of

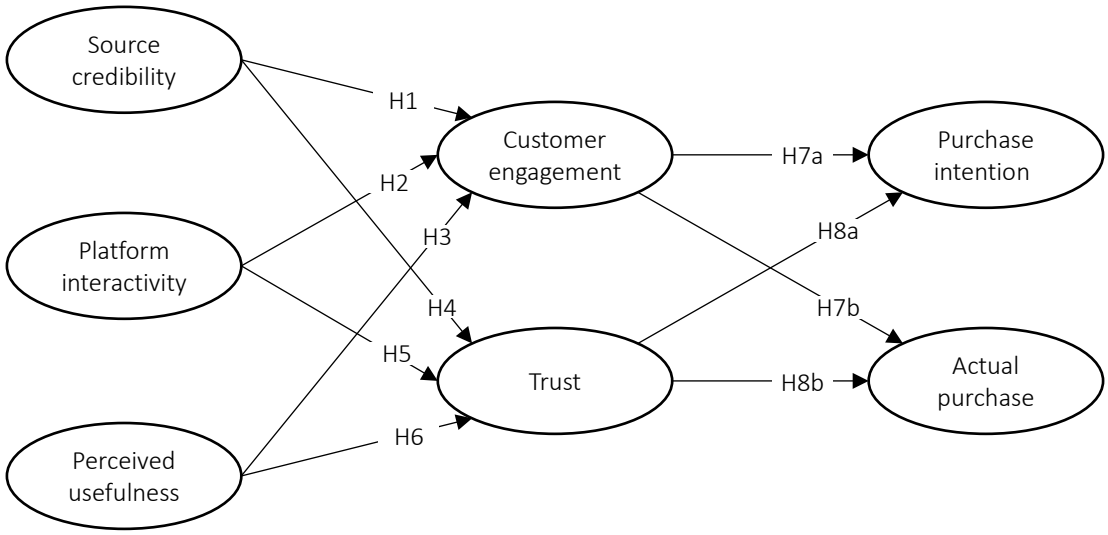

Figure 1. Conceptual framework

trust people has in a technology or tool is shown by their trusting intention, which is a behavioral element of trust. Trust not only boosts transactional confidence but also encourages repurchase intentions in situations like live streaming platforms and mobile banking (Wongkitrungrueng & Assarut, 2020; Ou et al., 2014). The research conducted by Dewarani and Alversia (2023) found that active customer participation fosters trust and has a favorable impact on real purchasing behaviors. Consumer trust and commitment across platforms are also affected by contractual and design factors (Hussain et al., 2021).

Influencing consumers' propensity to purchase and their devotion to a brand is the power of consumer engagement. The research indicates that loyal consumers work to strengthen their bonds with brands, even in the face of occasional discontent. Memes and other social media-based tactics have been successful in strengthening the relationship between brands and customers. Various fields have highlighted the importance of trust as a multi-faceted concept. Relationship researchers in marketing have found that trust is crucial for establishing lasting bonds. Similarly, according to Daulay et al. (2024), customer satisfaction and loyalty are closely connected with trust, brand image, and service quality in industries like aviation and tourism. Several domains, including developing sectors such as cosmetics and social commerce, are studying trust to determine its impact on customer perceptions and behaviors.

The scientific literature persistently exhibits that external retail stimuli, when mediated by internal cognitive and emotional processes, influence critical consumer opinions, including purchase intention, engagement, and loyalty (Meng et al., 2021). In retail settings enabled by technology, constructs including perceived utility, platform interaction, and source credibility have become essential factors in determining trust and behavioral outcomes. While trust has been extensively researched within digital commerce platforms, its unique operation in live streaming commerce, particularly in the context of influencer credibility and platform interactivity, has received fewer considerations (Palla et al., 2013).

To address this gap, the current study examines the impact of perceived utility, platform interactivity, and source credibility on trust and, as a result, on purchase intention in live streaming commerce. The following hypotheses (Figure 1) were derived from literature and empirical data:

H1: Source credibility positively influences customer engagement.

H2: Platform interactivity positively influences customer engagement.

H3: Perceived usefulness positively influences customer engagement.

H4: Source credibility has a positive influence on trust.

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H5: Platform interactivity has a positive influence on trust.

H6: Perceived usefulness has a positive influence on trust.

H7a: Consumer engagement has a positive effect on purchase intention.

H7b: Customer engagement has a positive effect on actual purchase.

H8a: Trust affects purchase intention positively.

H8b: Trust affects actual purchase positively.

2. METHODOLOGY

The methodology employed in the study was quantitative, with a structured questionnaire being implemented to gather primary data. With the use of a structured questionnaire and a purposive sample strategy, 247 frequent users of live streaming services in Chennai, Tamil Nadu, India, were surveyed. Technology-savvy, digitally engaged consumers at large metropolitan retail malls were selected as respondents, as these locations provide access to a diverse cross-section of urban internet users who are actively engaged in both offline and online retail experiences. The significant number of digitally literate consumers at shopping malls made them a suitable destination for the collection of data. This environment is conducive to obtaining perceptions from individuals who are proficient in live streaming commerce and other digital purchasing platforms. The study was carried out from August to November 2024, taking advantage of the peak e-commerce season resulting from online shopping events. This ensured the most accurate capture of real-time ecommerce behaviors. To guarantee pertinent insights, respondents were expected to have an active digital presence and previous exposure to streaming commerce. Out of the first 350 questionnaires that were sent out online utilizing the ten times rule (Kock & Hadaya, 2018). Only 247 valid answers were kept for analysis after being checked for completeness and consistency. The ethical standards were rigorously adhered to, and respondents were made aware of the research's purpose and provided informed consent before participating. To minimize bias in responses, anonymity and confidentiality were guaranteed. The following survey constructs were assessed using previously validated items that can be found in Appendix A, on a 5-point Likert scale: source credibility, platform interactivity, perceived utility, consumer engagement, trust, purchase intention, and actual purchase behavior. The items in the questionnaire were adapted from established, validated scales in previous empirical studies to guarantee measurement reliability and conceptual clarity for each component pertinent to live streaming commerce. The scoring range was 1, representing strongly disagree and 5, representing strongly agree. The questionnaire was subjected to face validation by two academic experts and two marketing professionals to guarantee that the content was relevant and legible. SmartPLS 4.0 was utilized for Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the measurement and structural models, including mediation effects based on p-values ($p < 0.05$) and 95% confidence intervals, while SPSS 27 was utilized for descriptive analysis. Table 1 below provides the questions that were adapted from earlier research and used for constructing the questionnaire.

Table 1. Measurement scales

S.No	Construct	Sources
1	Source credibility	Ohanian (1990)
2	Platform interactivity	McMillan and Hwang (2002)
3	Perceived usefulness	Davis (1989)
4	Customer engagement	Vivek et al. (2009)
5	Trust	Tzafrir and Dolan (2004)
6	Purchase intention	Spears and Singh (2004)
7	Actual purchase	Juster (1969)

The 247 participants consist of 48% females and 52% males, indicating a nearly equal distribution of both genders in this study. Most respondents were in the age range of 25 to 30 years of age. A quarter of the participants were under the age of 25, a third were between 25 and 30, one seventh were in the 30-35 age bracket, eleven percent were in the 35-40 bracket, six percent were in the 40-45 bracket, and four percent were 45 and up. Roughly, 34% of the participants have a monthly income below 4,000. In terms of educational attainment, 17% of individuals have not obtained a high school diploma, while 35% have completed high school. Additionally, approximately 21% of the population holds a college degree. Postgraduates make about 16% of the responding population, as indicated in Table 2.

Table 2. Participants' demographic data

Demographic variable	Category	Frequency	Percentage (%)
Gender	Male	128	52%
	Female	119	48%
Age Group	Below 25	62	25%
	25-30	82	33%
	30-35	35	14%
	35-40	27	11%
	40-45	15	6%
	Above 45	10	4%
Monthly Income	Below ₹4000	84	34%
Education Level	Below High School	42	17%
	High School Completed	87	35%
	College Degree	52	21%
	Postgraduate	40	16%

3. RESULTS

The measurement model constitutes the initial step in the SEM process. Assessment of the quantification model entails examining item validity, reliability, convergence, authenticity, and validity of discrimination as seen in Figure 2. Hence, in accordance with Rahi et al. (2019), composite reliability and Cronbach's alpha are used to examine construct reliability after a cut-off hold value of 0.70. In a similar manner, the factor loadings have undergone testing using a threshold of 0.60. Progressing further, the average variance is used to validate the validity of convergence. According to the findings of the analysis of the Average Variance Extracted (AVE), the values should be lower than 0.50 in order to achieve the requisite level of convergent validity for each of the variables. There is proof in Table 3 that the measurement models worked, showing that the constructs were reliable, that the factors were loaded correctly, and that the constructs were valid across all groups. The measuring model employs the Fornell and Larcker approach to quantify the constructs' discriminant validity (Fornell & Larcker, 1981). The research that was conducted states that in order to have acceptable discriminant validity, it is essential that the square root of the Average Variance Extracted be greater than the correlations of additional factors. The results of the analysis have demonstrated that the AVE values are satisfactory; hence, the convergent validity of the metrics should be confirmed. The findings of the investigation conducted by Fornell and Larcker (1981) are presented in Table 4.

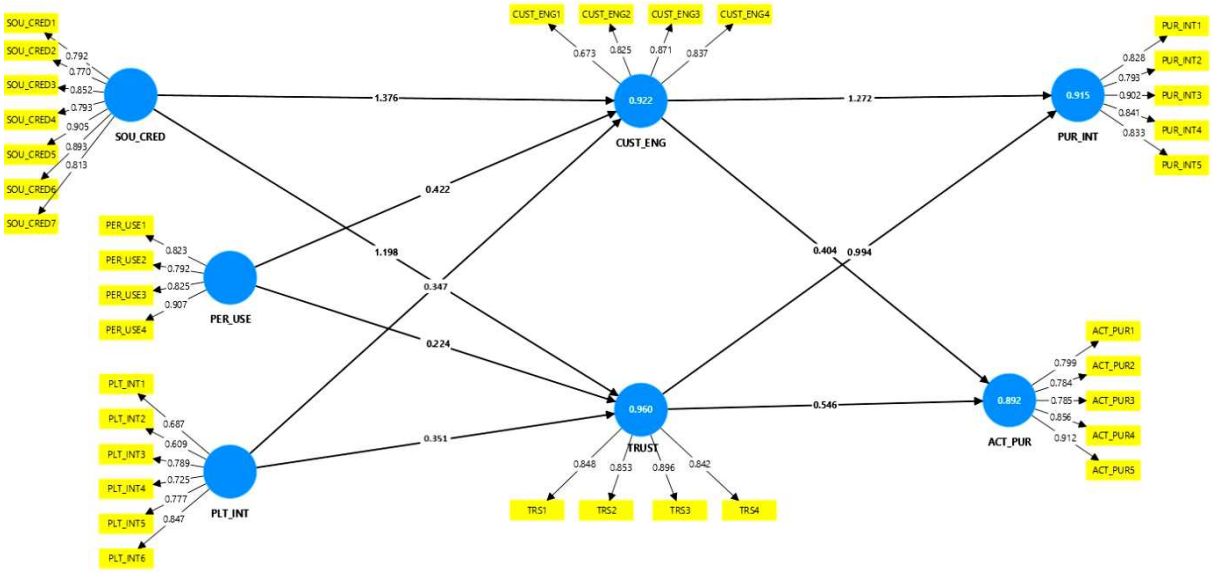

Figure 2. Results from PLS_SEM

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Table 3. Validity statistics

Variables	Convergent validity		Internal consistency reliability	
	Loadings	AVE > 0.50	CR 0.70	Cronbach's 0.70
SOU_CRED				
SOU_CRED1	0.792			
SOU_CRED2	0.770			
SOU_CRED3	0.852	0.693	0.929	0.926
SOU_CRED4	0.793			
SOU_CRED5	0.905			
SOU_CRED6	0.893			
SOU_CRED7	0.813			
PLT_INT				
PLT_INT1	0.687			
PLT_INT2	0.609			
PLT_INT3	0.789	0.552	0.892	0.846
PLT_INT4	0.725			
PLT_INT5	0.777			
PLT_INT6	0.847			
PER_USE				
PER_USE1	0.823			
PER_USE2	0.792	0.702	0.868	0.858
PER_USE3	0.825			
PER_USE4	0.907			
CUST_ENG				
CUST_ENG1	0.673			
CUST_ENG2	0.825	0.648	0.835	0.817
CUST_ENG3	0.871			
CUST_ENG4	0.837			
TRUST				
TRS1	0.848			
TRS2	0.853	0.740	0.884	0.882
TRS3	0.896			
TRS4	0.842			
PUR_INT				
PUR_INT1	0.828			
PUR_INT2	0.793	0.706	0.901	0.895
PUR_INT3	0.902			
PUR_INT4	0.841			
PUR_INT5	0.833			
ACT_PUR				
ACT_PUR1	0.799			
ACT_PUR2	0.784	0.687	0.891	0.885
ACT_PUR3	0.785			
ACT_PUR4	0.856			
ACT_PUR5	0.912			

A cross-loading analysis is undertaken in order to investigate the discriminant validity of the parameters. According to Fornell and Larcker (1981), the cross-loading approach in Table 4 proposes the loads of the measure ought to be more substantial in comparison to the loadings of other constructs. Accordingly, the findings of the cross-loading experiment showed that the load values of the indicators were greater than the weights of the remaining constructs, and, as a result, discriminant validity has been confirmed.

Table 4. Fornell and Larcker cross-loadings

Variables	SOU_CRED	PLT_INT	PER_USE	CUST_ENG	TRUST	PUR_INT	ACT_PUR
SOU_CRED	0.833						
PLT_INT	0.820	0.743					
PER_USE	0.811	0.722	0.838				
CUST_ENG	0.796	0.704	0.812	0.805			
TRUST	0.759	0.693	0.801	0.784	0.860		
PUR_INT	0.711	0.685	0.795	0.755	0.832	0.840	
ACT_PUR	0.702	0.663	0.782	0.715	0.799	0.809	0.829

R-values evaluate the correlation between independent and dependent variables. R-squared is a metric that quantifies the proportion of variability in the dependent variable that can be explained by the independent variables. The adjusted R-squared metric quantifies the difference in variability between the observed outcomes in a sample and the overall population. According to Table 5, all the study values were enough to continue with additional investigation.

Table 5. Model estimations

Model summary[b]					
Model	R	R-squared	Adjusted R-squared	Std. error of estimate	Durbin-Watson
1	.845[a]	.721	.658	1.53784	1.932

Note: a. Predictors: (constant), SC, PI, PU, CE, TR. b. Dependent variable: PI, AP.

3.1. Testing of hypotheses

A positive correlation between the credibility of the source and the level of involvement shown by the end user is indicated by the findings, which are laid out in Table 6. In support of this claim, Hypothesis 1 (*H1*) demonstrates a path coefficient of 1.376, accompanied by a t-statistics of 17.82. This statistically significant value of $p < 0.000$ indicates that as the credibility of the live streamer grows stronger, viewers become increasingly involved in the content being streamed. Consistently reliable broadcasters are key to increasing viewer participation in live streaming commerce, since the numbers indicate an extensive predictive influence. In addition, it has been discovered that customer engagement is positively impacted by

platform interactivity. This is supported by a statistically significant path coefficient of 0.347 (t-statistics 19.36, $p < 0.000$), which highlights the importance of interactive components for improving the customer experience, particularly in streaming commerce. This, in turn, leads to enhanced trust and intentions to purchase. The study confirmed that there is a significant relationship between perceived usefulness and customer engagement, as shown by *H3* (with a β coefficient of 0.422, t-statistics of 1.437, and significance at $p < 0.004$). This implies that perceived usefulness is an essential element in bringing about engagement. In light of these findings, it is clear that platforms for live streaming should incorporate practical features that improve the purchasing experience in order to increase customer engagement and contentment. Furthermore, the credibility of the source has a beneficial effect on trust that is supported by empirical evidence, specifically by the results of *H4*: (with a path coefficient of 1.198, a t-statistics of 4.235, and statistical significance at $p < 0.000$). It suggests that customers' degree of trust in a brand or streamer rises considerably when they believe it to be reliable. The evaluation of platform interactivity data has demonstrated a major influence on the development of trust, as evidenced by the results of the hypothesis *H5* ($\beta = 0.351$, path coefficient of 3.137, significance value at $p < 0.000$). This highlights the relevance of improving platform interactivity to create a safe pleasant purchasing experience and to foster customer trust in the setting of shopping.

Additionally, it has been seen that perceived usefulness has a positive influence on trust, thus confirming *H6*: (with a path coefficient of $\beta = 0.224$, t-statistics of 2.658, and significance at $p < 0.010$). In other words, making live streaming platforms seem more useful can increase trust among users, which can lead to more involvement and a desire to make purchases. The extended model revealed that there was a significant relationship between the customer's engagement and the decision to buy. This was validated by the verified *H7a*: ($\beta = 1.272$, path coefficient, t-statistics of 3.204, with a level of significance at $p < 0.001$). This means that organizations must concentrate on improving user experiences, personalized interactions, and real-time engagement techniques to get the greatest benefit out of live streaming commerce. The actual purchase was also determined to be significant, and the validation of *H7b* is supported by a path coefficient of 0.404, t-statistics of 2.046, and a significance level of $p < 0.003$, indicating that the greater the involvement a customer is in live streaming commerce, the more probable they are to decide on a purchase, which strengthens sales and business accomplishment. Upon meticulous examination of the relationship between intention to purchase and actual purchase with trust, it was discovered to be statistically significant, hence confirming the hypotheses *H8a* and *H8b* ($\beta = 0.994$, 0.546 path coefficient, t-statistics 3.287, 3.447, significant at $p < 0.002$ and 0.001, respectively). The importance of trust in live streaming commerce cannot be overstated, as it helps to bridge the gap between purchasing intentions and actual purchase behavior. It emphasizes how important it is to create trust-based strategies to get a greater audience to actually buy and make purchases.

4. DISCUSSION

Consistent with previous research (Kang et al., 2021), the results establish that consumer engagement and trust are directly and significantly impacted by source credibility, platform interactivity,

Table 6. Test of hypothesized relationships

Relationships	Path coefficient	t-value	p-value	Hypothesis verified
H1:SOU_CRED → CUST_ENG	1.376	17.82	0.000	Yes
H2:PLT_INT → CUST_ENG	0.347	19.36	0.000	Yes
H3:PER_USE → CUST_ENG	0.422	1.437	0.004	Yes
H4:SOU_CRED → TRUST	1.198	4.235	0.000	Yes
H5:PLT_INT → TRUST	0.351	3.137	0.000	Yes
H6:PER_USE → TRUST	0.224	2.658	0.010	Yes
H7a:CUST_ENG → PUR_INT	1.272	3.204	0.001	Yes
H7b:CUST_ENG → ACT_PUR	0.404	2.046	0.003	Yes
H8a:Trust → PUR_INT	0.994	3.287	0.002	Yes
H8b:Trust → ACT_PUR	0.546	3.447	0.001	Yes

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and perceived usefulness. The research indicates that among the factors influencing consumer engagement over live stream purchases, source credibility, perceived usefulness, and platform interactivity are the most influential. Just as in customer engagement, trust is impacted by the reliability of the source, the degree to which the platform allows interaction, and the perceived usefulness of the system itself. While previous research has focused on typical e-commerce, our study expands upon it by examining live stream purchases in particular, where the perceived trust and engagement are enhanced by the proximity and real-time interactions. In line with prior research, it was discovered that source credibility, platform interactivity, and perceived usefulness have a substantial impact on consumer engagement and trust. The findings are in agreement with those of Su et al. (2022), who also found that trust significantly and favorably influences the association between stimuli (source credibility, platform interaction, perceived usefulness) and response (purchasing intentions and actual purchase). Besides, trust mediates and reinforces these linkages, magnifying the impact of platform interaction and source credibility on real purchasing behavior, which previous studies have only partially dealt with. Prior studies on social and e-commerce have probed closely at elements including perceived usefulness, social influence, and trust that affect decisions to purchase (Hajli, 2015). Live streaming commerce provides real-time interaction, influencer credibility, and immersive involvement, which have an immense impact on how consumers make decisions (Wang et al., 2020). Previously, users predominantly relied on descriptions of products, feedback, and conventional media when they shopped through the web. Theoretically, the results support the Stimulus-Organism-Response (S-O-R) model, showing how external factors like source credibility, perceived usefulness, and interactivity impact consumers' internal motivations like engagement and trust, which in turn propel their intention of purchasing and their actual behavior prior to making decisions to buy. In contrast to earlier research that mostly focused on intention, the work provides a more comprehensive understanding of the S-O-R model by highlighting actual consumer behavior as an outcome that is quantified.

The researchers have found some useful information for live stream practitioners who are trying to increase both purchase intent and actual purchase behavior. The findings show that engagement and trust from customers are significantly and positively impacted by three factors: source credibility, platform interaction, and perceived usefulness. These findings are crucial for managers who wish to know how these characteristics affect consumers' propensity to buy and their actual spending habits. This research provides more evidence that trust is a key component in the live stream setting that motivates actual purchase behavior. This has important practical implications for live stream commerce strategies, as they should prioritize the enhancement of interactive elements and the assurance of source credibility. In conclusion, managers can benefit greatly from the study's recommendations in order to create the efficient policies for the introduction of live stream buying techniques. Additional studies could look at how live streaming commerce influences consumer retention as well as commitment to the organization over the long run, especially when compared to more conventional forms of online shopping and social media marketing. Researchers and industry professionals can refine their knowledge of how to best utilize live streaming commerce techniques in the constantly changing digital marketplace by combating these potential outcomes.

CONCLUSION

This study examined at how customer engagement and trust in live streaming commerce are influenced by perceived usefulness, platform interactivity, and source credibility. It also looked at how these factors affect intentions to purchase and actual buying behavior. Based on the findings, it is evident that these three elements are vital for increasing consumer participation while establishing trust in live streaming. It examined how source credibility, platform interaction, and perceived usefulness influence customer engagement, trust, purchase intentions, and behavior in online commerce. Based on the findings, it is clear that these three elements are vital for increasing viewer participation and building trust

in the use of live streaming. Given these results, organizations and marketers should focus on plans that make live streaming content more interactive, build trust through reliable hosts or executives, and help viewers think it is more beneficial. In this way, they can get customers more involved, earn their trust, and ultimately encourage more people to purchase. Knowledge gained from the research can help businesses, e-commerce platforms, and digital marketers achieve the most of live streaming commerce. For a broader understanding of live streaming commerce interactions, future studies should examine other contributing elements such as customer demographics, cultural disparities, and the function of AI-driven recommendations.

AUTHOR CONTRIBUTIONS

Conceptualization: Paul Arun Kumar J.
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APPENDIX A

Table A1. Questionnaire

No	Particulars	Questions
1	Source credibility	The host appeared to be very experienced.
2		The host seemed knowledgeable about the product.
3		The host appeared to be well qualified.
4		The host looked intelligent.
5		The host seemed honest in their presentation.
6		I found the host to be trustworthy.
7		I believe the host provided sincere information.
8	Platform interactivity	I could actively participate in the live-streaming session.
9		The platform allowed me to interact with the host in real-time.
10		The platform responded quickly to my inputs or questions.
11		I was able to communicate my preferences during the session.
12		The platform supported two-way communication effectively.
13		I felt involved while using the live-stream shopping platform.
14	Perceived usefulness	Using the live-streaming platform improves my shopping effectiveness.
15		The platform helps me make better purchasing decisions.
16		I find the live-streaming platform to be useful in my shopping experience.
17		Overall, the platform enhances the quality of my shopping decisions.
18	Customer engagement	I am highly involved when participating in live-stream shopping events.
19		I feel emotionally connected with the live-streaming sessions.
20		I often pay close attention to live-streamed product promotions.
21		I am enthusiastic about interacting on live-stream shopping platforms.
22	Trust	I believe the host/seller is honest during live-stream shopping.
23		I trust the information provided in the live-streaming sessions.
24		I feel confident that the product shown matches what is delivered.
25		I trust the platform to protect my personal and payment information.
26	Purchase intention	I intend to purchase products through live-streaming platforms.
27		I will likely buy products I see on live-stream shopping events.
28		I plan to consider live-streamed products in my future purchases.
29		I am willing to spend money on products presented in live-streams.
30		The likelihood of my purchasing via live streaming platforms is high.
31	Actual purchase	I have purchased products during live-stream shopping sessions.
32		I frequently buy items I see in live-streamed promotions.
33		I have spent money through live-stream platforms more than once.
34		Live-stream events have influenced many of my recent purchases.
35		I have received products purchased via live-streaming and was satisfied with them.