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Factors Influencing Purchasing Intention on Social Media Live Streaming

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Abstract

Purpose: This study investigates the factors affecting purchase intention during social media live streaming in Malaysia by applying the stimulus-organism-response (S-O-R) framework. **Design/methodology/approach:** Data were collected from 191 valid responses using purposive sampling method through online surveys. Evaluations of the measurement and structural models were conducted using SmartPLS version 3.3.3. **Findings:** The findings revealed that perceived similarity, perceived expertise, perceived credibility and self-disclosure significantly and positively influence attitude towards live streamers, while attractiveness and perceived interactivity do not. Attitude towards live streamers positively predicts purchase intention during live streaming, and mediates the relationships between perceived similarity, perceived expertise and self-disclosure with purchase intention during live streaming. **Research limitations/implications:** This study is limited to Malaysian university students and may not be generalisable to wider Malaysian population or cultural contexts. The cross-sectional design may limit the ability to establish causality from the established relationships. **Practical implications:** The findings highlight the significance for sponsoring brands and live streamers to establish credibility, share expertise, nurture similarity and engage in authentic self-disclosure to strengthen viewer's attitude that ultimately drives purchase intention. **Originality/value:** This study contributes to the current theoretical void in live streaming commerce by emphasising the role of external stimuli and the mediating role of attitude on live streaming purchase intention by extending the S-O-R framework. Furthermore, successful integration of the S-O-R framework with the source credibility theory provides a comprehensive explanation of how persuasive characteristics of

the streamer translate into consumers' purchasing decisions in dynamic social media contexts.

Keywords: Attitude towards Live Streaming, S-O-R, Social Media Live Streaming, Malaysian Youths

Introduction

Live streaming is media format that is continually captured and presented to viewers in real time. It has also been known in the literature as live video streaming (Hu et al., 2017), live video broadcasting (Wang et al., 2018), social video streaming (Rein & Venturini, 2018) and live video streaming (Wang, 2019). The recording of video also entails the ability to broadcast it to a remote audience. Live streaming can promote sociability through synchronous conversation as well, especially when combined with real time video materials and text-based chat channels (Zhang et al., 2020).

Live streaming commerce provides numerous benefits when contrasted with conventional sales methods and e-commerce websites. First, sellers can promptly establish accounts to sell products without the need for formal registration or knowledge of web design, thereby reducing their cost of sales. Secondly, sellers can engage in real-time communication with customers through text, audio and image formats through live streaming features. Third, live streaming enables consumers to rapidly evaluate the quality and value of a product by obtaining more precise information. Finally, live streaming can facilitate such social media activities and interactions, which can enhance the consumer's shopping experience (Hajli, 2015).

Both practitioners and researchers are interested in the escalating popularity of live-streamed shopping (Sun et al., 2019). Live streaming is employed to provide a multidimensional view of a product, interact in real time with consumers, demonstrate how a product is made and used and plan live events aimed at entertaining and encourage consumers to purchase (Hu et al., 2017; Lu et al., 2018). Brands no longer need to explain their products and services to customers. Instead, they can now show it to them in action. The most well-known social media sites, including Facebook, YouTube and Instagram, have taken live streaming to new heights and made it even simpler to start one. These platforms have made it possible for businesses and organizations to engage audiences more actively and deeply (Liu et al., 2020).

In Malaysia however, the purchase rate during live streaming has fluctuated. In the fourth quarter of 2022, 16 percent of Malaysian consumers had concluded online purchases through live streaming, according to Siddharta (2023). This represents a decrease from 23 percent in the first quarter of 2021. Although the percentage increased slightly to 25 percent in 2023 (Siddharta, 2024), it remains a tiny fraction of overall Malaysian respondents who have viewed live streaming contents. The highest level of engagement was observed in the early months of 2021, and subsequent to that, the adoption of live streaming purchasing fluctuated. The COVID-19 pandemic, seasonal trends, marketing tactics and consumer tastes were some of the factors that affected live streaming purchasing in Malaysia during this period.

These figures highlights that social media live streaming viewership does not necessarily translate into a successful purchase on the live streaming platform. This underscores the

importance of understanding the factors that drive purchase intention in live streaming context. Therefore, the present study attempts to investigate the factors affecting Malaysian university students' desire to purchase products while they are watching live streams on social media by utilizing the stimulus-organism-response (S-O-R) model developed by Mehrabian & Russell (1974). Researchers used theory of planned behaviour (TPB) in the past to investigate online purchasing intention such as determinants of virtual giving behaviours in social media live streaming (Xu et al., 2022). Not only that, but many researchers have also endorsed the use of technology acceptance model (TAM) as an effective means of gauging purchasing intention during social media live streaming (Chen et al., 2024; Qing & Jin, 2022). There is a lack of study utilizing S-O-R to examine purchasing intentions in social media live streaming. Furthermore, the mediator function of attitude between antecedents and purchase intention was not explicitly addressed in prior research on social media live streaming. This results in a theoretical gap that this study attempts to resolve.

Specifically, this study pursues the following objectives: 1) to examine the direct influences of perceived attractiveness, perceived interactivity, perceived similarity, perceived expertise, perceived credibility and self-disclosure on attitude towards the live streamer; 2) to examine the direct influence of attitude on online purchase intention and 3) to examine the mediating effects of attitude between all the antecedents and online purchase intention.

Literature Review and Hypotheses Development

Stimulus-Organism-Response Model

Mehrabian & Russell (1974)'s S-O-R model emphasized that the external environment triggers all forms of behaviour, and that individuals inductively analyse stimuli and adjust their psychological interactions to produce the appropriate response. The S-O-R has been extensively researched and have been found to be effective in analysing individual behaviour in a variety of settings, such as intention to use mobile tourism applications (Nieves-Pavon et al., 2023), intention to pursue further studies at the same higher education institution (Wong et al., 2023), intention to purchase online (Zhu et al., 2020) and organic food purchase intention (Sultan et al., 2021). The S-O-R model has also been implemented in the past to examine consumer behaviour in live streaming commerce, which provides justification for its adoption in this study (Guo et al., 2021; Liu et al., 2022).

There are three primary components of the S-O-R model: the organism, stimulus, and response. An individual's cognitive and emotional reactions (organism) are initiated by external environmental stimuli (stimulus), which subsequently result in a specific behavioural outcome (response). The stimulus in the current study is perceived attractiveness, perceived interactivity, perceived similarity, perceived expertise, perceived credibility and self-disclosure. These external stimuli are designed to elicit a specific emotional response in an individual, which is referred to as an organism. The attitude toward online purchasing is the organism that is the subject of this study. It is a representation of the way in which an individual interprets and perceives the aforementioned external stimuli. The S-O-R model concludes with the response, which may encompass emotional responses, physical actions or any other measurable or observable phenomenon. This study examines the online purchase intention as the response, which is the behavioural outcome of the attitude.

Source Credibility Theory

According to Ohanian's (1990) source credibility theory, the attractiveness, expertise and trustworthiness of the communicator—who is the live streamer on social media in this study—have a big effect on how compelling a marketing message is. Ohanian (1990) demonstrated that these three constructs contribute uniquely to consumers' evaluations of endorsers and their subsequent attitudes towards the advertised products. The present study has thus employed attractiveness, perceived expertise and perceived credibility as direct predictors of viewer's attitude towards the live streamer.

Attractiveness

In the context of this study, attractiveness pertains to the physical attributes of a live streamer, specifically their aesthetic allure. Several traits make a person attractive. These consist of appearance, demeanour, charisma, and appeal. A live streamer's capacity to establish a connection with their audience that transcends their physical appearance may be indicative of their attractiveness. It has a substantial impact on the opinions of the audience (AlFarraj et al., 2021). In our view, the physical attractiveness of a live streamer may influence the attitudes and impressions of the audience. The positive correlation between attractiveness and attitude has been demonstrated in previous research (Iqbal, 2023; Park et al., 2024; Su & Chiu, 2021). Iqbal et al. (2023) particularly, pointed out that attractiveness of a live streamer positively influences consumer's attitude towards the streamer and online purchase intention. The above discussions lead to the following hypothesis:

H1: Attractiveness will have a positive influence on attitude towards live streamer.

Perceived Interactivity

Interactivity is defined by the user's experience of conversing with a mediated persona in a two-way manner. It pertains to the ability of consumers to experience live engagement with live streamers (Joo & Yang, 2023). Additionally, Song and Zinkhan (2008) defined interactivity as the capacity of live streamers to provide any content upon request, which is also demonstrated in the pace at which this content is made available. Thus, perceived interactivity can be defined as the user's experience of engaging in a two-way conversation with a mediated persona. A higher level of perceived interactivity has the potential to create the impression that the live streamer is actively engaged in a timely discourse with the viewer (Labrecque, 2014), thereby fostering a positive attitude towards the live streamer. Past studies have also documented a positive relationship between perceived interactivity and attitude (Girish et al., 2022; Liu et al., 2024; Pang et al., 2024). Therefore, the following hypothesis is proposed:

H2: Perceived interactivity will have a positive influence on attitude towards live streamer.

Perceived Similarity

In the context of live streaming commerce, the degree of consumers' perceived identification with the live streamer's beliefs, interests or life experiences is the determining factor in the perceived similarity between them (Luo et al., 2025). Consumers are considerably more inclined to interact with live streamers when they identify with their attitudes and social context (Sokolova & Kefi, 2020). Perceived similarity is therefore identified as a key factor that can possibly lead to favourable attitude towards the live streamer. Previous research (Dhun & Dangi, 2023; Magano et al, 2022; Zhafira et al., 2022) has uncovered substantial evidence that the attitude of viewers toward live streamers can be predicted by the perceived similarity

between the two. For example, Magano et al. (2022) revealed that the perceived similarity between the influencers and the viewers can positively influence the attitude toward fashion influencers. It is therefore hypothesized that:
H3: Perceived similarity will have a positive influence on attitude towards live streamer.

Perceived Expertise
A person's level of knowledge in a discipline is referred to as their expertise. This is the specific knowledge, abilities, and competency that a live streamer possesses in the context of live streaming with respect to specific products, as per Zhou et al. (2023). Expert opinions are more credible and reliable than those of amateurs. The likelihood of a positive attitude towards the live streamer is increased when viewers perceive the streamer as knowledgeable and competent regarding the products they are promoting. Past studies have also documented the positive association between perceived expertise and attitude (Dhun & Dangi, 2023; Magano et al., 2022; Qiu et al., 2024). For example, according to Magano et al. (2022), the perceived expertise of fashion influencers has a positive impact on the attitude toward them. The following hypothesis is derived from the foregoing discussion:
H4: Perceived expertise will have a positive influence on attitude towards live streamer.

Perceived Credibility
Credibility in this study pertains to the credibility of the live streamer, rather than the brand credibility. One factor that affects how well a live streamer's endorsements work is how credible people think the streamer is. This is because the credibility of a live streamer influences the degree to which viewers trust the persuasive language used in their live streaming session (Sakib et al., 2020). Viewers may have more favourable attitudes towards live streamers as a result of this perceived credibility, which in turn may increase the visibility of the live streamers' brand and the products they may endorse. As a result, the present study has incorporated perceived credibility as a predictor of attitude. Presumably, the perceived credibility of live streamers positively influences viewer perceptions towards them (Belanche et al., 2021; Iqbal, 2023; Magano et al., 2022). Therefore, it is postulated that:
H5: Perceived credibility will have a positive influence on attitude towards live streamer.

Self-Disclosure
Self-disclosure is a practice in live streaming commerce in which live streamers share their daily lives, emotions, interests, opinions, personal experiences, and relationship status on social media platforms. The information is typically given voluntarily with their followers and viewers (Towner et al., 2022). Viewers may establish a sense of intimacy with the live streamers and engage with them more effectively as a result of the live streamer's self-disclosure on social media live streaming platforms. For example, Kim & Sung (2021) discovered that the level of CEO's self-disclosure on Instagram is positively correlated with consumer's attitude towards the CEO and the endorsed brand. Other studies have also reported the positive relationship between self-disclosure and attitude (Broeder, 2023; Saini & Bansal, 2025). Given the foregoing discussion, it is hypothesized that:
H6: Self-disclosure will have a positive influence on attitude towards live streamer.

Attitude
The degree to which an individual has a favourable or unfavourable evaluation of a specific behaviour is referred to as their attitude toward the behaviour (Ajzen, 1991). It is one of the

primary determinants of intention to perform a behaviour, according to the theory of planned behaviour (TPB). The attitude construct in this study pertains to the attitude towards live streamer. Attitude towards live streamer is the extent to which an individual has a favourable or unfavourable assessment of a live streamer. The present study posits that the intention to purchase during a social media live streaming session is positively influenced by the attitude towards the live streamer. Previous research has also demonstrated that behavioural intention is significantly influenced by attitude (Wong et al., 2024; Magano et al., 2022; Qiu et al., 2024). Specifically, Magano et al. (2022) pointed out that favourable attitude towards fashion influencers leads to the consumer's purchase intention. Therefore, this study proposes the following hypothesis:
H7: Attitude towards live streamer will have a positive influence on online purchase intention.

Attitude as A Mediator
In the present study, attitude is internal emotions of the viewer that are influenced by external stimuli such as perceived interactivity, perceived similarity, perceived expertise, perceived credibility and self-disclosure of the live streamer. Additionally, attitude is the process that translates the aforementioned stimuli into the response or outcome of the present study, which is the purchase intention during a social media live streaming session. Therefore, it is prudent to investigate how attitude affects the relationship between purchase intention and all of its antecedents.

Previous research has examined the mediating role of attitude between a diverse array of antecedents and dependent variables. In their respective studies, Chawla & Joshi (2023), Hussen et al. (2022), and Namahoot & Rattanawiboonsom (2022) examined attitude as a mediator in TAM-based research and had proven its mediating effects. In addition to TAM, attitude has been effectively implemented as a mediator in UTAUT-based research (Emon & Khan, 2025; Gunnoo et al., 2023; Roh et al., 2023). Specifically in the live streaming context, Belanche et al. (2021) contended that the credibility of an influencer affects the viewer's intention by influencing their attitude towards the influencer. The following hypotheses are proposed to further explicate the mediating effects of attitude in the live streaming contexts:

H8: Attitude towards live streamer positively mediates the relationship between a) attractiveness, b) perceived interactivity, c) perceived similarity, d) perceived expertise, e) perceived credibility, f) self-disclosure and online purchase intention during social media live streaming.

Figure 1 illustrates the proposed research framework, which was developed in accordance with the hypotheses formulated and the literature reviewed.

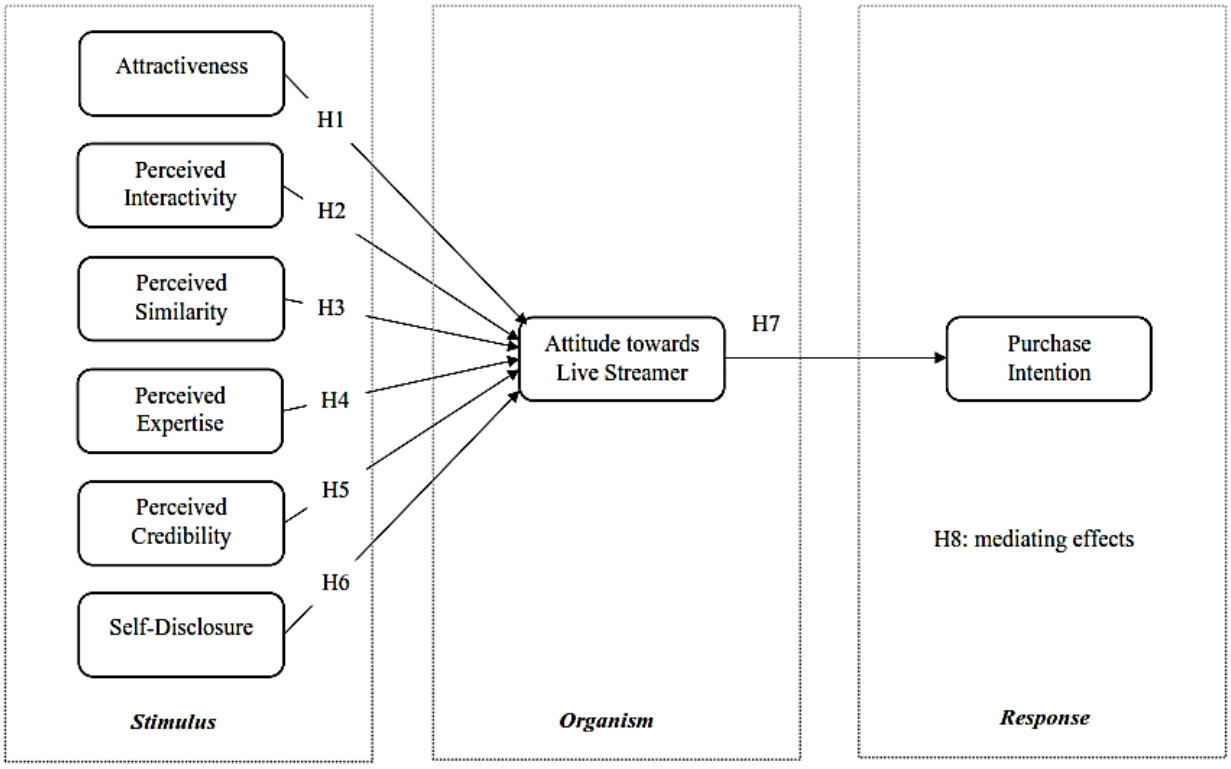


Figure 1: Proposed Research Framework
Source: Authors' own work

Research Methodology

Malaysia served as the focal point of this investigation. Based on the number of hours spent on digital devices per day, Malaysia is the ninth highest-ranked country in the world (Malay Mail, 2024). On average, Malaysians spent approximately eight hours and seventeen minutes per day utilizing online media. In contrast, they allocated approximately two hours and forty-eight minutes to social media each day (Siddharta, 2024). This has made Malaysia the optimal sampling location for the investigation of the factors that influence consumers' purchasing decisions during social media live streaming. The sample for this study was selected using purposive sampling, as the researchers were solely interested in obtaining information from a specific target group: Malaysian university students who have previously been active on live streaming platforms such as Facebook Live or YouTube Live. Many university students are proficient in technology and are cognizant of the live streaming capabilities of social media. Additionally, they are more likely to engage in live streaming shopping on social media platforms (Singh et al., 2022). This study implemented power analysis with a 0.15 effect size, 0.95 power level, and six predictors to ascertain the appropriate sample size. A sample size of 146 was obtained as a result.

A seven-point Likert scale questionnaire was distributed to potential respondents. The questionnaire's items were derived from previous research in the field, which had been assessed for its reliability and validity. Online surveys were implemented to collect data. In order to complete the questionnaire, all potential respondents must have prior experience with live streaming. 191 responses were considered valid for data analysis out of the total sample that was collected. Table 1 illustrates the respondent profile. A subsequent analysis

of these data was conducted using the Statistical Package for Social Sciences (SPSS) version 26.0 and SmartPLS version 3.3.3.

Table 1
Respondent Profile

	Frequency	Percentage (%)
Gender		
Male	83	43.5
Female	108	56.5
Age		
18-20	35	18.3
21-24	127	66.5
25-28	27	14.1
Above 28	2	1.1
Current education background		
Diploma/foundation	25	13.1
Undergraduate	150	78.5
Postgraduate	16	8.4

Source: Authors' own work

Data Analysis and Results

Normality

The Mardia's coefficient was determined in this study for the multivariate normality assessment (Cain et al., 2017). Subsequently, the data acquired was determined to be non-normal by a multivariate skewness of 19.442 and a multivariate kurtosis of 133.985 (Kline, 2016). Consequently, SmartPLS was chosen to analyse non-normally distributed data in the present study.

Common Method Bias

In order to evaluate the potential common method bias, this study implemented a full collinearity analysis. A dummy variable was used to regress all variables. There is no substantial concern regarding the common method bias when all constructs do not have variance inflation factor (VIF) greater than 5 (Kock, 2015). The VIF values for all constructs in Table 2 are less than 5, which indicate that the data that have been collected are not significantly affected by common method bias.

Table 2
Full Collinearity Analysis

Construct	ATTRACT	INTERACT	SIMI	EXPERT	CREDI	SD	ATT	INT
VIF	1.536	2.550	2.185	1.922	2.732	2.159	2.945	2.448

Notes: ATTRACT = attractiveness, INTERACT = perceived interactivity, SIMI = perceived similarity, EXPERT = perceived expertise, CREDI = perceived credibility, SD = self-disclosure, ATT = attitude towards live streamer, INT = online purchase intention
Source: Authors' own work

Measurement Model

The indicator loadings, composite reliability (CR), and average variance extracted (AVE) were assessed to evaluate the measurement model's validity and reliability. The measurement

model's convergent validity evaluation results are described in Table 3. All the indicator loadings exceeded the threshold value of 0.708 (Hair et al., 2017), with the exception of item EXPERT1, which had a loading value of 0.679. Nonetheless, Byrne (2016) suggested that the minimum loading values could be 0.5. Consequently, EXPERT1 was still included in the model. Additionally, the measurement model demonstrated convergent validity and reliability, as evidenced by the AVE and CR values of all eight constructs, which exceeded 0.5 and 0.7, respectively (Hair et al., 2017).

Table 3
Convergent Validity of the Measurement Model

Constructs/Items	Loadings	AVE	CR
Attractiveness (Zhang et al., 2021)		0.707	0.879
ATTRACT1: I think the live streamer is attractive.	0.880		
ATTRACT2: I think the live streamer is good looking.	0.904		
ATTRACT3: I think the live streamer is elegant.	0.891		
Perceived interactivity (Labrecque, 2014)		0.652	0.882
INTERACT1: Live streamer will respond to my message if I post it.	0.785		
INTERACT2: Live streamer will respond to me in a timely and efficient manner.	0.841		
INTERACT3: Live streamer will engage in a direct communication with me.	0.767		
INTERACT4: Live streamer is attentive to my opinions.	0.834		
Perceived similarity (Dhun & Dangi, 2022)		0.762	0.905
SIMI1: I feel the live streamer and I have a lot in common.	0.873		
SIMI2: I feel the live streamer and I are a lot alike.	0.920		
SIMI3: I can easily identify with the live streamer.	0.823		
Perceived credibility (Magano et al., 2022)		0.723	0.912
CREDI1: I am of the opinion that the live streamer I follow is convincing.	0.801		
CREDI2: I am of the opinion that the live streamer I follow is credible.	0.860		
CREDI3: I am of the opinion that the advertising of live streamers is a valuable resource for purchasing products.	0.875		
CREDI4: I believe purchasing product/service promoted by the live streamer I follow is a worthwhile investment.	0.863		
Perceived expertise (Magano et al., 2022)		0.668	0.856
EXPERT1: I am following live streamers who are experts in their respective fields.	0.679		
EXPERT2: I am following live streamers who have great knowledge.	0.875		
EXPERT3: I am following live streamers who are seasoned professionals in their respective fields.	0.881		
Self-disclosure (Saini & Bansal, 2025)		0.610	0.862
SD1: I think that the live streamer I follow voluntarily shares personal facts.	0.780		
SD2: I think that the live streamer I follow as being quite open about him/herself.	0.774		
SD3: I think that the live streamer I follow says much about him/herself on social networks.	0.760		

SD4: I think constant updates about the live streamer's life is important.	0.809		
Attitude towards live streamer (Belanche et al., 2021)		0.795	0.921
ATT1: In my opinion, the live streamer I follow is pleasant.	0.880		
ATT2: In my opinion, the live streamer I follow is likable.	0.904		
ATT3: I have a favorable opinion about the live streamer I follow.	0.891		
Purchase intention (Liu *et al.*, 2022)		0.790	0.919
INT1: I will purchase the products that are recommended by the live streaming platform.	0.875		
INT2: I will continue to purchase products through live streaming platform.	0.902		
INT3: I would like to recommend that my family and friends use live streaming platform.	0.889		

Source: Authors' own work

The discriminant validity was subsequently evaluated using the HTMT criterion. Table 4 indicates that all HTMT values were below 0.85, thereby establishing the discriminant validity for all constructs used in the questionnaire (Franke and Sarstedt, 2019). Consequently, it is feasible to conclude that the respondents comprehended the distinctiveness of each of the eight constructs.

Table 4
Discriminant Validity of the Measurement Model

Variable	ATTRACT	INTERACT	SIMI	EXPERT	CREDI	SD	ATT	INT
ATTRACT								
INTERACT	0.582							
SIMI	0.458	0.804						
EXPERT	0.626	0.721	0.581					
CREDI	0.584	0.772	0.717	0.703				
SD	0.620	0.696	0.645	0.654	0.817			
ATT	0.570	0.597	0.671	0.728	0.713	0.704		
INT	0.478	0.641	0.596	0.638	0.684	0.665	0.842	

Source: Authors' own work

Structural Model

In accordance with Hair et al. (2017), this study implemented a bootstrapping of 5,000 subsamples to assess the structural model. Table 5 summarizes the findings of the structural model evaluation. Hypotheses H3, H4, H5, H6, H7, H8c, H8d and H9f were supported; however, H1, H2, H8a, H8b and H8e were not. Specifically, perceived similarity ($\beta = 0.256$, $t = 2.408$, $p = 0.008$), perceived expertise ($\beta = 0.280$, $t = 2.943$, $p = 0.002$), perceived credibility ($\beta = 0.194$, $t = 1.812$, $p = 0.035$) and self-disclosure ($\beta = 0.201$, $t = 2.496$, $p = 0.006$) have a marginal positive effect on attitude towards live streamer but attractiveness ($\beta = 0.113$, $t = 1.180$, $p = 0.119$) and perceived interactivity ($\beta = -0.116$, $t = 1.261$, $p = 0.104$) do not influence ATT. In addition, ATT exerted a large positive impact on online purchase intention ($\beta = 0.733$, $t = 17.718$, $p = 0.000$).

In order to investigate the indirect relationships between antecedents and purchase intention through ATT, six hypotheses (H8a, b, c, d, e, f) were proposed. ATT was determined to be an

effective mediator of the relationships between a) perceived similarity and purchase intention (β = 0.187, t = 2.404, p = 0.016); b) perceived expertise and purchase intention (β = 0.205, t = 2.825, p = 0.005); and c) self-disclosure and purchase intention (β = 0.147, t = 2.462, p = 0.014). Conversely, attractiveness (β = 0.083, t = 1.217, p = 0.224), perceived interactivity (β = -0.085, t = 1.297, p = 0.195) and perceived credibility (β = 0.142, t = 1.763, p = 0.078) do not serve as mediators between ATT and INT.

Table 5
Findings of the Structural Model Evaluation

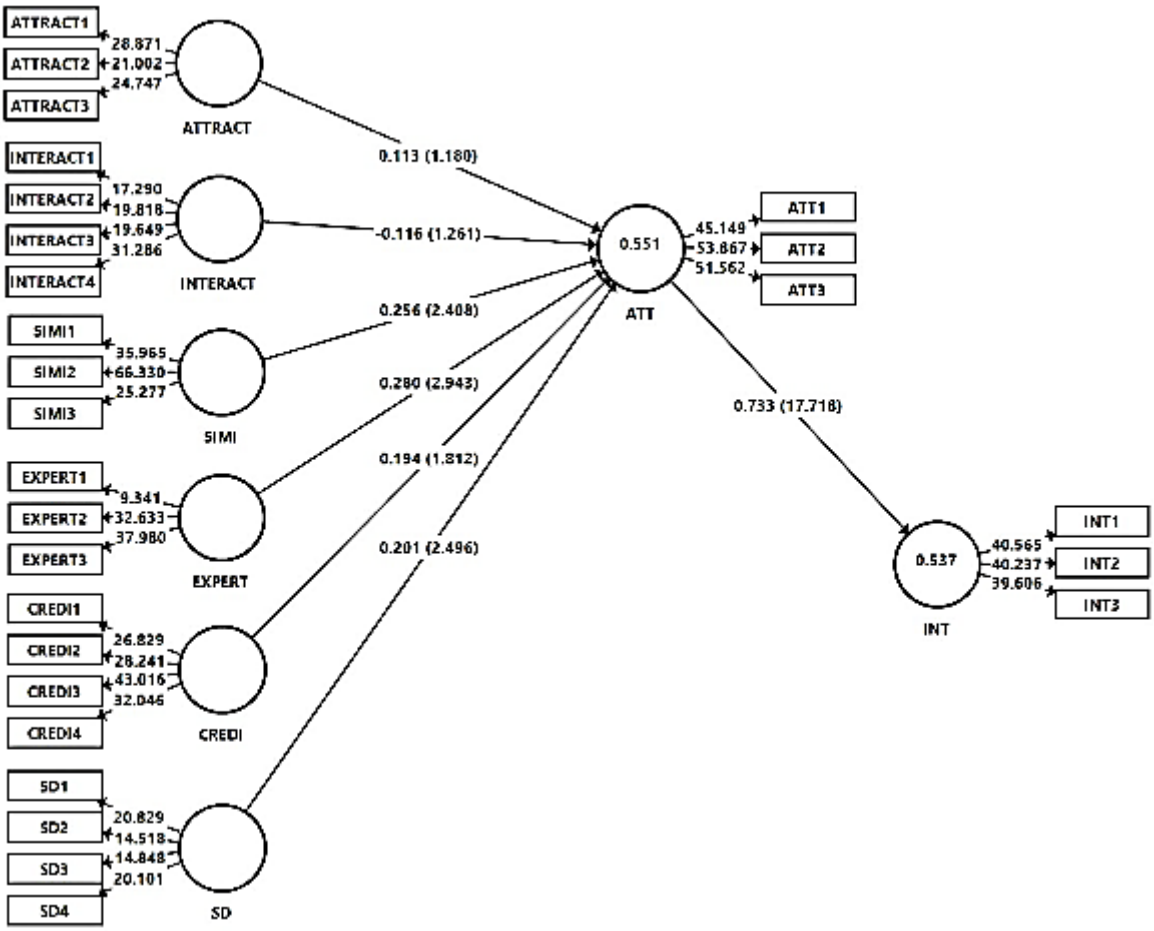
Hypotheses	Relationships	Std. beta	Std. error	t-values	p-values	BCI LL	BCI UL	f^2	Effect	Decision
H1	ATTRACT → ATT	0.113	0.096	1.180	0.119	-0.039	0.273	0.019	No effect	Rejected
H2	INTERACT → ATT	-0.116	0.092	1.261	0.104	-0.283	0.019	0.012	No effect	Rejected
H3	SIMI → ATT	0.256	0.106	2.408	0.008	0.088	0.436	0.071	Small	Supported
H4	EXPERT → ATT	0.280	0.095	2.943	0.002	0.127	0.437	0.100	Small	Supported
H5	CREDI → ATT	0.194	0.107	1.812	0.035	0.021	0.376	0.032	Small	Supported
H6	SD → ATT	0.201	0.081	2.496	0.006	0.068	0.329	0.044	Small	Supported
H7	ATT → INT	0.733	0.041	17.718	0.000	0.658	0.794	1.158	Large	Supported
H8a	ATTRACT → ATT → INT	0.083	0.068	1.217	0.224	-0.046	0.219	0.022	Small	Rejected
H8b	INTERACT → ATT → INT	-0.085	0.066	1.297	0.195	-0.224	0.032	0.014	No effect	Rejected
H8c	SIMI → ATT → INT	0.187	0.078	2.404	0.016	0.035	0.337	0.082	Small	Supported
H8d	EXPERT → ATT →INT	0.205	0.073	2.825	0.005	0.064	0.349	0.116	Small	Supported
H8e	CREDI → ATT → INT	0.142	0.081	1.763	0.078	-0.008	0.310	0.037	Small	Rejected
H8f	SD → ATT → INT	0.147	0.060	2.462	0.014	0.026	0.265	0.051	Small	Supported

Note: A hypothesis is supported if the p-value is less than 0.05, the t-value is more than 1.645 and the confidence interval does not straddle 0.
Source: Authors' own work

Predictive Relevance

As illustrated in the figure 2, the predictors collectively accounted for 55.1% (R^2 = 0.551, Q^2 = 0.414) and 53.7% (R^2 = 0.537, Q^2 = 0.419) of the variance in ATT and INT, respectively. The positive predictive relevance values (Q^2) suggested that this research model was capable of accurately predicting the attitude towards live streamer and online purchasing intention. Furthermore, the predictive potential of the research model in this study was also evaluated using PLSpredict with a 10-fold, 10-repetition procedure, as recommended by Shmueli et al. (2019). In light of prediction errors were symmetrically distributed, the root mean square error (RMSE) values of the PLS-SEM model were compared to those of the linear model (LM). Table 6 indicates that significant predictive power was observed for this study's research

model, as evidenced by the fact that the RMSE values for all items in the PLS-SEM model being lower than those in the LM model.



Source: Authors' own work

Figure 2: Structural Model of the Study

Table 6

Results of PLSpredict

Item	PLS-SEM RMSE	LM RMSE	PLS-LM
ATT1	0.939	0.967	-0.028
ATT2	0.975	1.022	-0.047
ATT3	1.034	1.061	-0.027
INT1	1.082	1.116	-0.034
INT2	1.199	1.231	-0.032
INT3	1.023	1.094	-0.071

Source: Authors' own work

Discussion and Conclusion

The S-O-R framework serves as the foundation for this study, which delineates the factors that influence online purchase intention during a social media live streaming session. It investigates the relationships between a set of antecedents (attractiveness, perceived interactivity, perceived similarity, perceived expertise, perceived credibility and self-disclosure) and the intention to make an online purchase, with the attitude towards live

streamer as a mediator. The findings suggested that attitude towards live streamer is positively influenced by perceived similarity, perceived expertise, perceived credibility and self-disclosure. These are consistent with the previous research by Belanche et al. (2021), Iqbal (2023), Kim & Sung (2021), Magano et al. (2022), Saini & Bansal (2025) and Zhafira et al. (2022). Consequently, viewers are more inclined to develop a favourable opinion of live streamers if the streamers are perceived to share their values, have a significant amount of knowledge about the endorsed product, and are willing to disclose personal information. In the same vein, the viewer's intention to make an online purchase was positively influenced by their attitude towards the live streamer. This is corroborated by a plethora of prior studies that indicate a positive correlation between the two in the context of social commerce (Apasrawirote & Yawised, 2022; Belanche et al., 2021; Ho et al., 2022; Park & Lin, 2020).

Nevertheless, the results indicated that there was insufficient evidence to support the claim that the attractiveness and perceived interactivity of the live streamer influences the viewer's attitude toward the live streamer. The outcome suggests that the attractiveness and perceived interactivity of the live streamer was not a factor that influenced the viewers' perception of the live streamer. This may be attributed to the fact that viewers prioritize other attributes of live streamers, including perceived credibility, perceived expertise, perceived similarity, and willingness to disclose personal information. Furthermore, the proliferation of social media platforms has resulted in a significant transformation in consumer behaviour in the current digital era. The marketing process is now being actively engaged by consumers, and they are no longer passive recipients of marketing messages (Rachmad, 2024). This has led to the viewers' perception that the attractiveness and interactivity of the live streamer are of lesser significance.

In addition, the findings suggested that attitude is an effective mediator that translates perceived similarity, perceived expertise and self-disclosure into online purchase intention. Live streamers and viewers share similar opinions and perspectives, which fosters a favourable attitude towards the former and encourages the latter to make a purchase during a live streaming session (Magano et al., 2022). On the other hand, the favourable attitude that viewers develop towards experienced and knowledgeable live streamers will increase their likelihood of making an online purchase (Iqbal, 2023). In the same vein, self-disclosure fosters a more favourable perception of the live streamer, which is a critical factor in motivating viewers to make a purchase during the social media live streaming session (Broeder, 2023). Conversely, the relationship between purchase intention and attractiveness, perceived interactivity, and perceived credibility is not mediated by attitude. This was not unexpected, as in certain previous studies, it was determined that attractiveness, perceived interactivity and perceived credibility did not influence attitude (Ho Nguyen et al., 2022; Magano et al., 2022).

Implications

Theoretical Implications

Theoretically, this study enriches the literature regarding the influence of social media live streaming on purchase intention by means of a different explanatory lens through utilising the S-O-R framework that incorporates the effect of external stimuli has on behavioural responses through cognitive and emotional responses. Therefore, this study attempts to provide a significant theoretical deviation from the previous literatures that mostly focuses

on TPB (Sim et al., 2023; Long et al., 2024) and TAM (Qing & Jin, 2022; Liu et al., 2025) models that mainly relates to only the cognitive aspects of viewer's behaviour. The inclusion of attitude as a mediator and organism advances theoretical understanding by demonstrating the importance of viewer's favourable evaluations, which is the cognitive and emotional states of the viewer on the live streamer, that can act as a bridge between the live streaming environment and viewer's behavioural responses to purchase.

The empirical results confirm the applicability of the S-O-R framework on this literature, and thus shedding new insights for further research by investigating viewer's cognitive responses on their behavioural responses initiated by external environmental stimuli. This theoretical advancement underscores the dynamic interplay between external stimuli (perceived similarity, perceived expertise, perceived credibility and self-disclosure) and the organism state (attitude), which in turn influences behavioural responses (purchase intention). By discovering this mechanism, this study contributes to refining the S-O-R framework and reinforces its relevance in emerging e-commerce platforms. It also signals a paradigm shift in explaining consumer behaviour, moving from the traditional beliefs and technology-acceptance perspectives toward frameworks that emphasises relational depth, cognitive processing and emotional engagement.

The successful integration of the S-O-R framework with Ohanian's (1990) source credibility theory provides a robust paradigm for predicting consumers' purchasing intentions in social media live-streaming contexts. In this integrated paradigm, source credibility—operationalized through attractiveness, perceived expertise and perceived credibility—functions as a key stimulus that shapes viewers' internal organism states, that is attitude towards the live streamer. These psychological responses subsequently influence purchase intentions during live streaming, when real time engagement and social presence further magnify the impact of credible streamers. Recent studies indicated that credible hosts enhance viewers' engagement and reduce uncertainty, thereby strengthening the transition from internal assessments to impulsive or intention-based purchases in live stream commerce (Wang & Scheinbaum, 2018; Wongkitrungrueng & Assarut, 2020). This integrated approach thus offers a thorough elucidation of how the persuasive attributes of the streamer influence consumer purchasing decisions within dynamic social media environments.

Practical Implications

This study draws several important implications for live streamers and their sponsoring brands. Since perceived similarity, perceived expertise, and self-disclosure emerged as significant predictors of attitude and indirect predictors of purchase intention, these factors should be prioritised in live streaming commerce strategies. Sponsoring brands are encouraged to collaborate with live streamers whose values, lifestyles, and social identities align closely with those of their target audience. Such alignment enhances identification and strengthens attitudinal bonds, which ultimately drive purchase intention. In addition, sponsoring brands should equip live streamers with sufficient product training, technical knowledge, and informational support so that they can demonstrate product mastery, explain features clearly, and provide reliable recommendations, thus positioning themselves as trusted experts rather than mere sales agents. To further enhance authenticity, sponsoring brands should encourage live streamers to integrate storytelling, personal reflections, and transparent product experiences into their sessions, while live streamers themselves should

share personal stories and experiences to foster intimacy and relatability that resonate with viewers.

The findings also underscore the importance of credibility in shaping viewer attitudes. Sponsoring brands must ensure partnerships with live streamers who are perceived as reputable and trustworthy, while live streamers can strengthen their own credibility by being transparent about endorsements, providing honest evaluations, and maintaining consistent authenticity in communication. Finally, the significant mediating role of attitude reveals that favourable evaluations of live streamers are the psychological bridge through which live streaming efforts translate into purchase intention. This suggests that live streamers and sponsoring brands should work together to cultivate and sustain positive attitudes toward live streamers, rather than relying solely on direct persuasion tactics aimed at short-term sales.

Limitations and Suggestions for Future Research

Though this study contributes to the theoretical development and practical understanding of live-streaming purchase intention, it is not without limitations. First, the sample was limited to Malaysian university students, which may restrict the generalisability of the findings to the wider Malaysian population. This is particularly relevant for other age groups who also actively consume online media but may differ in their attitudes and behaviours. Future research should therefore replicate this study across more diverse age groups and ideally across different cultural or economic contexts to enhance external validity. Second, the study adopted a cross-sectional design, which limits the ability to infer causality from the observed relationships. Future studies could employ a longitudinal design to capture how attitudes and purchase intentions evolve over time. Third, this study exclusively looked at the factors that exert an influence on the online purchasing intention. Future research in the field of live streaming commerce should endeavour to identify the factors that contribute to the non-purchase intention. This will provide valuable theoretical insights into the obstacles to purchasing during social media live streaming (Wong & Sim, 2025). Finally, future research should consider incorporating moderating mechanisms, which may provide deeper insights into how external stimuli influence purchase intention through both cognitive and emotional responses.

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