

QUANTIFYING REAL-TIME RETAIL IMPACT: INFLUENCER MEDIATION IN BOOSTING FASHION INTENTION

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Abstract: This study aims to analyse the causal pathway from Live Streaming Commerce to Purchase Intention in the fashion sector, by validating Influencer as a mediating variable. Using an explanatory quantitative approach, this study applied Partial Least Squares – Structural Equation Modelling (PLS-SEM) to survey data collected from 217 fashion consumers in South Sulawesi who have been involved in livestreaming commerce and are affordable to Influencers. The data collection instrument used was a questionnaire with a Likert scale (5 Scales). The main results show that, although livestreaming commerce has a positive and significant direct influence on Purchase Intent, the mediating influence channelled through Influencers is the dominant and superior transmission channel. These findings confirm that for urban consumers who demand authentic product validation, trusted Influencer figures serve as an essential mechanism that transforms real-time interactions into confidence to transact. The implications of this study are significant for fashion industry players, underscoring the need to shift the focus from just technology features to credible influencer authorisation strengthening strategies to achieve optimal conversion rates in a risk-averse regional market.

Keywords: *Fashion Industry, Influencer, Live Streaming Commerce, Purchase Intention, South Sulawesi Province*

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1. Introduction

The global digital trade mainstream is driven by a consumer interaction paradigm that is immersive, authentic, and reactive (Erwin et al., 2025). The convergence between entertainment and retail, embodied in the Live Streaming Commerce (LSC) format, represents the optimal normative conditions in the modern e-commerce ecosystem (Shiu et al., 2023; Wu et al., 2024). This model offers fundamental disruption by enabling a social presence and flow experience for consumers, facilitating real-time two-way communication that substantially transcends the limitations of static interaction on conventional commerce platforms (Shin et al., 2023). Normatively, LSC serves as a key catalyst for increasing engagement and achieving superior conversion rates in the fashion sector (Han & Jo, 2025). This standard establishes LSC as a new value-creation mechanism in global retail that must be adapted to maintain competitiveness (Chang et al., 2023; Erwin et al., 2025).

Empirically, the adoption of LSCs has transformed from a mere trend to a massive economic force (Han & Jo, 2025). The global livestream commerce market is expected to

reach its peak in Asia-Pacific, with Indonesia as the epicentre of growth (Lo et al., 2022). Indonesia, as a regional e-commerce giant, shows an inevitable momentum, with live commerce growing rapidly (Erwin et al., 2025). The fashion and beauty industry is the segment that benefits most from the visual content and peer-to-peer validation this format offers. Although LSCs offer conversion rates up to 10 times higher than those of standard e-commerce (Wu & Huang, 2023), addressing the fundamental challenges of online transactions, especially product uncertainty in the fashion category, remains crucial. The absence of physical interaction leads to significant trust issues, which must be mediated by strong credibility-building, such as that provided by live hosts or influencers (Gomes et al., 2022; Kanwar & Huang, 2022).

Previous literature has confirmed the significant influence of LSC on Purchase Intention (Gu et al., 2023; Huo et al., 2023; Tao et al., 2024; Wang et al., 2024; Wu et al., 2024), which is generally mediated by psychological and cognitive constructs (Organisms) such as Trust, Perceived Value, and Flow State, which are often described through the Stimulus-Organism-Response (S-O-R) framework. Specifically, research shows that social presence and real-time interaction serve to reduce uncertainty (increase trust) and encourage consumer engagement in LSC (Dong et al., 2023; Han & Jo, 2025). However, there is a substantial theoretical gap regarding the role of the Influencer's explicit mediation (as a specific credibility agent) in the LSC-Purchase Intention relationship. Although Indonesia is known to have a social commerce ecosystem that is uniquely driven by the power of influencers as a validation agent (Erwin et al., 2023; Erwin et al., 2025), most studies model the role of influencers as antecedent variables (stimulus) or generalize their effects under the umbrella of social commerce construction (Gomes et al., 2022; Kanwar & Huang, 2022; Ao et al., 2023; Jamil et al., 2023; Garg & Bakshi, 2024). This gap lies in the lack of a definitive model of influencers as intermediary psychological mechanisms (mediators) that directly translate LSC stimuli (such as real-time demonstrations and social presence) into purchase intent.

This research positions itself to fill these gaps through a specific and relevant contextual focus. South Sulawesi Province, as one of the economic nodes and regions with massive digital penetration in the Eastern Region of Indonesia (Griffin et al., 2023), exhibits unique consumer characteristics and a high level of risk mitigation in online purchases (Erwin et al., 2023). Online purchasing behaviour in this region strongly emphasises the importance of authentic evidence, such as honest product reviews and visualisations (proof of concept), to mitigate the risk of non-conforming goods (Griffin et al., 2023; Rosillo-Díaz et al., 2024). Therefore, local or regional influencers not only serve as promoters but also as entities that provide critical product verification to society, far beyond their role in more saturated markets (Gomes et al., 2022; Coutinho et al., 2023). The investigation of the influence of influencer mediation in the context of South Sulawesi's culture and consumer behaviour makes an essential empirical contribution, distinguishing it from research that is Java-centric or nationally generalised.

The need to understand this mediated causality pathway is urgent, especially for Fashion Industry players and Micro, Small and Medium Enterprises (MSMEs) in South Sulawesi, who rely on LSCs to maintain competitiveness. Data show that live stream hosts increase audience trust (Jiang et al., 2024), but a precise understanding of which influencer attributes are most effective in this regional context is required. By precisely identifying how Influencers influence consumer psychology to transition LSC viewers into buyers (i.e., through the mediation effect), this study provides measurable, data-driven, and theoretical strategic guidance to optimise livestreaming marketing campaigns. The main objective of this

study is to analyse and validate the mediation model of Influencers' role in shaping the relationship between Live Streaming Commerce (LSC) and Purchase Intention in the Fashion sector in South Sulawesi Province.

2. Literature Review

2.1. Live Streaming Commerce (LSC)

Live Streaming Commerce (LSC) has revolutionised the e-commerce landscape by integrating real-time video content with immersive social interactions, creating a dynamic format that transcends the limitations of conventional online transactions (Wu et al., 2024; Erwin et al., 2025). This innovation provides an intense sense of social presence among sellers, hosts, and consumers, enabling products to be demonstrated live while facilitating responsive two-way communication (Chang et al., 2023). Through this mechanism, LSC fundamentally addresses the main challenge in online shopping — product uncertainty — by providing more tangible product information and improving the overall shopping experience (Gu et al., 2023; Wu et al., 2024). This convergence is particularly relevant in the fashion industry, whose essence relies heavily on visual content and authentic validation (Erwin et al., 2025). The fashion sector is among the most benefited because the LSC format allows influencers or hosts to show off styles, explain material textures, and respond to questions about size and fit instantly, thereby increasing credibility and facilitating high purchase conversion rates (Dong et al., 2023; Shin et al., 2023; Wang et al., 2024).

To measure the impact of Live Streaming Commerce (LSC) on consumer behaviour, the academic literature has identified a set of indicators and characteristics that comprise the LSC experience. These constructs, which are often analysed within the Stimulus-Organism-Response framework (Dong et al., 2023; Huo et al., 2023; Tao et al., 2024), include the Social Presence dimension, which refers to the consumer's perception of immersive social connections and presence (Huo et al., 2023). Another crucial indicator is interactivity, which focuses on the ease with which consumers can participate in chat sessions and ask product questions in real time (Dong et al., 2023; Shiu et al., 2023). The Real-time Demonstration aspect serves as a visual and informative indicator, where streamers authentically display and validate the product (Wu et al., 2024), while Information Richness measures the depth and quality of the product information presented in the session (Gu et al., 2023; Wu et al., 2024). In addition to this instrumental element, LSC is also measured through entertainment, defined as the entertainment value consumers perceive from broadcast content (Shin et al., 2023; Wang et al., 2024). Further, the study identified Personalisation—the extent to which content feels tailored to individual preferences (Shin et al., 2023)—and Scarcity/Exclusivity, represented by limited offers or exclusive discounts to encourage impulsive, immediate purchase decisions (Chang et al., 2023; Huo et al., 2023).

2.2. Influencer

In the contemporary digital marketing ecosystem, Influencers are key actors transforming the relationship between brands and consumers, serving as validators of credibility and leveraging perceived reach and authority within specific audience segments (Erwin et al., 2023; Garg & Bakshi, 2024). This role is increasingly crucial in the Live Streaming Commerce (LSC) format, where Influencers serve as hosts who deliver content in real time, mediating authentic and immersive interactions (Jamil et al., 2023). In this context, influencers can overcome the trust issue inherent in online transactions by providing proof of concept through visual demonstrations and direct responses to consumer doubts (Gomes et

al., 2022; Kanwar & Huang, 2022). This mechanism is vital for the fashion industry, where purchasing decisions depend heavily on aesthetic dimensions and the mitigation of the risk of product non-conformity (size, material, and fit). In Indonesia's social commerce market, this ecosystem, driven by Influencers and communities, operates as an essential validation agent, distinct from the more brand-dominated market, thereby strengthening Influencers' role as a bridge that transforms viewership engagement into purchase intent (Erwin et al., 2023).

The effectiveness of an influencer in driving Purchase Intention is not measured individually but rather through a series of multidimensional constructs derived from source communication theory (Source Credibility Model) and consumer psychology (Coutinho et al., 2023; Jamil et al., 2023). Various literature underscores the need to analyse influencers. These indicators include Trustworthiness, which measures the honesty and integrity perceived by the audience towards the recommendations given (Garg & Bakshi, 2024); Expertise, which is the perception of the Influencer's knowledge and competence about the fashion product category displayed (Ao et al., 2023); and Attractiveness, which includes physical dimensions as well as charismatic attractiveness and suitability with the target group (Erwin et al., 2023). In addition, the relevance of Influencers is assessed through Similarity, which is the extent to which the audience feels similarities in background or lifestyle with Influencers (Kanwar & Huang, 2022); Informativeness, measuring the quality and depth of product content delivered (Gomes et al., 2022); Parasocial Interaction, which shows the extent to which consumers develop a one-sided emotional bond and sense of closeness to the Influencer through the media (Jamil et al., 2023); and Genuineness, which reflects the authenticity and sincerity of the content posted by the Influencer (Ao et al., 2023). The combination of these indicators reflects how the Influencer functions as a mediating organism, transmitting the LSC stimulus into a consumer behavioural response.

2.3. Purchase Intention

Purchase Intention (PI) refers to the psychological tendency and cognitive predisposition of consumers to engage in purchasing behaviour after exposure to a marketing stimulus (Suciawan et al., 2025). In the digital landscape, particularly Live Streaming Commerce (LSC), the formation of PI relies heavily on the platform's ability to reduce information uncertainty and build trust through real-time interactions (Becker et al., 2024; Suciawan et al., 2025). In the fashion industry, PI becomes an essential performance metric, serving as a direct predictor of conversion rates (Triad et al., 2025). This is because LSC provides an efficient pathway to trigger immediate buying decisions by transforming immersive spectacle into real action, often mediated by flow experiences and emotional responses within the Stimulus-Organism-Response framework (Wang & Shahzad, 2024; Triad et al., 2025). Therefore, PI serves as a central response variable that measures the successful integration between the features of live streaming technology (Stimulus) and the mediating cognitive processes (Organisms) catalysed by the Influencer.

Purchase Intention measurement is a multidimensional process that seeks to capture consumer behaviour predispositions prospectively. In the marketing literature, the indicators used to validate the PI construct focus on probability, timing, and loyalty, which are measured using a self-reported scale (Wu & Huang, 2023; Becker et al., 2024; Zhang et al., 2024). Specifically, at least seven key indicators were identified, including: Purchase Probability i.e. the tendency of consumers to purchase the products offered when the opportunity is available (Zhang et al., 2024); Future Purchase Expectations that are consumer predictions about products or services to be purchased in the future (Müller-Pérez et al.,

2025); The Immediate Transaction Tendency signifies the likelihood of consumers to complete a transaction in the near future, reflecting impulsive impulses in LSCs (Wang & Shahzad, 2024); Repeat Purchase Intention, which is the desire to buy the product back, is often triggered by superior perceived value (Wu & Huang, 2023); The Impact of Symbolic Value indicates the extent to which the perception of the symbolic value of a product affects the increase in purchase intent (Li et al., 2023; Wang & Shahzad, 2024); Recommendation Intent is a sign of consumers' willingness to spread positive information and recommend products to others, a form of Word-of-Mouth (Aravindan et al., 2023); and Preferred Priority is the tendency to put the product or brand on the top choice list compared to competitor products (Zhang et al., 2024).

Research Model

Figure 1 below shows the research model developed according to the objectives to be solved in this study, with the direct flow of Live Streaming Commerce (LSC) on Purchase Intention (PI) complemented by mediation from Influencers (INF):

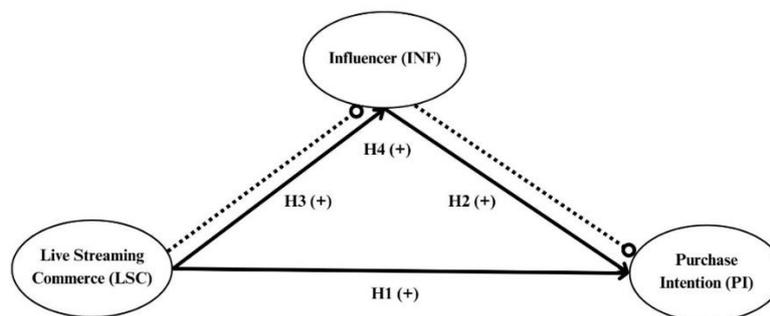


Figure 1. Research Model

Hypothesis

a. Live Streaming Commerce Influence on Purchase Intention

Live Streaming Commerce, through its interactive features (Dong et al., 2023; Shiu et al., 2023), provide more tangible product information (Gu et al., 2023; Wu et al., 2024) and a superior shopping experience compared to conventional e-commerce (Shin et al., 2023; Wang et al., 2024). Characteristics such as real-time interaction and social presence directly trigger cognitive and emotional reactions that lead to purchase intent (Wu et al., 2024; Erwin et al., 2025). Therefore, it is assumed that the Live Streaming Commerce environment is intrinsically a driver of purchase intent (Jiang et al., 2024; Tao et al., 2024; Han & Jo, 2025).

H1: Live Streaming Commerce has a significant positive effect on the Purchase Intention of fashion consumers in South Sulawesi.

b. Influencers' Influence on Purchase Intention

Influencers' credibility is a key factor in online transactions, as it mitigates risks (Coutinho et al., 2023; Erwin et al., 2023). In South Sulawesi, where consumers have a high need for authentic product evidence to mitigate the risk of non-conformity (Griffin et al., 2023; Rosillo-Díaz et al., 2024), Trusted influencers serve as a source of critical validation (Ao et al., 2023; Garg & Bakshi, 2024). This trust translates directly into a willingness to make a purchase (Kanwar & Huang, 2022; Jamil et al., 2023). Recommendations from influencers have been shown to generate higher trust than static online reviews (Gomes et

al., 2022; Kanwar & Huang, 2022), directly increasing buying intent (Ao et al., 2023; Coutinho et al., 2023; Jamil et al., 2023)

H2: Influencers have a significant positive effect on the Purchase Intention of fashion consumers in South Sulawesi.

c. Live Streaming Commerce on Influencers

The live streaming environment provides a unique opportunity for Influencers to showcase products and answer questions spontaneously, authentically (Gu et al., 2023; Garg & Bakshi, 2024; Wu et al., 2024), which significantly increases their perception of credibility compared to static promotional media (Erwin et al., 2023; Garg & Bakshi, 2024). This real-time interaction strengthens the expertise and trustworthiness dimensions of the Influencer (Ao et al., 2023; Garg & Bakshi, 2024; Wu et al., 2024; Erwin et al., 2025).

H3: Live Streaming Commerce has a significant positive effect on influencers in the fashion industry in South Sulawesi.

d. Influencer Mediation Relationship

This central hypothesis answers the research gap by modelling Influencers as intermediary organisms. LSC stimulus (visual interactivity and demonstration) creates optimal conditions (Gu et al., 2023; Wu et al., 2024; Erwin et al., 2025). Influencers then take advantage of these conditions to build trust (Organisms) (Erwin et al., 2023; Garg & Bakshi, 2024; Jamil et al., 2023), which in turn are the variables that trigger Purchase Intention (Response) (Gomes et al., 2022; Ao et al., 2023; Müller-Pérez et al., 2025; Triad et al., 2025). Without credible mediation from the Influencer, the effectiveness of Live Streaming Commerce in high-risk (visually intensive) fashion categories can decrease.

H4: Influencers mediate the effect of Live Streaming Commerce on Purchase Intention significantly in the fashion industry in South Sulawesi.

3. Research Method

Respondents

Respondents in this study are defined explicitly as consumers of fashion industry products domiciled in South Sulawesi Province, Indonesia. The selection of respondents was conducted using a non-probability sampling technique, with strict inclusion criteria requiring that each participant have verified experience engaging in Live Streaming Commerce (LSC) activities and have witnessed content mediated by influencers on digital platforms. Determining the sample based on these experience criteria is crucial to ensuring the validity of LSC construct testing and hypothetical Influencer mediation. Primary data collection was carried out systematically through surveys, with questionnaires distributed via a hybrid approach combining physical media and digital platforms (Google Forms) from May to September 2025. After a careful data screening process to verify the response's feasibility and ensure inclusion criteria were met, the study successfully collected data from 217 valid respondents. This final sample count is considered statistically adequate to support the application of advanced multivariate analysis techniques used in causality model validation. The detailed demographic characteristics and behavioural profiles of the respondent sample are presented in the following table:

Table 1. Respondent Characteristics

Respondent's Location	Number	%	Gender	Number	%
Makassar City	56	25.81%	Male	95	43.78%
Palopo City	15	6.91%	Female	122	56.22%

Parepare City	22	10.14%	Total	217	100.00%
Bone Regency	16	7.37%			
Bulukumba Regency	12	5.53%	Respondent's Age	Number	%
Gowa Regency	13	5.99%	18 - 23 Years Old	67	30.88%
Pinrang Regency	10	4.61%	23 < - 28 Years Old	73	33.64%
Maros Regency	16	7.37%	28 < - 33 Years old	42	19.35%
Sidenreng Rappang Regency	21	9.68%	33 < - 38 Years Old	18	8.29%
Tana Toraja & Toraja Utara Regency	17	7.83%	38 < - 43 Years old	12	5.53%
Other	19	8.76%	43 Years Old <	5	2.30%
Total	217	100.00%	Total	217	100.00%

Current Activities	Number	%	Respondent's Income	Number	%
Student (College/University)	87	40.09%	1 - 3 million Rupiah	79	36.41%
Employees	72	33.18%	3 < - 5 million Rupiah	64	29.49%
Business Owners/Entrepreneurs	23	10.60%	5 < - 7 million Rupiah	52	23.96%
Job Seekers	25	11.52%	7 < - 9 million Rupiah	15	6.91%
Other	10	4.61%	9 million Rupiah <	7	3.23%
Total	217	100.00%	Total	217	100%

Measurement

To test the hypothetical causal relationship model, primary data were collected through a structured questionnaire administered to consumers. All latent variables were measured using a 5-point Likert scale, which stretched from a score of 1 (Strongly Disagree) to a score of 5 (Strongly Agree). The design of measurement instruments is developed systematically; Each statement item is adapted from indicators that have been extensively validated in credible previous research literature. The adoption of indicators that have been tested for validity and reliability is an important methodological step to ensure the instrument's content validity. The study specifically involved the measurement of three main variables: one independent variable (Live Streaming Commerce), one mediation variable (Influencer), and one dependent variable (Purchase Intent), the details of which are presented in Table 2:

Table 2. Research Indicators

Variables	Indicators	Source
Live Streaming Commerce (LSC)	Interactivity (LSC1)	Chang et al., 2023; Dong et al., 2023; Gu et al., 2023; Huo et al., 2023; Shin et al., 2023; Shiu et al., 2023; Tao et al., 2024; Wang et al., 2024; Wu et al., 2024
	Real-time Demonstration (LSC2)	
	Information Richness (LSC3)	
	Entertainment (LSC4)	
	Personalisation (LSC5)	
	Scarcity/Exclusivity (LSC6)	
Influencer (INF)	Trustworthiness (INF1)	Gomes et al., 2022; Kanwar & Huang, 2022; Ao et al., 2023; Coutinho et al., 2023; Erwin et al., 2023; Jamil et al., 2023; Garg & Bakshi, 2024;
	Expertise (INF2)	
	Attractiveness (INF3)	
	Similarity (INF4)	
	Genuineness (INF5)	
	Parasocial Interaction/Emotional (INF6)	

Purchase Intention (PI)	Purchase Probability (PI1)	Aravindan et al., 2023; Li et al., 2023; Wu & Huang, 2023; Wang & Shahzad, 2024; Zhang et al., 2024; Müller-Pérez et al., 2025
	Future Purchase Expectation (PI2)	
	Immediate Transaction Propensity (PI3)	
	Repeat Purchase Intention (PI4)	
	Symbolic Value Impact (PI5)	
	Willingness to Recommend (PI6)	
	Choice Priority (PI7)	

Analysis

The data analysis in this study was executed using the Partial Least Squares – Structural Equation Modelling (PLS-SEM) approach. The selection of this methodology is based on two justifications: statistical considerations and the research's predictive objectives. PLS-SEM is justified for its effectiveness in handling data with non-normal distributions and for its superior robustness in testing complex structural models, even without the fulfilment of strict parametric distribution assumptions (Hair & Alamer, 2022; Sarstedt et al., 2022). Functionally, PLS-SEM is preferred because of its strong focus on prediction, aiming to maximise the explained variance (R²) for dependent and mediated variables. This predictive orientation aligns directly with the primary goal of this study: to validate and predict Purchase Intention through independent and mediating constructs. The entire estimation process, including the outer (measurement) and inner (structural) models, is conducted using Smart PLS statistical software.

4. Results and Discussion

4.1. Results

Validity Test

The validity tests used are convergent validity and discriminant validity. Convergent validity is an essential integral component in the evaluation of measurement models (outer models) using Partial Least Squares – Structural Equation Modelling (PLS-SEM) analysis. The assessment of a construct's convergent validity is based on a strict set of criteria. The main criterion is the fulfilment of the outer loadings value, which should ideally be above 0.70 to indicate that each indicator substantially reflects the intended latent construct (Hair & Alamer, 2022). This criterion is reinforced by the requirement of statistical significance, in which the path coefficient must be significant ($p \leq 0.05$) (Hair & Alamer, 2022). Based on the results of the analysis on the research instruments, which include Live Streaming Commerce (LSC), Influencer (INF), and Purchase Intention (PI) constructs, all indicators have successfully met these requirements, as confirmed by the loadings value of each construct that exceeds the threshold of 0.70 with high statistical significance (Table 3).

Convergent validity testing is further strengthened through the examination of Average Variance Extracted (AVE) values. The AVE value reflects the proportion of variance captured by a construct relative to the variance caused by measurement errors. The widely accepted threshold is ≥ 0.50 (Hair & Alamer, 2022). The results of the data analysis indicated that the AVEs for each latent variable in the model were above 0.50, thereby collectively confirming strong convergent validity of the measurement model. The consistency of these results indicates that the measurement items used adequately represent the intended latent construct, providing a solid methodological foundation for proceeding with the structural analysis (Table 3).

Table 3. Research Indicators

Variables and Indicators	Loading Factor	P-values	Cross Loadings			AVE
			LSC	INF	PI	
Live Streaming Commerce (LSC)						0.762
LS1	0.864	0.000	0	0.356	0.490	
LS2	0.861	0.000	0	0.357	0.409	
LS3	0.886	0.000	0	0.325	0.413	
LS4	0.907	0.000	0	0.426	0.436	
LS5	0.836	0.000	0	0.348	0.379	
LS6	0.883	0.000	0	0.367	0.382	
Influencer (INF)						0.688
INF1	0.832	0.000	0.334	0	0.639	
INF2	0.832	0.000	0.322	0	0.672	
INF3	0.847	0.000	0.381	0	0.687	
INF4	0.842	0.000	0.331	0	0.714	
INF5	0.815	0.000	0.342	0	0.676	
INF6	0.806	0.000	0.368	0	0.616	
Purchase Intention (PI)						0.622
PI1	0.892	0.000	0.494	0.665	0	
PI2	0.802	0.000	0.447	0.606	0	
PI3	0.786	0.000	0.383	0.569	0	
PI4	0.758	0.000	0.347	0.581	0	
PI5	0.778	0.000	0.322	0.751	0	
PI6	0.723	0.000	0.338	0.677	0	
PI7	0.770	0.000	0.315	0.555	0	

Discriminant validity is an essential empirical test that aims to ensure that each latent construct in a model is uniquely different and independent of other latent constructs (Hair & Alamer, 2022). The standard procedure for establishing this criterion is to compare the outer loadings of each indicator with its original latent construct and to examine the resulting cross-loadings on other constructs in the model (Hair & Alamer, 2022; Sarstedt et al., 2022). The main requirement for the fulfilment of discriminant validity is that the indicator loading value in the construct in question must be significantly higher than all the cross-loading values generated in the other variable constructs. Based on the data analysis, all indicators showed more substantial loadings on their respective latent constructs than cross-loadings on other constructs. Therefore, the results of this test conclusively indicate that the criteria of discriminant validity have been met for all constructs in the research model (Table 3).

Reliability Test

The reliability of the research instruments was comprehensively evaluated to ensure the internal consistency of the measurements, using two key metrics: Cronbach's Alpha (CA) and Composite Reliability (CR). Based on the guidelines set out in the multivariate research methodology, strict standards stipulate that the minimum acceptable threshold value for both indicators is ≥ 0.70 (Hair & Alamer, 2022; Sarstedt et al., 2022). The empirical analysis consistently shows that all latent variables in this research model meet strict reliability criteria. The CA and CR values achieved by each construct individually exceed the threshold of 0.70. This achievement confirms that the measurement instruments used have high internal consistency and are reliable in measuring the phenomenon being studied. Full details of

Cronbach's Alpha and Composite Reliability values for each variable are presented in Table 4.

Table 4. Reliability Test

Variables	Cronbach's Alpha/CA	Composite Reliability/CR
Live Streaming Commerce (LSC)	0.888	0.901
Influencer (INF)	0.859	0.880
Purchase Intention (PI)	0.848	0.870

Uji R Square

This test was conducted to determine how much variation in the dependent variables can be explained by variations in their independent variables (Hair & Alamer, 2022; Sarstedt et al., 2022). In this study, it is evident that Influencers account for 17.4% of the Live Streaming Commerce variable. Meanwhile, Purchase Intention is explained as 67.5% of the Live Streaming Commerce and Influencer variables (Table 5).

Table 5: R-Square Test

	R Square	R Square Adjusted
INF	0.174	0.170
PI	0.675	0.672

Hypothesis Test

Hypothesis testing in this study was conducted using variant-based structural equation modelling in SmartPLS, focusing on three main diagnostic criteria to assess the validity of causal relationships. First, the direction of influence is evaluated using the path coefficient (β); a positive coefficient indicates a unidirectional relationship, while a negative coefficient indicates an inverse relationship. Second, the statistical significance of the relationship is determined by the significance value (p-value); The effect is considered statistically significant when the p-value is below the critical threshold of 0.05, and not the other way around (Hair & Alamer, 2022). Third, significance testing is strengthened by ensuring that the T-statistic value for each influence exceeds the minimum threshold of 1,960 (Hair & Alamer, 2022; Sarstedt et al., 2022). These three parameters collectively form a strong empirical basis for evaluating and interpreting the relationships between constructs in the research model.

All the results of testing the hypothesis of this study are shown in Table 6. The results of this research test show that all research hypotheses (H1, H2, H3 and H4) are accepted. Wherever it occurs, either directly or through Influencer mediation, Live Streaming Commerce can have a significant positive effect on Purchase Intent. Live Streaming Commerce has a significant positive influence on purchase intention (H1: LSC \rightarrow PI; $\beta = 0.175$; P-Value = 0.000; T-Statistic = 3.664), supporting H1. Influencers exert greater influence on Purchase Intention (H2: INF \rightarrow PI; $\beta = 0.733$; P-Value = 0.000; T-Statistic= 14.501) until H2 is supported. Live Streaming Commerce has a significant positive influence on Influencers (H3: LSC \rightarrow INF; $\beta = 0.418$; P-Value = 0.000; T-Statistic = 5.883), supporting H3. The mediation hypothesis of this study is also supported, in which Influencers mediate the effects of Live Streaming Commerce on Purchase Intention, with greater effects than the direct influence (H4: LSC \rightarrow INF \rightarrow PI; $\beta = 0.306$; P-Value = 0.000; T-Statistic = 5.442). The result of the Influencer's mediation is complementary partial mediation.

Table 6. Hypothesis Test

Hypothesis	Coefficient (β)	P-Value	T-Statistic	Result
H1: LSC \rightarrow PI	0.175	0.000	3.664	H1 Supported
H2: INF \rightarrow PI	0.733	0.000	14.501	H2 Supported
H3: LSC \rightarrow INF	0.418	0.000	5.883	H3 Supported
H4: LSC \rightarrow INF \rightarrow PI	0.306	0.000	5.442	H4 Supported

4.2. Discussion

The Influence of Live Streaming Commerce on Purchase Intention

The positive path coefficient and statistical significance strongly support the hypothesis that Live Streaming Commerce is a substantial antecedent of Purchase Intention among the people of South Sulawesi Province. These findings clearly reflect the dynamics of the contemporary digital market in Indonesia, where Live Streaming Commerce has surpassed conventional online retail (Mandasari et al., 2024). Consumers in Indonesia have been significantly engaged in purchasing through live shopping platforms (Zhang et al., 2024), confirming this format as the new norm in the purchasing decision process (Mandasari et al., 2024; Erwin et al., 2025). The strength of LSC, which offers a greater conversion rate than standard e-commerce (Kim et al., 2023), is rooted in its ability to authentically deliver real-time interactions and product demonstrations, effectively building credibility and mitigating product uncertainty (Wang et al., 2024; Wu et al., 2024; Erwin et al., 2025). The context of a research sample dominated by Generation Z and students in groups known as digital natives who prioritise speed and empirically immersive visual information reinforces the relevance of these results, suggesting that LSC interactivity meets their critical need for product verification and facilitates immediate purchasing decisions (Dong et al., 2023; Shiu et al., 2023; Wu et al., 2024).

The findings are highly consistent with the conclusions of previous studies that use the Stimulus-Organism-Response (S-O-R) framework to analyse consumer behaviour in social commerce. Previous research has confirmed that LSC (Stimulus) attributes, such as perceived social presence and entertainment, are significant external stimuli that lead to the internal state of consumers (Organisms), such as psychological flow and trust (Huo et al., 2023; Shin et al., 2023; Wang et al., 2024). Specifically, Live Streaming Commerce's success in converting interest into purchase intent is supported by the platform's ability to provide more real product information and a superior shopping experience, qualitatively different from the limitations of traditional e-commerce's static display (Gu et al., 2023; Shin et al., 2023; Wu et al., 2024). This support was also evident in studies showing that the construction of social commerce, especially the community and real-time interactions of LSCs, significantly increases consumer trust, which in turn drives engagement and purchase intentions (Li et al., 2023; Wu et al., 2024; Becker et al., 2024; Suciawan et al., 2025). Thus, the significance of the findings indicates that LSC functions as a highly visual, information-rich environment that effectively stimulates the cognitive processes necessary for the transition from passive spectator to intending buyer.

The Influence of Influencers on Purchase Intention

The positive path coefficient and statistical significance found, which also indicate the most significant influence among the causal paths, fundamentally validate the hypothesis that Influencer is an essential psychological construct that directly triggers Purchase Intention.

The logic behind this dominance of influence is rooted in the dynamics of fashion buying behaviour among respondents (Gomes et al., 2022; Mandasari et al., 2024; Han & Jo, 2025; Suciawan et al., 2025). The strong support of the women's segment, which is typically more sensitive to the details of visual and physical products (fit, colour, texture) in the fashion category (D'Souza et al., 2024), suggests that Influencers are successfully overcoming the sensory deficits inherent in online shopping. Furthermore, in an urban context such as Makassar City, where digital penetration is high but consumers remain risk-averse to mismatches in goods (Griffin et al., 2023), Influencer's function as credible Authenticity Validators. People in South Sulawesi empirically prioritize objective evidence in the form of original product photos and videos (proof of concept) to mitigate risks (Griffin et al., 2023; Erwin et al., 2023), and Influencers who are perceived to have Expertise and Trustworthiness on digital platforms become third parties who guarantee the validity of the product, which directly translates that trust into purchasing decisions (Ao et al., 2023; Garg & Bakshi, 2024).

Previous studies have consistently shown that the credibility dimensions of sources, such as an Influencer's Attractiveness and Expertise, positively influence consumer purchase intent (Gomes et al., 2022; Kanwar & Huang, 2022; Ao et al., 2023; Garg & Bakshi, 2024). In the digital commerce environment, the role of influencers is amplified exponentially; consumers trust product recommendations from influencers more than traditional static reviews (Wei et al., 2022; Macheke et al., 2023), a phenomenon that suggests that the authenticity of real-time interactions is a key catalyst for trust (Coutinho et al., 2023; Jamil et al., 2023). This consistency is confirmed by research that positions Influencer attributes (such as Trustworthiness and Expertise) as crucial internal variables (Organisms) within the S-O-R framework, which transmit engagement and build trust as the main prerequisite for the formation of purchase intentions (Ao et al., 2023; Garg & Bakshi, 2024). Therefore, the results of this study strengthen the understanding that Influencers are a fundamental trust-building mechanism in converting fashion audiences into buyers.

The Influence of Live Streaming Commerce on Influencer

The positive path coefficient and statistical significance strongly support the hypothesis that Live Streaming Commerce (LSC) Characteristics substantially increase Influencers' Credibility and Attraction. These findings are particularly logical in the empirical context of the research sample, which is dominated by female respondents and Generation Z. This demographic group is known to be visually driven social media users and requires authentic interaction before forming trust (Macheke et al., 2023; Maghraoui & Khrouf, 2024). LSCs meet these needs by providing real-time demonstration and interactivity features (Dong et al., 2023; Shiu et al., 2023; Wu et al., 2024), which allow Influencers to showcase fashion products in depth, answer spontaneous questions about fit or quality of materials, and build an intense social presence (Gomest et al., 2022; Jamil et al., 2023). These characteristics, which cannot be replicated by static advertising, directly increase the perception of Expertise (Expertise) (Ao et al., 2023) and Trustworthiness (Garg & Bakshi, 2024) of Influencers in the eyes of these detail-oriented female audiences (Macheke et al., 2023), thus making Influencers a more credible source of information.

The results of this study align with previous studies that examined the relationship between livestreaming commerce stimuli and the construction of source credibility. Research has confirmed that a livestreaming environment, supported by social presence and a sense of belonging, significantly improves consumers' flow state, a cognitive prerequisite for accepting the influence of sources (Chang et al., 2023; Wu et al., 2024; Erwin et al., 2025).

Further, in line with the social commerce framework, other studies have shown that community-based construction within LSCs, such as facilitated real-time interactions, significantly increases consumer trust (Huo et al., 2023; Garg & Bakshi, 2024). This increase in trust is a key factor shaping perceptions of Influencer Credibility and Attractiveness (Erwin et al., 2023; Garg & Bakshi, 2024). Therefore, LSC serves as an optimal medium that technically enables Influencers to display the Genuineness and Informativeness of products in real time, thereby powerfully strengthening their role as trusted product validation agents, in line with the risk-mitigation needs of online fashion purchases (Gomes et al., 2022; Ao et al., 2023).

Influencer Mediation

The coefficient for the mediating pathway strongly validates the central hypothesis of this study, confirming that influencers serve as a crucial and superior transmission mechanism in translating Live Streaming Commerce stimulus into Purchase Intention. The logic behind the dominance of this mediation effect, which results in greater influence than the direct LSC PI, is specifically related to the characteristics of respondents who are primarily women, Generation Z, students, and located in urban centres such as Makassar City (Macheka et al., 2023; Maghraoui & Khrouf, 2024). This group is digitally native consumers who shop for fashion (hedonic goods), but at the same time strongly demand authentic visual verification and real-time interaction to mitigate the risk of product mismatches (Gomes et al., 2022; Jamil et al., 2023). LSCs (Stimulus) provide an interactive stage, but Influencers (Organisms) are agents who use those stages to build the necessary credibility; without validation from trusted Influencers, information-rich LSC stimulus is less likely to be effective in cultivating purchase intent to the fullest ((Huo et al., 2023; Garg & Bakshi, 2024; Wu et al., 2024; Erwin et al., 2025). Thus, Influencers become a psychological prerequisite that converts product information into trust, thereby triggering purchases (Kanwar & Huang, 2022; Erwin et al., 2023; Müller-Pérez et al., 2025).

These partial mediation findings make an important theoretical contribution, especially by expanding the Stimulus-Organism-Response (S-O-R) Model. Meanwhile, previous literature identified psychological flow and generic trust as mediators between LSC social presence and purchasing decisions (Liu et al., 2022; Wu & Huang, 2023). This study refines the construct of Organism by isolating Influencer Credibility and Appeal. The significance of mediation suggests that Influencers are not merely antecedents but also essential cognitive functions activated by LSCs to facilitate the formation of purchase intent (Coutinho et al., 2023; Wang & Shahzad, 2024). Previous research has also emphasised that in community and influencer-driven social commerce markets, such as in Indonesia, peer-to-peer validation and host recommendations in LSCs result in significantly higher trust levels than static online reviews, effectively increasing purchase intentions (Wei et al., 2022; Li et al., 2023; Macheka et al., 2023; Rosillo-Díaz et al., 2024). Therefore, Influencers act as a risk filter and a catalyst for trust, bridging the gap between LSC's presentation capabilities and consumers' need for authenticity, thus creating the most effective causality pathway to purchase intent.

5. Conclusion

This investigation conclusively shows that the transformation from an immersive digital commerce environment to purchasing decisions in the fashion segment in South Sulawesi Province depends on a structured and proven dominant pillar. Although a rich, real-time interaction environment provides a foundational stimulus that drives direct buying interest, a

phenomenon supported by high adoption among young generations and urban consumers, the impact on purchase intent is generated through channels mediated by authentic intermediaries. These findings reflect the fundamental needs of consumers, who inherently require assurances of trust from trusted figures to eliminate product risks and uncertainties. By pinpointing the precise causal pathways through which the digital environment translates into buying actions, the study confirms that live commerce strategies must go beyond mere technology presentations. Marketing campaign optimisation requires a strategic focus on strengthening the authorisation of respected, trustworthy human resources, as this mechanism effectively converts passive audiences into high-intent buyers. This research provides a clear roadmap for the fashion industry and business actors to invest in the formation of credible authority figures, which is key to achieving optimal, sustainable conversion rates, especially in risk-sensitive, proof-of-concept markets such as the Eastern Region of Indonesia.

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Conflict of Interest

From the beginning of this research to the writing of the research results, no conflicts of interest were experienced by any of the parties.

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