

Drivers of Live-Stream Shopping Intention: Case Study of Shopee Malaysia

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ABSTRACT

The rapid growth of live-stream shopping has changed consumer purchasing behavior. In Malaysia, Shopee Live has become a popular platform for consumers to engage with streamers in real time. This study aims to investigate the key factors influencing consumer's intentions in live-stream shopping on Shopee Malaysia. We want to find out the impact of perceived enjoyment, trust in streamers, perceived utility, and self-presentation on live-stream shopping intention. A quantitative research method will be used, and data will be collected through a survey questionnaire distributed via Google Forms from 153 Shopee Live users in Malaysia. Our findings indicates that consumers live-stream shopping intentions in Shopee Live are driven primarily by self-presentation, followed by perceived utility and trust in the streamer, while perceived enjoyment does not significant influenced. This study contributes to a better understanding of consumer behavior in live-stream commerce and to help Shopee Malaysia develop more effective live-streaming strategies that strengthen consumer's shopping intentions in the long term.

Keywords: Consumer Shopping Intention, Live Commerce, Live-Stream Shopping, Online Consumer Behavior, Shopee Malaysia

INTRODUCTION

Shopee Live is one of the fastest-growing live commerce platforms in Malaysia and Southeast Asia, transforming the way consumers interact with sellers and make purchase decisions. Shopee success in Malaysian market is attributed to its localized strategies and have ability to adapt to e-commerce trends. (Madan et al., 2022) As live-stream shopping continues to expand rapidly, understanding the factors that influence consumers' purchase intention has become increasingly important (Fadila et al., 2025). Prior studies on digital platforms in Malaysia have consistently shown that customer satisfaction, trust, and loyalty are key antecedents of purchase intention across both traditional and digital retail contexts (Yo et al., 2021; Kee et al., 2023). The increasing integration of intelligent technologies and interactive features in online platforms further strengthens consumers' engagement and purchase decision-making processes (Ravi et al., 2024). The goal of this study is to explore how consumers' perceptions of enjoyment, utility, self-presentation, and trust in streamers influence their purchase intention on Shopee Live in Malaysia. This study builds on previous empirical and conceptual research (Khatimah et al., 2024; Putri et al., 2024; Wong et al., 2024; Astuti & Febrianty, 2024; Kusumartira et al., 2025), which suggests that both platform characteristics and streamer-related factors significantly shape consumers' online purchase behavior. In the Malaysian context, earlier Shopee-related studies have primarily emphasized customer satisfaction and post-purchase outcomes rather than real-time interaction and social engagement mechanisms (Yo et al., 2021; Kee et al., 2022a). In addition, studies on brand trust and brand loyalty demonstrate that trust-based relationships significantly enhance consumers' willingness to purchase, particularly in competitive digital environments (Kee et al., 2023). These findings highlight the need to extend prior research by examining trust and engagement drivers within live-stream shopping contexts.

There are various reasons why consumers engage in online shopping. Some are driven by hedonic motivations, such as enjoyment and entertainment, while others are motivated by utilitarian needs, such as efficiency and access to useful product information. Prior research indicates that online shoppers' purchase intentions are shaped by both hedonic and utilitarian values (Wong et al., 2024; Kee et al., 2022a). For example, when shoppers enjoy watching a streamer, they are more likely to remain engaged with the platform and engage in impulse purchases (Wong et al., 2024). Conversely, utilitarian value, such as accurate information, live product demonstrations, and responsive communication, enhances perceived usefulness and decision confidence (Putri et al., 2024). Moreover, recent evidence suggests that advanced digital features, including artificial intelligence-driven personalization and recommendations, further strengthen purchase intention by enhancing perceived usefulness and satisfaction (Ravi et al., 2024). Another important dimension of live commerce is self-presentation motivation, which reflects consumers' desire to project a favorable image to others through their purchasing behavior (Zhao et al., 2020). In live-streaming commerce, self-presentation may manifest through the purchase of trendy or socially visible products to enhance confidence and social approval. Trust in streamers also plays a pivotal role in reducing perceived risk and fostering purchase intention (Astuti & Febrianty, 2024). Consistent with broader branding research, higher levels of trust are associated with stronger purchase intentions and loyalty outcomes (Kee et al., 2023). Recent findings by Kusumartira et al. (2025) further emphasize the importance of trust and relational engagement in sustaining consumer participation in live commerce environments.

Although existing studies on live commerce in Southeast Asia provide valuable insights, much of the research tends to focus on technological features or platform-level attributes while paying less attention to the combined psychological mechanisms of enjoyment, utility, self-presentation, and trust in streamers (Astuti & Febrianty, 2024). This gap is particularly evident in the Shopee Live context, despite extensive Malaysian research on customer satisfaction, trust, loyalty, and digitally mediated purchase behavior across platforms such as Shopee, McDonald's, and GrabFood (Yo et al., 2021; Kee et al., 2023; Ravi et al., 2024). Therefore, a more integrated research model is needed to explain how these factors jointly influence purchase intention in live-stream shopping.

To address this research gap, the present study investigates how perceived enjoyment, perceived utility, self-presentation, and trust in streamers influence consumers' purchase intention on Shopee Live in Malaysia. From a practical perspective, Shopee and its live-stream creators would benefit from evidence-based insights regarding which combinations of these factors most strongly predict purchase intention, enabling them to refine platform design, streamer training, and interactive features to improve engagement and conversion rates. To achieve these objectives, this study models purchase intention as a function of four independent variables: perceived enjoyment, perceived utility, self-presentation, and trust in the streamer. Measurement instruments were adapted from previously validated scales used in recent Nusantara studies and established e-commerce research (Astuti & Febrianty, 2024; Khatimah et al., 2024; Putri et al., 2024; Wong et al., 2024; Kusumartira et al., 2025). By focusing on active Shopee Live users, the study examines actual perceptions and behavioral intentions rather than hypothetical responses. Confirmatory factor analysis was employed to validate the measurement model, followed by structural equation modelling to assess the direct effects and relative importance of each predictor after controlling for demographic characteristics and prior platform experience.

In summary, this study examines the extent to which self-presentation moderates the relationship between perceived enjoyment and purchase intention, proposing that viewers who perceive live streams as social stages may respond differently to hedonic cues compared to those who view streams as personal shopping spaces. By integrating psychological, relational, and technological perspectives, this research contributes to the live commerce literature and offers practical implications for platform operators and streamers seeking to enhance user experience, engagement, and conversion performance.

LITERATURE REVIEW

Theoretical Background: Uses and Gratifications (U&G) Theory

As originally developed for mass communications studies, uses and gratifications (U&G) theory explains how people actively seek out and use media to meet their personal and social needs (Katz et al., 1973). Users have goals when selecting and using media, and therefore will be selective and will choose media that will help them obtain those particular gratifications (Rubin, 2002). U&G theory has also been used to explain consumer behavior within digital commerce, particularly across multiple platforms such as social media instant messaging and most recently, live streaming services. According to the theory, there is a distinction between gratifications sought which is what users look for and gratifications obtained such as what users get. For example, in live-stream shopping experiences, consumers can gain different types of gratifications, which include hedonic such as enjoyment and entertainment, utilitarian gratifications such as practicality and time-saving, and social gratifications like social interaction and sense of belonging (Wongkitrungrueng & Assarut, 2018). Thus, the theory provides a good background for explaining why Malaysian consumers will engage in live-stream shopping

via Shopee Live as it takes into account both the functional and experiential reasons behind their shopping intentions. Hence, this theory is an appropriate framework for understanding the reasoning that Malaysian consumers will participate in live-stream shopping through Shopee Live by considering the functional aspects of shopping as well as the experiential aspects of shopping intentions. As Wong et al. (2024) demonstrate with recent studies, U&G theory has also been shown to be applicable to the study of Malaysian consumer's on-line purchasing intention across many types of e-commerce sites.

Perceived Enjoyment

The extent to which people enjoy using technology is known as perceived enjoyment — this includes how much pleasure an individual derives from using any form of technology, with or without an end product. Perceived enjoyment is a key element of media consumption. There are a number of ways in which individuals derive enjoyment from live-streaming, these may include the entertaining manner in which products are presented by the streamer, the possibility of participating in interactive gaming opportunities provided to the viewer and the thrill of having limited-time sales (Wongkitrungrueng & Assarut, 2018). Prior research has been consistent in identifying hedonic motivations as being among the most influential factors driving consumer purchasing behavior on-line. More recent studies have indicated that hedonic shopping motivation is a strong determinant of impulse purchases among Generation Z consumers on e-commerce sites (Zein, et al., 2025) Due to the potential for engaging in a highly interactive and colorful environment while watching a live-stream, which may provide additional entertainment opportunities through mechanisms such as chat boxes and rapid feedback, it is possible to derive greater entertainment value from live streaming than from a traditional e-commerce platform. Studies researching live streaming in Asian countries have found that perceived enjoyment positively affects shopping intentions (Hsu et al., 2020). Therefore:

H1: Perceived enjoyment of user has a significantly positive impact on the intention to live-streaming shopping

Trust in Streamer

Even though there is no hypothesis about trust to digital influencer and/or streamer in the study of the reference document but it will be very important for the overall Live-Stream Commerce because as they are the 'opinion leaders' who have built credibility, through content knowledge, authenticity and their connection to a community of viewers (Park & Lin, 2020) the trustworthiness perceived by viewers of the streamers, influences the manner in which customers evaluate recommendations of products and buying experiences (Ladhari, et al., 2020). Empirical studies recently confirmed that live stream commerce features along with the trust of customers affect the decision-making process of purchasing (Fadila et al., 2025) and that the trust of brand in the live streaming platform mediates the relationship between purchasing experience through shoppable live streams and purchasing intentions (Kusumartira et al., 2025; Kee et al., 2025). In Malaysia, especially for building a relationship with the viewers is very important, like in China for example the Chinese concept of Guanxi, Zhang et al., 2020. For example, in Malaysia the effectiveness of live-stream hosts often influences by Key Opinion Leaders (KOLs), whose shapes consumer purchasing intention on social media. (Ng et al., 2023) Therefore, the creation of parasocial relationships between the viewers and the streamers through a continuous communication will be able to increase the level of trust and consequently the purchasing intention (Hsu et al., 2020). Therefore:

H2: Trust in streamer of user has a significantly positive impact on the intention to live-streaming shopping

Perceived Utility

Perceived utility is a form of utilitarian satisfaction consumers receive from utilizing live streaming for shopping when it meets their needs efficiently (Gan & Li, 2018). Platform usefulness is often judged by how well the technology make things easier for users need. (Kee & Rubel, 2021) These needs could be information about products you need, finding quality products for the price you want, and making good purchasing decisions based on your budget. Utilitarian benefits of live streaming go beyond shopping. There are many benefits of live streaming such as viewing a product live time, immediate answers to questions, special pricing for live streams, and sales on specific products (Zhang et al., 2020). The interactive part of live streaming also has several utilitarian benefits including allowing the consumer to ask questions and get instant answers to reduce the uncertainty purchaser's experience (Sun et al., 2019). Furthermore, immersive experiences of live streams have also been proven to be mediators in relationships between consumers and their purchasing intentions (Putri et al., 2024). Past research has shown that utilitarian motivations of engagement with social commerce were positively correlated (Wongkitrungrueng & Assarut, 2018). Therefore, due to practical benefits being identified within the Shopee Live:

H3: Perceived utility of user has a significantly positive impact on the intention to live-streaming shopping

Self-Presentation

Self-presentation reflects individuals' desires for controlling how they are seen by other persons through their consumption choices (Goffman, 1959). In live-stream shopping, purchases may be indicators of the fashion consciousness, trend-wise and socially status aware (Zein and Ambarwati, 2025). Streamers often behold themselves as fashion leaders and trend setters, and their suggestions about products have value to consumers looking to improve their self-image (Gan & Li, 2018). The social manifestation nature of live-stream shopping, which allows others to see participation in such, through comments and purchases made, strengthen the self-presentation possibilities. Studies have shown that self-presentation reasons have a bearing upon aspects of technology adaptation and shopping intention pertaining to the online realm, especially products with symbolic value (Kim & Kim, 2020). Hence:

H4: Self-presentation of user has a significantly positive impact on the intention to live-streaming shopping.

Conceptual Framework

The study framework model is depicted in Figure 1.

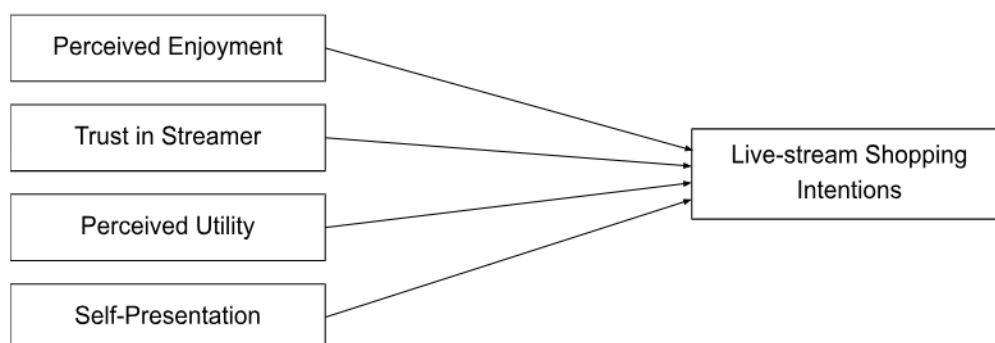


Figure 1. Conceptual Framework

RESEARCH METHOD

Sample and Procedures

This study will focus on Shopee Live users in Malaysia which is our target population, these individuals frequently participate in live-stream shopping activities. We are aiming to explore how perceived enjoyment, trust in streamers, perceived utility, and self-presentation influence Shopee users on live-stream shopping intention. The research will adopt a quantitative survey, and the unit of analysis will be Shopee users who engage with Shopee Live streamers. We constructed a survey questionnaire by using Google Form. We used Google form for our data collection because it's the most efficient way for quantitative survey and it can be distributed online.

Measures

All items in this study, including those related to perceived enjoyment, trust in streamers, perceived utility, self-presentation and live-stream shopping intention. These items are measured using a 5-point Likert scale. The scale ranges from 1 (Strongly Disagree) to 5 (Strongly Agree). The items were also pre-tested to ensure clarity, relevance, and face validity.

Perceived Enjoyment: Four items were designed to evaluate how consumers find Shopee Live enjoyable and entertaining. (Sun et al., 2019) An example item is: “*I find watching Shopee Live enjoyable.*”

Trust in Streamer: Four items were used to evaluate user confidence in the reliability and honesty of Shopee Live Streamers. (Setyono, C. A., & Berlianto, M. P. 2025) An example item is: “*I trust the information provided by Shopee Live streamers.*”

Perceived Utility: Four items were used to measure how useful consumers perceive Shopee Live to be in helping them make informed purchase decisions. (Sun et al., 2019) An example item is: “*Live-stream shopping helps me understand the product better before buying.*”

Self-Presentation: Four items measured how users use Shopee Live to express themselves or manage their social image. (Wongkitrungrueng & Assarut, 2020) An example item is: “*I used Shopee Live because I want to keep pace with trends.*”

Live-stream Shopping Intentions: Five items measured the likelihood that viewers will make purchases after watching Shopee Live Streams. (Tarigan, A., Noor, L. S., & Maharani, K. P. P., 2024). An example item is: “*I am likely to continue shopping through Shopee Live in the future.*”

RESULTS

Table 1 shows that 37.3% of the respondents are males and 62.7% are females. Most respondents which 36.6% are from the age group of 18-24 years old and the fewest respondents with 8.5% are from the age group of 45 years old or above. In terms of the highest educational level, most of the respondents which 41.8% have a Bachelor's Degree qualification. Higher education levels have been associated with greater adoption of online shopping technologies (Fedorko et al., 2024) Many respondents watch Shopee Live several times a week 37.3%. Only a small number watch it rarely with 6.5% or occasionally with 7.2%. In terms of purchasing behavior, most respondents buy items sometimes with 32.0% and only a small number rarely with 11.1% or never making purchases with 3.3%. For duration of use, many respondents have been using Shopee Live for a long time, especially those who have used it for more than two years which 43.8% or between one to two years which 35.3%.

Table 1. Summary of Respondents' Demography (N=153)

Response	Frequency	Percent (%)
Gender		
Male	57	37.3
Female	96	62.7
Age		
18-24 years old	56	36.6
25-34 years old	48	31.4
35-44 years old	36	23.5
45 years old and above	13	8.5
Highest education level		
Secondary school	27	17.6
Diploma	50	32.7
Bachelor's Degree	64	41.8
Master's Degree	5	3.3
PhD	7	4.6
Frequency of watching Shopee Live		
Daily	34	22.2
Several times a week	57	37.3
Once a week	41	26.8
Occasionally	11	7.2
Rarely	10	6.5
Frequency of purchasing items through Shopee Live		
Very Often	40	26.1
Often	42	27.5
Sometimes	49	32.0
Rarely	17	11.1
Never	5	3.3
Duration of using Shopee Live		
Less than 6 months	13	8.5
6 months - 1 year	19	12.4
1 – 2 years	54	35.3
More than 2 years	67	43.8

Table 2. Descriptive statistics, Cronbach's Coefficient Alpha, and Zero-order Correlations for all study variables

Variable	1	2	3	4	5
1. Perceived Enjoyment	0.789				
2. Trust in Streamer	0.678**	0.794			
3. Perceived Utility	0.687**	0.649**	0.749		
4. Self-Presentation	0.712**	0.690**	0.686**	0.800	
5. Live-stream Shopping Intention	0.691**	0.699**	0.727**	0.767**	0.821
Number of Items	4	4	4	4	5
Mean	4.065	3.786	4.103	3.946	4.018
Standard Deviation	0.695	0.696	0.652	0.725	0.686

Note: N = 153; *p < .05, **p < .01, ***p < .001. The bold diagonal entries represent Cronbach's coefficient alpha.

The result in Table 2 indicates that the Cronbach's coefficient alpha for the five variables show good reliability, with alpha coefficients ranging between 0.74 and 0.82. This means the items used to measure each variable demonstrates high levels of reliability.

According to the Pearson correlation coefficient in the table, perceived enjoyment, trust in streamers, perceived utility and self-presentation all have moderate to strong positive relationships with live-stream shopping intention. These findings indicate that higher levels of these factors are associated with stronger intentions to shop through live-streams. Among the variables, perceived enjoyment ($r=0.691^{**}$) and trust in streamers ($r=0.699^{**}$) have a moderate relationship with the live-stream shopping intention because the value of r is 0.69. Moreover, perceived utility ($r=0.727^{**}$) and self-presentation ($r=0.767^{**}$) have some of the stronger correlations with live-stream shopping intention because the value of r is greater than 0.7. All the correlation coefficients are highly statistically significant ($p<0.001$) strongly suggesting that the relationships are not due to chance.

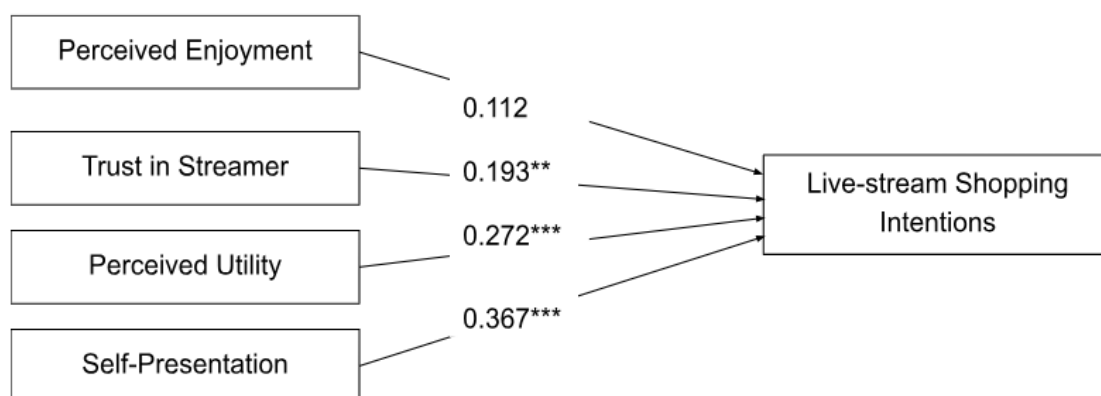
Table 3. Regression analysis

Variable	Live-stream Shopping Intention
1. Perceived Enjoyment	0.112
2. Trust in Streamers	0.193 ^{**}
3. Perceived Utility	0.272 ^{***}
4. Self-Presentation	0.367 ^{***}
R²	0.692
F value	83.059
Durbin- Watson Statistics	2.286

*Note: N=154; * $p < .05$, ** $p < .01$, *** $p < .001$. Standardized coefficients Beta are reported.*

Based on Table 3, self-presentation shows the strongest determinant on live-stream shopping intention with beta values of 0.367 and significant levels are <0.001 . Therefore, these findings support Hypothesis 4. This supports the notion that self-presentation motives play a key role in social commerce environments (Zhao et al.,2021). Meanwhile, Hypothesis 3 also demonstrated a strong positive relationship with beta value of 0.272 and significant level $p<0.001$. In addition, Hypothesis 2 with beta value of 0.193 showed a moderate significant influence on shopping ignition. In contrast, Hypothesis 1 did not significantly predict shopping intention, as shown by its low beta value 0.112. The value of R^2 was 0.692, indicating that 69.2% of the variation in live stream shopping intention can be explained by the four independent variables. According to Hair et al. (2019), an R^2 value above 0.50 is considered substantial in behavioral research. The F value of 83.059 ($p<0.001$) shows that the overall regression model is statistically significant. Overall, the findings reveal that self-presentation, trust in streamer and perceived utility are the primary factors influencing live-stream shopping intentions with self-presentation emerging as the strongest predictor among them.

Figure 2. Hypothesized Model



DISCUSSION

This study analyses the key factors that drive people to shop on Shopee Live streams. There are four independent variables that were hypothesized to influence consumer live-stream shopping intention which is perceived enjoyment, trust in streamers, perceived utility, and self-presentation. This section discusses the findings in relation to existing literature and research hypotheses. In our study, the result shows that three hypothesized factors are positively and statistically significant drive consumer live-stream shopping intention toward Shopee Live including trust in streamers ($\beta=0.193^{**}$), perceived utility ($\beta=0.272^{***}$), self-presentation ($\beta=0.367^{***}$). The findings show that these three factors statistically influencing the dependent variable, while the perceived enjoyment were found to be statistically insignificant. In regression analysis ($R^2 = 0.692$), this indicates that 69.2% of the variance is explained in consumer live-stream shopping intention.

Perceived Enjoyment and Its Limited Influence

In the reliability test, Cronbach's alpha was 0.789, this demonstrated good reliability. Since perceived enjoyment had the lowest beta value of 0.112 with no asterisk, the analysis indicates that perceived enjoyment positively influences live-stream shopping intentions but does not significantly predict shopping intention. (H1) This suggests that while enjoyment correlates with intention, it does not independently drive the live stream shopping intention when other factors are present. While consumers may find the live stream entertaining, this enjoyment alone does not necessarily transform into a purchase intention without other factors like perceived utility. The finding is consistent with Jiang et al. (2024), who similarly found out entertainment features attract viewer attention, but does not significantly influence final purchase decisions compared to other factors such as trust in streamer. Similarly, Yu and Zheng (2020), who found that functional value such as perceived utility is often the primary determinant of purchase intention in live-streaming commerce. This explained that entertainment is mainly for hedonic needs rather than transactional goals. Moreover, explained why high levels of enjoyment but does not lead to actual purchases.

Trust In Streamer and Its Influence

In the findings, the beta value of 0.193 consumer trust in the streamers showed a moderate impact on intention to make live purchases in Shopee Live. The impact is statistically significant ($p < 0.01$), though slightly less powerful than self-presentation or perceived utility. This confirms that trust in streamers is a significant driver of live-stream shopping intention. (H2) The results align with Wongkitrungrueng and Assarut (2020), who argue that in live-stream shopping, the streamers are acts as a guarantor of their products quality, their trust may reduce the perceived risk and uncertainty with those products sold online and cannot be physically inspected. This also supported by (Fadila

et al., 2025), who found that trust play an important role in the Shopee Live context. Furthermore, streamer's expertise and consistent interaction with the viewers significantly lower hesitation to purchase which turns viewers to buyers, especially the female younger consumer which mostly this study respondents are. Streamers act as the psychological gap between the online store and the consumer, making consumers feel safer and more reliable, so this drives consumer intention to purchase.

Perceived Utility and Its Impact

Based on the research data, perceived utility demonstrates a strong positive impact, with a beta value of 0.272 and its highly statistically significant ($p < 0.001$). This result indicates that when users find the live stream useful, their intention to purchase will significantly increase. (H3) Unlike traditional online shopping, where consumers looking for the static images, the main need of users when watching live broadcasts is to solve problems related to purchase decision-making. They appreciate the practical value of live broadcasts. For example, product detail demonstrations, quick question responses, special offers. The educational value can always significantly increase consumers' willingness to make live purchases, and in terms of impact, it holds a leading position. This is consistent with Sun et al. (2019), who found that the informative value and visibility provided during live streams reduce uncertainty and enhance the perceived utility of consumer shopping experience. Furthermore, this also suggests that the interactive and immersive nature of Shopee Live enhances the practical value consumers get from the live-stream, and driver intention to buy. (Putri et al., 2024)

Perceived Self-Presentation and Its Importance

The results shown, self-presentation has the strongest impact towards live-stream shopping intention among all variables in our study, with a beta value of 0.367 ($p < 0.001$). This impacts a high statistically significant relationship that supports H4, suggesting that consumers who feel that live-streaming in Shopee Live helps them present a positive image and confidants of themselves are significantly more likely to purchase in live-stream. This implies that it is not only about the product but also about how participating in a live-stream shopping event impacts their perception of themselves and their social image. For example, the streamer show that the product can increase consumer confidence or allow them to be fashionable, the viewers will more likely to purchase the products. This aligns with Zhao et al. (2020), who emphasized that self-presentation plays a key role in social commerce environments, where consumers will purchase products to project a specific image to others. Therefore, by purchasing products in live-streams, consumers can purchase trending products and align themselves with the lifestyle performed by the streamer. Moreover, consumers can keep pace with the trends, which they may feel create a positive impression of themselves.

Practical Implications

This study offers actionable insights for live commerce and live-streamers, especially Shopee Live. This can enhance live-stream shopping intentions by implementing several key strategies. Firstly, strengthening self-presentation is essential, as it is the strongest predictor of live-stream shopping intention in this study. Shopee Live can emphasize the trend products with "exclusive" or "must-have" to viewers that need for social validation. Secondly, maximizing perceived utility plays a vital role to convert viewers to buyers. Shopee Live platforms can increase the informational capacity of live-stream content by helping users make purchase decisions through clear and real product demonstrations and answering questions, thus strengthening their sense of the usefulness of live-streams. Thirdly, continuously build trust by standardizing product sales actions, improving evaluation and after-sales service mechanisms, and encouraging the streams to establish long-term and stable interactions with fans. As long as the atmosphere of

live-streams remains engaging, consumers need for social projection with trustworthy and functional value can significantly be transformed into purchase intention.

CONCLUSION

This research gives an all-rounded insight into the factors that driven consumer live-stream shopping intention by using Shopee Live as a case study. The findings highlight how self-presentation, perceived utility, and trust in streamers significantly influence consumer buying intention. These results show that live-stream shopping is no longer merely an entertainment. Instead, it is a platform that is driven by social identity and functional value.

The study confirms that self-presentation is the most influential driver of live-stream shopping intention. This suggests that consumers are highly motivated by the products that can build a positive social image. At the same time, the trend-products are not only bought for their function but they also have another value on self-expression. The study also highlights the importance of perceived utility and trust in streams of live commerce. Although viewers may enjoy the entertaining and interactive during the live streams, they are more likely to purchase when the information provided is useful and easy to get the product from click to delivery. Moreover, the streamer is seen to be honest and reliable as they are the bridge between sellers and buyers. This suggests that entertainment cannot alone drive sales. Instead, successful live-stream shopping depends on meaningful content combined with authentic interaction to drive decision-making.

Several recommendations are suggested to future researchers. Firstly, in this study most respondents were young females aged between 18 and 24, future studies should include a more diverse group of participants such as older male demographics. This would help determine whether consumers from different age groups or genders prioritize utility or self-presentation. Secondly, this study was only focused on Shopee Live, future research can compare live-stream shopping intentions from different platforms like TikTok Shop and Instagram Live. This can investigate whether the influence of self-presentation is similar across different live-stream shopping platforms. Thirdly, longitudinal research is recommended to track how trust in streamers develops or maintained over time. This may provide deeper insights into customer loyalty and long-term purchasing behavior.

LIMITATION

Firstly, the sample size (N=153) and demographic distributions limit the extent to which the findings can be generalized. The research sample size is relatively small which is 153. Moreover, the respondents have more female participants (62.7%) and younger users aged 18-24 years (36.6%). Overall, the findings mainly reflect the views and behaviors from young female consumers. The male and older age users groups who only made up 8.5% of the sample, may not be adequately represented. Secondly, this study is restricted to a single platform which is Shopee Live Malaysia. The findings are only focused on one particular live commerce. Different platforms like TikTok Shop, Facebook Live, Instagram Live that have different community cultures and user interfaces. Therefore, the findings like the influence of self-presentation observed in this study may differ in other live commerce. Thirdly, this study uses a cross-sectional research design. The data was collected at a single point in time, which is just a snapshot of consumer intention towards Shopee Live but it cannot determine how behavior changes over time. For example, the influence of trust in streamers was found to be significantly positive, but a cross-sectional research design does not reveal how this trust is built or maintained over time.

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DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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