

The Role of Consumer Behavior and Loyalty in Shaping Purchase Intention in Live-Streaming E-Commerce

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ABSTRACT

Purpose — This study aims to examine the influence of consumer behavior on purchase intention through consumer loyalty as a mediating variable within the context of live-streaming e-commerce. The rapid development of interactive digital commerce has transformed consumer purchasing patterns, making it essential to understand how behavioral engagement influences loyalty and purchasing decisions.

Design/methods/approach — A quantitative approach with a causal research design was employed. Data were collected from 192 respondents who had experience using live-streaming shopping features and live discount vouchers on e-commerce platforms. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate both direct and indirect relationships among consumer behavior, consumer loyalty, and purchase intention.

Findings — The results indicate that consumer behavior has a significant positive effect on purchase intention and consumer loyalty. Consumer loyalty also significantly influences purchase intention and serves as a mediating variable that strengthens the relationship between consumer behavior and purchase intention. The structural model demonstrates strong explanatory power, indicating that consumer behavior and loyalty are key determinants of purchasing decisions in live-streaming commerce environments.

Research implications/limitations — This study contributes to the development of digital consumer behavior literature by integrating consumer behavior and loyalty within the live-streaming commerce context. However, the study is limited to respondents in one geographic area and focuses on specific promotional features. Future research may include additional variables such as trust, perceived value, and digital experience to expand the model.

Originality/value — This research provides empirical insights into the strategic role of consumer loyalty in mediating the relationship between consumer behavior and purchase intention in live-streaming e-commerce. The findings offer practical implications for e-commerce platforms to develop interactive and loyalty-driven promotional strategies that enhance consumer engagement and sustain purchasing intention in competitive digital markets.

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Introduction

The rapid advancement of digital technology has fundamentally transformed global consumer purchasing behavior and reshaped the business landscape. The growth of e-commerce, supported by increasing internet penetration and mobile device usage, has created new opportunities for companies to reach consumers and conduct transactions more efficiently. Digital commerce continues to expand worldwide as consumers shift toward online platforms that offer convenience, accessibility, and personalized experiences (Zhang et al., 2021; Khalid et al., 2025; Rubiyanti et al., 2026). In emerging markets such as Indonesia, this transformation is particularly significant due to the rapid adoption of digital platforms and online payment systems, making e-commerce a dominant driver of economic growth and consumer engagement.

Within this evolving digital ecosystem, live-streaming commerce has emerged as one of the most influential innovations in online marketing. Live commerce integrates entertainment, real-time interaction, and promotional strategies to create immersive shopping experiences that shape consumer decision-making processes. Through live streaming features, sellers can demonstrate products, interact directly with consumers, and offer exclusive promotions that encourage immediate purchases. Previous studies have shown that interactive digital environments significantly enhance consumer engagement and reduce uncertainty in online transactions by providing real-time information and social interaction (Araujo et al., 2022; Zhang et al., 2021; Suryono & Saifullah, 2025). The presence of live-streaming promotions and discount vouchers has also been found to stimulate impulsive buying behavior and strengthen emotional connections between consumers and brands (Rubiyanti et al., 2026; Khalid et al., 2025).

Consumer behavior in digital environments plays a crucial role in determining the effectiveness of e-commerce strategies. Consumer behavior refers to the processes and actions undertaken by individuals when selecting, purchasing, and using products or services in response to their needs and preferences. In online contexts, consumer behavior is influenced by cultural, social, personal, and psychological factors that shape purchasing decisions and brand preferences (Kotler & Keller, 2016; Irwansyah et al., 2021). The integration of digital technologies and interactive marketing tools has intensified these influences, making consumer behavior more dynamic and responsive to promotional stimuli. Research indicates that positive consumer behavior toward digital platforms significantly influences purchase intention, as consumers are more likely to buy products when they perceive value, convenience, and trust in the platform (Araujo et al., 2022; Suryono & Saifullah, 2025).

Purchase intention represents a consumer's willingness or likelihood to purchase a particular product or service and is considered a key predictor of actual purchasing behavior. According to Hasan (2014), purchase intention reflects consumers' mental readiness to make a purchase based on their evaluation of product attributes, price, and promotional strategies. In digital commerce, purchase intention is influenced by various factors including perceived value, promotional attractiveness, and user experience (Gracela et al., 2022; Hidayat & Assalam, 2021). The presence of live-streaming promotions and real-time interaction can strengthen purchase intention by providing more convincing product information and creating a sense of urgency that encourages immediate purchasing decisions (Araujo et al., 2022; Khalid et al., 2025).

However, sustaining purchase intention in the long term requires more than attractive promotions and interactive features. Consumer loyalty plays a critical role in maintaining continuous engagement and repeat purchases. Consumer loyalty refers to a consumer's

commitment to consistently repurchase or support a particular product or brand over time despite alternative options and competitive offers (Kotler & Keller, 2016; Marlius, 2020). Loyal consumers tend to exhibit repeat purchasing behavior, provide positive recommendations, and resist switching to competing brands. Previous studies suggest that consumer loyalty significantly influences purchase intention and acts as a strategic factor in strengthening the relationship between consumer behavior and purchasing decisions (Rosanto & Sari, 2022; Suvittawat, 2022; Suri, 2018). This indicates that consumer loyalty may function as an important mediating variable that converts behavioral engagement into sustained purchase intention.

Generation Z consumers, as digital natives, represent a key segment in the live-streaming commerce ecosystem. Their familiarity with technology, high social media engagement, and responsiveness to digital promotions make them highly influential in shaping e-commerce trends. This generation tends to seek interactive, fast, and visually engaging shopping experiences that align with their digital lifestyle (Araujo et al., 2022; Rubiyanti et al., 2026). Despite their high engagement, maintaining loyalty among Generation Z consumers remains a challenge due to intense competition among e-commerce platforms and the abundance of promotional alternatives. Therefore, understanding how consumer behavior influenced by live-streaming promotions translates into loyalty and purchase intention is essential for developing sustainable digital marketing strategies.

In Indonesia, the competition among e-commerce platforms such as Shopee and TikTok Shop has intensified with the introduction of live-streaming features and discount voucher programs. These strategies are designed to attract consumers, increase engagement, and stimulate purchasing activity. However, empirical studies examining the role of consumer loyalty as a mediating variable between consumer behavior and purchase intention in live-streaming commerce remain limited. This research gap highlights the need for a comprehensive analysis of how consumer behavior shaped by live-streaming promotions influences purchase intention through the formation of consumer loyalty in the Indonesian e-commerce context.

Therefore, this study aims to analyze the influence of consumer behavior on purchase intention through consumer loyalty as a mediating variable in the context of live discount voucher usage in e-commerce platforms. This research contributes theoretically by integrating consumer behavior, loyalty, and purchase intention frameworks within the live-streaming commerce environment. Practically, the findings are expected to provide strategic insights for e-commerce platforms in designing interactive and loyalty-driven marketing strategies to enhance purchase intention and sustain competitive advantage in the digital era.

Methods

Research Design

This study employed a quantitative approach to examine the relationships among consumer behavior, consumer loyalty, and purchase intention within the context of live-streaming e-commerce. A causal research design was adopted to identify both direct and indirect effects among the variables and to provide empirical evidence regarding consumer decision-making patterns in digital commerce environments (Hair et al., 2019; Ghozali & Latan, 2015). The quantitative approach was considered appropriate because it allows the measurement and testing of structural relationships among latent variables using statistical modelling.

Research Model

This study proposes a structural model that examines the influence of consumer behavior on purchase intention with consumer loyalty acting as a mediating variable. Consumer behavior is positioned as the independent variable reflecting how consumers respond to live-streaming promotions and digital discount vouchers. Purchase intention is treated as the dependent variable representing consumers' willingness to make purchases through live-streaming e-commerce platforms. Consumer loyalty is positioned as an intervening variable that strengthens the relationship between consumer behavior and purchase intention.

The conceptual framework assumes that positive consumer behavior toward interactive digital promotions can directly influence purchase intention. In addition, consumer behavior is expected to influence consumer loyalty, which in turn enhances purchase intention. Thus, consumer loyalty plays a mediating role in transforming behavioral engagement into sustained purchasing decisions within digital commerce environments.

Population and Sample

The population of this study consisted of users of e-commerce platforms who had experience participating in live-streaming shopping and using live discount vouchers. The research focused on consumers who actively engage with live-commerce features, as they represent the most relevant group for examining digital purchasing behavior.

A purposive sampling technique was employed to ensure that respondents met the criteria relevant to the research objectives. The criteria included individuals who had used live-streaming features and conducted purchases through e-commerce platforms. Data were collected through an online questionnaire distributed to respondents in Bandung, Indonesia. A total of 192 valid responses were obtained and analyzed in this study. This sample size meets the recommended minimum requirement for Structural Equation Modeling analysis, which generally ranges between 100 and 200 respondents to ensure stable parameter estimation (Hair et al., 2019).

Measurement of Variables

Data were collected using a structured questionnaire measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument was developed based on established theories and previous empirical studies and was adapted to fit the context of live-streaming e-commerce.

Consumer behavior was measured using indicators reflecting cultural, social, personal, and psychological factors influencing online purchasing decisions (Kotler & Keller, 2016; Irwansyah et al., 2021). Consumer loyalty was measured using indicators such as repeat purchase intention, retention, and willingness to recommend products or services to others (Kotler & Keller, 2016; Marlius, 2020). Purchase intention was measured using indicators related to transactional interest, referential interest, preferential interest, and exploratory interest in purchasing products through live-streaming platforms (Hasan, 2014; Hidayat & Assalam, 2021).

All measurement items were adapted from prior validated research and adjusted to reflect the live-streaming commerce context. Prior to full distribution, the questionnaire was reviewed to ensure clarity and relevance of each item.

Data Analysis Technique

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected because it is suitable for predictive and exploratory research models and capable of simultaneously analyzing complex relationships among latent variables (Hair et al., 2019).

The analysis was conducted in two main stages. First, the measurement model (outer model) was evaluated to assess reliability and validity through indicator loadings, composite

reliability, Cronbach's alpha, average variance extracted (AVE), and discriminant validity. Second, the structural model (inner model) was evaluated by examining path coefficients, t-statistics, p-values, R-square values, effect size (f^2), and predictive relevance (Q^2) to determine the strength and significance of relationships among variables.

Through these analytical procedures, this study aims to provide empirical evidence regarding the mediating role of consumer loyalty in strengthening the relationship between consumer behavior and purchase intention within live-streaming e-commerce environments.

Result

Respondent Profile

A total of 192 valid responses were analyzed in this study. All respondents had prior experience using live-streaming features and live discount vouchers on e-commerce platforms. The demographic distribution confirms that the sample appropriately represents active digital consumers in the live-commerce ecosystem.

The majority of respondents were female (68.2%), indicating higher engagement of female consumers in live-streaming shopping activities. In terms of age, respondents aged 21–25 years accounted for 49% of the sample, followed by 17–20 years (39.6%), confirming the dominance of Generation Z in digital promotional interactions. Most respondents were students (73.4%), suggesting strong digital exposure and high familiarity with interactive e-commerce features. Income distribution shows that 87% of respondents earn below USD 323.46 per month, highlighting the relevance of discount-based promotional strategies in influencing purchasing decisions among price-sensitive consumers.

Table 2. Respondent Profile

Profile	Criteria	Frequency	Percentage
Gender	Male	61	31.8%
	Female	131	68.2%
Age	17–20 years	76	39.6%
	21–25 years	94	49.0%
	26–30 years	6	3.1%
	>30 years	16	8.3%
Occupation	Student	141	73.4%
	Employee/Labor	30	15.6%
	Entrepreneur	8	4.2%
	Others	13	6.8%
Income (USD)	≤ 64.69	62	32.3%
	64.69–323.46	105	54.7%
	323.46–646.91	22	11.5%
	≥ 646.91	3	1.6%

Measurement Model Evaluation

The measurement model was evaluated using indicator reliability, internal consistency reliability, convergent validity, and discriminant validity following PLS-SEM procedures.

All indicators demonstrated outer loading values above 0.70, confirming adequate indicator reliability. Internal consistency reliability was confirmed as Cronbach's alpha and

Composite Reliability values exceeded 0.70 for all constructs. Convergent validity was established through AVE values above 0.50, indicating sufficient variance explained by each construct.

Table 3. Measurement Model Summary

Variable	Cronbach's Alpha	Composite Reliability	AVE	Interpretation
Consumer Behavior	0.935	0.944	0.545	Reliable & Valid
Purchase Intention	0.930	0.941	0.615	Reliable & Valid
Consumer Loyalty	0.912	0.930	0.654	Reliable & Valid

The high reliability values indicate strong internal consistency among indicators. Consumer Loyalty exhibits the highest AVE (0.654), indicating strong convergence of its measurement items.

Structural Model Evaluation

After confirming the adequacy of the measurement model, the structural model was assessed.

Coefficient of Determination (R²)

The R-square value for Consumer Loyalty is 0.712, indicating that Consumer Behavior explains 71.2% of the variance in loyalty. This reflects substantial explanatory power.

The R-square value for Purchase Intention is 0.898, meaning that Consumer Behavior and Consumer Loyalty jointly explain 89.8% of the variance in purchase intention. This demonstrates very strong predictive capability of the model. According to Chin (1998) and Hair et al. (2019), R² values above 0.67 indicate substantial explanatory power.

Table 4. R-Square Results

Variable	R-Square	Interpretation
Consumer Loyalty	0.712	Substantial
Purchase Intention	0.898	Very Strong

Predictive Relevance (Q²)

Predictive relevance was assessed using Q² values obtained from blindfolding procedures.

Table 5. Predictive Relevance (Q²)

Variable	Q ²	Interpretation
Consumer Loyalty	0.458	High Predictive Relevance
Purchase Intention	0.544	High Predictive Relevance

Both Q^2 values exceed 0.35, indicating strong predictive relevance and confirming that the model is robust in forecasting behavioral outcomes.

Hypothesis Testing

Hypothesis testing was conducted using bootstrapping procedures.

Table 6. Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient	T-Statistic	p-Value	Result
H1	Consumer Behavior → Purchase Intention	0.405	7.104	0.000	Supported
H2	Consumer Behavior → Consumer Loyalty	0.846	34.117	0.000	Supported
H3	Consumer Loyalty → Purchase Intention	0.582	10.299	0.000	Supported
H4	Consumer Behavior → Consumer Loyalty → Purchase Intention	0.493	9.127	0.000	Supported

All path coefficients are positive and statistically significant ($p < 0.05$).

Consumer Behavior has a significant direct effect on Purchase Intention ($\beta = 0.405$), indicating that interactive engagement in live-streaming promotions directly stimulates buying intention. Consumer Behavior also strongly influences Consumer Loyalty ($\beta = 0.846$), suggesting that positive digital experiences foster long-term commitment.

Consumer Loyalty significantly influences Purchase Intention ($\beta = 0.582$), confirming that loyal consumers are more likely to make repeat purchases. Mediation analysis shows that Consumer Loyalty significantly mediates the relationship between Consumer Behavior and Purchase Intention ($\beta = 0.493$), indicating that loyalty strengthens and amplifies the behavioral impact on purchasing decisions.

These findings demonstrate that consumer loyalty plays a critical strategic role in transforming short-term promotional engagement into sustained purchasing behavior.

Discussion

The results of this study provide important insights into the dynamics of consumer behavior, consumer loyalty, and purchase intention within the context of live-streaming e-commerce. The findings confirm that consumer behavior plays a significant role in shaping both consumer loyalty and purchase intention, indicating that interactive digital promotional strategies influence not only short-term purchasing decisions but also long-term consumer commitment.

The significant positive relationship between consumer behavior and purchase intention demonstrates that consumers who actively engage with live-streaming promotions and discount vouchers tend to exhibit stronger buying intentions. This finding supports previous research indicating that interactive digital environments and promotional incentives can stimulate consumers' willingness to purchase by reducing uncertainty and increasing perceived value (Araujo et al., 2022; Suryono & Saifullah, 2025). Live-streaming commerce provides real-time product demonstrations and direct communication between sellers and consumers, which enhances trust and accelerates purchasing decisions. The results suggest

that consumer engagement in live-streaming sessions functions as an important behavioral trigger that directly influences purchase intention.

Furthermore, consumer behavior was found to have a strong positive effect on consumer loyalty. This indicates that positive experiences during live-streaming shopping sessions contribute to the development of emotional attachment and long-term commitment toward e-commerce platforms. When consumers perceive interactive promotions, personalized communication, and attractive discount offers, they are more likely to maintain continuous engagement with the platform. This finding is consistent with the perspective that consumer loyalty is shaped through repeated positive experiences and perceived value obtained during digital transactions (Kotler & Keller, 2016; Marlius, 2020). In digital commerce environments, loyalty is not only influenced by product quality but also by the overall interactive experience provided by the platform.

The results also reveal that consumer loyalty has a significant influence on purchase intention. Loyal consumers tend to demonstrate stronger repeat purchase intentions and are more resistant to switching to competing platforms. This finding aligns with prior studies suggesting that loyalty strengthens purchasing commitment and creates a sustainable relationship between consumers and brands (Suri, 2018; Suvittawat, 2022). In the context of live-streaming commerce, loyalty may be reinforced by consistent promotional experiences, perceived benefits, and satisfaction derived from interactive shopping sessions.

Most importantly, the mediation analysis confirms that consumer loyalty significantly mediates the relationship between consumer behavior and purchase intention. This indicates that consumer behavior does not only directly influence purchasing decisions but also indirectly strengthens them through loyalty formation. The mediating role of consumer loyalty suggests that digital promotional strategies are more effective when they foster long-term relational engagement rather than merely triggering impulsive buying behavior. Consumers who develop loyalty toward a platform are more likely to maintain continuous purchasing intentions even after promotional activities end.

From a theoretical perspective, this study extends consumer behavior and loyalty theories by integrating them within the live-streaming commerce environment. The findings highlight the importance of considering consumer loyalty as a mediating variable that bridges behavioral engagement and purchasing decisions. This contributes to the growing body of literature on digital consumer behavior by emphasizing the strategic role of loyalty in sustaining purchase intention in interactive e-commerce environments.

From a managerial perspective, the results provide valuable implications for e-commerce platforms and digital marketers. Companies should not rely solely on short-term promotional strategies such as discount vouchers to stimulate purchases. Instead, they should focus on creating interactive and engaging live-streaming experiences that build emotional connections and long-term loyalty among consumers. Strategies such as personalized interaction, consistent promotional value, and engaging live content can enhance consumer loyalty and strengthen purchase intention. By integrating loyalty-building strategies with promotional activities, e-commerce platforms can achieve sustainable consumer engagement and competitive advantage in the digital marketplace.

Overall, the findings emphasize that consumer loyalty serves as a strategic mechanism that transforms consumer behavioral engagement into sustained purchase intention. In highly competitive digital commerce environments, maintaining consumer loyalty is essential for ensuring long-term business sustainability and customer retention.

Conclusion

This study examined the influence of consumer behavior on purchase intention through consumer loyalty as a mediating variable within the context of live-streaming e-commerce. The findings demonstrate that consumer behavior plays a significant role in shaping both consumer loyalty and purchase intention. Positive engagement with live-streaming promotions and discount voucher programs encourages consumers to develop stronger purchasing intentions and long-term commitment toward e-commerce platforms.

The results indicate that consumer behavior has a direct and significant effect on purchase intention, suggesting that interactive promotional features and real-time communication in live-streaming commerce effectively stimulate consumers' willingness to purchase. Consumer behavior also significantly influences consumer loyalty, highlighting the importance of positive digital shopping experiences in building long-term consumer relationships. Furthermore, consumer loyalty was found to significantly influence purchase intention, confirming that loyal consumers are more likely to engage in repeat purchasing behavior.

Most importantly, consumer loyalty serves as a significant mediating variable in the relationship between consumer behavior and purchase intention. This finding suggests that while promotional engagement can directly influence purchasing decisions, its long-term effectiveness depends on the ability of e-commerce platforms to foster consumer loyalty. Loyalty strengthens and sustains purchase intention by transforming short-term promotional responses into continuous purchasing behavior.

Theoretically, this study contributes to the development of digital consumer behavior literature by integrating consumer behavior, loyalty, and purchase intention within the live-streaming commerce environment. Practically, the findings provide strategic insights for e-commerce platforms to design interactive and loyalty-driven promotional strategies that enhance consumer engagement and sustain purchasing intention. Future research may expand this model by incorporating additional variables such as trust, perceived value, and digital experience to further understand consumer behavior in evolving digital commerce ecosystems.

Declarations

Author contribution statement

The lead author participated in the study's conceptualization and design, analysis, interpretation of data, and initial drafting of the paper. Each author contributed to the critical revision of the content for intellectual rigor and provided final approval for the published version. All authors are responsible for every aspect of the work.

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Data availability statement

The data supporting this study's findings are available from the corresponding author upon reasonable request. However, due to privacy and ethical considerations, the data are not publicly accessible.

Declaration of Interests Statement

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