



Customer Trust, Engagement, and Swift Guanxi on TikTok Live Streaming

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Abstract: *With the rapid advancement of social media, there has been a significant transformation, particularly among customers who interact with certain brands, exemplified by the phenomenon of live-streaming on TikTok. The interactions within this medium reflect a dynamic relationship between broadcasters and customers, in which mutual trust is essential to sustaining customer engagement. The present research examines the influence of customer trust on customer engagement. Furthermore, it analyzes the role of swift guanxi in strengthening relationships among TikTok live-streaming users in Indonesia. A quantitative approach was used, with a population comprising TikTok users who had made purchases and interacted with other community members, and a sample of 205 respondents selected via purposive sampling. Respondent data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the measurement and structural relationships of the proposed model. The results showed that customer trust had a positive and significant effect on customer engagement, and swift guanxi also contributed to enhancing customer engagement. These findings indicate that interpersonal relationships between broadcasters and customers play an essential role in strengthening customer engagement on TikTok live streaming.*

Keywords: *Customer engagement; Customer trust; E-commerce; Swift guanxi; TikTok live streaming*

1. Introduction

As live streaming continues to expand, the landscape of e-commerce has transformed significantly, where broadcasters can directly reach customers through available digital platforms (Wang & Chou, 2025). This change marks the beginning of the transformation from physical stores to online stores (Li et al., 2025). Initially, many broadcasters on social commerce platforms used live streaming as a medium to promote and market their products to potential customers, which ultimately led to innovations in selling through live streaming (Sun et al., 2019; Xue et al., 2020). Of the many e-commerce platforms available, such as Shopee and Tokopedia, they are slowly beginning to follow current trends and see the potential of live streaming as an approach to increase their competitiveness (Chen et al., 2022). Live streaming in e-commerce combines entertainment with the ability for customers to make instant purchases, which drives customer engagement and triggers transactional activity (Hu & Chaudhry, 2020). TikTok, which was initially a platform that provided short videos, has now changed customers' habits in interacting with brands or advertisements (Cao & Nguyen, 2025). TikTok can be regarded as a pioneer of live streaming. On TikTok live streaming, customers can watch broadcasts by broadcasters in real time, which includes communicating with broadcasters regarding complaints or curiosities, as well as information

about the products or services offered, thereby building interpersonal relationships between broadcasters and customers (Wongkitrungrueng & Assarut, 2020).

In addition to broadcasters on live streams, other entities, such as community members and product information, shape customers' perceptions and actions while generating long-term value (Guo et al., 2021). Community members in live streams play an essential part in establishing customer trust (Nadeem et al., 2020). With the trust formed in the live stream community, customers can personally understand the broadcaster's style, become more involved in the shopping experience, and obtain more affordable prices through interactive communication with broadcasters and community members in real time (Dong & Wang, 2018), thereby building swift guanxi relationships (Lin et al., 2019). The product entity itself plays a significant role and is often influenced by the broadcasters and community members in terms of the information or experiences shared, which can affect customer engagement (Wongkitrungrueng & Assarut, 2020). Trust in broadcasters is essential because they serve as the primary source of credibility, authenticity cues, and real-time clarification for consumers. Similarly, trust in products is crucial as customers rely heavily on the quality, accuracy, and completeness of product information delivered during live streams to reduce uncertainty. Together, Trust in the broadcaster and product form the foundational elements that encourage customers to engage actively during live streaming sessions (Guo et al., 2021).

Although there is ample evidence showing that there has been an increase in broadcasting due to live streaming (Huang et al., 2024; Qiu et al., 2024). Many previous researchers have only focused on how to increase consumer engagement, but have not paid attention to the varying consumer experiences in live streaming activities (Wang & Zhang, 2023; Pan et al., 2022; Li et al., 2024). Therefore, the objectives of this study are as follows: First, this study will analyze how customer trust influences customer engagement among TikTok live-stream users in Indonesia, given that trust is an important aspect of interpersonal relationships between broadcasters and customers in the context of digital interactivity. Second, this study further examines how customer trust can facilitate the establishment of swift guanxi, an interpersonal relationship quickly formed based on trust between broadcasters and customers during live-streaming activities. While this study adopts several measurement insights from (Guo et al. (2021). Their work was limited to fashion products on Taobao Live within the Chinese cultural context and did not distinguish among broadcaster types. These limitations suggest that the relational dynamics of live streaming may vary across platforms, cultures, and broadcaster characteristics. Addressing this gap, the present study extends the examination to TikTok live streaming in Indonesia, a different cultural and platform environment, and focuses on how broadcaster trust, product trust, and swift guanxi influence customer engagement in this setting.

2. Literature Review & Hypotheses Development

2.1. Customer Trust

This study adopts customer trust theory as its grand theoretical foundation, which positions trust as a central mechanism through which consumers evaluate the reliability, integrity, and

credibility of exchange partners, and customer trust refers to a consumer's readiness to depend on business partners whom they believe to be competent and reliable (Moorman et al., 1993). Trust leads people to act ethically and socially in conducting social exchanges rather than in accordance with their own interests (Gefen et al., 2003). Trust is an important factor in e-commerce, with varying levels across regions (Bugshan & Attar, 2020). In the context of live streaming commerce, customer trust is organized into three fundamental dimensions. First, trust in Community members refers to the trust customers place in other customers who provide comments, recommendations, or reviews during live streaming (Moorman et al., 1993). Second, trust in broadcasters refers to the degree to which customers place confidence in them to deliver product information directly, and the credibility of broadcasters influences this confidence. Finally, trust in products is customers' confidence in the products offered, in terms of quality, benefits, and authenticity, conveyed through explanations and demonstrations during Live Streaming (Moorman et al., 1993). These three dimensions underpin customer trust and increase their involvement in and decision-making related to purchases on the live-streaming platform.

2.2. Trust in Community Members

Trust in community members refers to the degree to which individuals feel confident in depending on others within the community, based on the belief that these members act honestly and share valuable information (Moorman et al., 1993). The role of "community" is one of the distinguishing factors between e-commerce and s-commerce because, in e-commerce, customers are likely to decide on their purchases by relying on recommendations from broadcasters, which may manipulate product information, making it challenging to build trust (Guo et al., 2021). For s-commerce itself, the community built by broadcasters can connect customers with broadcasters and community members, so that the role of "community" members here can convince customers in the decision-making process that the customers themselves will carry out (Guo et al., 2021). Community members can balance power between customers and broadcasters, in contrast to conventional online buyers. The community built by broadcasters is significant in fostering trust (Lin & Nuangjamnong, 2022). Therefore, broadcasters must consider the risks of misinformation and maintain a healthy community atmosphere.

2.3. Trust in Broadcasters

Trust in broadcasters is defined as customers' belief that broadcasters are credible, honest, and sincere in conveying information or recommendations (Moorman et al., 1993). Broadcasters play a role in introducing and describing products from various perspectives in real time, as well as in answering questions that customers do not understand through their voices, expressions, and movements (Cai & Wohn, 2019). The responsibility of broadcasters extends beyond product presentation. By suggesting products that align with individual customer preferences, broadcasters can help customers make more informed purchasing decisions and foster a closer connection with their audience (Wongkitrungrueng & Assarut, 2020). Finally, customers perceive a strong social presence, indicating that the relationship between broadcasters and customers is interactive, which enhances the atmosphere and encourages customers to purchase the product (Lin & Nuangjamnong, 2022).

2.4. Trust in Products

Trust in products is defined as customers' belief that a product is reliable because it meets quality, safety, and performance standards in line with expectations (Moorman et al., 1993). In the context of live streaming platforms, the product becomes the central element viewers focus on, as it is the main feature driving purchase intentions and customer engagement (Park & Lin, 2020). The information presented by broadcasters, as well as insights shared by other community members, helps customers gain more profound, more comprehensive knowledge before making a purchase decision. This continuous flow of information helps reduce uncertainty and increases customer confidence in the product being offered. Furthermore, real-time interaction during the product presentation enables viewers to ask questions immediately and to clarify details that may influence their evaluation. The ability of streamers to describe and demonstrate products directly reduces the perceived risk of dissatisfaction, which in turn minimizes the likelihood of returns or product exchanges (Lin & Nuangjamnong, 2022). As a result, trust in products is shaped not only by product attributes but also by transparency and interactivity throughout the live-streaming process.

2.5. Swift Guanxi

Swift guanxi is defined as the customer's perception of a quickly and appropriately developed interpersonal bond with broadcasters during interaction in online environments (Ou et al., 2014). Swift guanxi itself is based on a basic concept originating from China, namely guanxi, which was then developed into swift guanxi (Lee et al., 2001). According to Ou et al. (2014) swift guanxi itself also has three dimensions that are interrelated, namely harmony in relationships, mutual understanding, and reciprocal relationships created by broadcasters and customers (Fan et al., 2019). In live stream shopping, swift guanxi can occur along with the standard of e-service elements, including the information provided and interactions, and this has a positive impact on the quality of information and purchase intent (Zhang et al., 2020). The role of broadcasters is crucial in building swift guanxi by providing real-time customer feedback and promoting related products. This interaction helps broadcasters understand the needs and preferences of customers (Lin et al., 2018). Two-way interactions will build relationships and trust between broadcasters and customers, enabling broadcasters to provide relevant information, tailored product suggestions, customer support, as well as promotional offers or complimentary items (Chiu et al., 2018; Shi et al., 2018). Finally, interaction enables broadcasters to obtain a live streaming atmosphere, ratings, or more positive reviews (Wongkitrungrueng & Assarut, 2020).

2.6. Customer Engagement

Customer engagement is the intensity of involvement and relationships initiated by individuals or organizations with reasonable offers and activities (Vivek et al., 2012). Unlike swift guanxi, customer engagement encompasses broader interactions between sellers and buyers, whereas swift guanxi is more focused on interpersonal relationships created by sellers. Connecting customer engagement with trust research highlights the importance of customer participation in achieving meaningful outcomes (Van Doorn et al., 2010). The concept of customer engagement can be viewed from three main perspectives: (1) As a

behavioral manifestation (Kumar et al., 2010); (2) As a cognitive or affective state of mind (Vivek et al., 2014); (3) As a psychological mechanism that underlies the relationship between customers and products (Brodie et al., 2011).

From this perspective, previous researchers defined customer engagement as customer behavior towards broadcasters, including both transactional and non-transactional actions (Guo et al., 2021). Customer engagement includes customers who purchase certain products, as well as other interactions, such as recommending products based on product quality, sharing experiences about the shopping process, and answering questions asked by other community members (Tsai & Bagozzi, 2014). Various driving factors that have been studied by many studies related to how sellers can encourage buyer engagement in e-commerce and s-commerce are as follows: (1) Elements such as social support, a sense of belonging, and community-based trust significantly contribute to strengthening customer engagement levels (Molinillo et al., 2020) (2) Values such as emotional, social, and relationship building can also influence customer engagement (Carlson et al., 2019) (3) Customer participation and involvement generate positive effects that enhance overall engagement (Wongkitrungrueng & Assarut, 2020; Algharabat et al., 2020). In the context of live streaming, this process is further shaped by the degree of trust customers develop, which in turn strengthens their confidence in both broadcasters and products. However, prior studies have rarely examined how this trust evolves dynamically in the live-streaming environment.

2.7. Hypothesis

The trust broadcasters earn certainly plays an important role in building customer engagement in live-streaming commerce. With the trust that is created, broadcasters can foster positive interactions with customers, which in turn has a positive impact, such as customers making purchases, continuing to watch live streaming, or sharing live streaming with others, which indirectly promotes the product (Chen & Lin, 2018). Even though the findings indicate that trust in broadcasters does not affect customer engagement, trust is considered important in indirectly influencing customer engagement (Guo et al., 2021). Therefore, further research is needed to explore the relationship between trust in broadcasters and customer engagement. Based on the explanation of the study, the following hypothesis emerges:

H₁: Trust in broadcasters has a significant effect on customer engagement.

In live streaming, customers can build trust with community members regarding the product through various suggestions, reviews, and personal experiences shared during the interaction. Trust in these members emerges from repeated exposure to credible information, perceived similarity, and consistent communication patterns that reinforce shared understanding within the group. This aspect of trust will create a supportive and interactive community that encourages customer engagement and fosters a positive and lively atmosphere in live-streaming commerce (Guo et al., 2021). When trust is established, customers are more likely to pay attention to discussions, respond to comments, and participate in ongoing interactions. These behaviors reflect deeper engagement, driven by the perceived reliability of community insights (Molinillo et al., 2020). Therefore, further

research is needed to explore the relationship between trust in community members and customer engagement. Based on this research, the following hypothesis emerges:

H₂: Trust in community members significantly affects customer engagement.

Customers who trust the products advertised on live streams will be more confident in making purchase decisions and engaging in activities such as community discussions. The clarity of the information presented often shapes trust in the product, its perceived quality, and the consistency between product descriptions and actual performance. When customers feel that the product aligns with their expectations, they experience reduced uncertainty and stronger purchase intention. Trusted products will also encourage customers to share their experiences with others, respond to inquiries, and participate in user-generated content such as reviews or testimonials (Zhao et al., 2019). This process naturally increases customer engagement by increasing customers' investment in the product and the overall live-streaming experience. Therefore, further research is needed to examine the relationship between product trust and customer engagement. Based on the above research, the following hypothesis emerges:

H₃: Trust in products significantly affects customer engagement.

Because customers trust broadcasters, they are also likely to trust community members who interact within the live-streaming environment. This usually happens because broadcasters often create an atmosphere that allows community members to interact with one another through cues, encouragement, and open communication (Hu et al., 2017). The broadcaster's credibility extends to the community, as customers assume the broadcaster will maintain a trustworthy environment. This perceived oversight increases the likelihood that customers will consider community feedback as reliable. When broadcasters actively engage with customers, answer questions prompted by community input, or acknowledge supportive customers, it further strengthens the perception that the community is credible and aligned with the broadcaster's values (Nadeem et al., 2020). Therefore, further research is needed to explore the relationship between trust in broadcasters and trust in community members. Based on the research findings, the following hypothesis emerges:

H₄: Trust in broadcasters has a significant effect on trust in community members.

Broadcasters who serve as "shopping guides" will certainly introduce and explain their products in an informative, trustworthy, and detailed manner. Through demonstrations, explanations, and live responses to questions, broadcasters help reduce product-related uncertainties and increase product-related assurance. The trust built with customers will convince them about the products being described, so that the information provided is perceived as reliable and of high quality (Guo et al., 2021). Additionally, customers often attribute product credibility to the broadcaster's personal credibility, mainly when the broadcaster consistently displays authenticity, transparency, and expertise. These perceptions reinforce the link between trust in customers and trust in the products being promoted (Wongkitrungrueng & Assarut, 2020). Therefore, further research is needed to explore the relationship between trust in broadcasters and trust in products.

H₅: Trust in broadcasters significantly affects trust in products.

Community members whom customers trust can provide testimonials based on their experiences through features such as reviews, comments, or real-time interactions. Their evaluations often serve as an informal yet influential source of product knowledge, shaping customers' perceptions. When customers perceive their views align with those of community members, it creates social validation that strengthens product credibility. This alignment is crucial because customers tend to rely heavily on peer-generated content when assessing product claims in online environments (McKnight et al., 2002). Consistent positive feedback from trusted community members helps reduce perceived risks and reinforces confidence in product performance (Bugshan & Attar, 2020). Therefore, further research is needed to explore the relationship between trust in community members and trust in products. Based on the above research, the following hypothesis emerges:

H₆: Trust in community members has a significant effect on trust in products.

The trust that customers have in broadcasters will undoubtedly create a relationship that is quickly harmonious and mutually understanding. In the context of real-time live streaming, customers will feel that their interactions are acknowledged, valued, and responded to by broadcasters, forming the psychological basis for interpersonal closeness (Ou et al., 2014). Swift guanxi develops when repeated interactions become smooth, adaptive, and emotionally resonant, enabling customers to feel connected with broadcasters despite the short time frame. This form of relationship is essential in live streaming because it shapes customers' attitudes and increases their comfort in participating in the commercial environment (Fan et al., 2019). Therefore, further research is needed to explore the relationship between trust in broadcasters and swift guanxi. Based on the above research, the following hypothesis emerges:

H₇: Trust in broadcasters has a significant effect on swift guanxi.

Trust among community members can quickly foster harmonious, close relationships between broadcasters and customers, especially when interactions are frequent in a supportive environment. In a live stream, reciprocal interactions based on mutual trust and participation can create comfort as the foundation of swift guanxi (Chong et al., 2018). When customers trust each other, they communicate more openly, share more experiences, and exhibit greater engagement, all of which accelerate relationship-building. The perception that fellow community members are trustworthy strengthens relational dynamics and contributes to rapid interpersonal bonding (Lin et al., 2019). Therefore, further research is needed to explore the relationship between trust in community members and swift guanxi. Based on the above research, the following hypothesis emerges:

H₈: Trust in community members has a significant effect on swift guanxi.

Providing informative product descriptions will make customers feel comfortable and confident in the product's quality, thereby reinforcing their interactions with broadcasters. When customers perceive the product as reliable, they tend to develop trust in the individuals who introduce it, thereby fostering a relational connection (Zhang et al., 2020). These ongoing interactions can quickly and harmoniously build interpersonal relationships between customers and broadcasters and strengthen customers' involvement in the process

(Wongkitrungrueng & Assarut, 2020). The product thus becomes a bridge that facilitates smoother communication and rapport formation. Therefore, further research is needed to explore the relationship between trust in products and swift guanxi. Based on the above research, the following hypothesis emerges:

H₉: Trust in Products has a significant effect on swift guanxi.

Swift guanxi is formed through interpersonal relationships between customers and broadcasters, characterized by mutual benefit, harmony, and mutual understanding, which strengthen customer engagement. As customers experience emotional closeness and smooth interactions with broadcasters, they become more willing to participate in discussions, share opinions, respond to prompts, and stay longer in the live stream (Hu & Chaudhry, 2020). This increased engagement reflects a more profound psychological attachment driven by relational quality. As a result, customers will actively make purchases, share their experiences with others, and recommend products during live-streaming commerce (Guo et al., 2021). Swift guanxi, therefore, functions as an important relational mechanism that enhances customer engagement at both emotional and behavioral levels. Therefore, further research is needed to explore the relationship between swift guanxi and customer engagement. Based on this research, the following hypothesis emerges:

H₁₀: Swift Guanxi has a significant effect on customer engagement.

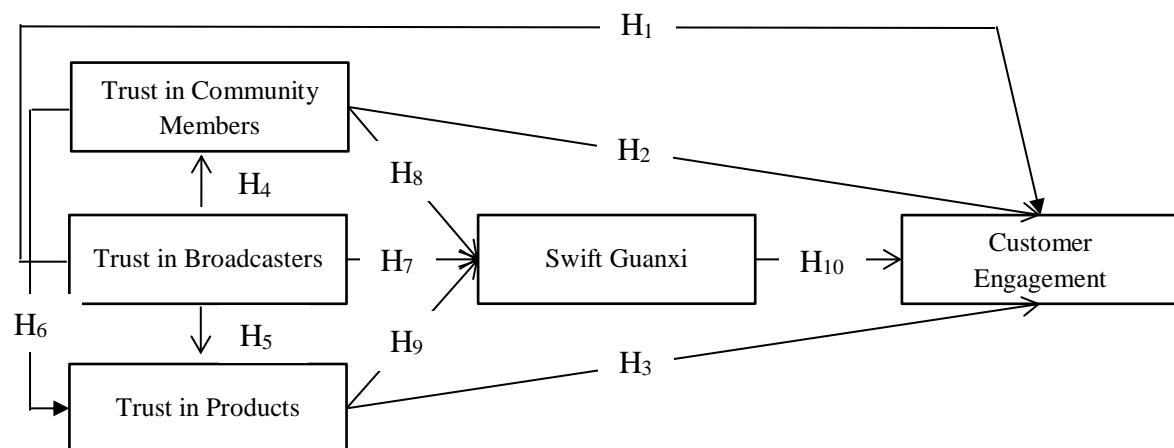


Figure 1. Research Model

3. Method

This study employs a quantitative, causal research design to investigate how customer trust influences customer engagement and to evaluate the contribution of swift guanxi in the context of TikTok live streaming in Indonesia. The design of this study is explanatory, as it aims to test causal relationships among variables derived from theories in prior studies (Hair et al., 2019; Creswell & Creswell, 2018). Using this approach, the relationship between variables can be explained empirically through structured hypothesis testing. This study employs partial least squares structural equation modeling (PLS-SEM). Data processing and analysis in the PLS-SEM method are divided into two main phases: the measurement model

and the structural model (Budiarto et al., 2021). The measurement model is a process of measuring latent variables through their indicators. Meanwhile, the structural model is a pattern of relationships among variables depicted in the research model.

Table 1. Research Instrument

Variables	Instrument
Trust in Community Members (Guo et al., 2021)	<ol style="list-style-type: none">1. I feel comfortable discussing my personal issues with members of this community.2. When I share my personal concerns, community members usually respond with understanding and helpful feedback.3. I believe that most members in this online community genuinely try to support one another.4. I trust that the majority of people in this community are sincere and truthful.
Trust in Broadcasters (Guo et al., 2021)	<ol style="list-style-type: none">1. I trust the information conveyed by broadcasters through live streams.2. I can trust TikTok broadcasters who conduct live streams.3. I trust that TikTok live broadcasters are reliable and honest individuals.4. I feel confident that TikTok live broadcasters do not seek to exploit me.
Trust in Products (Guo et al., 2021)	<ol style="list-style-type: none">1. I trust that the product I bought through TikTok live streaming meets my expectations.2. I believe I can use the product in the same way it was demonstrated during the TikTok live session.3. I believe that the item I received matches what was presented in the TikTok live streaming.
Swift Guanxi (Guo et al., 2021)	<ol style="list-style-type: none">1. The broadcaster on TikTok live streaming, and I understand each other.2. The broadcaster on TikTok live streaming, and I treat each other like friends.3. The broadcaster on TikTok live streaming, and I have a harmonious relationship.
Customer Engagement (Guo et al., 2021)	<ol style="list-style-type: none">1. I spend more time on TikTok live streaming.2. I have the potential to become a supporter and follower of TikTok Live Stream.3. I try to follow broadcasters who use TikTok Live Stream.4. I will watch the latest live broadcasts from broadcasters soon.5. I recommend my friends to watch broadcasters who use TikTok Live Stream.6. I recommend my friends and family to collaborate with broadcasters who utilize TikTok Live Stream.7. Soon, I will definitely purchase products from broadcasters who use TikTok Live Stream.8. I consider broadcasters who use TikTok Live Stream as my top choice when purchasing this type of product.

The measurement instrument was constructed using indicators derived from prior research, and a five-point Likert scale was employed, ranging from 1 (strongly disagree) to 5 (strongly agree). A preliminary test involving 30 participants was conducted to ensure the clarity of the questionnaire items and evaluate the instrument's reliability. Because the exact population size of TikTok live-streaming users in Indonesia is unknown, this study employed nonprobability sampling. Specifically, purposive sampling was selected because respondents were required to possess characteristics relevant to the research context (Cozby & Bates, 2019). Based on PLS-SEM sample adequacy guidelines, the minimum required

sample size for this study was 150 respondents. In total, 255 valid responses were successfully collected and used for analysis, exceeding the minimum threshold and enhancing the statistical power of the results.

4. Result

The population in this study consisted of TikTok users in Indonesia who had made purchases through the live-streaming feature. A purposive sampling method was employed, with respondents required to meet the minimum criteria of being at least 17 years old, having made purchases during TikTok live streams, and having interacted with both community members and broadcasters. Of the 255 respondents, 205 met the validity criteria and were eligible for further analysis.

Table 2. Respondent Characteristic Result

Profile of the respondent	Frequency (n)	Percentage (%)
Gender:		
1. Male	106	51.2
2. Female	101	48.8
Age:		
1. 17-25 years	82	39.6%
2. 25-36 years	37	17.9%
3. 37-48 years	28	13.5%
4. > 48 years	60	29%
Education:		
1. Senior high school	42	20.3%
2. Diploma or associate degree	32	15.5%
3. Bachelor's degree	122	58.9%
4. Master's degree	9	4.3%
Occupation:		
1. Student	52	25.1%
2. Private employee	51	24.6%
3. Government employee	6	2.9%
4. Self-employed	60	29%

As shown in Table 2, most respondents in this study were aged 17–25 years, indicating that younger customers predominantly use TikTok live streaming. This age group is strongly associated with high levels of digital literacy and familiarity with emerging technologies, making them more likely to use platforms such as TikTok. The demographic pattern also reflects the general characteristics of TikTok's user base in Indonesia, where younger generations constitute the largest share of active live streamers.

Reliability and construct validity tests were conducted to ensure that each indicator accurately and consistently measured the latent variables. Reliability, it was determined if Cronbach's alpha and composite reliability values were above 0.7, and convergent validity was determined if the Average Variance Extracted (AVE) was greater than 0.5 (Hair et al., 2019). As shown in Table 3, all constructs in this study have Cronbach's alpha values ranging from 0.811 to 0.935 and composite reliabilities (ρ_c) between 0.873 and 0.954, indicating that all indicators exceed the minimum acceptable value of 0.7. In addition, the AVE values are above the minimum threshold of 0.5, ranging from 0.633 to 0.874, indicating that the indicators meet the criteria for convergent validity.

Table 3. Construct Reliability and Validity Result

Variable	Cronbach alpha	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Trust in Community Members	0.811	0.873	0.633
Trust in Broadcasters	0.913	0.940	0.796
Trust in Products	0.928	0.954	0.874
Swift Guanxi	0.872	0.921	0.796
Customer Engagement	0.935	0.946	0.688

Discriminant validity testing is conducted to ensure that each construct in the research model is clearly distinct from the others. Discriminant validity can be evaluated by examining whether the square root of each construct's Average Variance Extracted (AVE) exceeds the correlation values it shares with the other constructs. A construct is considered to have adequate discriminant validity when the square root of its AVE (shown on the diagonal) is higher than the correlations with other constructs in the same row and column (Fornell & Larcker, 1981).

Table 4. Discriminant Validity Result

Variable	Customer Engagement	Swift Guanxi	Trust in Broadcasters	Trust in Community Members	Trust in Products
Customer Engagement	0.830				
Swift Guanxi	0.704	0.892			
Trust in Broadcasters	0.660	0.720	0.892		
Trust in Community Members	0.582	0.594	0.615	0.795	
Trust in Products	0.628	0.629	0.640	0.472	0.935

Based on the test results using the Fornell-Larcker criteria, the AVE square root values for each construct: CE (0.830), SG (0.892), TB (0.892), TCM (0.795), and TP (0.935), were overall higher than the correlation values between other constructs. This indicates that each construct has good discriminatory ability, allowing them to be distinguished from one another. R-Square testing is conducted to assess the extent to which the independent variables predict the dependent variables within the structural framework. R-Square values of 0.75, 0.50, and 0.25 indicate levels of predictive accuracy classified as substantial, moderate, and weak, respectively. This assessment helps determine how well the research model explains the variance of each endogenous construct (Hair et al., 2019).

Table 5. R-Square Result

Variable	R-Square	R-Square adjusted
Customer Engagement	0.591	0.582
Swift Guanxi	0.594	0.588
Trust in Community Members	0.379	0.375
Trust in Products	0.420	0.414

Based on the obtained R-Square values, customer engagement (0.591), swift guanxi (0.594), trust in community members (0.379), and trust in products (0.420) fall within the moderate-to-weak predictive accuracy range. These results indicate that the model accounts for a reasonable portion of the variance in each construct, suggesting that the proposed relationships among variables are empirically supported and meaningful within the context of this study.

Table 6. Hypothesis Testing Result

Hypothesis	Standardized Coefficient	T-Value	P Values	Results
TB => CE	0.161	2.170	0.030*	H ₁ : Supported
TCM => CE	0.172	2.507	0.012*	H ₂ : Supported
TP => CE	0.229	3.039	0.002**	H ₃ : Supported
TB => TCM	0.615	12.166	0.000**	H ₄ : Supported
TB => TP	0.563	8.173	0.000**	H ₅ : Supported
TCM => TP	0.126	1.730	0.084	H ₆ : Not Supported
TB => SG	0.426	4.783	0.000**	H ₇ : Supported
TCM => SG	0.210	3.116	0.002**	H ₈ : Supported
TP => SG	0.257	3.689	0.000**	H ₉ : Supported
SG => CE	0.341	4.138	0.000**	H ₁₀ : Supported

** Sig < 1%, * Sig < 5%

According to the table, 6 of 10 relationships are supported. Trust in broadcasters positively influences swift guanxi, trust in community members, and trust in products, indicating that such trust plays a crucial role in building relationships in interpersonal contexts, both socially and within communities. Swift guanxi has also been shown to positively influence customer engagement, suggesting that forming interpersonal relationships and rapid social closeness can enhance it. Meanwhile, trust in community members is not a significant predictor of trust in products ($\beta = 0.126$, $p = 0.084$). These results indicate that the dimensions of trust in broadcasters, community members, and products collectively form strong interpersonal or social relationships (swift guanxi), thereby enabling customer engagement and increasing it on TikTok live streaming.

Once the measurement model met the required validity and reliability standards, the analysis proceeded to the structural model stage to assess how the latent variables interact within the study framework. Structural model analysis was conducted to examine the strength of direct and indirect influences between constructs based on the path coefficient values and t-statistic values obtained from bootstrapping results (Hair et al., 2021).

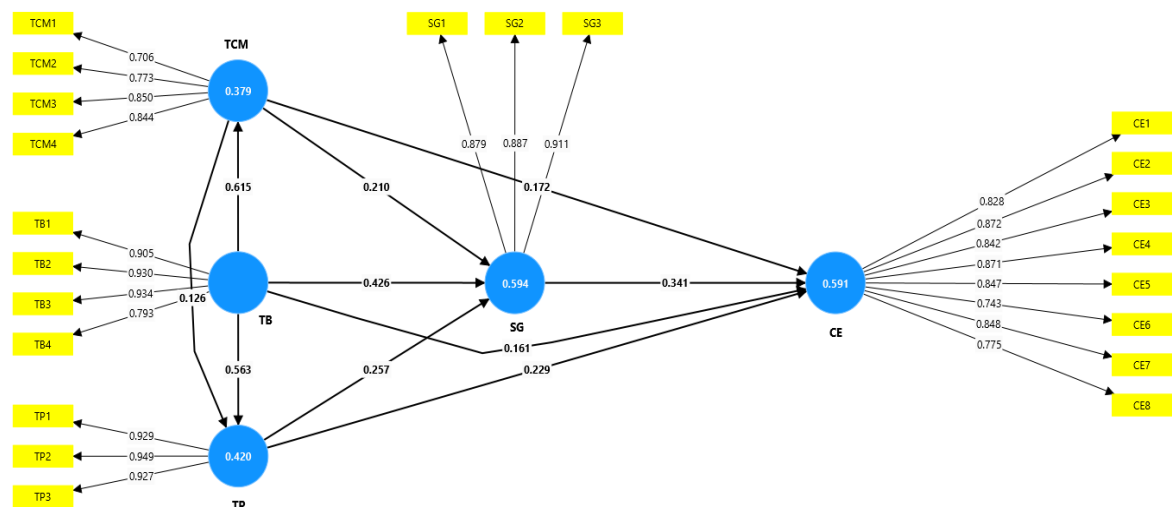


Figure 2. Structural Model Result

This research provides empirical support for the critical role of trust and swift *guanxi* in fostering customer engagement in live-streaming commerce, particularly on the TikTok platform. Structural model analysis indicates that 9 of 10 proposed relationships are supported, suggesting that the research model explains the interrelationships among constructs well. This outcome aligns with the recommendations that state that PLS-SEM analysis is effective for assessing complex latent relationships and measuring the strength of both direct and indirect influences between variables (Hair et al., 2021).

The results of H_1 indicate that trust in broadcasters positively and significantly influences customer engagement. This finding suggests that when viewers perceive broadcasters as credible, sincere, and competent during TikTok live streaming, they feel more comfortable interacting, asking questions, and participating in the ongoing sales activities. In the Indonesian TikTok live streaming environment, broadcasters often use real-time demonstrations, transparent product explanations, and approachable communication styles, which help reduce uncertainty and strengthen perceived trustworthiness. This dynamic naturally increases customers' willingness to engage because the interaction feels more authentic and socially safe. Empirical evidence also supports this behavioral process, which shows that broadcaster credibility and interpersonal warmth directly stimulate customers' interactive intentions in live commerce settings (Guo et al., 2021). Hu et al. (2017) further highlights that real-time responses and relational cues in livestreaming environments encourage deeper emotional involvement. These empirical insights reinforce the idea that Indonesian TikTok live-streaming customers tend to participate actively once trust in the broadcaster is established.

The results of H_2 indicate that trust in community members positively affects customer engagement. On TikTok live streaming, Indonesian customers often rely on cues from other participants, such as shared experiences, real-time testimonials, and chat-based recommendations. When viewers trust other community members, especially those perceived as genuine buyers, they become more confident about joining conversations, seeking opinions, or responding to collective excitement. This social reassurance creates a participatory environment that encourages engagement. Empirical research provides strong support for this mechanism. Peer comments and collective endorsements in livestreaming serve as social proof that motivates active involvement (Chen & Lin, 2018). Other research demonstrates that community-driven trust reduces hesitation and fosters interactive behavior (Park & Lin (2020)). These findings illustrate why Indonesian TikTok live-streaming users become highly engaged when they perceive the surrounding community as trustworthy.

The results of H_3 demonstrate that trust in products significantly enhances customer engagement. When customers believe that the showcased products are reliable, authentic, and accurately represented during live demonstrations, they are more likely to engage by submitting inquiries, providing comments, or expressing purchase intentions. In Indonesian TikTok live streams, broadcasters frequently conduct hands-on product trials, provide close-up visuals, and allow viewers to request specific demonstrations, which strengthen confidence in product quality. This assurance reduces perceived risk and enables viewers to interact without hesitation. Prior empirical studies reinforce this behavioral tendency; they

emphasize that transparent product presentation in livestreaming reduces uncertainty and stimulates active buyer participation, while product trust increases customers' willingness to interact due to lower cognitive barriers (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). These findings support the idea that product trust is a key driver of high engagement among Indonesian TikTok live-streaming customers.

The results of H₄ reveal that trust in broadcasters significantly enhances trust in community members. In Indonesian TikTok live streams, customers often judge the reliability of other community members based on the broadcaster's tone and management style. When broadcasters create a respectful, transparent, and well-moderated environment, viewers tend to assume that the surrounding community also behaves honestly. This perception encourages viewers to trust comments, feedback, and shared experiences from fellow participants. Empirical studies support this relational process, which explains that host credibility creates a normative tone that shapes peer interactions, and a trustworthy broadcaster elevates the perceived credibility of user-generated comments (Sun et al., 2019; Wang & Chou, 2025). These insights reinforce why Indonesian TikTok users extend trust to community members when the broadcaster is perceived as dependable.

The results of H₅ show that trust in broadcasters positively influences trust in products. When customers believe the broadcaster is honest, competent, and well-intentioned, they naturally extend this perception to the products being promoted. This pattern is evident in Indonesian TikTok live-streaming sessions, where broadcasters are often regarded as the primary source of product knowledge and authenticity. Their demonstrations and explanations shape how viewers evaluate credibility. Empirical evidence confirms that broadcaster trust acts as a transfer mechanism that elevates product trust. Interpersonal credibility strongly shapes cognitive judgments toward products in livestream commerce (Chen et al., 2022; Guo et al., 2021). These findings support the conclusion that Indonesian customers tend to believe product claims when they first trust the broadcaster.

The results of H₆ show that trust in community members does not significantly influence trust in products. This non-significant result indicates that, even when Indonesian TikTok live-streaming customers perceive other community members as friendly, active, or supportive, such perceptions do not automatically translate into confidence in the products being promoted. In the context of Indonesian live commerce, audiences often treat peer comments as supplementary rather than authoritative sources of product information. Many customers remain cautious due to the prevalence of fake reviews, spam accounts, and promotional commenters, reducing their reliance on community interactions when forming product-related judgments. Instead, customers tend to place greater emphasis on broadcaster credibility and direct product demonstrations, which are viewed as more trustworthy and verifiable. Empirical findings align with this outcome. Peer comments can have limited influence when customers perceive the environment as commercially driven or manipulated, and peer trust loses predictive power when product evaluation requires concrete evidence rather than social cues (Park & Lin, 2020; Chen & Lin, 2018). These empirical insights help explain why Indonesian TikTok live-streaming customers may trust fellow community

members socially yet remain skeptical about extending that trust to product quality, thereby supporting the hypothesis.

The results of H₇ indicate that trust in broadcasters positively and significantly influences swift guanxi. This finding suggests that when Indonesian TikTok live-streaming customers perceive broadcasters as credible, sincere, and knowledgeable, they form rapid interpersonal connections more easily during live sessions. In practice, Indonesian customers often view the broadcaster as the central figure who creates emotional warmth through humor, casual conversation, personalized mentions, and responsive interaction. These social cues reduce psychological distance, thereby enabling the swift, natural development of relational closeness. Empirical literature supports this dynamic, and interpersonal credibility accelerates the formation of swift guanxi in online interactions, while broadcaster authenticity triggers customers' relational attachment in livestreaming settings (Guo et al., 2021; Ou et al., 2014). These insights reinforce why, in Indonesia's TikTok live-streaming environment, trust in the broadcaster is a key driver of immediate relational bonding, ultimately strengthening swift guanxi.

The results for H₈ indicate that trust in community members significantly enhances the development of swift guanxi. Indonesian TikTok live-streaming customers often rely on the behavior, tone, and participation of fellow community members to gauge the social atmosphere during a livestream. When customers perceive the community as honest, supportive, and non-toxic, they feel more comfortable interacting and forming quick interpersonal bonds with the broader livestream environment. This sense of collective trust facilitates faster emotional connection not only with other viewers but also with the broadcaster. Empirical studies support this relational mechanism that peer interactions create social reassurance that enables swift relational development, and trust in online communities reduces relational barriers and accelerates social closeness (Park & Lin, 2020; Chen & Lin, 2018). These findings help explain why Indonesian TikTok live-streaming customers quickly build swift guanxi when they perceive the surrounding community as trustworthy and cooperative.

H₉ results indicate that trust in products significantly strengthens swift guanxi. When Indonesian TikTok live-streaming customers believe the promoted products are authentic, high-quality, and accurately presented, they experience lower uncertainty. They are more open to forming quick interpersonal connections during the session. Product trust reduces cognitive barriers and allows customers to focus on the relational aspects of the livestream, such as enjoying the broadcaster's personality, interacting with other community members, and participating in collective excitement. Empirical research supports this behavioral process which shows that credible product presentations increase emotional comfort and relational openness, and product assurance enhances customers willingness to engage socially during online shopping experiences (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). These pieces of evidence explain why Indonesian TikTok live-streaming customers are more inclined to build swift guanxi when the product itself is perceived as trustworthy.

The results of H₁₀ show that swift guanxi significantly influences customer engagement. Indonesian TikTok live-streaming users often form quick interpersonal bonds with broadcasters through humor, familiarity, and responsive communication. This relational closeness, although developed rapidly, encourages viewers to participate more actively, whether through chatting, reacting, or making purchase decisions. Empirical research supports this pattern, which identifies swift guanxi as a relational force that strengthens immediate behavioral involvement during online commerce, and interpersonal warmth in livestreaming environments boosts interactive behaviors (Chen et al., 2022; Ou et al., 2014). These findings help explain why customers in Indonesia become highly engaged when swift relational closeness is established.

Although most hypotheses were supported, the relationship between trust in community members and trust in products was not. These results indicate that trust among community members does not necessarily directly influence customers' product assessments. This may be due to the community's perceived heterogeneity or openness. Hence, recommendations from other community members are not necessarily considered as credible as information directly recommended or conveyed by broadcasters. This differs from the findings of Guo et al. (2021) in the context of Douyin (the Chinese version of TikTok), which has a more homogeneous and stable community structure. Therefore, the results underscore the presence of digital cultural variations that may shape how trust evolves and functions in the context of live-streaming commerce.

5. Conclusion, Limitations, and Suggestions for the Future

This study demonstrates that customer trust in broadcasters, products, and community members positively impacts customer engagement in the live-streaming commerce environment on TikTok. Among the ten proposed hypotheses, nine were statistically supported, indicating that trust, especially in broadcasters, is a significant factor in shaping customer engagement. Swift guanxi also emerges as an important relational element, facilitating rapid interpersonal rapport that strengthens the effects of trust on engagement. The unsupported relationship between trust in community members and trust in products suggests that Indonesian customers rely more heavily on broadcaster cues than on peer comments when forming product-related judgments.

Because this study only examines swift guanxi as an exogenous relational factor, its role remains conceptually significant but empirically untested within the model. Therefore, future researchers are encouraged to empirically verify this mediating mechanism using mediation analysis to strengthen the explanatory power of trust engagement pathways in live streaming commerce (Guo et al., 2021). This study is also limited by not incorporating long-term relational variables such as satisfaction or loyalty, even though the supported hypotheses indicate that trust and swift guanxi may have more potent effects on long-term behavioral outcomes. Future researchers are recommended to empirically integrate these variables to enrich the understanding of sustained engagement in live streaming commerce (Lin & Nuangjamnong, 2022).

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