

HOW LIVE PRESENTER CREDIBILITY DRIVES CONSUMER ENGAGEMENT: THE MEDIATING EFFECT OF AUTHENTICITY

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Abstract

The rapid growth of live commerce has transformed online shopping into an interactive and socially engaging experience, making live presenters an important factor influencing consumer behavior. Drawing on the Stimulus–Organism–Response (SOR) framework, this study investigates how live presenter credibility, reflected through trustworthiness, expertise, and attractiveness, influences consumer behavioral intentions through the mediating role of live presenter authenticity. Specifically, this study examines the effects of credibility on rewatch intention and follow intention in the context of live commerce in an emerging market. Data were collected from 400 Indonesian consumers who had experience watching and interacting with live commerce broadcasts. The proposed model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that live presenter credibility significantly enhances perceived authenticity. Furthermore, authenticity positively influences consumers' intentions to rewatch live streams and follow presenters' social media accounts. The results also indicate that authenticity serves as an important psychological mechanism linking presenter credibility to consumer engagement intentions. These findings extend the application of the SOR framework in live commerce by highlighting the role of presenter authenticity as a key organismic response that translates credibility into consumer behavioral intentions. From a managerial perspective, businesses should prioritize selecting credible presenters who can communicate authentically to strengthen audience retention and relationship-building outcomes in live commerce environments.

Keywords: Life Commerce, Live Presenter Credibility, Live Presenter Authenticity, Rewatch Intention, Follow Intention

INTRODUCTION

The rapid development of digital technology has transformed marketing practices from static transactional systems into interactive and experience-based environments. Consumers are no longer passive recipients of product information but actively participate in value creation through interaction, communication, and real-time engagement with sellers and digital actors (Song et al., 2025). One of the most prominent forms of this transformation is live commerce, which combines e-commerce and live streaming to enable direct interaction between consumers, sellers, and live presenters (Bolun et al., 2025). Through live commerce, consumers can observe product demonstrations, ask questions directly, and evaluate product information in real time, making the shopping experience more social, immersive, and interactive (Y. Wu & Huang, 2023).

In live commerce, live presenters occupy a central role in shaping consumer perceptions and behavioral responses. Unlike conventional e-commerce, which relies heavily on static product descriptions, customer reviews, and platform-based information, live commerce places presenters as human social cues who actively communicate product value, demonstrate product use, and build relational closeness with audiences (Yang et al., 2025). Therefore, the effectiveness of live commerce is not only determined by platform features or product attributes but also by the extent

to which live presenters are perceived as credible, authentic, and capable of generating consumer engagement.

The Stimulus–Organism–Response (SOR) framework provides a relevant theoretical foundation for explaining consumer behavior in this context. The SOR framework explains that external stimuli influence consumers' internal psychological states, which subsequently generate behavioral responses (Safeer, 2024). In live commerce, live presenter credibility can be positioned as a social stimulus that shapes consumers' internal evaluations before influencing their behavioral intentions. Presenter credibility is commonly reflected through three dimensions: trustworthiness, expertise, and attractiveness (Ohanian, 1990). These dimensions represent consumers' perceptions of whether the presenter is honest, knowledgeable, and appealing in delivering product-related information.

Although previous studies have examined the role of source credibility in digital marketing and live commerce, the psychological mechanism through which presenter credibility shapes consumer engagement remains insufficiently explored. Prior studies have often emphasized purchase intention as the main behavioral outcome, while engagement-oriented outcomes such as rewatch intention and follow intention have received less attention. This is important because live commerce is not only designed to generate immediate purchase behavior but also to build sustainable interaction between consumers and presenters. Rewatch intention reflects consumers' willingness to revisit live-streaming content, while follow intention indicates their willingness to maintain a longer-term connection with the presenter.

Authenticity is proposed as an important psychological mechanism that explains how presenter credibility influences consumer engagement. Authenticity refers to consumers' perception that a presenter behaves genuinely, sincerely, naturally, and consistently during interaction (Akbar & Wymer, 2017; Moulard et al., 2015). In the context of live commerce, authenticity becomes crucial because consumers can observe presenters' verbal and nonverbal behavior directly during real-time interactions. A credible presenter is more likely to be perceived as authentic, and this perception may strengthen consumers' willingness to rewatch the content and follow the presenter.

This study aims to examine the effect of live presenter credibility on consumer engagement in live commerce through the mediating role of authenticity. Specifically, this study investigates whether credibility, reflected through trustworthiness, expertise, and attractiveness, enhances live presenter authenticity and whether authenticity subsequently affects rewatch intention and follow intention. This study contributes to the live commerce literature by extending the SOR framework into a presenter-based engagement model and by highlighting authenticity as an organismic mechanism that links presenter credibility to consumer engagement intentions in an emerging market context.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Stimulus–Organism–Response Framework in Live Commerce

The Stimulus–Organism–Response (SOR) framework explains that consumer behavior is formed through a process in which external stimuli influence internal psychological states and subsequently produce behavioral responses (Safeer, 2024). In digital marketing, stimuli may come from website design, product information, social interaction, or communication cues. In live commerce, however, the stimulus is not limited to technological or platform features but also includes human-related cues displayed by live presenters during real-time interaction (Gu et al., 2025; Yang et al., 2025).

This study applies the SOR framework by positioning live presenter credibility as the stimulus, live presenter authenticity as the organismic mechanism, and consumer engagement intentions as the behavioral responses. In this model, credibility represents the external social cue perceived by consumers, authenticity represents the internal psychological evaluation, while rewatch intention

and follow intention represent consumers' behavioral tendencies to maintain interaction with live-commerce content and presenters.

Live Presenter Credibility

Source credibility refers to the extent to which a message source is perceived as trustworthy, competent, and attractive in delivering information (Ohanian, 1990). In marketing communication, credibility is important because consumers tend to rely more on information delivered by sources they perceive as reliable and competent. In live commerce, credibility becomes even more important because consumers evaluate product information under real-time conditions, where they must quickly assess whether the presenter can be trusted.

Live presenter credibility consists of three main dimensions: trustworthiness, expertise, and attractiveness (Ohanian, 1990). Trustworthiness reflects consumers' belief that the presenter provides honest and reliable information. Expertise reflects the presenter's ability to explain product specifications, demonstrate product use, and answer consumer questions. Attractiveness reflects the presenter's visual appeal, communication style, and ability to attract audience attention. These dimensions collectively form consumer perceptions of whether the presenter is a credible source of information in live commerce.

Live Presenter Credibility and Authenticity

Authenticity refers to the perception that a person behaves genuinely, sincerely, and naturally rather than artificially or manipulatively (Akbar & Wymer, 2017; Moulard et al., 2015). In live commerce, authenticity is formed through consumers' direct observation of the presenter's communication style, product explanation, emotional expression, and interaction with the audience. Presenters who appear honest, natural, and consistent are more likely to be perceived as authentic.

Credibility is expected to strengthen authenticity because trustworthiness, expertise, and attractiveness provide signals that the presenter is not merely delivering persuasive messages but is genuinely capable of representing product information. A trustworthy presenter can create perceptions of sincerity, an expert presenter can strengthen perceptions of competence, and an attractive presenter can enhance the audience's positive impression of the presenter. Previous studies also indicate that credible and authentic digital figures can strengthen consumer trust, parasocial interaction, and behavioral intentions (Agnihotri et al., 2023; Chen & Yang, 2023; Jiang et al., 2025).

H1: Live presenter credibility has a positive effect on live presenter authenticity.

Authenticity and Rewatch Intention

Rewatch intention refers to consumers' willingness to watch the same or similar live-streaming content again in the future. In the context of live commerce, rewatch intention is important because repeated viewing indicates sustained audience attention and continued engagement with the presenter or content. Consumers are more likely to rewatch live-commerce content when they perceive the presenter as genuine, sincere, and personally engaging.

Authenticity can strengthen rewatch intention because authentic presenters create a more comfortable and trustworthy viewing experience. When consumers feel that the presenter behaves naturally and communicates sincerely, they may develop a stronger emotional connection with the content. This can encourage consumers to revisit live streams or watch future broadcasts from the same presenter. Therefore, authenticity is expected to positively influence rewatch intention.

H2: Live presenter authenticity has a positive effect on rewatch intention.

Authenticity and Follow Intention

Follow intention refers to consumers' willingness to follow the presenter's social media account or remain connected with the presenter's future activities. In live commerce, follow intention reflects a relational form of engagement that goes beyond a single viewing experience. Consumers who follow presenters are more likely to receive updates, participate in future live streams, and develop stronger relationships with the presenter.

Authenticity may encourage follow intention because consumers tend to maintain relationships with digital figures whom they perceive as genuine and trustworthy. An authentic presenter can build relational closeness and reduce the perceived distance between the presenter and the audience. Prior research indicates that authenticity can strengthen consumer attachment, engagement, and intention to maintain interaction with influencers or presenters (J.-H. Kim & Song, 2020; Ren et al., 2023). Thus, authenticity is expected to positively influence follow intention.

H3: Live presenter authenticity has a positive effect on follow intention.

The Mediating Role of Authenticity

Within the SOR framework, the organismic mechanism explains how external stimuli are internally processed before generating behavioral responses. In this study, authenticity functions as the organismic mechanism that translates live presenter credibility into consumer engagement intentions. Presenter credibility may not automatically generate rewatch or follow intention; instead, consumers first interpret credibility signals and form perceptions of authenticity.

When consumers perceive a live presenter as credible, they are more likely to believe that the presenter behaves sincerely and naturally. This perception of authenticity subsequently strengthens their willingness to rewatch the presenter's content and follow the presenter's social media account. Therefore, authenticity is expected to mediate the relationship between live presenter credibility and consumer engagement intentions.

H4: Live presenter authenticity mediates the relationship between live presenter credibility and rewatch intention.

H5: Live presenter authenticity mediates the relationship between live presenter credibility and follow intention.

RESEARCH METHODS

This study employed a quantitative research design using a survey approach. The survey method was considered appropriate because the study aimed to examine consumers' perceptions of live presenter credibility, authenticity, and engagement intentions based on their experience in watching live commerce (Berinsky, 2017). The target population consisted of Indonesian consumers who had experience watching live commerce broadcasts and purchasing products through e-commerce or social commerce platforms.

The sample was selected using purposive sampling. Respondents were required to meet two criteria: first, they had purchased products through social commerce or e-commerce platforms within the last six months; second, they had watched live presenter broadcasts within the previous week. These criteria were applied to ensure that respondents had relevant and recent experience with live commerce. A total of 400 valid responses were collected and used for data analysis.

The measurement items were adapted from previous studies. Live presenter credibility was measured as a higher-order construct consisting of trustworthiness, expertise, and attractiveness, adapted from Ohanian (1990) and Li et al. (2022). Live presenter authenticity was measured using four items adapted from Moulard et al. (2015) and Akbar & Wymer (2017). Rewatch intention was measured using three items adapted from Han & Kim (2021), while follow intention was measured using four items adapted from Jiang et al. (2025) and I. Kim et al. (2024). All items were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected because it is suitable for testing complex models involving latent constructs and higher-order constructs (Hair et al., 2019; Sarstedt et al., 2019). The analysis was conducted in two stages. First, the measurement model was evaluated by assessing indicator loadings, composite reliability, Cronbach's alpha, average variance extracted, and discriminant validity using the Heterotrait–Monotrait ratio (Henseler et al., 2015). Second, the structural model was evaluated by examining path coefficients, significance values through bootstrapping, coefficient of determination, predictive relevance, and mediation effects.

RESULTS AND DISCUSSION

Demographic Profile

Based on the respondent profile, this study involved 400 respondents who had experience watching live-streaming product offers in e-commerce or social commerce platforms. The respondents were dominated by women, accounting for 74% of the total sample, while men represented 27%. This composition indicates that live commerce activities in this study were more strongly represented by female consumers. In terms of age, most respondents were between 17 and 28 years old, representing 84% of the sample. This suggests that the study primarily captures the behavior of young consumers who are relatively familiar with digital platforms and live-streaming-based shopping activities. Regarding educational background, the majority of respondents had completed senior high school, accounting for 66%, followed by respondents with a bachelor's degree at 25%. This indicates that the sample was largely composed of respondents with secondary and undergraduate educational backgrounds.

Regarding platform usage, Shopee was the most frequently used e-commerce or social commerce platform, representing 68% of respondents, followed by TikTok at 24%. Other platforms such as Instagram, Lazada, Facebook, and other platforms accounted for smaller proportions. This finding indicates that live commerce behavior among respondents was mainly concentrated on platforms with strong live-shopping features, particularly Shopee and TikTok. In terms of watching intensity, most respondents watched live-streaming product offers one to three times in the past week, representing 73% of the sample, while 17% watched more than five times and 10% watched four to five times. This shows that the respondents had recent and relevant exposure to live commerce, although most of them engaged with live-streaming content at a low to moderate frequency.

The main motivation for watching live streams in e-commerce or social commerce was to obtain product information, representing 39% of respondents, followed closely by the motivation to obtain special offers such as discounts and free shipping, representing 37%. Meanwhile, 19% of respondents watched live streams with the intention of purchasing products, while only a small proportion watched for product demonstrations, entertainment, or interaction with hosts or presenters. This pattern indicates that respondents' motivation to watch live commerce was primarily functional and informational rather than entertainment-oriented or socially driven. Furthermore, only 40% of respondents followed the accounts or stores they watched, while 60% did not. Most respondents also did not personally know the presenter in the live streaming, representing 86% of the sample. These findings suggest that consumer engagement in live commerce is not necessarily based on personal familiarity with the presenter, but is more likely shaped by the perceived quality of information, presenter credibility, and the authenticity displayed during live-streaming interactions.

Table 1 Demographic Profile

Gender	Quantity	Percentage
Man	106	27%
Woman	294	74%
Total	400	100%
Age	Quantity	Percentage
17 - 28 Years Old	334	84%
29 - 44 Years Old	37	9%
45 - 60 Years Old	28	7%
> 60 Years Old	1	0.3%
Total	400	100%

Education Background	Quantity	Percentage
Elementary School	4	1%
Juniar High School	18	5%
Senior High School	265	66%
Diploma	10	3%
Bachelor Degree	100	25%
Postgraduate	3	1%
Total	400	100%
E-Commerce or Social Commerce Used	Quantity	Percentage
Shopee	270	68%
Lazada	4	1%
TikTok	97	24%
Instagram	23	6%
Facebook	5	1%
Others	1	0.3%
Total	400	100%
Intensity of Watching Live Streaming Product Offers for the Last 1 Week	Quantity	Percentage
1 - 3 Times	290	73%
4 - 5 Times	41	10%
> 5 Times	69	17%
Total	400	100%
Orientation to Watch Live Streams in E Commerce or Social Commerce	Quantity	Percentage
To purchase Products	74	19%
For product information	154	39%
To see product demonstrations	16	4%
To get special offers (discounts, free shipping, etc.)	149	37%
To get entertainment	5	1%
To interact with hosts/presenters	2	1%
Others	0	0%
Total	400	100%
Follow the Account or Shop you are watching	Quantity	Percentage
Yes	160	40%
No	240	60%
Total	400	100%
Getting to know the Presenter in live streaming	Quantity	Percentage
Yes	56	14%
No	344	86%
Total	400	100%

Validity and Reliability Test

The validity and reliability test results indicate that all constructs in the measurement model meet the recommended acceptance criteria. Based on Hair et al. (2019), indicator loading values should exceed 0.70 to establish adequate indicator reliability, and the results show that all loading factors range from 0.788 to 0.943, indicating that all indicators are valid in measuring their respective constructs. Furthermore, the Average Variance Extracted (AVE) values for all constructs

exceed the minimum threshold of 0.50, ranging from 0.695 to 0.873, confirming that each construct has satisfactory convergent validity because it explains more than half of the variance of its indicators (Hair et al., 2019). The reliability assessment also demonstrates strong internal consistency, as all Cronbach's Alpha values are above the recommended threshold of 0.70, ranging from 0.781 to 0.927, while the Composite Reliability values range from 0.872 to 0.954, exceeding the minimum criterion of 0.70 (Hair et al., 2019; Nunnally & Bernstein, 1978). Specifically, the dimensions of live presenter credibility, namely trustworthiness, expertise, and attractiveness, show strong measurement quality, while live presenter authenticity, rewatch intention, and follow intention also demonstrate adequate reliability and convergent validity. Therefore, the measurement model can be considered valid and reliable, and all constructs are appropriate for further structural model testing.

Table 2 Validity and Reliability Test

Variable	Dimension	Items	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Live Presenter Credibility	Trustworthiness	X111	0.826	0.781	0.872	0.695
		X112	0.840			
		X113	0.834			
	Expertise	X121	0.882	0.870	0.920	0.794
		X122	0.916			
		X123	0.874			
	Attractiveness	X131	0.857	0.881	0.927	0.809
		X132	0.906			
		X133	0.933			
Live Presenter Authenticity		M21	0.788	0.881	0.927	0.808
		M22	0.880			
		M23	0.859			
		M24	0.854			
Rewatch Intention		Y11	0.943	0.927	0.954	0.873
		Y12	0.936			
		Y13	0.924			
Follow Intention		Y21	0.867	0.906	0.934	0.779
		Y22	0.889			
		Y23	0.882			
		Y24	0.896			

Discriminant Validity Test

The discriminant validity assessment was conducted using the Heterotrait–Monotrait ratio (HTMT), following the recommended threshold that HTMT values should generally be below 0.90 to indicate adequate discriminant validity between conceptually distinct constructs (Henseler et al., 2015). The results show that most HTMT values are below the 0.90 criterion, indicating that follow intention, live presenter authenticity, watch intention, attractiveness, expertise, and trustworthiness are empirically distinguishable from one another. However, several HTMT values involving Live Presenter Credibility exceed the 0.90 threshold, particularly its relationships with attractiveness, expertise, and trustworthiness. These values should not be interpreted as a serious discriminant validity problem because Live Presenter Credibility is modeled as a multidimensional higher-order construct formed by the dimensions of trustworthiness, expertise, and attractiveness. In hierarchical component models, high correlations between the higher-order construct and its

lower-order dimensions are theoretically expected because the dimensions represent the core components of the overarching construct (Sarstedt et al., 2019). Therefore, although some HTMT values are above 0.90, they are acceptable within the context of a higher-order construct structure and reflect strong conceptual and empirical relationships between Live Presenter Credibility and its dimensions rather than problematic overlap among unrelated latent variables. Overall, the discriminant validity of the measurement model can be considered adequate for further structural model evaluation.

Table 3 Discriminant Validity Test

	Att	Exp	FI	LPA	LPC	WI	Tru
Attractiveness (Att)							
Expertise (Exp)	0.683						
Follow Intention (FI)	0.499	0.252					
Live Presenter Authenticity (LPA)	0.736	0.663	0.281				
Live Presenter Credibility (LPC)	0.928	0.992	0.437	0.807			
Watch Intention (WI)	0.520	0.269	0.769	0.378	0.488		
Trustworthiness (Tru)	0.705	0.726	0.421	0.745	1.031	0.535	

Hypotheses Result

The hypothesis testing results indicate that all proposed relationships in the structural model are supported based on the bootstrapping procedure in PLS-SEM. Following Hair et al. (2019), a hypothesis is considered significant when the t-statistic exceeds 1.96 and the p-value is below 0.05. The results show that live presenter credibility has a positive and significant effect on live presenter authenticity ($\beta = 0.714$; $t = 24.094$; $p < 0.001$), supporting H1 and confirming that credible presenters are more likely to be perceived as genuine, sincere, and authentic by consumers. This finding is consistent with previous studies indicating that credible digital figures can strengthen authenticity, trust, and consumer psychological responses in online interaction contexts (Agnihotri et al., 2023; Chen & Yang, 2023; Dao et al., 2025). Furthermore, live presenter authenticity has a positive and significant effect on rewatch intention ($\beta = 0.345$; $t = 6.710$; $p < 0.001$) and follow intention ($\beta = 0.257$; $t = 4.607$; $p < 0.001$), thereby supporting H2 and H3. These findings suggest that when consumers perceive presenters as authentic, they are more likely to continue engaging with live-commerce content by rewatching live streams and following the presenter, which is in line with prior research emphasizing the role of authenticity in strengthening engagement, relational attachment, and behavioral intentions (Jiang et al., 2025; Liu & Sun, 2024; G. Wu & Liang, 2025). The mediation results also show that live presenter authenticity significantly mediates the relationship between live presenter credibility and rewatch intention ($\beta = 0.247$; $t = 5.776$; $p < 0.001$), as well as the relationship between live presenter credibility and follow intention ($\beta = 0.184$; $t = 4.153$; $p < 0.001$), supporting H4 and H5. These results indicate that credibility does not only influence consumer engagement directly through social evaluation but also operates through authenticity as an internal psychological mechanism, consistent with the SOR framework and previous studies highlighting authenticity as a mediator between source credibility and consumer behavioral outcomes (J.-H. Kim & Song, 2020; Ren et al., 2023).

Table 4 Hypotheses Test Result

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	
H ₁ : Live Presenter Credibility -> Live Presenter Authenticity	0.714	0.715	0.030	24.094	0.000*	Significance
H ₂ : Live Presenter Authenticity -> Rewatch Intention	0.345	0.346	0.051	6.710	0.000*	Significance

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	
H ₃ : Live Presenter Authenticity -> Follow Intention	0.257	0.262	0.056	4.607	0.000*	Significance
H ₄ : Live Presenter Credibility -> Live Presenter Authenticity -> Rewatch Intention	0.247	0.248	0.043	5.776	0.000*	Significance
H ₅ : Live Presenter Credibility -> Live Presenter Authenticity -> Follow Intention	0.184	0.188	0.044	4.153	0.000*	Significance

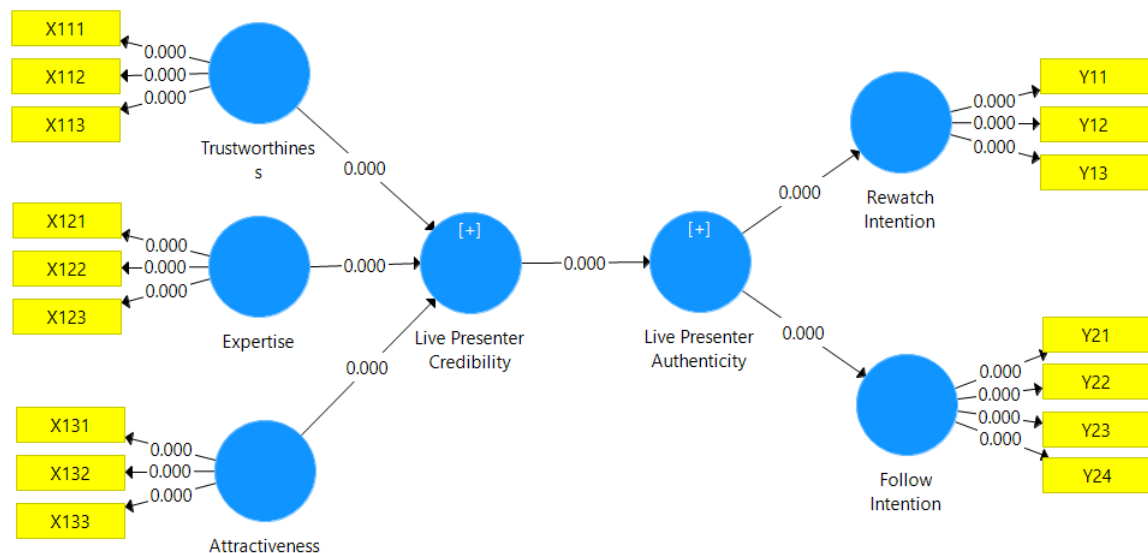


Figure 1 Hypotheses Test Model

Discussion

The findings of this study confirm that live presenter credibility plays an important role in shaping consumers' perceptions of authenticity in live commerce. Presenters who are perceived as trustworthy, knowledgeable, and attractive tend to be viewed as more genuine and sincere by consumers. This result is consistent with source credibility theory, which emphasizes that trustworthiness, expertise, and attractiveness are key dimensions that determine the persuasive power of a communication source (Ohanian, 1990). In the context of live commerce, this finding is particularly relevant because consumers evaluate presenters in real time through their communication style, product explanations, interaction patterns, and visual presence. Thus, credibility does not only function as an informational signal but also becomes a social cue that helps consumers judge whether the presenter behaves authentically. This supports previous studies showing that credible digital figures can strengthen consumer trust, parasocial interaction, and authenticity perceptions in online environments (Agnihotri et al., 2023; Chen & Yang, 2023; Dao et al., 2025).

The results also show that live presenter authenticity positively influences both rewatch intention and follow intention. This finding is interesting because it indicates that authenticity is not only relevant for purchase-related outcomes but also for engagement-oriented behavioral responses. In live commerce, consumers do not merely evaluate products or promotions; they also assess whether the presenter appears natural, sincere, and personally convincing. When presenters are perceived as authentic, consumers are more likely to maintain interaction by rewatching live-streaming content and following the presenter's future activities. This finding extends prior studies that mostly emphasized purchase intention by showing that authenticity also contributes to

audience retention and relational engagement (Jiang et al., 2025; J.-H. Kim & Song, 2020; Ren et al., 2023). Therefore, live commerce should not only be understood as a selling channel but also as a relationship-building environment in which presenter authenticity strengthens continued consumer engagement.

Furthermore, the mediation findings demonstrate that authenticity serves as an important psychological mechanism linking live presenter credibility to rewatch intention and follow intention. This result directly addresses the research gap regarding the limited understanding of how presenter characteristics are translated into consumer engagement in live commerce. Rather than assuming that credibility automatically leads to engagement, this study shows that consumers first process credibility through perceptions of authenticity before developing intentions to rewatch and follow. This finding supports the Stimulus–Organism–Response framework, in which live presenter credibility acts as the stimulus, authenticity represents the organismic response, and rewatch intention and follow intention represent behavioral responses (Safeer, 2024). The most notable contribution of this study is that it positions authenticity as a central mechanism explaining how credible presenters can build sustainable engagement in live commerce, particularly in an emerging market context where consumers may rely heavily on social cues to reduce uncertainty in digital interactions.

CONCLUSION

This study concludes that live presenter credibility plays a crucial role in strengthening consumer engagement in live commerce through the mediating role of authenticity. By positioning live presenter credibility as the stimulus, authenticity as the organismic mechanism, and rewatch intention and follow intention as behavioral responses, this study extends the Stimulus–Organism–Response framework in the context of live commerce. The findings show that presenters who are perceived as trustworthy, knowledgeable, and attractive are more likely to be evaluated as authentic by consumers. In turn, authenticity encourages consumers to maintain engagement by rewatching live-streaming content and following the presenter's future activities. These results indicate that consumer engagement in live commerce is not only driven by product information or promotional offers, but also by the psychological evaluation of presenter authenticity. Therefore, this study highlights the importance of selecting and developing credible presenters who can communicate naturally, sincerely, and convincingly to build sustainable consumer engagement in live commerce, particularly in an emerging market context.

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