The Effect of Content Creator Attributes on Purchase Intention in Live Commerce: The Mediating Roles of Perceived Authenticity and Parasocial Interaction

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Abstrak

Live commerce kian masif di Indonesia, tetapi mekanisme psikologis yang mengubah penonton menjadi pembeli masih kurang terpetakan. Studi ini menguji bagaimana atribut content creator keahlian, keterpercayaan, daya tarik, brand–creator fit, dan responsivitas mempengaruhi niat beli melalui mediasi berantai keaslian yang dirasakan dan interaksi parasosial. Survei dilakukan pada pengguna live commerce di Medan dengan sampel sebanyak 278 orang dengan metode purposive sampling. Data dianalisis menggunakan PLS-SEM dua tahap dengan bootstrapping. Model pengukuran memenuhi reliabilitas dan validitas loading 0,77–0,86; α dan CR ≥ 0,80; AVE ≥ 0,50; HTMT < 0,85. Hasil menunjukkan bahwa atribut content creator memengaruhi keaslian yang dirasakan secara signifikan β = 0,583; p < 0,001; keaslian yang dirasakan memengaruhi interaksi parasosial β = 0,517; p < 0,001; dan interaksi parasosial memengaruhi niat beli β = 0,468; p < 0,001. Terdapat pula pengaruh tidak langsung yang signifikan dari atribut content creator terhadap niat beli melalui keaslian yang dirasakan dan interaksi parasosial β = 0,141; p < 0,001. Daya jelaskan bersifat moderat(R^2 keaslian = 0,34; R^2 parasosial = 0,27; R^2 niat beli = 0,22; seluruh Q^2 > 0. Hasil penelitian menunjukkan bahwa dari keaslian menuju kedekatan dan akhirnya meningkatkan niat beli.

Kata kunci: *Content Creator; Perceived Authenticity; Parasocial Interaction, Purchase Intention*

Abstract

Live commerce is increasingly widespread in Indonesia, yet the psychological mechanisms that convert viewers into buyers remain underexplored. This study examines how content creator attributes expertise, trustworthiness, attractiveness, brand–creator fit, and responsiveness—affect purchase intention through the serial mediation of perceived authenticity and parasocial interaction. A survey was conducted among live-commerce users in Medan with sampling 278 respondent using purposive sampling. Data were analyzed using two-stage PLS-SEM with bootstrap. The measurement model met reliability and validity thresholds loadings 0.77–0.86; α and CR ≥ 0.80; AVE ≥ 0.50; HTMT < 0.85. Results show that content creator attributes significantly influence perceived authenticity β = 0.583; p < 0.001; perceived authenticity influences parasocial interaction β = 0.517; p < 0.001; and parasocial interaction influences purchase intention β = 0.468; p < 0.001. There is also a significant indirect effect of content creator attributes on purchase intention through perceived authenticity and parasocial interaction β = 0.141; p < 0.001. Explanatory power is moderate R^2 authenticity = 0.34; R^2 parasocial = 0.27; R^2 purchase intention = 0.22; all Q^2 > 0. The findings formalize a

mechanism in which authenticity fosters closeness and, in turn, raises purchase intention, offering actionable guidance for curating creators and designing responsive, transparent live sessions.

Keywords: live commerce; content creator; perceived authenticity; parasocial interaction; purchase intention.

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INTRODUCTION

The explosion of live commerce is changing the way consumers seek information, assess the credibility of sources, and make purchasing decisions in Indonesia. A live format that is in sync with product demonstrations, Q&A sessions, and two-way interactions creates a stronger sense of social presence than display ads or one-way video ads. Recent evidence in Indonesian consumers suggests that utilitarian, hedonic, and social values perceived during broadcasting increase trust and ultimately drive purchase intent (Zhang et al., 2024). In the same local context, a study in a national journal also found that the perception of value and trust in live streaming was positively associated with repurchase intent (Rahmita et al., 2025) and affirmed the potential of live shopping as a new conversion channel (Lestari & Wibowo, 2025). These data and findings place live commerce not just as a trend, but as a strategic playground where psychological signals are formed in real time, when consumers listen, ask questions, and respond to calls to purchase.

In the midst of these dynamics, who speaks will determine what is believed. Content creator attributes including expertise, trustworthiness, attractiveness, brand creator fit, and responsiveness during broadcast are increasingly recognized as determinants of message acceptance and marketing results (Sokolova & Kefi, 2020). On social media, message value and creator credibility have been shown to strengthen trust in branded content, which in turn influences purchasing attitudes and intentions (Lou & Yuan, 2019). In the context of newer sponsored videos, authenticity management strategies such as opening disclosure proportionately, highlighting consistent passion, and maintaining persona fit with the brand are directly related to engagement (Liao et al., 2024). In practical terms, this means marketers no longer simply buy reach, but rather must curate credibility including the creator's suitability with the product category and target audience.

On a macro basis, the GMV value of Indonesia's e-commerce in 2024 will reach around US$65 billion in a total digital economy of US$90 billion, with video/live commerce identified as one of the key drivers (Google, Temasek, & Bain, 2024). A wide internet user base strengthens its reach: APJII records 221.56 million users (79.5%) in 2024 and around 229.4 million (80.66%) in 2025 (APJII, 2024; Bloomberg Technoz, 2025). Public surveys show high adoption and conversion of live shopping: 86% of online shoppers have watched live and 65% of them have made a purchase while watching (Jakpat, 2023); The 2025 release confirms that 62% of Gen Z shop via live shopping (Jakpat, 2025). In terms of top of mind, Shopee Live is most often remembered/used, with TikTok Live following (Populix, 2023; GoodStats, 2024), while the fashion and beauty categories account for more than two-thirds of TikTok Shop Indonesia's GMV (Cube Asia, 2023). This market data provides an empirical foothold for models that place authenticity and parasocial proximity as the link between creator attributes and purchase intent.

Perceived authenticity that bridges creator attributes with consumer reactions. The literature shows that when audiences judge "genuine" creators (honest, consistent, and not

over-the-top in covering sponsors), the barrier to skepticism decreases, trust grows, and the action of following recommendations becomes more likely (Audrezet et al., 2020). More recent research confirms the "authenticity advantage" in paid content systems careful authenticity management on sponsored videos encourages digital engagement without sacrificing credibility (Liao et al., 2024). In live commerce, cues of authenticity tend to strengthen due to time synchronization: quick responses to questions, no-cut demonstrations, and spontaneous banter with the audience serve as "proof of process" that creators understand the product and care about the needs of the audience.

The next psychological mechanization is parasocial interaction, a sense of one-way closeness that makes the audience "feel familiar" with the creator. In Instagram-based endorsements, parasocial interaction is closely related to purchase intent because proximity fosters trust and identification (Jin & Ryu, 2020). Cross-platform studies also confirm the importance of parasocial relationships in explaining the influence of influencers as a social reference (Su et al., 2021). This means that when authenticity is present, the audience is not just judging information; They build an affective attachment to the speaking figure. This attachment often plays a role when a call-to-action appears, for example, "click the yellow basket now" because the recommendation sounds not as an impersonal promotion, but as a suggestion from a "familiar figure".

The live format dimension reinforces both of the above mechanisms. Research shows that the attributes of live streaming (e.g. live demonstrations, chat interactions, and social presence) increase trust and engagement with sellers, which in turn increases purchase intent (Wongkitrungrueng & Assarut, 2020). If in ordinary social media credibility relies a lot on curated images, then in live credibility is tested "on the spot" the audience assesses verbal consistency, accuracy of answering, and the readiness of creators to face difficult questions. In other words, the affordances of formats (synchronous, interactive, transparent) increase the chances of authenticity and meaningful parasocial relationships.

Nevertheless, some research gaps still remain. First, many studies examine the influence of creator attributes on direct marketing results, but have not explored the chain mechanisms that explain how they work in the live context, namely through authenticity which then strengthens parasocial relationships, which in turn increases purchase intent. Second, the evidence in Indonesia is starting to grow, but it is often focused on perceived values and beliefs; specific integration between creator attributes influences authenticity affects parasocial and will impact purchase intent in local ecosystems is still relatively rare (Zhang et al., 2024; Rahmita et al., 2025; Lestari & Wibowo, 2025). Third, not all creator attributes may have the same strong impact on each product category (high versus low risk), so more precise mapping of mechanisms is important for campaign designers.

Based on these gaps, this article formalizes a model that predicts that content creator attributes (expertise, trustworthiness, appeal, creator–brand suitability, and responsiveness) will increase perceived authenticity; authenticity will increase parasocial interaction; and parasocial interactions ultimately increase purchase intent in live commerce. By placing authenticity and parasocial as chain mediators, this model brings together the three streams of influencer credibility, authenticity, and parasocial relations into a logic that fits the affordances of synchronous broadcasting. Theoretically, this approach provides a more parsimonious explanation of the psychological processes that link "who speaks" and "intent to buy" to live commerce. Practically, it provides guidelines for curating creators (not just audience size, but fit and competence), as well as broadcast design guidelines (proportionate disclosure, genuin storytelling, responsive Q&A sessions) so that conversions increase without eroding trust.

METHODOLOGY

This quantitative study uses surveys and is analyzed with Partial Least Squares Structural Equation Modeling PLS-SEM because the purpose of the model is predictive with chain mediators as well as reflective latent constructs (Hair et al., 2022). The population in this study is users in Medan, especially those who have watched and transacted at least once through live commerce in the last 3 months. The sampling technique is purposive sampling with an actual sample size of 278 respondent, sufficient for chain mediation testing and meets the rule of 10× the largest number of incoming arrows in endogenous constructs. The instrument uses a Likert scale of 1–7. Content Creator Attributes (CCA) are measured through indicators of competence/expertise, trustworthiness, attractiveness, brand creator fit, and responsiveness adapted from the influencer credibility/fit scale (Lou & Yuan, 2019; Liao et al., 2024). Perceived Authenticity (AUTH) reflects the authenticity, honesty, and consistency of the content persona (Audrezet et al., 2020). Parasocial Interaction (PSI) contains a sense of closeness, familiarity, and comfort following recommendations (Labrecque, 2014). Purchase Intention (PI) is measured through purchase intent, checkout considerations, and purchase probability (Jin & Ryu, 2020). The procedures include block of item randomization, attention checks, anonymity, conscious consent, and no sensitive data is collected. The model evaluation follows two stages: (1) the reliability measurement model of α, CR $\geq$ 0.70, the convergent validity of loading $\geq$ 0.70; AVE $\geq$ 0.50, and HTMT's discriminant validity $\leq$ 0.85–0.90; (2) VIF structural model < 3,3, bootstrapping, as well as R^2, Q^2 (blindfolding), and f^2 reporting. The research models formed are as follows:
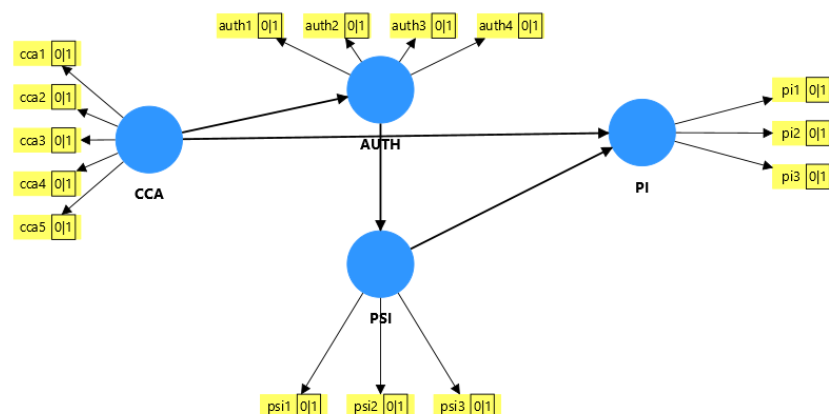

Figure 1. Research Model

H1: Creator content attributes have a positive effect on Perceived Authenticity.H2: Perceived Authenticity has a positive effect on Parasocial Interaction.H3: Parasocial Interaction has a positive effect on Purchase Intention.H4: Creator content attributes have an indirect effect on Purchase Intention through Parasocial Authenticity.

RESULTS AND DISCUSSION

Based on Table.1, the characteristics of the respondents in this study with a total of 278 samples. The gender composition is relatively balanced but tends to be dominated by women as much as 57.9% compared to men 42.1%. Judging from the age group, the majority are in the productive range of 18-24 years old (44.6%); n = 124 and 25–34 years 41.7%; n = 116, while respondents aged ≥35 years amounted to 13.7% n = 38.

In terms of viewing behavior, the frequency of watching live broadcasts per month was dominated by the medium category of 3–5 times/month at 42.4% with n = 118, followed by the low category ≤2 times/month 33.1% n = 92 and the high category ≥6 times/month 24.5% n = 68. The importance of this channel as a conversion channel is reflected in the proportion of respondents who admitted to having transacted through live commerce in the

last three months, which is 75.9% n = 211. This describes an audience relevant to live commerce studies that is predominantly young, exposed to broadcast regularly, and has a high enough buying experience, making it adequate to test the relationship between content creator attributes, perceived authenticity, parasocial interaction, and purchase intent.

Table 1. Sample Characteristics

Characteristics	Category	n	%
Gender	Man	117	42,1
	Woman	161	57,9
Age	18–24	124	44,6
	25–34	116	41,7
	≥35	38	13,7
Live frequency/mo	≤2	92	33,1
	3–5	118	42,4
	≥6	68	24,5
Ever bought via live (3 months)	Ya	211	75,9

Source: primary data processed,2025

Based on the results of the outer loadings test in table 2, all indicators are between 0.77–0.86 above the threshold of 0.70 which is commonly used to confirm the validity of the convergence. In the CCA, five indicators of 0.77–0.84 consistently capture the dimensions of creator attributes; The AUTH is also strong 0.78–0.85, signifying a uniformly measured perception of authenticity. PSI 0.79–0.8 and PI 0.79–0.86 indicate neat measurements with no problematic indicators, so no item removal is required.

The internal reliability of the entire construct is at a good to very good level. Cronbach's alpha (α) value for CCA is 0.86; AUTH of 0.84; PSI of 0.82; and PI of 0.84 all exceeded the criterion of ≥0.70. Composite reliability (CR) is also high CCA 0.90; AUTH 0.89; PSI 0.88; PI 0.90, indicates strong inter-item consistency. With a CR value close to 0.90 but not exceeding 0.95, it indicates high reliability with no symptoms of item redundancy.

The validity of the convergence was also confirmed through the Average Variance Extracted (AVE) which was ≥0.50: CCA 0.64; AUTH 0.66; PSI 0.71; PI 0.74. This means that each construct is able to explain more than half of the variance of its indicators. Overall, the combination of strong loading, high α and CR reliability, and adequate AVE confirms that the four constructs of content creator (CCA), perceived authenticity (AUTH), parasocial interaction (PSI), and purchase intent (PI) attributes are well measured and ready for use for structural model testing.

Table 2. Measurement Model (Loading, Reliability, Convergence)

Construct	Item (Loading)		A	CR	AVE
CCA	CCA1	0.79;	0,86	0,90	0,64
	CCA2	0.83;			
	CCA3	0.81;			
	CCA4	0.77;			
	CCA5	0.84			

AUTH	AUTH1 0.82;	0,84	0,89	0,66
	AUTH2 0.85;			
	AUTH3 0.80;			
	AUTH4 0.78			
PSI	PSI1 0.84; PSI2 0.79; PSI3 0.81	0,82	0,88	0,71
PI	PI1 0.86; PI2 0.83; PI3 0.79	0,84	0,90	0,74

CCA= Content Creator Attributes; AUTH= Perceived Authenticity; PSI= Parasocial Interaction; PI = Purchase Intention
Source: primary data processed, 2025.

Based on the results of the discriminant validity test using the HTMT ratio, it shows that all values between constructs are in the range of 0.49-0.68, so that they are below the threshold of 0.85 and 0.90. The highest pair is a CCA to AUTH of 0.68, which signifies conceptual proximity with no indication of measurement overlap consistent with the proposition that creator attributes affect authenticity. The AUTH value to PSI of 0.63 also showed a reasonable association according to the chain mediation mechanism, while the other pairs CCA to PSI were 0.59, PSI to PI was 0.57, CCA to PI was 0.54, and AUTH to PI was 0.49 confirming that exogenous, mediator, and endogenous constructs remain empirically differentiated. Thus, the validity of the discriminant is met and the model is feasible to proceed to hypothesis testing.

Table 3. Discriminant Validity (HTMT)

	CCA	AUTH	PSI	PI
CCA	—	0,68	0,59	0,54
AUTH	0,68	—	0,63	0,49
PSI	0,59	0,63	—	0,57
PI	0,54	0,49	0,57	—

CCA= Content Creator Attributes; AUTH= Perceived Authenticity; PSI= Parasocial Interaction; PI = Purchase Intention
Source: primary data processed, 2025.

Based on the VIF value is in the range of 1.00–1.25, well below the practical threshold of 3.3 marking the absence of multicollinearity. All of which indicate a correlation between low predictors and good path estimation stability. The values of the path coefficients in the structural model are not distorted by multicollinearity, so the interpretation of the effects of CCA on AUTH, AUTH on PSI, and PSI on PI can be considered reliable. And there is no indication of collinearity issues in the model.

Table 4. Structural Model Collinearity (VIF)

Endogenous	Predictor	BRIGHT
AUTH	CCA	1,00
PSI	AUTH	1,18
PI	PSI	1,25
PI	Control	1,20

CCA= Content Creator Attributes; AUTH= Perceived Authenticity; PSI= Parasocial Interaction; PI = Purchase Intention
Source: primary data processed, 2025.

The results of structural modeling showed that all major pathways were significantly strong at the p< level of 0.001. Where the CCA for AUTH is β 0.583 with t 11.62, which indicates a large positive influence of creator attributes on perceived authenticity. An f² value of 0.52 indicates a large effect, so a change in the creator attribute provides a substantive improvement in the model's ability to explain variations in authenticity.

The AUTH variable toPSI has a β of 0.517 and t of 9.14, also very significant, with f² 0.37 (large category). This means that when audiences judge creators to be more authentic, parasocial closeness increases noticeably and has a practical impact.

The PSI to PI variability shows β 0.468 and t 8.01, very significant with f² 0.29 close to large, above the moderate threshold. Where the stronger the parasocial relationship, the higher the purchase intention of the audience in the context of live commerce. The indirect effect of the CCA series on PI via AUTH and PSI of β 0.141 with t 5.12 (p < 0.001) confirmed the chain mediation that was meaningful: creator attributes increased authenticity, authenticity strengthened parasocial, and both together drove purchase intent. Since the CCA's direct path to PI is not modeled here, the evidence lends support to a purely mediating mechanism on this model configuration; If the direct path is added and becomes insignificant, then the mediation can be claimed in full, whereas if it remains significant, the mediation becomes partial.

Table 5. Path and Effect Coefficients (Bootstrapping)

Jalur	B	t	p	f²
CCA → AUTH	0,583	11,62	<0.001	0,52
AUTH → PSI	0,517	9,14	<0.001	0,37
PSI → PI	0,468	8,01	<0.001	0,29
CCA → PI (indirek via AUTH→PSI)	0,141	5,12	<0.001	—

CCA= Content Creator Attributes; AUTH= Perceived Authenticity; PSI= Parasocial Interaction; PI = Purchase Intention
Source: primary data processed, 2025.

Based on the value of R² indicates the clear power of the model for each endogenous construct. An AUTH of 0.34 is at a moderate/medium-low level (between a small margin of 0.25 and a moderate of 0.50), indicating that the creator attribute is able to explain a meaningful portion of authenticity variance. The PSI of 0.27 is small but adequate for the context of complex consumer behavior, while the PI of 0.22 is still low, indicating that purchase intent is also influenced by other factors outside the modeled path such as price/promotion, trust in the platform, product engagement.

The Q² value (blindfolding) of the AUTH variable is 0.21, PSI is 0.18, PI is 0.15 which means that the model has predictive relevance to its indicators. Conventionally, a distance of 0.15 indicates a moderate prediction; therefore AUTH and PSI are at a solid medium predictive level, while PI is right on the medium threshold. The order of magnitude of AUTH greater than PSI greater than PI is consistent with the chain mechanism of signals from creator

attributes first manifested in authenticity, then spread to parasocial proximity, and eventually reflected in smaller purchase intent.

Table 6. Predictive Fit & Relevance

Endogenous constructs	R^2	Q^2 (Blindfolding)	Interpretasi
AUTH	0,34	0,21	Moderate/Medium-Low
PSI	0,27	0,18	small
PI	0,22	0,15	low

CONCLUSION

Based on this study, it can be concluded that the psychological chain that connects the attributes of content creators with purchase intent in the context of live commerce. Empirically, strong creator attributes reflected in expertise, trustworthiness, attractiveness, creator-brand suitability, and responsiveness significantly increased the perceived authenticity of the β value by 0.583; $p < 0.001$; f^2 0.52. That authenticity in turn amplifies the audience's parasocial interaction with creators β 0.517; $p < 0.001$; f^2 0.37, and closer parasocial relationships implied higher buying intentions β 0.468; $p < 0.001$; f^2 0.29. There was also a significant indirect effect of creator attributes on purchase intent through authenticity and parasocial β 0.141; $p < 0.001$, so that a pattern is formed that with the original CCA will create a sense of closeness and will have an impact on the purchase intention to be well validated in live commerce.

The quality of the measurements and the robustness of the model support this conclusion. All indicators meet the loading of 0.77–0.86, the internal reliability is high α and CR $\geq$ 0.80, and the convergent validity is adequate AVE $\geq$ 0.64. The discriminant was maintained based on HTMT 0.49–0.68 < 0.85/0.90, while the collinearity in the structural model was low VIF 1.00–1.25 so that the path estimation was stable. The clear power of the model is at a reasonable level for complex consumer behavior R^2_AUTH 0.34; R^2_PSI 0,27; R^2_PI 0.22 and all of them have a predictive relevance of Q^2_AUTH 0.21; Q^2_PSI 0.18; Q^2_PI 0.15. Overall, the findings show that live commerce is not just a matter of reach, but the quality of the psychological signals that creators build synchronously on the screen.

The theoretical implication is the need to integrate the lens of source credibility, authenticity, and parasocial relations into a single chain process framework in the context of live broadcasting. The attributes of the creator do not work in a one-shot, but rather trigger a perception of authenticity which then fosters closeness, and it is this closeness that mobilizes behavioral intentions. It enriches the influencer-based marketing literature by including the affordances of live demonstrations, real-time Q&A, social presence as conditions that increase the chances of authenticity and meaningful parasocial formation.

From a practical point of view, brand managers and live commerce players should prioritize curating competent and trusted creators, ensuring brand creators fit, and designing broadcast formats that showcase product skills and honesty in communication. Transparency disclosure, consistent storytelling with the creator persona, personal shout-outs, and responsive Q&A sessions help strengthen authenticity and deepen parasocial relationships. Given that R^2 buying intent is still moderate-low, value-based content strategies such as proof of benefits, fair comparisons, and valid social proof, as well as non-aggressive but clear call-to-action can be complementary that increases conversions without eroding trust.

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