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Beyond the Broadcast: The Mediating Role of Online Customer Reviews in Live Shopping and Purchase Intention

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Abstract:
This study examines the effects of Customer Relationship, Word of Mouth, and Live Shopping on Purchase Intention, with Online Customer Review as a mediating variable among Shopee fashion consumers. The study used a quantitative associative research design with convenience sampling and involved 100 respondents. Data were collected through an online questionnaire using a five-point Likert scale and analyzed using validity and reliability tests, descriptive statistics, and path analysis with SPSS. The findings reveal that Customer Relationship and Word of Mouth have positive and significant effects on Purchase Intention, while Live Shopping has no significant direct effect. Online Customer Review has a positive and significant effect on Purchase Intention and represents the strongest predictor in the research model. Furthermore, Online Customer Review provides limited mediating effects in the relationships between Customer Relationship and Word of Mouth and Purchase Intention. However, its indirect effect on the relationship between Live Shopping and Purchase Intention suggests a potential mediation pattern that requires further validation through bootstrap analysis. These findings highlight the importance of managing customer relationships, encouraging positive word-of-mouth, and strengthening the credibility of online reviews. The study implies that Shopee fashion sellers should prioritize customer engagement and review management strategies to enhance consumer confidence and purchase intention.

INTRODUCTION

Digital commerce has transformed how people discover, evaluate, and purchase fashion, making marketplaces increasingly important to consumers and small businesses. Fashion was the largest global e-commerce product category, with an estimated transaction value of US$771 billion in 2024 (Elshaer et al., 2024). In Indonesia, 88% of 1,168 surveyed online clothing shoppers preferred Shopee (Jakpat, 2024), while the national fashion e-commerce market is projected to grow by 4.56% annually and reach US$9.51 billion by 2029. These figures indicate that marketplace decisions affect consumers nationwide and create opportunities for sellers. However, online purchasing involves uncertainty because consumers cannot physically examine products. Understanding the factors that shape purchase intention is therefore important for helping consumers make informed choices and enabling sellers to compete responsibly in Indonesia's expanding digital fashion economy.

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Five constructs are grounded in theory. Purchase Intention refers to consumers' readiness to buy after considering preferences (Yu et al., 2025; Liu et al., 2025; Vita et al., 2025), shaped by marketing and environmental stimuli (Sudaryanto et al., 2025). The commitment–trust framework explains customer relationships: trust, communication, and commitment can strengthen buyer–seller relationships and reduce perceived risk (Macheka et al., 2023; Peña-García & Horst, 2025; Nguyen, 2026). Word of Mouth is grounded in informational and normative social influence, whereby recommendations from others shape beliefs (Id & Zhang, 2024; Ugwu et al., 2026; Sandoval-Escobar et al., 2026). Live Shopping is interpreted through the Stimulus–Organism–Response framework: demonstrations, interaction, and promotional cues stimulate engagement and responses (Id & Zhang, 2024; Cai et al., 2025; Xiao et al., 2026). Online customer reviews are consumer evaluations that help buyers form expectations and compare alternatives (Shamim et al., 2024; Carrasco-Aguilar et al., 2025).

Despite marketplace convenience, fashion consumers struggle to assess product quality, seller reliability, and promotional information before purchase. Online Customer Reviews can reduce this uncertainty, but their usefulness depends on perceived credibility, relevance, and authenticity; reviews therefore do not automatically provide dependable guidance (Rian, 2024). Consumers may encounter conflicting recommendations, persuasive word-of-mouth messages, and live-stream promotions that emphasize product advantages (Cuong, 2023). Seller relationships may influence confidence without ensuring reliable product information. Such conditions are relevant in semi-urban areas such as Kayu Aro, where marketplace information in fashion decisions remains insufficiently documented. Consequently, consumers and sellers need a clearer understanding of how relational, social, and interactive factors influence purchase intention, directly and through online reviews in daily decisions.

Studies have examined Customer Relationship, Word of Mouth, Live Shopping, Online Customer Review, and Purchase Intention. CRM research, informed by the commitment–trust framework, emphasizes how trust and commitment support continued customer engagement (Duong et al., 2025). WOM, defined as interpersonal product information exchange (Wisdedt, 2024), is credible and persuasive (Tran et al., 2022). Live-streaming research explains how interactivity, entertainment, informativeness, and streamer characteristics shape consumer behavior (Khudaykulova et al., 2026; Chen et al., 2026). Online-review studies show that consumer evaluations help prospective buyers anticipate product experiences and compare sellers (Soeharso, 2024). This literature informs marketplace purchase intention in online contexts.

Nevertheless, existing literature often examines these constructs independently or focuses on their direct relationships with Purchase Intention. This approach offers an incomplete account of how consumers process marketplace stimuli before deciding to buy. In particular, the mediating role of Online Customer Reviews between Customer Relationship, Word of Mouth, Live Shopping, and Purchase Intention remains insufficiently integrated in this specific context. These antecedents represent distinct information sources: seller relationships provide trust-related cues, WOM conveys socially transmitted evaluations, and live shopping supplies interactive demonstrations and promotional stimuli. Reviews may consolidate, reinforce, or challenge these inputs before consumers form purchase intentions (Ratnasari & Kesumahati, 2024). Without testing this process, research cannot fully explain whether the antecedents influence intention through consumer-generated evaluations, alongside direct effects. Addressing this gap is important for a comprehensive explanation of online fashion decisions.

The study's novelty lies in integrating relational, social, and interactive antecedents within one mediation model and testing it among Shopee fashion consumers in Kayu Aro District. Rather than treating Online Customer Review only as an independent predictor, the study positions it as a potential mechanism through which Customer Relationship, Word of Mouth, and Live Shopping are associated with Purchase Intention (Azis & Sitaniapessy, 2025). This perspective extends the commitment–trust framework, social influence reasoning, and the Stimulus–Organism–Response perspective to a shared marketplace setting. It also considers a semi-urban consumer context that has received limited attention in the literature reviewed for this study in Indonesia (Yunus et al., 2022). The contribution is theoretical and practical: it clarifies how marketplace influences connect through reviews and offers sellers evidence to improve communication, recommendations, live-stream activities, and consumer confidence in reviews.

This study examines the relationships of Customer Relationship, Word of Mouth, and Live Shopping with Purchase Intention, their relationships with Online Customer Review, and their indirect relationships with Purchase Intention through Online Customer Review among Shopee fashion consumers in Kayu Aro District. It proposes that each antecedent is positively related to Purchase Intention and Online Customer Review, and that Online Customer Review is positively related to Purchase Intention. It further proposes that Online Customer Review mediates the relationships between each antecedent and Purchase Intention. This argument suggests that trustworthy seller interactions, credible interpersonal recommendations, and informative live-shopping experiences can strengthen consumer evaluations, reflected in reviews that guide subsequent buyers. Testing these relationships will clarify the mediation mechanism and help sellers identify marketplace activities associated with fashion purchase intention among consumers.

RESEARCH METHODS

This study used a quantitative (Lim, 2024; Alford Teater, 2025), descriptive-associative design to examine the hypothesized relationships among Customer Relationship, Word of Mouth, Live Shopping, Online Customer Review, and Purchase Intention. An associative approach was considered appropriate because the study investigates both the direct relationships of Customer Relationship, Word of Mouth, and Live Shopping with Purchase Intention and their indirect relationships through Online Customer Review as a mediating variable. The research focused on Shopee users residing in Kayu Aro District, with Customer Relationship, Word of Mouth, and Live Shopping serving as independent variables, Online Customer Review as the mediating variable, and Purchase Intention as the dependent variable. The study adopted a cross-sectional survey design, and the relationships were interpreted as hypothesized statistical associations rather than causal effects. The research was conducted from October to December 2025.

The study population comprised active Shopee users residing in Kayu Aro District who had purchased fashion products. They either read Online Customer Reviews before purchasing, submitted ratings, or wrote reviews. A population refers to a general group of objects or subjects with specific characteristics determined by the researcher. Because the exact number of Shopee fashion consumers in Kayu Aro District was unavailable, the researcher used non-probability convenience sampling to recruit accessible respondents efficiently (Soeharso, 2024). The researchers recruited respondents through Shopee-related WhatsApp and Facebook community groups and local community networks. Eligibility criteria required participants to be at least 17 years old, have purchased at least

one fashion product through Shopee within the preceding six months, and have either read an Online Customer Review before purchasing or submitted at least one rating or written review. The latter criterion was verified through an initial screening question to ensure that respondents had sufficient experience with online reviews to evaluate the relevant research constructs.

The minimum sample size was determined using Sekaran's (2006) rule of thumb of at least 20 observations per research variable, resulting in a target of 100 respondents for the five variables examined. Additionally, an a priori power analysis based on Cohen's (1988) medium effect size convention ($f^2 = .15$) (Atzori, 2026), a significance level of .05, and statistical power of .80 indicated minimum sample requirements of 77 respondents for the first substructure involving three predictors and 85 respondents for the second substructure involving four predictors. Accordingly, the sample of 100 respondents exceeded both minimum requirements and was considered adequate for detecting medium-sized effects. Nevertheless, the sample may have limited statistical power to detect small effects ($f^2 = .02$), which would require approximately 550–600 respondents. This limitation is particularly relevant when interpreting non-significant relationships. Furthermore, because the study used non-probability convenience sampling, the findings primarily reflect the characteristics and relationships observed among the participating respondents. They should not be generalized to the entire Shopee consumer population in Kayu Aro District.

The researcher collected primary data directly from respondents through an online questionnaire distributed via Google Forms between October and December 2025. The questionnaire began with an explanation of the research objectives and an informed consent statement emphasizing voluntary participation, academic use of the data, and the respondents' right to withdraw at any time without penalty. Only respondents who provided consent and met the eligibility criteria could complete the questionnaire. A questionnaire is a data collection technique involving written questions or statements answered by respondents (Ahn & Lee, 2024). The study measured respondents' attitudes, opinions, and perceptions using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data, including published journal articles and industry reports such as Momentum Works and We Are Social, supported the research background and theoretical framework. At the same time, hypothesis testing relied exclusively on primary survey data. The operational indicators for all five constructs were adapted from previously validated measurement instruments, translated into Indonesian, and contextualized to the Shopee fashion-shopping environment. The indicators of Purchase Intention were adapted from Santhoshkumar & Bachelor (2026), and Online Customer Review from Ahn & Lee (2024). Sutrisno and Hartono (2016), Customer Relationship from Suman (2024), Word of Mouth from Tran et al. (2022), and Live Shopping from Elshaer et al. (2024). The detailed operational definitions and measurement indicators are presented in Table 1.

Table 1. Operational Definitions and Indicators of the Study Variables

Variable	Indicators	Reference
Purchase Intention (Y)	Consumers' desire to acquire fashion products through the Shopee platform; intention to make repeat purchases of identical products; willingness to recommend the product to external parties	(Ratnasari & Kesumahati, 2024)

Online Customer Review (Z)	Volume of reviews available on the Shopee platform; quality of information in reviews, including clarity, honesty, and relevance; credibility of the individuals who provide reviews	(Suman, 2024)
Customer Relationship (X1)	Consumers' level of confidence in the seller or digital platform; quality of responsive communication between sellers and consumers; consumers' commitment to making transactions on Shopee	(Duong et al., 2025)
Word of Mouth (X2)	Frequency of consumers' discussion of fashion products with other parties; positive recommendations received from other consumers; impact of friends' or family's opinions on the purchase decision	(Sudaryanto et al., 2025)
Live Shopping (X3)	Direct interaction between host and audience during the live broadcast; clarity and authenticity of fashion product demonstrations; availability of promotions, discounts, or incentives during the live event	(Cahyani, 2024)

Note. Indicators were adapted from the cited instruments.

Path analysis extends multiple regression and estimates the strength and significance of hypothesized structural relationships among variables specified in advance based on theory (Yang et al., 2024). Because this study uses a cross-sectional design with self-reported data, path coefficients are interpreted as statistical associations consistent with the hypothesized model rather than as evidence of causation, which would require a longitudinal or experimental design. Figure 1 shows the model, which is decomposed into two substructures. In the figure, X1 = Customer Relationship, X2 = Word of Mouth, X3 = Live Shopping, Z = Online Customer Review, and Y = Purchase Intention; P denotes a path coefficient (e.g., Pyx1 is the direct path from X1 to Y, and Px1z is the direct path from X1 to Z).

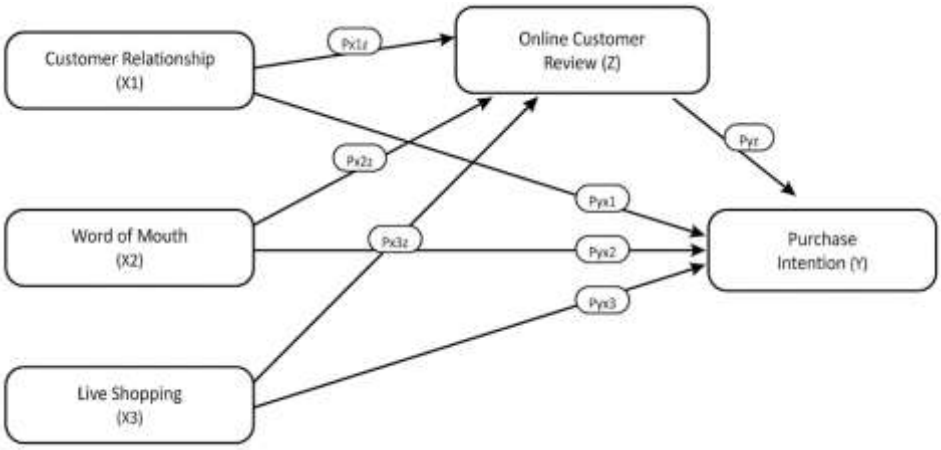


Figure 1. Path Analysis Model with Online Customer Review as the Mediating Variable

The first substructure is formulated as follows: Z = Pzx1X1 + Pzx2X2 + Pzx3X3 + e, while the second substructure is expressed as Y = Pyx1X1 + Pyx2X2 + Pyx3X3 + PyzZ + e, where e represents the error term. The direct effects consist of Pyx1, Pyx2, Pyx3, Pyz, Px1z, Px2z, and Px3z, whereas the indirect effects through Online Customer Review (Z) are calculated as Px1z × Pyz, Px2z × Pyz, and Px3z × Pyz. Both substructures were estimated using SPSS. To obtain an initial indication of whether Online Customer Review functions as a mediating variable, this study compares the magnitude of each direct effect

with its corresponding indirect effect. An indirect effect exceeding the direct effect may indicate a potential mediation pattern that warrants further investigation. In contrast, a direct effect equal to or greater than the indirect effect may suggest a relatively limited mediating contribution. However, this comparison is descriptive and cannot establish statistical mediation on its own, since a larger indirect effect does not necessarily mean the indirect effect differs significantly from zero. Therefore, formal mediation testing using bootstrap resampling is necessary to determine the statistical significance of the indirect effects before concluding the mediating role of Online Customer Review.

RESULTS AND DISCUSSION

Results

Validity and Reliability Tests

Item validity was assessed using the corrected item-total correlation (r-count) against the critical r-table value, following Sugiyono's decision rule that an item is valid if its calculated r exceeds the r-table value. We screened validity and reliability in a pilot administration with 30 respondents, consistent with the recommendation to pretest a new instrument; with N = 30, df = 28, and α = .05, the critical value is r-table = .361. Reliability was assessed with Cronbach's alpha on the same pilot data, with a construct considered reliable if α > .60. Of the 45 items tested, 43 had an r-count above .361 and were retained. Two items fell below the threshold: the second Word of Mouth item, "I like discussing the latest fashion products sold on Shopee" (r = .251), and the third Live Shopping item, "Direct interaction with the host makes me more confident in the fashion products offered" (r = .358). Table 2 presents the item-level validity results and Table 3 the reliability results; all constructs were reliable.

Table 2. Item-Level Validity Test Results (Pilot Test, N = 30; Corrected Item-Total Correlation)

Item	Purchase Intention (Y)	Online Customer Review (Z)	Customer Relationship (X1)	Word of Mouth (X2)	Live Shopping (X3)
1	.503	.533	.582	.706	.746
2	.519	.571	.677	.251 (invalid)	.921
3	.572	.569	.677	.573	.358 (invalid)
4	.639	.888	.886	.513	.844
5	.472	.676	.793	.618	.592
6	.659	.894	.860	.760	.769
7	.535	.640	.840	.848	.431
8	.647	.768	.788	.758	.809
9	.539	.721	.727	.399	.769

Note. Values are r-count; r-table = .361 (df = 28, α = .05). Items are valid when r-count > .361.

Table 3. Reliability Test Results of the Study Variables

No	Variable	Items	Cronbach's α	Threshold	Decision
1	Purchase Intention (Y)	9	.903	> .60	Reliable
2	Online Customer Review (Z)	9	.772	> .60	Reliable
3	Customer Relationship (X1)	9	.876	> .60	Reliable
4	Word of Mouth (X2)	9	.858	> .60	Reliable
5	Live Shopping (X3)	9	.706	> .60	Reliable

Note. Reliability is acceptable when α > .60.

Descriptive Analysis

Tables 4 to 8 present the descriptive results. All indicators fall within the "pretty good" category, with construct means ranging narrowly between 3.73 and 3.82. Word of Mouth records the highest mean (3.82) and Live Shopping the lowest (3.73). This narrow range suggests that respondents perceive the relational, social, interactive, and review-based aspects of their Shopee experience fairly consistently, with no dimension standing out as markedly stronger. These descriptive patterns should not be read as evidence of stronger or weaker effects; for example, the higher mean for Word of Mouth does not imply that it exerts a stronger influence on Purchase Intention than Live Shopping does. Whether these differences translate into different effects is examined in the hypothesis tests below.

Table 4. Descriptive Statistics of Purchase Intention (Y)

No	Indicator	*M*	TCR (%)	Criteria
1	Desire to acquire fashion products on Shopee	3.99	79.80	Pretty good
2	Intention to make repeat purchases	3.57	71.37	Pretty good
3	Willingness to recommend the product	3.76	75.16	Pretty good
	Average	**3.77**	**75.44**	**Pretty good**

Table 5. Descriptive Statistics of Online Customer Review (Z)

No	Indicator	*M*	TCR (%)	Criteria
1	Volume of reviews on Shopee	3.79	75.75	Pretty good
2	Quality of information in reviews	3.78	75.56	Pretty good
3	Credibility of reviewers	3.73	74.58	Pretty good
	Average	**3.77**	**75.30**	**Pretty good**

Table 6. Descriptive Statistics of Customer Relationship (X1)

No	Indicator	*M*	TCR (%)	Criteria
1	Confidence in seller or digital platform	3.78	75.69	Pretty good
2	Quality of responsive communication	3.72	74.46	Pretty good
3	Commitment to transactions on Shopee	3.79	75.82	Pretty good
	Average	**3.76**	**75.32**	**Pretty good**

Table 7. Descriptive Statistics of Word of Mouth (X2)

No	Indicator	*M*	TCR (%)	Criteria
1	Frequency of discussing fashion products	3.86	77.16	Pretty good
2	Positive recommendations from other consumers	3.78	75.56	Pretty good
3	Impact of friends' or family's opinions	3.81	76.14	Pretty good
	Average	**3.82**	**76.29**	**Pretty good**

Table 8. Descriptive Statistics of Live Shopping (X3)

No	Indicator	*M*	TCR (%)	Criteria
1	Host–audience interaction during the live broadcast	3.80	76.08	Pretty good
2	Clarity and authenticity of product demonstration	3.72	74.31	Pretty good
3	Availability of promotions, discounts, or incentives	3.68	73.66	Pretty good
	Average	**3.73**	**74.68**	**Pretty good**

Note. TCR = respondent's achievement level.

Hypothesis Testing

First Substructure: Effects on Online Customer Review

Table 9 shows that Customer Relationship (β = .302, p = .001), Word of Mouth (β = .178, p = .042), and Live Shopping (β = .315, p = .001) each have a statistically significant relationship with Online Customer Reviews. Together, the three predictors explain about 38.1% of the variance in Online Customer Reviews (R^2 = .381), while the remaining 61.9% is explained by factors outside the model.

Table 9. Regression Coefficients for the Prediction of Online Customer Review (Substructure 1)

Predictor	*B*	*SE*	β	*t*	*p*
(Constant)	4.469	4.089	—	1.093	.277
Customer Relationship	.317	.095	.302	3.345	.001
Word of Mouth	.257	.125	.178	2.059	.042
Live Shopping	.363	.107	.315	3.391	.001

Note. Dependent variable: Online Customer Review. R = .618, R^2 = .381, adjusted R^2 = .362, *SE* of the estimate = 2.551.

Second Substructure: Effects on Purchase Intention

Table 10 shows that Customer Relationship (β = .245, p = .016), Word of Mouth (β = .199, p = .033), and Online Customer Review (β = .310, p = .004) each have a significant positive relationship with Purchase Intention. Live Shopping shows no statistically significant direct relationship (β = −.027, p = .795). The four predictors jointly explain approximately 32.9% of the variance in Purchase Intention (R^2 = .329), leaving 67.1% explained by factors outside the model. Table 11 summarizes the hypothesis decisions, and Figure 2 presents the estimated path coefficients.

Table 10. Regression Coefficients for the Prediction of Purchase Intention (Substructure 2)

Predictor	*B*	*SE*	β	*t*	*p*
(Constant)	7.986	4.124	—	1.937	.056
Customer Relationship	.247	.100	.245	2.461	.016
Word of Mouth	.276	.128	.199	2.159	.033
Live Shopping	−.030	.113	−.027	−.261	.795
Online Customer Review	.297	.101	.310	2.932	.004

Note. Dependent variable: Purchase Intention. R = .574, R^2 = .329, adjusted R^2 = .301, SE of the estimate = 2.557.

Table 11. Summary of Hypothesis Tests (Standardized Path Coefficients)

Path	β	*t*	*p*	Decision
Customer Relationship (X1) → Purchase Intention (Y)	.245	2.461	.016	Accepted
Word of Mouth (X2) → Purchase Intention (Y)	.199	2.159	.033	Accepted
Live Shopping (X3) → Purchase Intention (Y)	−.027	−.261	.795	Rejected
Online Customer Review (Z) → Purchase Intention (Y)	.310	2.932	.004	Accepted
Customer Relationship (X1) → Online Customer Review (Z)	.302	3.345	.001	Accepted
Word of Mouth (X2) → Online Customer Review (Z)	.178	2.059	.042	Accepted
Live Shopping (X3) → Online Customer Review (Z)	.315	3.391	.001	Accepted

Note. Decision criterion: p < .05.

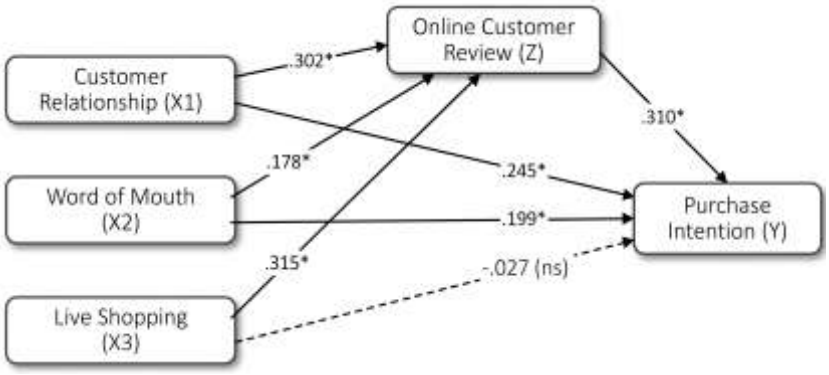


Figure 2. Estimated Path Coefficients (Standardized)

Note. Solid paths are significant at $p < .05$; the dashed path is not significant (ns).

Direct versus indirect effects

Table 12 compares the direct and indirect effects. For Customer Relationship, the indirect effect through Online Customer Review (.093) is smaller than its direct effect on Purchase Intention (.245); for Word of Mouth, the indirect effect (.055) is similarly smaller than the direct effect (.199); for Live Shopping, the indirect effect (.097) exceeds the direct effect (−.027). As noted earlier, these comparisons are descriptive only and are not a valid statistical criterion for establishing mediation (Hayes, 2018); they are a preliminary indication to be confirmed through formal significance testing.

Table 12. Comparison of Direct and Indirect Effects

Path	Direct effect	Indirect effect via Z	Total	Preliminary indication (unconfirmed)
Customer Relationship (X1) → Purchase Intention (Y)	.245	.302 × .310 = .093	.338	No mediation indicated
Word of Mouth (X2) → Purchase Intention (Y)	.199	.178 × .310 = .055	.254	No mediation indicated
Live Shopping (X3) → Purchase Intention (Y)	−.027	.315 × .310 = .097	.070	Possible full mediation

Note. Z = Online Customer Review. Magnitude comparison is descriptive only; significance of the indirect effects must be confirmed through bootstrap resampling.

Discussion

The findings indicate that Customer Relationship, Word of Mouth, and Live Shopping significantly predict Online Customer Review, supporting previous research on the factors that encourage consumers to share marketplace evaluations. The positive relationship between Customer Relationship and Online Customer Review is consistent with Shamim et al. (2024), who reported that effective customer relationships encourage favorable ratings and reviews. Trust, satisfaction, and responsive communication may strengthen perceived relationship quality, motivating consumers to reciprocate through public feedback. This result suggests that reviews are not produced solely by product experiences; interactions with sellers also shape consumers' willingness to evaluate transactions publicly. This finding extends relationship marketing research by linking seller–buyer engagement with consumer-generated information in the Shopee fashion marketplace, particularly in the Kayu Aro District local marketplace context.

The significant relationship between Word of Mouth and Online Customer Review also accords with Suryani and Yu et al. (2025) and Ratnasari & Kesumahati (2024), whose

findings indicate that interpersonal recommendations can encourage positive online evaluations. Social conversations may shape expectations and give consumers the language or motivation to share their experiences. Similarly, the positive relationship between Live Shopping and Online Customer Review is consistent with Id & Zhang (2024). It also reflects how live-stream interactivity stimulates subsequent engagement, as shown by Id & Zhang (2024), who show that entertainment and informativeness influence post-session evaluations. Demonstrations, host interaction, and promotional offers may therefore encourage review activity. The model explains 38.1% of review variance, indicating moderate explanatory power and room for additional determinants.

Regarding Purchase Intention, Customer Relationship has a significant positive relationship, consistent with Rian (2024), who found that effective customer relationship management strengthens consumers' purchase tendencies. Word of Mouth is also positively associated with intention (Yang et al., 2024). These studies emphasize the role of credible recommendations in shaping perceived value and trust. By contrast, Live Shopping has no significant direct relationship with Purchase Intention ($p = .795$), suggesting that exposure to live sessions alone may not prompt immediate buying decisions. This indicates that promotional interactivity does not invariably translate into purchases. The result refines interpretations of live commerce by showing that its influence may depend on intervening consumer evaluations rather than operating as a direct stimulus.

Online customer reviews have a strong positive relationship with Purchase Intention, consistent with Anjaya et al. (2023) and Qiu et al. (2024), who identify previous buyers' testimonials as a key determinant of prospective consumers' decisions. In this study, it is also the strongest significant predictor ($\beta = .310$), followed by Customer Relationship ($\beta = .245$) and Word of Mouth ($\beta = .199$). This ordering highlights the importance of peer-generated evidence when consumers evaluate fashion products they cannot physically inspect before purchase. The model explains 32.9% of the variance in Purchase Intention, indicating that other influences, including product quality, price, delivery performance, and perceived risk, may remain relevant. Theoretically, these findings position online reviews as a proximate informational factor in marketplace decisions, complementing relational and social influences rather than replacing their contribution to consumer evaluations.

Together, the findings contribute to online consumer behavior research by examining relational, social, and interactive antecedents within a single framework. They extend the Stimulus–Organism–Response perspective by suggesting that seller relationships, interpersonal recommendations, and live-stream experiences can be associated with consumer responses partly through review-related evaluations. The results also enrich relationship marketing and social influence perspectives: trust-building interactions and WOM retain significant direct associations with Purchase Intention. At the same time, Live Shopping is more strongly connected to review formation than to immediate buying intention. For marketplace sellers, this implies maintaining responsive communication, building dependable customer relationships, encouraging authentic recommendations, and delivering informative live sessions. Sellers should also support genuine post-purchase feedback and monitor review quality, rather than relying on promotional volume alone. These practices strengthen the information environment for prospective buyers.

The effect-size pattern provides a preliminary indication of possible indirect pathways. For Customer Relationship and Word of Mouth, indirect effects are smaller

than their direct effects, suggesting that Online Customer Review may not be the dominant pathway linking these factors with Purchase Intention. For Live Shopping, the indirect effect through reviews (.097) exceeds its non-significant direct effect, resembling the pattern reported by Hernández-Vergara et al. (2026) and Santos-Corrada et al. (2026) for Generation Z TikTok consumers. This suggests that live sessions may influence prospective buyers through afterward-generated reviews. However, comparing effect magnitudes does not establish statistically significant mediation. Accordingly, interpret these patterns cautiously and test them using bootstrap confidence intervals. Future studies could apply representative samples, longitudinal or experimental designs, and comparisons across platforms, product categories, and regions to assess the stability of these relationships.

CONCLUSION

This study shows that Customer Relationship and Word of Mouth have positive, significant relationships with Purchase Intention. In contrast, Live Shopping has no significant direct relationship, even though it is the strongest predictor of Online Customer Review. Furthermore, Online Customer Review emerges as the strongest predictor of Purchase Intention, emphasizing the importance of credible consumer-generated information in online fashion shopping. These findings contribute to the Stimulus–Organism–Response perspective and extend the understanding of how relational, social, and interactive marketing factors are associated with consumer purchase decisions through online reviews. From a managerial perspective, Shopee fashion sellers should strengthen customer relationships, encourage positive word-of-mouth communication, enhance review credibility, and optimize live-shopping activities to generate meaningful customer engagement and post-purchase reviews. Nevertheless, the cross-sectional design, self-reported data, and convenience sampling of 100 respondents limit causal interpretation and generalizability. Future research should employ bootstrapping procedures, such as Hayes' PROCESS macro, to formally examine indirect effects, particularly the mediating role of Online Customer Review. Larger samples, longitudinal or experimental designs, and broader geographical and marketplace contexts are also recommended to strengthen the robustness and generalizability of future findings.

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CONFLICTS OF INTEREST

The authors declare no known financial interests or personal relationships that could have influenced the work reported in this article.

USE OF ARTIFICIAL INTELLIGENCE (AI)-ASSISTED TECHNOLOGY

While preparing this version of the manuscript, the authors used Claude (Anthropic) to help condense the text and reformat tables and figures. The authors reviewed and edited all AI-assisted output and take full responsibility for this publication's content, data, analysis, and conclusions.

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