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A Systematic Literature Review of Motivation, Trust, and Purchase Intention in Live Shopping Commerce: Toward an Integrated S-O-R Conceptual Model

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Abstract. The rapid growth of live shopping highlights the complex psychological mechanisms driving purchase intentions. However, previous research remains highly fragmented, often examining motivational or trust aspects in isolation. This study addresses this gap by developing an integrated conceptual model linking motivation and trust to consumer purchase intentions. A Systematic Literature Review (SLR) was conducted following PRISMA guidelines. From an initial retrieval of 210 records, studies were systematically screened for relevance and appraised for quality, resulting in 40 empirical articles (2017–2025) extracted from the Google Scholar database using Publish or Perish. While relying exclusively on Google Scholar is a methodological limitation, it provides a practical baseline for this review. The synthesized literature underscores the Stimulus-Organism-Response (S-O-R) framework's dominance. Findings indicate that social and hedonic motivations act as dominant stimuli triggering social presence. Crucially, this engagement builds multidimensional trust in the streamer, which is subsequently transferred to the platform and product, reducing uncertainty and driving purchases. The proposed model integrates these effective and cognitive pathways into an evidence-based framework. Ultimately, the study demonstrates that social interaction precedes cognitive trust formation, providing a structural baseline for future empirical validation in live commerce.

Keywords: Systematic Literature Review, Live Shopping Commerce, Purchase Intention, Trust Transfer, Trust in Streamer, Hedonic Motivation, S-O-R Framework.

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1. INTRODUCTION

The transformation of the digital commerce landscape has shifted radically from static catalog formats to a more dynamic and interactive ecosystem through live shopping commerce, or live shopping. Unlike traditional e-commerce, live shopping offers the concept of "shoppertainment," which integrates entertainment, real-time social interaction, and commercial transactions within a single platform [1]. In this dynamic virtual environment, consumer purchasing decisions rely heavily on complex psychological mechanisms, wherein motivation and trust serve as fundamental elements. Motivation, both utilitarian and hedonic, functions as the initial driver that attracts consumers to participate and immerse themselves in the live broadcast experience. Meanwhile, due to the high levels of uncertainty and risk inherent in online transactions lacking physical contact with products, trust in the broadcaster (streamer) and the platform has become an absolute prerequisite for converting such engagement into actual purchasing behavior [2].

Previous studies have explored the phenomenon of live shopping from various perspectives, primarily focusing on motivation and trust formation. Regarding motivation, utilized the Uses and Gratifications (U&G) theory and found that hedonic motivations, such as entertainment and passing time, significantly drive consumer engagement that culminates in purchase intention [1]. This finding was corroborated, who demonstrated that sales promotion stimuli and social presence trigger a flow experience leading to impulsive buying behavior [3]. Furthermore, concerning trust and social interaction, highlighted that source credibility and platform interactivity are highly effective in building swift guanxi (rapid interpersonal relationships) and customer engagement [4]. Additionally, discovered that integrity and social presence are key components in establishing customer trust, directed toward both human and virtual streamers [5]. Trust is not only built through interactions with the streamer but also through a shared communication network among viewers, which effectively reduces uncertainty and facilitates sustained purchase intentions [6], [7]. This process is also supported by the trust transfer mechanism, where consumer trust in the e-store platform can be directly transferred into trust in the live shopping channel [2], [8].

Despite the rapid growth of live shopping platforms, a critical analysis of recent literature reveals a highly fragmented research landscape. While previous review studies have broadly mapped general social commerce or live streaming trends, they largely lack a focused theoretical integration of dualistic motivations (hedonic and utilitarian) with multidimensional trust into a cohesive cognitive-affective pathway[9]. This study explicitly differentiates itself from prior broad reviews by rigorously synthesizing the specific intersection of user motivation and sequential trust-transfer mechanisms to construct a comprehensive framework. Therefore, this paper addresses the critical research gap with a clearly defined objective: to identify, extract, and analyze motivational and trust factors within live shopping literature. The main contribution of this systematic review is the development of an evidence-based Stimulus-Organism-Response (S-O-R) conceptual model that holistically elucidates how these mechanisms drive consumer purchase intention[10]. To achieve this objective, the study is guided by three specific research questions (RQs): (1) What motivational factors have been identified in the literature as influencing consumer behavior in live shopping? (2) How are trust factors conceptualized and measured within this context? (3) How do the relationships between motivational and trust factors interact to form an integrated conceptual model of consumer purchase intention?

2. METHODS

This study employed a Systematic Literature Review (SLR) approach, adhering to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines. The application of the PRISMA protocol ensured that the literature search, screening, and selection processes were conducted transparently, systematically, and reproducibly. The overall methodological phases exclusively followed the literature selection workflow depicted in the PRISMA flow diagram (see Figure 1), comprising four primary stages as follows.

2.1. Search Strategy (Identification)

To ensure a comprehensive retrieval of relevant literature, an initial search was conducted across the Google Scholar database utilizing the Publish or Perish (PoP) software. While relying solely on Google Scholar represents a methodological limitation compared to structured databases like Scopus or Web of Science, it was purposefully

selected for its extensive reach across open-access and interdisciplinary empirical studies relevant to the fast-moving live shopping trend. The publication timeframe was specifically restricted to the period between 2017 and 2025 to align with the evolutionary trajectory of the live commerce phenomenon. The search strategy employed a precise Boolean format to capture the exact intersection of the topics: ("Live Shopping" OR "Live Streaming Commerce") AND ("Motivation" OR "Hedonic" OR "Social") AND ("Trust" OR "Trust Transfer" OR "Streamer") AND ("Purchase Intention"). During this identification phase, a total of 210 potential article records were retrieved.

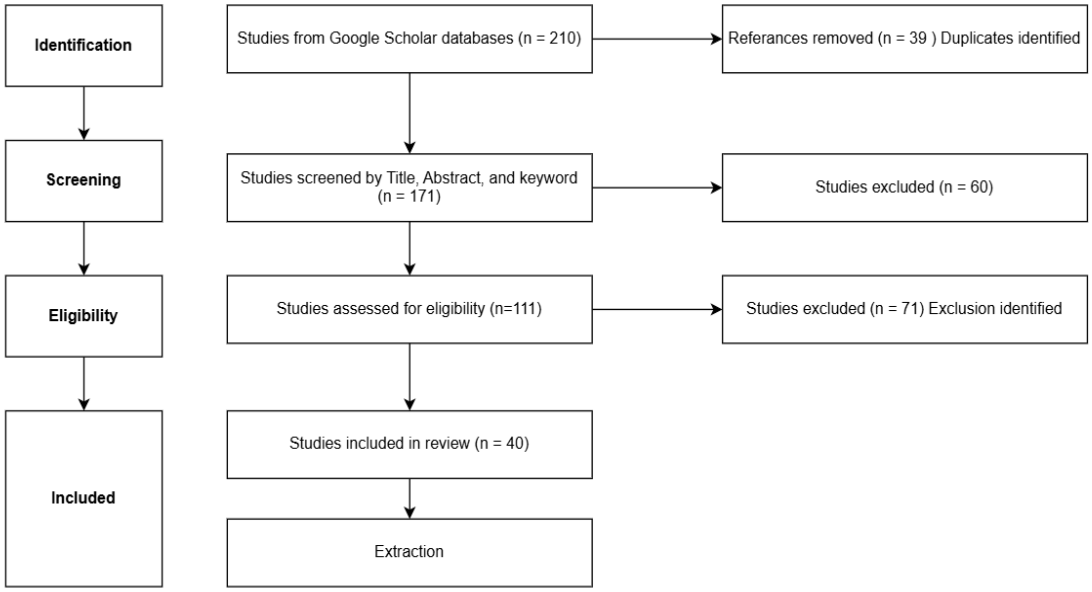

Figure 1. PRISMA flow diagram of the study selection process

2.2. Screening Process

Screening process of the 210 initially identified articles, automated and manual duplicate checks were performed, resulting in the removal of 39 duplicate records. The remaining 171 articles underwent an initial screening phase where two independent reviewers (the authors) evaluated the relevance of the titles and abstracts. Any disagreements between the reviewers during this phase were resolved through discussion and consensus. Specific exclusion criteria were applied to filter out non-English literature, non-empirical scientific documents (e.g., e-books, conference proceedings, and reports), and articles lacking contextual relevance to the live shopping phenomenon. This phase excluded 111 articles, leaving 71 articles for full-text evaluation.

2.3. Eligibility Criteria and Quality Assessment Articles

The 71 articles that successfully passed the initial screening phase were subsequently subjected to an in-depth eligibility evaluation via a full-text review. To ensure methodological rigor, a structured quality appraisal procedure was conducted by the two independent reviewers. Articles were evaluated based on the clarity of their research methodology, the validity of their empirical data regarding motivation and trust variables, and the peer-review standing of the publishing journal. Articles lacking full-text access (PDF unavailable), lacking transparent data analysis, or published in journals without clearly established quality standards were eliminated. Through this rigorous quality assessment, 31 articles were excluded, resulting in a final cohort of 40 empirical journal articles that met all inclusion criteria.

2.4. Included Studies Data Extraction, and Synthesis Data

Extraction was systematically performed on the 40 included articles to capture critical information, including research objectives, variable dimensions, and specific findings. To derive the integrated conceptual framework, a hybrid thematic coding synthesis was applied. First, a deductive approach was utilized to broadly map the extracted variables onto the Stimulus-Organism-Response (S-O-R) structure. Subsequently, an inductive coding phase was conducted by two independent coders to identify specific sub-categories of motivation (hedonic, social, utilitarian) and multidimensional trust (streamer, platform, product) emerging directly from the empirical evidence, rather than forcing them into predefined concepts. Discrepancies in categorization were resolved via consensus. This transparent and iterative synthesis ensured that the relationships proposed in the conceptual model were strictly evidence-based and rigorously validated against the extracted literature corpus.

3. RESULTS AND DISCUSSION

Based on the selection phases utilizing the PRISMA protocol outlined in the methodology section, the final selection consisted of 40 eligible empirical journal articles. This results section presents the comprehensive finding of the systematic literature review, categorized into four main analytical focuses: Publication trends, mapping of the applied theoretical frameworks, extraction of literature characteristics, and taxonomy of motivation and trust dimensions.

3.1. Publication Trends of the Included Articles

This section presents a trend analysis of the publication years for the 40 primary journal articles extracted in this review. As shown in Figure 2, literature examining live shopping commerce phenomenon exhibited an exponential growth pattern in recent years. In the early period, academic exploration in this field was relatively limited, characterized by the identification of only 1 article in 2017, and 2 articles each in 2020 and 2021. However, research attention experienced a sharp and consistent surge starting in 2022 with 8 publications, continuing in 2023 (9 articles) and 2024 (8 articles) and peaking in 2025 with 10 articles.

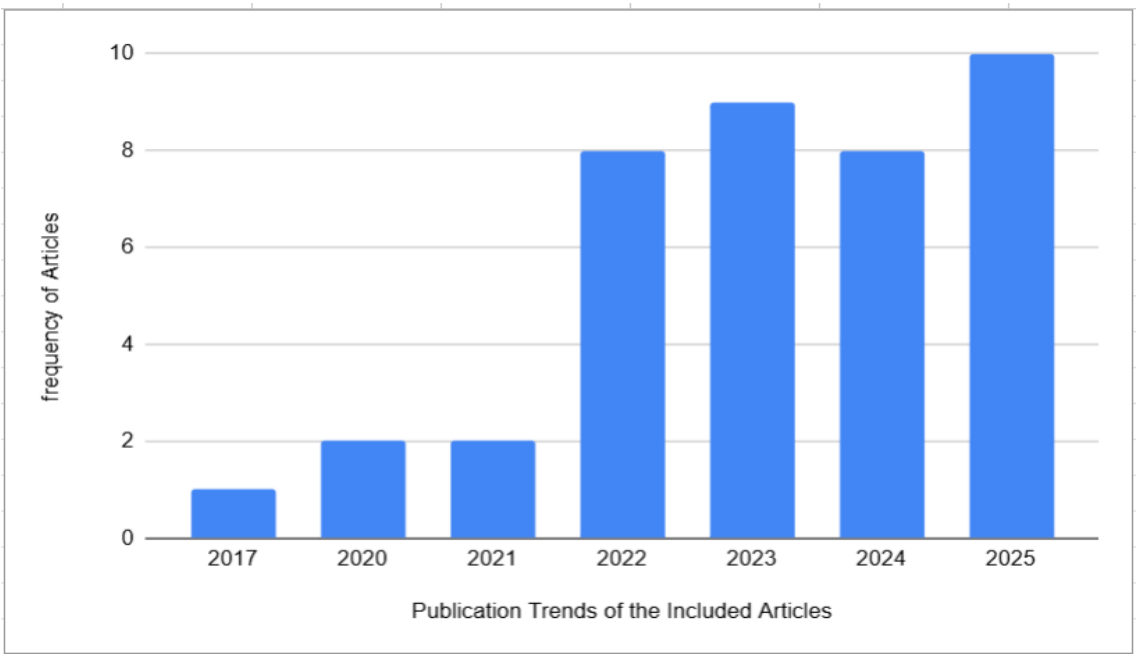

Figure 2. Publication Trends of the Year

The drastic increase in publication volume over the last four years (2022-2025) strongly indicated that live shopping is no longer a temporary business trend but has evolved into a crucial research topic within digital marketing. The surge empirically aligned with the catalytic effect of the global pandemic, which forcibly shifted consumer shopping habits to digital platforms and marked the transition from traditional catalog-based e-commerce to the "shoppertainment" concept (an integration of entertainment, real-time social interaction, and commercial transactions). The high frequency of these recent studies underscored that the dynamics of consumer motivation and trust formation in live shopping environments are highly complex and continuously evolving. This Further

justified the urgency and relevance of the current research in synthesizing fragmented literature into a cohesive and integrated conceptual model.

3.2. Thematic Mapping of Theoretical Frameworks

In addition to identifying variables, this review mapped the theoretical foundations underlying the 40 selected studies to understand the predominant academic lenses utilized to explain the live shopping phenomenon. This mapping served to determine which theories were most relevant for adaptation in the subsequent development of the conceptual model.

Table 1. Categorization of Applied Theories

Theory Name	Frequency	Referances
Stimulus-Organism-Respones (S-O-R) Framework	10	[3], [4], [5], [11], [12], [13], [14], [15], [16], [17]
Technology Acceptance Model (TAM)	3	[18], [19]
Theory of Planned Behavior (TPB)	3	[20]
Cognitive Load Theory	2	[21], [22]
Affordance Theory	2	[21], [23]
Elaboration Likelihood Model (ELM)	2	[20], [24]
Flow Theory	2	[3], [25]
Trust Transfer Theory (TTT)	2	[2], [26]
Grounded Theory	2	[17], [27]
Cognitive-Affective Theory	2	[13], [16]
Perceived Value / Value-Based Theory	2	[27], [28]
Social Influence & Social Support Theory	2	[29], [30]
Parasocial Interaction / Relationship	1	[6]
Social Cognitive Theory	1	[31]
Socio-Technical Systems Theory	1	[25]

Theory Name	Frequency	Referances
Theory of Interactive Media Effects (TIME)	1	[32]
Uses & Gratification Theory (U&G)	1	[1]
Innovation Diffusion Theory	1	[33]
Herd Behaviour Theory	1	[24]
Construal Level Theory (CLT) / Psychological Distance	1	[7]
Telepresence Theory	1	[34]
Vicarious Learning Theory	1	[21]
Game Theory	1	[35]
Other Theories (Behavioral/Linguistic)	4	Uncertainty Reduction[6], Theory of Security Assurance[26], Role Theory[17], Sociolinguistics/Corpus Pragmatics [36].
Theory Not Explicitly Specified / Modeling Approach (SEM/SLR)	5	[37], [38]

As indicated in Table 1, the Stiulus-Organism-Response (S-O-R) framework was recorded as the most dominant theoretical foundation (utilized in 10 articles). The findings demonstrated the effectiveness of the S-O-R theory in dissecting how environmental cues (e.g., interaction and entertainment atmosphere) act as stimuli that trigger consumers' cognitive and affective reactions (organism, such as trust and flow), which ultimately culminate in purchase intentions or impulsive behaviors (response). Furthermore, theories such as the Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and Trust Transfer Theory (TTT) were frequently applied to examine technological adoption and trust transfer mechanisms.

3.3. Extraction of the 40 Included Studies

The next phase of this analysis extracted crucial information from the 40 selected articles to map the research landscape of live shopping. As shown in Table 2, the characteristics of each study were summarized, including the authors, detailed indicators of motivation and trust investigated, and their significant findings. Overall, the literature

within this publication timeframe revealed that real-time interaction and streamer credibility predominantly transformed the consumer decision-making paradigm from purely rational transactions into emotional social experiences.

Table 2. Extraction of the 40 Included Studies

Journal	Motivation Indicators	Trust Indicators	Main Findings / Significant Relationships
[17]	Need recognition, information search, convenience.	Customer reviews, expert consensus recommendations.	Digital communication reduced search time, customer reviews acted as a foundational trust that triggered purchase decisions.
[31]	Novelty seeking, intimacy, responsiveness.	Not discussed (Focused on cognitive broadcaster types, not pure trust).	Human streamers triggered higher purchase intentions. However, for novelty seeking consumers, AI avatars were equally effective.
[36]	Emotional involvement (via preferential address terms), social intimacy.	Credibility of address terms / rapport building.	Specific intimate terms (e.g., "baby") broke emotional boundaries and built credibility for suggestive selling.
[18]	AI market performance, product quality, personalized AI recommendations.	User trust, anchor capability.	AI recommendation technology influenced purchase decisions, fully mediated by user trust.
[30]	Brand awareness, customer attitude.	Celebrity endorsement (as a guarantee).	Celebrity endorsement served as a moderator,

Journal	Motivation Indicators	Trust Indicators	Main Findings / Significant Relationships
			strengthening brand awareness toward positive attitudes and purchase intentions.
[17]	Interactivity, affinity, price support (discounts).	Expertise, credibility, attractiveness, responsiveness.	Credibility and expertise established the streamer as an opinion leader, which heavily influenced purchase decisions.
	Customer engagement, user generated content.	Online review credibility.	User-generated content (UGC) and interactivity effectively established credibility for online sales conversions.
[21]	Visibility, interactivity, entertainment, vicarious learning.	Not discussed (Focused on source diversity and cognitive load).	Interactivity and entertainment features facilitated consumer learning, which reduced hesitation and triggered purchase intentions.
[13]	Perceived pleasure, perceived value.	Perceived trust in visual congruence.	Congruence of visual background elements increased cognitive trust and affective pleasure, culminating in purchase intentions.
[19]	Broadcast propensity, engagement, free trials, usefulness.	Not discussed (Focused on AI recommendation quality).	Smart recommendation features and engagement moderated the relationship between

Journal	Motivation Indicators	Trust Indicators	Main Findings / Significant Relationships
			perceived value and willingness to pay.
[3]	Social presence, sales promotions, flow experience, money/time availability.	Not discussed.	Social presence and promotional tactics evoked flow, which strongly drove impulsive shopping urges.
[16]	Interactivity, entertainment, promotional pricing, positive emotions, cognition	Influence of opinion leaders	Opinion leaders and entertainment aroused cognitive and emotional responses that led to purchase intentions
[38]	Interaction, product individualization, discounts/promotions	Streamer public image, platform loyalty	The streamer's credibility image and interaction quality were key determinants of consumer purchase decisions.
[6]	Affinity, similarity, parasocial relationships	Streamer credibility, audience endorsement, community trust	Parasocial relationship and inter-buyer support (trust) effectively reduced uncertainty toward sustained purchase intentions.
[23]	Targetability, connectivity, shopping arousal	Authentic Information	Live platforms altered the shopping flow via authentic information presentation, thereby reducing product evaluation doubts.

Journal	Motivation Indicators	Trust Indicators	Main Findings / Significant Relationships
[32]	Media richness, customer engagement	Anthropomorphism (reduction of psychological distance)	Anthropomorphism in virtual avatars shortened psychological distance, facilitating engagement and purchase intention
[29]	Community engagement, social media activity, social support	Surface credibility, situational trust	Organic social support from other users injected strong credibility that boosted institutional trust
[37]	Hedonic motivation, utilitarian motivation, immersion, social presence	Streamer credibility, swift guanxi, trust, reduced psychological distance.	Streamer credibility and social presence consistently proved to be the strongest mediating variables toward actual purchase behavior.
[35]	Social interaction, value-added effects, market expansion.	Credibility of Celebrity Sales Agents.	Consumer trust guaranteed by celebrity figures justified the acceptance of the price and quality set by the seller.
[33]	SKU proliferation, broadcast channel expansion.	KOL popularity, KOL professionalism (streamer expertise).	KOL credibility and professionalism acted as strong moderators securing conversion rates amidst high product variety.

Journal	Motivation Indicators	Trust Indicators	Main Findings / Significant Relationships
[22]	Mult communicating, social presence, engagement.	Not discussed (Focused on information overload).	Communication via chat triggered positive social presence but risked inducing information overload, which hindered purchase intentions.
[12]	eWOM, brand awareness, customer attitude.	Credibility / expertise of Social Media Influencers.	Credible influencers and eWOM stimulated Generation Z consumers' attitudes toward actual transactions.
[8]	Brand awareness, user engagement levels.	Brand reputation, brand loyalty.	Interactive marketing on digital platforms was crucial for converting engagement into brand awareness and real purchase intentions.
[4]	Platform interactivity, customer engagement, response speed, swift guanxi.	Source credibility (expertise, attractiveness, trustworthiness).	Streamer credibility formed instant emotional bonds (swift guanxi), which fully mediated purchase intentions.
	Product awareness, convenience, vigor absorption.	Personal privacy assurance, exclusive brand image.	Security and privacy assurances underpinned the effectiveness of consumer interactions, rapidly increasing subscription/purchase intentions.

Journal	Motivation Indicators	Trust Indicators	Main Findings / Significant Relationships
[24]	Experience quality (immersion, emotion), imitation/herd behavior	Abandonment of self-rational information in favor of trusting the crowd.	Broadcast quality caused consumers to ignore their own doubts and trust the actions of other buyers (herd effect).
[34]	Interactivity, visual vividness, sense of virtual presence.	Authenticity, trust in the platform/destination.	Interactivity fostered a "sense of being there," which validated authenticity and cultivated full trust in tourism.
[7]	Information search, broadcast strategies.	Reduction of psychological distance, reduction of perceived uncertainty.	The utilization of live broadcasts shortened the psychological distance between the commodity and the buyer, radically minimizing uncertainty.
[11]	Divergent creativity, social presence, value, positive affect.	Not discussed.	Visual creativity and social presence are synergized to create positive sentiments that triggered impulsive shopping.
[14]	Atmospheric cues (design, interactive, informational), social presence.	Not discussed.	Interactive cue tactics directly aroused social presence, which dominated the urge for unplanned purchases.

Journal	Motivation Indicators	Trust Indicators	Main Findings / Significant Relationships
[26]	Social interactivity, familiarity.	Cognitive & emotional trust, privacy policies, assurance seals.	Platform privacy policies and security seals were cognitively transferred into trust toward the streamer.
[27]	Entertainment atmosphere, emotions, price discounts, technological convenience.	Celebrity aura (credibility), government endorsement/assurance.	Celebrity and government institutional credibility were vital for establishing trust in marketing intangible tourism services.
[5]	Social presence, playfulness, perceived similarity.	Integrity, expertise, benevolence, predictability, Trust.	Cognitive integrity was key for human streamers, whereas AI virtual streamers relied more on social presence interactions.
[2]	Not discussed.	Integrity, benevolence, ability, and predictability of the platform.	Trust in the e-store (integrity & predictability) was successfully transferred into trust in its live broadcast sessions.
[1]	Social interaction, entertainment, utility, immersion, pass-time.	Not discussed (Only measured affective commitment/immersion).	Entertainment motivations deepened viewer immersion, culminating in actual purchase intentions and virtual gifting intentions.

Journal	Motivation Indicators	Trust Indicators	Main Findings / Significant Relationships
[28]	Playfulness, affective engagement.	Content expertise, trust in the influencer, brand trust.	The combination of hedonic playfulness and virtual influencer expertise transferred strong trust to the brand, increasing sales.
[15]	Parasocial interaction, arousal, hedonic & impulsive consumption.	Streamer attractiveness, cognitive assimilation, information quality.	Parasocial interactions with streamers altered consumers' cognitive assimilation status, significantly triggering impulsive shopping behavior.
[25]	Financial bonds, social bonds, optimal stimulation levels, flow experience.	Structural bonds of the broadcaster (problem-solving ability).	Social relations and technological visibility facilitated flow states, which acted as a catalyst for the formation of purchase intentions.
[20]	Attitude homophily, social & physical attractiveness.	Influencer professionalism, reduced perceived uncertainty.	Influencer professionalism and attitude similarity played major roles in reducing uncertainty for fresh product purchases.
[40]	Perceived usefulness, perceived ease of use.	Not discussed.	The technical functionality of Facebook broadcasts provided strong utilitarian motivations in

Journal	Motivation Indicators	Trust Indicators	Main Findings / Significant Relationships
			determining purchase decision intentions.

3.4. Categorization of Indicators into Dimensions

Based on the data extracted in Table 2, various variable terms and indicators utilized by reasearchers were identified. To construct an integrated conceptual model, indicators sharing conceptual proximity were synthesized and categorized into primary dimensions. This process yielded three motivation dimensions acting as antecedents (hedonic, social, and utilitarian) and three dimensions acting as mediators (streamer, product, and platform), along with one additional variable category.

As shown in Table 3, Social Motivation (appearing in 16 articles) and Hedonic Motivation (15 articles) predominantly drove consumer participation in literature. Conversely, Trust in the Streamer/Host (15 articles) was the most highly evaluated focal point compared to trust in the product or platform. The analysis indicated that the broadcaster acts as a crucial agent within the live shopping ecosystem capable of reducing consumer uncertainty.

Table 3. Categorization of Indicators into Dimensions

Dimension Name	List of Identified Indicators	Frequency	References
Hedonic Motivation	Enjoyment/pleasure, entertainment, pass-time, playfulness, flow experience, immersion, emotional arousal, novelty seeking.	15 articles	[1], [3], [5], [13], [14], [15], [16], [21], [22], [24], [25], [27], [28], [31], [37].
Social Motivation	Social presence, parasocial interaction, social bonds, Mult communicating/interactivity, audience endorsement, swift guanxi, herd	16 articles	[1], [3], [4], [5], [6], [11], [12], [14], [15], [21],

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Dimension Name	List of Identified Indicators	Frequency	References
	behavior, eWOM, and intimate forms of address.		[24], [25], [26], [31], [36], [37]
Utilitarian Motivation	Information quality/completeness, perceived utility/usefulness, ease of use, economic incentives (price, discounts, promos), efficiency/convenience, free trial.	10 articles	[1], [3], [14], [15], [16], [19], [21], [25], [27], [37].
Trust In Streamer/Host	Source credibility, expertise and professionalism, integrity and honesty, physical/social attractiveness, benevolence, responsiveness, popularity (KOL), affinity.	15 articles	[2], [4], [5], [6], [15], [17], [18], [20], [26], [28], [30], [33], [35], [37], [38].
Trust In Platform	Privacy/security policy, third-party assurance seals, platform reputation/image, trust transfer, situational normality, institutional psychological distance reduction.	7 articles	[2], [9], [10], [17], [26], [37], [38].
Trus in Product	Product quality, brand awareness, brand trust, authentic product information, perceived uncertainty reduction, brand relevance.	9 articles	[7], [12], [20], [23], [27], [28], [30], [32], [41].
Other Variables	Time and money availability, cognitive load, optimal stimulation levels, technical affordance features (visibility, navigation, danmaku systems), customer attitude, visual creativity divergence.	7 articles	[3], [11], [12], [21], [22], [25], [32].

3.5. Discussion

This section provides a comprehensive critical analysis of the systematic literature review findings to address the formulated research question. Drawing upon the extraction of data from the 40 primary articles, this discussion interprets the underlying dynamics of motivation and trust, synthesizes these findings with established information system theories, formulates a foundational basis for a novel conceptual model and outlines the resultant theoretical and practical implications.

1) Interpretation of Extracted Findings and Cross Study Synthesis

Based on the cross-study synthesis of the 40 extracted articles (Table 2), the findings reveal a distinct paradigm shift in consumer motivation (RQ1). Rather than simply reporting frequency counts, a deeper analytical comparison shows that utilitarian motives (e.g., price and convenience) serve only as baseline requirements. In contrast, social and hedonic motivations such as flow experience, parasocial interaction, and social presence act as the primary driving forces that differentiate live shopping from traditional e-commerce catalogs. This dominance occurs because live streaming effectively provides emotional stimulation and community-based validation (eWOM and herd behavior) that traditional platforms lack.

Furthermore, regarding the conceptualization of trust (RQ2), a critical comparison of the applied theoretical frameworks (Table 1 and 2) highlights that trust in the streamer consistently supersedes trust in the platform or the product. In studies utilizing the Technology Acceptance Model (TAM), technical features were found to merely act as facilitators. However, studies adopting Trust Transfer Theory and socio-technical perspectives demonstrated that the streamer acting as an opinion leader and a proxy for physical product inspection is the most powerful agent for uncertainty reduction. The platform's security features are insufficient to drive purchases without the interpersonal credibility, expertise, and integrity projected by the streamer [1][6], [4], [16].

2) Conceptual Model Development

The proposed integrated Stimulus-Organism-Response (S-O-R) conceptual model (Figure 3) is not merely a conceptual arrangement, rather, its specific pathways were rigorously derived from the empirical evidence extracted in Table 2. By synthesizing the dominant relationships identified across the literature, this study maps consumers' affective and

cognitive pathways more comprehensively than prior fragmented social-commerce frameworks.

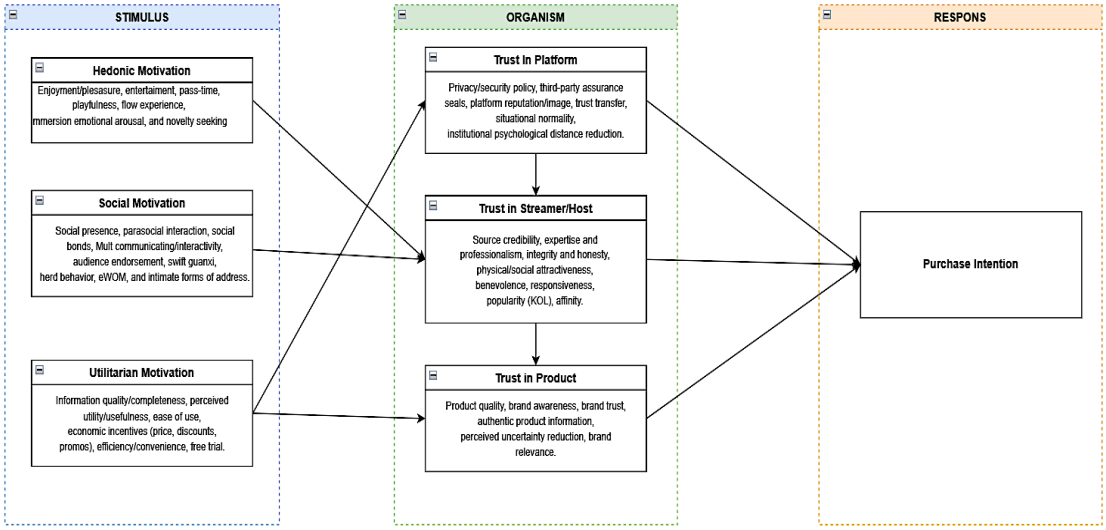

Figure 3. S-O-R Based Integrated Live Shopping Conceptual Model

Based on Figure 3, the logical flow of this conceptual model can be elucidated through three interconnected primary stages:

a) **Stimulus (S) as Multidimensional External Triggers:** On the left side of the model, the live shopping environment simultaneously radiates three motivational dimensions as Stimuli. Unlike traditional e-commerce, which is purely driven by Utilitarian Motivation (e.g., information quality, price, discounts), live shopping is fortified by the presence of Hedonic Motivation (e.g., entertainment, flow experience, emotional arousal) and Social Motivation (e.g., social presence, parasocial interaction, eWOM). This real-time interactivity acts as an integrated external stimulus that instantly triggers the audience's attention and psychological responses. [3], [15].

b) **Organism (O) as the Center for Evaluation and Trust Transfer Mechanisms:** All motivational stimuli lead to the consumer's internal evaluation process (Organism). The primary novelty of this model, directly drawn from the reviewed evidence, is the sequential Trust Transfer mechanism. The literature confirms that Trust in the Platform (e.g., security policies) serves as a foundational prerequisite, which is cognitively transferred into Trust in the Streamer (evaluating integrity and expertise). The streamer then acts as a

central mediator validating Trust in the Product. This platform → streamer → product pathway explicitly extends prior TAM and S-O-R frameworks in traditional e-commerce, which often analyzed technical systems but overlooked the critical human-mediator (the host) behind the digital interface [2], [26].

c) **Response (R) as the Final Behavioral Decision:** On the right side of the model, the entire integration of affective pathways (from motivation) and cognitive evaluations (from the trust hierarchy) converge at a single Response point, namely Purchase Intention. This diagram explicitly confirms that functional (utilitarian) offerings alone are insufficient. Purchase intentions within the live shopping ecosystem will only strongly materialize when consumers emotional and social needs are fulfilled by a credible streamer and a secure platform.

This integrative model is merited as it offers originality by mapping the entire "shoppertainment" ecosystem into a cohesive S-O-R framework. Positioning "Trust" as a multi-layer mediation system (Platform → Streamer → Product) effectively addresses the research gap in traditional e-commerce models, which frequently overlook the crucial role of the human (host) behind the digital interface.

3) Theoretical and Practical Implications

The implications of this study are twofold. Theoretically, these findings offer substantial contributions for academics in the fields of Information Systems and Consumer Behavior. This review expands the existing literature by demonstrating that the evaluation of Human-Computer Interaction in live shopping is no longer purely a matter of human-to-machine interaction; rather, it has transformed into a "human-to-human" interaction mediated by machine functionality. Consequently, future researchers are strongly encouraged to integrate socio-psychological theories, such as Parasocial Interaction and Flow Theory, to augment and complement classical information systems adoption models.

Practically, these findings provide strategic guidance for live shopping platform developers and retailers (brands). For platform developers, it is essential to invest in technological infrastructure that optimizes social presence such as danmaku (bullet screen) features, real-time gamification, or Augmented Reality (AR) filters that can enhance hedonic motivation without inducing cognitive load. Furthermore, for retailers

and marketing agents, the results suggest that the selection of a streamer should not be predicated solely on physical attractiveness or superficial popularity, instead, it must prioritize communication professionalism and inherent integrity. Establishing secure platform privacy and seamlessly aligning it with a credible streamer is an absolute, non-negotiable strategy for reducing consumer uncertainty and maximizing the conversion of purchase intentions.

4. CONCLUSION

This systematic literature review provides a foundational attempt to integrate the dimensions of motivation and trust into a cohesive Stimulus-Organism-Response (S-O-R) conceptual model within the live shopping ecosystem. The synthesized evidence demonstrates a paradigm shift toward "shoppertainment," where social and hedonic motivations act as the primary environmental stimuli for emotional engagement. Crucially, the review highlights a sequential cognitive trust transfer mechanism (Platform → Streamer → Product), positing that the streamer's credibility and integrity are the most dominant factors in reducing consumer uncertainty in virtual spaces. While the proposed S-O-R framework offers a structured perspective on "human-to-human" parasocial interactions mediated by technology, these conceptual claims are inherently constrained by the methodological limitations of the review, specifically the exclusive reliance on the Google Scholar database and Publish or Perish software. Therefore, rather than serving as a definitive conclusion, this model provides a baseline structure. Future research must rigorously validate these sequential trust pathways through empirical testing across broader, multidisciplinary academic databases to ensure broader generalizability.

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