

S-O-R PERSPECTIVE ON LIVE STREAMING, CUSTOMER SATISFACTION, AND E-WOM IN SHOPEE FASHION REPURCHASE INTENTION

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Abstract:

Purpose:

Live commerce has become a strategic marketing channel for fashion products in Indonesia, yet prior studies have focused mainly on first-time purchase intention and impulse buying, leaving the drivers of repeat purchasing largely unexplored. Drawing on the Stimulus-Organism-Response framework, which explains how external stimuli shape consumers' internal evaluations and, in turn, their behaviour, this study examines how live streaming attractiveness, customer satisfaction, and electronic word-of-mouth influence consumers' intention to repurchase fashion products on Shopee Live. It was hypothesised that each of these three factors has a positive effect on repurchase intention.

Methodology:

A quantitative explanatory design was adopted. Data were collected through an online questionnaire from 150 consumers in Denpasar, Indonesia, who had purchased fashion products via Shopee Live, and were analysed using partial least squares structural equation modelling.

Findings:

The results support all three hypotheses. Electronic word-of-mouth emerged as the strongest driver of repurchase intention, followed closely by customer satisfaction and live streaming attractiveness.

Implications:

These findings suggest that an engaging broadcast encourages repeat purchases only when the product received matches what was shown on screen and when the experiences shared by other buyers confirm the seller's credibility. Fashion sellers should therefore combine interactive and informative live sessions with accurate product presentation and proactive management of customer reviews. Future research should examine mediating mechanisms and compare different live commerce platforms.

Keywords:

Customer Satisfaction, Electronic Word-Of-Mouth, Live Streaming Attractiveness; Repurchase Intention; Shopee Live

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INTRODUCTION

Indonesia's digital economy is shifting rapidly from catalogue-based online shopping towards formats that integrate entertainment, social interaction, and transactions within a single experience. Live streaming commerce lies at the centre of this transformation (Ki et al., 2024; Picot-Coupey et al., 2023). Through features such as Shopee Live, sellers broadcast real-time video in which a host demonstrates products, responds to viewers' questions, announces time-limited vouchers, and closes sales within the same session. Unlike static product pages, this format allows consumers to observe how a garment drapes on the body, how its colour appears under different lighting, and how the fabric moves, which is information that is difficult to convey through photographs alone (Hwang & Youn, 2023; Wongkitrungrueng & Assarut, 2020). Fashion is therefore a category particularly well suited to live selling, and recent Indonesian studies have begun to reveal how streamer characteristics and broadcast features shape fashion consumers' purchase intention on Shopee (Alveria & Fadhillah, 2026; Fananny et al., 2025).

Attracting a first purchase, however, addresses only half of the business challenge. In a marketplace where hundreds of stores offer similar products and switching to a competitor requires a single tap, the long-term viability of fashion sellers depends on their ability to bring customers back. International evidence indicates that, despite its rapid growth, live streaming shopping continues to face high product return rates and relatively low repurchase rates (Yi et al., 2024). In the fashion context, this risk is amplified because discrepancies in size, colour, or material between what is displayed on screen and what consumers receive can quickly turn initial enthusiasm into disappointment, which makes product uncertainty a central concern in live fashion selling (Lu & Chen, 2021). Understanding the factors that motivate consumers to repurchase after a live shopping experience is therefore a pressing managerial concern rather than a purely academic one.

Three factors are relevant to this problem. The first is live streaming attractiveness, which reflects the extent to which a broadcast is perceived as appealing, interactive, entertaining, and informative (Chen & Lin, 2018; Wu et al., 2024). The second is customer satisfaction, namely the consumer's post-purchase judgement of whether the product and the overall shopping experience have met prior expectations (Oliver, 1980). The third is electronic word-of-mouth (e-WOM), which within the Shopee ecosystem takes the form of star ratings, written reviews, buyer-uploaded photographs, and comments posted during live sessions (Hennig-Thurau et al., 2004). These factors operate at different points along the customer journey: live streaming attractiveness shapes the experience during the broadcast, satisfaction forms after the product is received, and e-WOM circulates continuously among current and prospective buyers.

The existing literature leaves several questions unresolved. Research on live commerce has concentrated largely on pre-purchase outcomes, such as purchase intention (Liu & Zhang, 2024; Zhang et al., 2024), impulse buying (Lee & Chen, 2021), and trust formation (Chandruangphen et al., 2022). Studies of repurchase in live commerce have emerged only recently, and scholars acknowledge that the mechanisms through which live streaming influences repeat purchasing remain underexplored (Zhang et al., 2022; Zhang & Rosli, 2024). In Indonesia, research on Shopee Live has examined trust and customer engagement as drivers of repurchase intention (Setyono & Berlianto, 2025), whereas findings on e-WOM remain mixed; for instance, online customer reviews were found to have no significant effect on the purchase intention of Generation Z consumers buying fashion products on Shopee (Fananny et al., 2025). To date, few studies have combined live streaming attractiveness, customer satisfaction, and e-WOM within a single model to explain repurchase intention for fashion products bought through Shopee Live.

This study addresses that gap by analysing the effects of live streaming attractiveness, customer satisfaction, and e-WOM on the repurchase intention of fashion consumers on Shopee Live. The three hypothesised relationships are tested through an explanatory survey design that estimates the direct contribution of each factor. Theoretically, the study extends the application of the Stimulus-Organism-Response (S-O-R) perspective from the pre-purchase stage, which has dominated live commerce research, to post-purchase behaviour. Practically, it provides empirical evidence that fashion sellers can use to design live sessions, product presentations, and review management strategies aimed at converting one-time buyers into returning customers.

The S-O-R framework proposed by Mehrabian and Russell (1974) holds that environmental cues (stimuli) trigger cognitive and affective states within the individual (organism), which subsequently produce approach or avoidance behaviour (response). This framework has become one of the most widely adopted foundations in live commerce research because a broadcast brings together multiple stimuli, such as the host's presentation, real-time interaction, and visual product demonstration, within a single setting (Lee & Chen, 2021; Liu & Zhang, 2024; Ming et al., 2021). In this study, live streaming attractiveness and e-WOM are positioned as external stimuli to which consumers are exposed, customer satisfaction represents the internal evaluative state that emerges after consumption, and repurchase intention constitutes the behavioural response. Because the study aims to estimate the direct contribution of each factor, all three constructs are modelled as antecedents of repurchase intention.

Repurchase intention refers to a consumer's deliberate judgement about buying again from the same seller, formed in light of current circumstances and anticipated future conditions (Hellier et al., 2003). In online settings,

repurchase intention is regarded as a key indicator of loyalty, since retaining customers is generally less costly than continually acquiring new ones. In live commerce, repurchase intention reflects consumers' willingness to return to the same store's broadcasts and transact again after their initial experience (Zhang & Rosli, 2024). This study measures repurchase intention through consumers' willingness to buy again from the same store, to prioritise that store over alternatives, to recommend it to others, and to seek information about its upcoming live sessions (Hellier et al., 2003; Setyono & Berlianto, 2025).

Live streaming attractiveness refers to the degree to which consumers perceive a broadcast as appealing and worth watching. It is shaped by the host's charisma, the intensity of two-way interaction, the entertainment value of the content, the clarity of product information, and the availability of offers that are valid only during the session (Chen & Lin, 2018; Chen & Yang, 2023; Wu et al., 2024). An attractive broadcast narrows the information gap inherent in online shopping and fosters closeness between seller and buyer (Hu & Chaudhry, 2020; Wongkitrungrueng & Assarut, 2020). Interactive features further deepen immersion and enjoyment, thereby strengthening consumers' behavioural intentions towards the seller (Joo & Yang, 2023). When consumers associate a store's live sessions with an enjoyable and informative experience, they have a clear reason to return to the same channel for subsequent purchases (Yi et al., 2024). Several empirical studies have shown that live streaming characteristics significantly influence purchase intention and continuous purchase intention (Sun et al., 2019; Wu & Huang, 2023; Zhang et al., 2024).

H1: Live streaming attractiveness has a positive and significant effect on repurchase intention.

Customer satisfaction is a post-purchase evaluation resulting from a comparison between perceived performance and prior expectations. According to the expectation-disconfirmation paradigm, satisfaction arises when performance meets or exceeds expectations and, once formed, shapes subsequent attitudes and intentions (Oliver, 1980). In live commerce, expectations are largely constructed during the broadcast, so satisfaction depends heavily on whether the product received matches what the host demonstrated. Yi et al. (2024) found that interactivity, perceived quality, and perceived value increase the satisfaction of live shopping consumers, which in turn drives repurchase intention. Comparable evidence has been reported among Generation Z consumers in e-commerce (Ngo et al., 2025), in retail settings combining offline and online channels (Zhou & Salleh Hudin, 2025), and in service contexts where satisfaction and engagement jointly predict repeat purchasing (Majeed et al., 2022).

H2: Customer satisfaction has a positive and significant effect on repurchase intention.

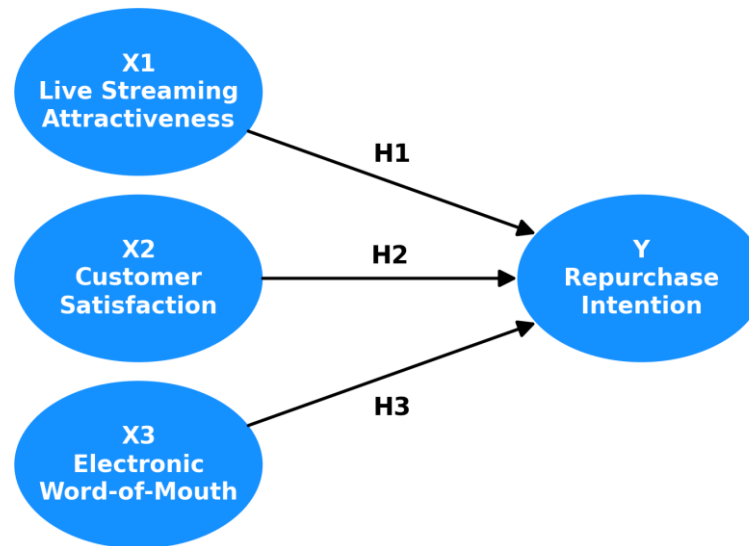
E-WOM is defined as any positive or negative statement made by potential, actual, or former customers about a product or company that is made available to a multitude of people via the internet (Babić Rosario et al., 2020; Hennig-Thurau et al., 2004). Because consumers cannot physically inspect fashion products before purchase, they rely on experiences shared by others to assess quality, fit, and seller reliability (Hwang & Youn, 2023). Goyette et al. (2010) conceptualise e-WOM along three dimensions: intensity, reflecting the volume of information exchanged; valence, reflecting whether opinions are positive or negative; and content, reflecting the informativeness of the message. For customers who have already purchased, e-WOM serves as social confirmation that their positive experience was not coincidental, thereby reinforcing their commitment to the seller. Recent research demonstrates a close relationship among e-WOM, satisfaction, and repurchase intention in e-commerce (Ngo et al., 2025), although findings on the direct effect of online reviews on Shopee remain inconsistent (Fananny et al., 2025), warranting further examination.

H3: Electronic word-of-mouth has a positive and significant effect on repurchase intention.

Based on the foregoing theoretical review and hypotheses, the research framework is presented in Figure

1.

Figure 1. Research framework



Source: Developed by the authors (2026)

METHODS

This study employed a quantitative approach with an explanatory design to test the effects of live streaming attractiveness (X1), customer satisfaction (X2), and electronic word-of-mouth (X3) on repurchase intention (Y). The population comprised consumers who had purchased fashion products through Shopee Live, the size of which cannot be determined precisely. Respondents were selected by purposive sampling based on three criteria: (1) aged at least 17 years; (2) having purchased fashion products via Shopee Live at least once in the preceding six months; and (3) having read ratings, reviews, or comments about fashion products on Shopee. Following Hair et al. (2022), the sample size was set at five to ten times the number of indicators; with 15 indicators, 150 respondents were targeted to enhance statistical power. Primary data were collected in Denpasar between January and March 2026 through an online questionnaire distributed via Google Forms. The measurement items, summarised in Table 1, were adapted from prior studies and rated on a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). The data were analysed using partial least squares structural equation modelling (PLS-SEM) with SmartPLS 4.1. The measurement model was evaluated through outer loadings, Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), and the heterotrait-monotrait ratio (HTMT) (Fornell & Larcker, 1981; Henseler et al., 2015), while the structural model was assessed through the variance inflation factor (VIF), the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2) through blindfolding and PLSpredict, and bootstrapping with 5,000 subsamples at the 5% significance level (Hair et al., 2019, 2022; Shmueli et al., 2019).

Table 1. Research variables and indicators

Variable	Indicators	Source
Live streaming attractiveness (X1)	X1.1 Host attractiveness; X1.2 Interactivity; X1.3 Entertainment; X1.4 Product informativeness; X1.5 Exclusive live-session offers	Chen and Lin (2018); Wu et al. (2024)

Variable	Indicators	Source
Customer satisfaction (X2)	X2.1 Congruence with expectations; X2.2 Satisfaction with the live shopping experience; X2.3 Correctness of the purchase decision	Oliver (1980); Yi et al. (2024)
Electronic word-of-mouth (X3)	X3.1 Intensity; X3.2 Valence of opinion; X3.3 Content	Goyette et al. (2010)
Repurchase intention (Y)	Y1.1 Intention to buy again; Y1.2 Preference for the same store; Y1.3 Willingness to recommend; Y1.4 Seeking information on upcoming live sessions	Hellier et al. (2003); Setyono and Berlianto (2025)

Source: Compiled from prior studies (2026)

RESULT AND DISCUSSION

A total of 150 respondents in Denpasar who met the research criteria were included in the analysis, corresponding to the upper bound of the recommended sample size. Most respondents were female (66.7%), aged 21–25 years (64.7%), and students (63.3%). The majority had purchased fashion products through Shopee Live two to three times (64.0%) in the preceding six months.

The results of the measurement model evaluation are summarised in Table 2. All outer loadings exceeded the recommended threshold of 0.70, ranging from 0.777 (Y1.2) to 0.853 (X3.2), indicating that each indicator adequately reflects its construct; consequently, no indicator was eliminated. Cronbach's alpha values ranged from 0.749 to 0.877 and CR values from 0.853 to 0.911; both exceeded 0.70, confirming the internal consistency of all constructs. AVE values ranged from 0.650 to 0.695, exceeding the 0.50 threshold and demonstrating adequate convergent validity (Hair et al., 2019, 2022). Discriminant validity was also established, as all HTMT values fell below 0.90, the highest being 0.521 between customer satisfaction and repurchase intention (Henseler et al., 2015).

Table 2. Measurement model evaluation

Indicator	Composite Reliability	Cronbach's Alpha	AVE	R ²	Outer Loading
X1.1 <- Live Streaming Attractiveness (X1)	0.911	0.877	0.671	-	0.799
X1.2 <- Live Streaming Attractiveness (X1)					0.828
X1.3 <- Live Streaming Attractiveness (X1)					0.822
X1.4 <- Live Streaming Attractiveness (X1)					0.828
X1.5 <- Live Streaming Attractiveness (X1)					0.818
X2.1 <- Customer Satisfaction (X2)	0.853	0.749	0.659	-	0.800
X2.2 <- Customer Satisfaction (X2)					0.816
X2.3 <- Customer Satisfaction (X2)					0.819
X3.1 <- E-WOM (X3)	0.872	0.785	0.695	-	0.849
X3.2 <- E-WOM (X3)					0.853
X3.3 <- E-WOM (X3)					0.798
Y1.1 <- Repurchase Intention (Y)	0.881	0.822	0.650	0.417	0.828
Y1.2 <- Repurchase Intention (Y)					0.777
Y1.3 <- Repurchase Intention (Y)					0.831
Y1.4 <- Repurchase Intention (Y)					0.789

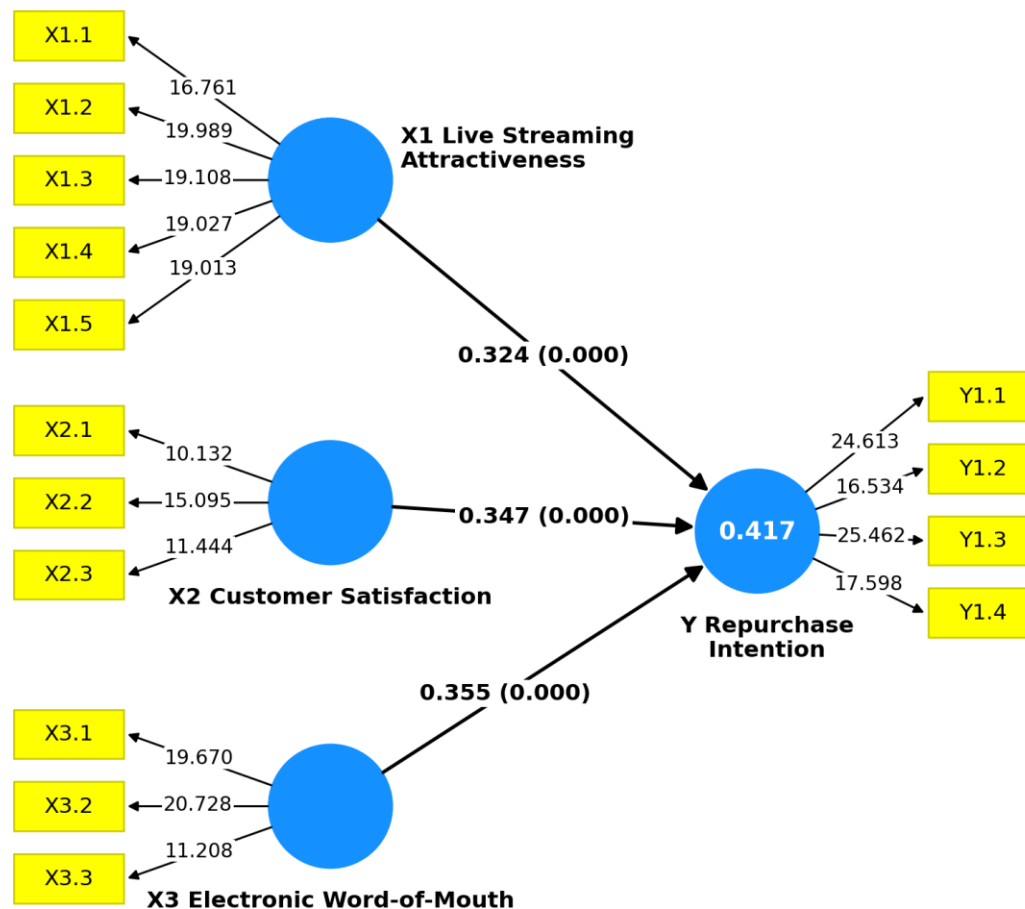
Source: Primary data processed using SmartPLS 4.1 (2026)

Before assessing the structural model, potential multicollinearity among the exogenous constructs was examined. All VIF values ranged from 1.009 to 1.028, well below the threshold of 5.0, indicating that the structural model is free from collinearity issues (Hair et al., 2022). Repurchase intention obtained an R² of 0.417 (adjusted R² = 0.405), meaning that live streaming attractiveness, customer satisfaction, and e-WOM jointly explain 41.7% of the variance in repurchase intention, while the remaining 58.3% is attributable to factors outside the model, such as trust, price perception, and promotional programmes. This value lies between 0.25 and 0.50

and is therefore classified as weak according to Hair et al. (2022); nevertheless, the acceptable magnitude of R^2 depends on the research context, and values in this range are common in consumer behaviour studies.

In terms of effect size, all three exogenous constructs exert a medium effect: e-WOM ($f^2 = 0.214$), customer satisfaction ($f^2 = 0.201$), and live streaming attractiveness ($f^2 = 0.177$). The structural model and the results of hypothesis testing are presented in Figure 2 and Table 3.

Figure 2. Structural model results (path coefficients and p values)



Source: Primary data processed using SmartPLS 4.1 (2026)

Table 3. Path coefficients and hypothesis testing

Hypothesis	Path	Original Sample (O)	T Statistics (O/STDEV)	P Values	Decision
H1	Live Streaming Attractiveness (X1) -> Repurchase Intention (Y)	0.324	4.648	0.000	Accepted
H2	Customer Satisfaction (X2) -> Repurchase Intention (Y)	0.347	4.549	0.000	Accepted
H3	E-WOM (X3) -> Repurchase Intention (Y)	0.355	5.076	0.000	Accepted

Source: Primary data processed using SmartPLS 4.1 (2026)

Live streaming attractiveness had a positive and significant effect on repurchase intention, with a path coefficient (O) of 0.324, a *t*-statistic of 4.648, and a *p* value of 0.000 (< 0.05); thus, H1 is accepted. Customer satisfaction also had a positive and significant effect, with a path coefficient (O) of 0.347, a *t*-statistic of 4.549, and a *p* value of 0.000 (< 0.05); thus, H2 is accepted. Finally, e-WOM had a positive and significant effect, with a path coefficient (O) of 0.355, a *t*-statistic of 5.076, and a *p* value of 0.000 (< 0.05); thus, H3 is accepted. The e-WOM path was the strongest in the model in terms of both path coefficient and effect size, although its margin over the other two paths was small.

The predictive relevance and predictive power of the model are presented in Table 4. The Q^2 value obtained from blindfolding for repurchase intention was 0.254, which is greater than zero and indicates medium predictive relevance. PLSpredict likewise yielded a Q^2_{predict} of 0.375, with a root mean square error (RMSE) of 0.812 and a mean absolute error (MAE) of 0.571. The positive Q^2_{predict} value indicates that the model can predict repurchase intention on out-of-sample data (Shmueli et al., 2019).

Table 4. Predictive relevance and predictive power of the model

Construct	Q^2 (1 – SSE/SSO)	Q^2_{predict}	RMSE	MAE
Repurchase intention (Y)	0.254	0.375	0.812	0.571

Source: Primary data processed using SmartPLS 4.1 (2026)

Regarding the first hypothesis, the results indicate that consumers who perceive a store's broadcasts as appealing, interactive, and informative tend to return to that store for subsequent purchases. Within the S-O-R framework, the broadcast functions as an environmental stimulus that not only triggers momentary interest but also leaves a lasting impression that the seller is approachable and transparent. For fashion products, the ability to see garments worn in real time and to ask about sizing instantly reduces perceived risk and establishes the live channel as the preferred option for future purchases. This result is consistent with Wongkitrungrueng and Assarut (2020), who showed that live streaming builds trust and engagement with sellers, and with Wu et al. (2024), who linked the interactivity, authenticity, and entertainment value of live broadcasts to stronger purchase intention, as well as with Hu and Chaudhry (2020), who showed that the relational bonds formed during live streams strengthen consumer engagement. The present findings extend these studies by demonstrating that the influence of broadcast attractiveness carries over into the post-purchase stage.

Customer satisfaction ranked second in magnitude, only marginally below e-WOM. When the garment received matches the colour, size, and quality displayed during the broadcast, consumers' expectations are confirmed, producing a favourable evaluation of the seller that translates into a willingness to repurchase. Conversely, any discrepancy between the on-screen presentation and the product received weakens this intention, suggesting that the persuasive power of a broadcast can be sustained only when it is underpinned by accurate product presentation that reduces product uncertainty (Lu & Chen, 2021). This finding supports the logic of expectation disconfirmation (Oliver, 1980) and corroborates Yi et al. (2024), who identified satisfaction as a key antecedent of repurchase intention among live shopping consumers, as well as Ngo et al. (2025) and Zhou and Salleh Hudin (2025), who reported similar relationships in e-commerce and retail contexts.

E-WOM emerged as the strongest determinant of repurchase intention. Ratings, written reviews, and photographs uploaded by previous buyers provide social validation that reassures consumers about product quality and seller reliability. For consumers who have already purchased, consistently positive reviews affirm that their satisfactory experience reflects the seller's genuine performance rather than chance, thereby strengthening their commitment to return. The dominance of e-WOM is understandable given that fashion products cannot be physically inspected before purchase; reviews and photographs from other buyers thus become the most

trusted reference regarding fit, colour, and fabric quality, even for consumers who have previously shopped at the same store.

This result aligns with Hennig-Thurau et al. (2004) and Goyette et al. (2010), who emphasise the persuasive role of consumer-generated information, with Babić Rosario et al. (2020), who show that eWOM shapes consumer evaluations at each stage of the decision process, and with Ngo et al. (2025), who found a strong link between e-WOM and repurchase intention. By contrast, it diverges from Fananny et al. (2025), who found no significant effect of online customer reviews on the purchase intention of Generation Z fashion consumers on Shopee. This discrepancy suggests that e-WOM may play a greater role for consumers considering a repeat purchase than for those contemplating a first purchase.

Overall, the findings indicate that repurchase intention in fashion live commerce rests on three mutually reinforcing elements with relatively balanced contributions: feedback from fellow buyers that affirms seller reliability, a product experience that fulfils the promises made on screen, and an attractive broadcast that draws consumers to the channel. Theoretically, these findings demonstrate that the S-O-R framework, which has been applied mainly to explain impulse buying and initial purchase intention in live commerce (Lee & Chen, 2021; Liu & Zhang, 2024), is equally relevant for explaining purchase continuity.

Practically, because e-WOM is the strongest driver, fashion sellers on Shopee Live should treat review management as a core retention activity, supported by accurate product presentation and credible hosts. For future research, the moderate explanatory power of the model implies that other antecedents, such as trust, price perception, and promotional programmes, should be incorporated to provide a more complete explanation of repurchase behaviour in live commerce.

CONCLUSION

This study concludes that live streaming attractiveness, customer satisfaction, and electronic word-of-mouth each have a positive and significant effect on the repurchase intention of consumers who purchase fashion products through Shopee Live, with e-WOM being the most influential factor, followed by customer satisfaction and live streaming attractiveness. An attractive broadcast can bring consumers back to a store only when the product received matches what was displayed and when experiences shared by other buyers affirm the seller's credibility. These findings extend the S-O-R framework from pre-purchase to post-purchase behaviour in live commerce.

This study has several limitations, including its cross-sectional design, the use of non-probability sampling, its focus on a single platform and a single product category, and a respondent pool confined to Denpasar. Further research is recommended to incorporate trust or perceived value as additional antecedents, to examine satisfaction as a mediator between live streaming attractiveness and repurchase intention, and to compare Shopee Live with other live commerce platforms such as TikTok Shop.

Based on these findings, fashion sellers on Shopee Live are advised to manage e-WOM as a priority by actively encouraging buyers to post reviews accompanied by product photographs and by responding promptly to every review after each transaction.

Sellers should also ensure that shipped products match those demonstrated during broadcasts by displaying accurate size charts and detailed fabric images, maintaining consistent quality control, and employing hosts who present products honestly and respond to viewers in real time.

Future researchers are encouraged to use probability sampling and longitudinal designs, to extend respondent coverage beyond Denpasar, and to test mediating mechanisms across product categories and live commerce platforms.

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