

Platform-Generated Cues in Live-Streaming Commerce: An Empirical Study from an Emerging Market

Mahmud Wahid^{1,*}, Huam Hon Tat², M. Nasir Shamsudin¹

* Correspondence: Putra Business School, Universiti Putra Malaysia, Serdang, Malaysia; pbs21204203@grad.upu-trabs.edu.my.

¹ Putra Business School, Universiti Putra Malaysia, Serdang, Malaysia

² KLUST, Kuala Lumpur, Malaysia

Abstract: This study investigates how platform-generated, non-human cues influence consumers' online shopping behavior in live-streaming social commerce. Drawing on Signaling Theory and Cue Utilization Theory, the study examines the effects of live-streaming functionality, customer response speed, promotional tools, follower count, and online reviews in the context of Bangladesh's emerging social commerce market. Data were collected through an online questionnaire from 157 social commerce users in Dhaka, Bangladesh, and analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS. The findings show that promotional tools and follower count have significant positive effects on online shopping behavior, while live streaming significantly increases follower count. The mediation analysis further confirms that follower count fully mediates the relationship between live streaming and online shopping behavior. However, customer response speed and online reviews do not significantly influence online shopping behavior, and online reviews do not mediate the relationship between promotional tools and behavior. These findings suggest that visible social proof and promotional stimuli may exert stronger behavioral influence than functional or review-based cues in live-streaming commerce. The study contributes to social commerce and influencer marketing literature by showing how platform-generated cues shape consumer behavior in an emerging market where digital trust remains contextually fragile.

Keywords: Live-streaming commerce; Platform-generated cues; Follower count; Promotional tools; Online shopping behavior; Social commerce; Bangladesh



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1. Introduction

With the proliferation of user-generated content on social media, individuals can emerge as prominent creators by actively generating and sharing personal narratives and product reviews. These individuals are termed "social media influencers" (Freberg et al., 2011; Khamis et al., 2017; Lim et al., 2017). Social media influencers have garnered significant interest from companies and brands, serving not only as potential marketing conduits but also as valuable social relationship assets for collaboration. This dynamic can foster enduring relationships centred on marketing and sales (Augustine, 2019).

Bangladesh provides a relevant emerging-market context for examining live-streaming and social commerce because of its expanding digital user base and growing dependence on social media platforms for online buying and selling. Recent industry data show that Bangladesh had a rapidly expanding online population, while DataReportal reported that Facebook's advertising reach was equivalent to 34.3% of the country's total population and 77.1% of the local internet user base in January 2025 (DataReportal, 2025). By late 2025, Facebook's advertising reach had further increased to the equivalent of 36.3% of the national population, indicating the platform's continued centrality in Bangladesh's digital communication and commerce ecosystem (DataReportal, 2026). These figures suggest that social media platforms are no longer used only for interpersonal communication; rather, they in-

creasingly function as commercial spaces where consumers discover products, evaluate sellers, interact with influencers, and make purchase decisions.

The growth of Facebook-based commerce, or F-commerce, is especially relevant in Bangladesh because many small and medium-sized sellers use Facebook pages, groups, Messenger, live-streaming features, and promotional posts to reach consumers directly. Prior research on F-commerce in Bangladesh has observed that Facebook-based commercial activity has rapidly shaped online shopping practices and created new opportunities for digital entrepreneurship and consumer engagement (Rahman & Hossain, 2017; Akter & Sultana, 2022). In such environments, consumers often make purchase decisions without physically inspecting products or meeting sellers in person. As a result, they rely on visible platform-generated cues such as live-streaming activity, response speed, promotional offers, follower count, and online reviews. These cues may help consumers infer seller credibility, product attractiveness, popularity, and market acceptance in situations where direct product evaluation is limited.

Despite the growing relevance of live-streaming and social commerce in Bangladesh, existing influencer marketing research has largely emphasized human-centered attributes such as attractiveness, trustworthiness, expertise, authenticity, parasocial relationships, and influencer–follower similarity. Comparatively less attention has been given to platform-generated and non-human cues, such as live-streaming functionality, response speed, promotional tools, follower count, and online reviews, although these cues are highly visible to consumers during social commerce interactions. This creates an important research gap: it remains unclear which platform-generated cues directly shape online shopping behavior and which operate indirectly through social proof mechanisms such as follower count or review formation. Addressing this gap, the present study examines how non-human, platform-based cues influence online shopping behavior in Bangladesh's live-streaming social commerce context.

2. Literature Review

2.1 Social Media Marketing

Despite being content-driven, social media influencer marketing mirrors celebrity endorsements in mass media (Lou and Kim, 2019). Audience involvement exceeds celebrity endorsement (Arora et al., 2019). The traditional system uses unidirectional transmission, so followers can't respond to celebrities' statements. Social media influencers promote parasocial relationships with followers via limited two-way communication, including comments and answers. This remains PSR because of two-way communication limits, which would not appear as broadly or powerfully as in actual social engagement. Thus, social media influencers are distinct (Belanche et al., 2020). Client complexity has increased with digital technology. Digital and social media marketing helps companies achieve their marketing objectives at low cost (Ajina, 2019). Due to the decline of traditional communication and societal dependency on physical establishments, corporations must use digital and social media marketing techniques to preserve and grow market share. Companies must assess existing marketing approaches (sales, profitability, growth rate, customer satisfaction and loyalty) and creative marketing tactics and consumer value propositions (value, brand, and relationship equity) (Kannan and Li, 2017). An interdisciplinary and cross-functional process that uses social media—often in conjunction with other communication channels—to achieve organisational goals by creating value for stakeholders has been proposed as a new definition of social media marketing (Felix et al., 2017).

2.2 Live Streaming

Live streaming has become an important mechanism in social commerce because it combines product demonstration, real-time communication, and audience participation within a single digital environment. Unlike static e-commerce pages, live-streaming sessions allow sellers and influencers to present product features, demonstrate usage, answer

questions, and respond to consumer concerns immediately (Li et al., 2020). From an informational perspective, live streaming reduces product uncertainty by allowing consumers to observe product appearance, functionality, and usage conditions more vividly than through text or image-based descriptions alone. Such informational value is particularly important in online shopping contexts where consumers cannot physically inspect products before purchase.

In addition to informational value, live streaming also creates social interaction effects. Viewers can observe the comments, likes, questions, reactions, and participation of other users during the broadcast. These visible audience activities may generate a sense of social presence and collective engagement, which can influence how consumers evaluate the seller, product, or influencer. Prior research suggests that real-time interaction and audience participation can strengthen perceived engagement and encourage viewers to remain connected with the seller or influencer (Tsai & Pai, 2013; Li et al., 2020). Therefore, live streaming may influence consumer behavior not only by providing product-related information but also by creating a socially active environment where consumers interpret participation as a cue of popularity, trust, and market acceptance.

2.3 Customer Response Speed

Customer response speed refers to the promptness with which sellers, influencers, or page administrators respond to consumer enquiries, comments, complaints, or purchase-related requests in social commerce settings. In online environments, where consumers cannot physically meet sellers or inspect products before purchase, response speed can function as a service-related cue that reflects seller attentiveness, reliability, and operational readiness. Prior studies suggest that timely responses in digital interactions can improve customer trust, perceived service quality, and satisfaction, which may subsequently influence purchasing behavior and loyalty (Li et al., 2019; Sheng, 2019; Primaputri & Hasyim, 2023).

Within the present conceptual model, response speed is treated as a functional platform-based cue rather than an emotional or social cue. Its expected influence on online shopping behavior is based on the assumption that consumers interpret quick replies as evidence of seller responsiveness and lower transaction risk. However, in live-streaming commerce, response speed may compete with more visible and socially persuasive cues such as follower count, promotional offers, and live audience activity. Therefore, while fast responses may improve service perceptions, their behavioral effect may depend on whether consumers prioritize functional efficiency or social proof during purchase decision-making.

2.4 Promotional Tools

Promotional tools refer to marketing instruments used by sellers, brands, or influencers to stimulate consumer attention and encourage purchase-related responses. In social commerce, these tools may include discounts, coupons, giveaways, limited-time offers, bundle deals, free delivery, sponsored posts, and live-session-exclusive promotions. These promotional instruments are especially common in influencer-led and live-streaming commerce because they can create urgency, increase product visibility, and motivate consumers to act during or shortly after a promotional exposure (Vigna & Mainardes, 2019; Patmawati & Miswanto, 2022).

It is important to distinguish promotional tools from their outcomes. Promotional tools are the strategic inputs used by marketers, whereas outcomes such as brand awareness, engagement, sales, and online reviews represent consumer or market responses to those inputs. Prior research indicates that well-designed promotional strategies can increase consumer interest and encourage purchase behavior, particularly when consumers perceive the offer as valuable, time-sensitive, or socially endorsed (Agustian et al., 2023; Kumar et al., 2024). In social commerce environments, promotional tools may also stimulate online review activity because consumers who are exposed to attractive offers may be

more likely to comment, share feedback, or participate in post-purchase discussions. Therefore, this study conceptualizes promotional tools as platform-enabled marketing stimuli that may directly affect online shopping behavior and indirectly shape consumer-generated review activity.

2.5 Follower Count

In influencer marketing, follower count influences customer engagement and campaign efficacy. Leung et al. (2022) found that larger follower numbers promote credibility, authority, customer trust, and user involvement. Studies demonstrate a complicated inverted U-shaped association between follower numbers and engagement, which fans but does not exhaust engagement. Thus, although moderate follower numbers may increase audience engagement and client loyalty (Walsh et al., 2024; Wies et al., 2022), large counts might seem fake and lessen the effect. The number of actual or false followers may also affect marketing performance (Pittman & Abell, 2021; Liu & Di, 2023). When choosing influencers, marketers must consider engagement quality as well as following numbers. Evania et al. (2023) Such an understanding will help build influencer connections and improve marketing efficiency.

2.6 Online Review

Influencer marketing uses online reviews to impact customer opinions and purchases. Positive online customer reviews and influencer endorsements boost consumer trust and buy intent (Zhang et al., 2020; Kordrostami, 2022). Consumers use online reviews to evaluate product quality and reliability (Fachmi & Sinau, 2022; Wilis & Faik, 2022). However, positive and negative variables complicate things. Positive remarks boost customer confidence, whereas negative ones lower it (Fachmi & Sinau, 2022; Ullal, 2021). The proximity of internet reviews to promoted items greatly affects influencer marketing efficacy for firms seeking favourable results. Appealing to internet reviews may raise morale and persuade (Kordrostami et al., 2022). Market manipulating brands must assess their activities strategically. They strive to improve customer involvement via influencer marketing (Wilis & Faik, 2022; Sharma & Kumar, 2023).

Overall, the reviewed literature suggests that platform generated cues operate through different mechanisms in social commerce. Live streaming offers informational value and social interaction cues. Response speed is a functional service responsiveness cue. Promotional tools are marketer-controlled stimuli. Follower count is visible social proof. Online reviews are consumer-generated evaluative feedback. These cues relate to the more general concepts of trust, credibility, and engagement, but are not conceptually identical. Some cues reduce uncertainty by providing information, others by influencing consumers through popularity, urgency, or collective validation. Therefore, this study investigates these non-human cues as distinct but related antecedents of online shopping behaviour in the live streaming social commerce.

3. Theoretical background and hypothesis development

3.1 Theoretical Foundation

In digital and social commerce environments, consumers often make purchase decisions under conditions of uncertainty. They may not be able to physically inspect products, verify seller credibility, or directly evaluate service quality before purchase. Under such conditions, consumers rely on observable cues available on the platform to infer unobservable qualities such as seller reliability, product attractiveness, market acceptance, and transaction safety. To explain this process, the present study integrates Signaling Theory and Cue Utilization Theory.

Signaling Theory explains how observable indicators help reduce information asymmetry between sellers and consumers (Spence, 1973; Connelly et al., 2011). In social commerce, sellers, influencers, and platforms provide visible signals that consumers may use to assess credibility and reduce perceived risk. In this study, follower count and online

reviews are treated as market-based signals because they reflect visible audience size, collective evaluation, and prior consumer experience. A high follower count may signal popularity and social approval, while online reviews may signal the perceived quality, reliability, or acceptability of a product or seller. Live-streaming activity may also function as a visibility signal because it demonstrates seller presence, product availability, and active engagement with consumers.

Cue Utilization Theory complements this perspective by explaining how consumers use available cues as shortcuts when intrinsic product qualities are difficult to evaluate directly (Cox, 1967; Olson & Jacoby, 1972). In this study, response speed, promotional tools, follower count, and online reviews are conceptualized as extrinsic heuristic cues. Response speed may act as a cue of seller attentiveness and service readiness. Promotional tools, such as discounts, giveaways, limited-time offers, and free delivery, may act as cues of value and urgency. Follower count may serve as a popularity cue, while online reviews may operate as evaluative cues that help consumers simplify purchase decisions.

Although the two theories are related, they explain different aspects of consumer inference. Signaling Theory emphasizes how observable indicators communicate credibility and reduce information asymmetry, whereas Cue Utilization Theory emphasizes how consumers use these indicators as decision shortcuts (see Table A1 in the Appendix). Therefore, the present study conceptualizes platform-generated cues as non-human informational inputs that influence online shopping behavior either directly or indirectly. Specifically, live streaming, response speed, promotional tools, follower count, and online reviews are examined as visible platform-based cues that may shape consumer behavior in Bangladesh's live-streaming social commerce context.

3.2 Hypotheses Development

The correlation among live streaming capabilities, following metrics, and customer behaviour is becoming more significant in influencer marketing studies. Live streaming offers a dynamic medium for real-time interaction, enabling influencers to display items or services, thereby augmenting customer engagement and influencing purchasing behaviour (Delbaere et al., 2020). Empirical research demonstrates that the distinctive features of live streaming, including real-time question-and-answer sessions and time-sensitive promotions, significantly enhance the probability of impulsive buying among viewers (Rungruangjit & Charoenpornpanichkul, 2022). The immediacy and interactivity of live broadcasting cultivate a feeling of urgency and connection, which are essential factors in shaping consumer choices.

Furthermore, follower count is a vital factor in assessing the efficacy of live streaming initiatives (Galdón-Salvador et al., 2024). Research indicates that influencers with a moderate follower count, neither too large nor low, yield optimum engagement (Wies et al., 2022). Influencers with extensive followings may get enhanced exposure, but those with smaller audiences often cultivate deeper, more personal relationships, resulting in more trust and loyalty (Okonkwo & Namkoisse, 2023). This contradiction indicates that marketers should meticulously evaluate both quantitative data and the qualitative dimensions of influencer-follower dynamics when formulating live streaming strategies (Petzer & Tonder, 2019; Wies et al., 2022). Hence, we may propose the following two hypotheses:

H1: Live Streaming (LIV) in Social Media positively affects consumers' Online Shopping Behavior (BEH)

H2: Live Streaming (LIV) in Social Media positively affects Influencers' Follower Count (FOW)

The correlation between consumer response time and purchasing behaviour is a fundamental subject in marketing research. A substantial body of data indicates that timely replies to customer enquiries enhance purchasing choices, hence promoting customer satisfaction and loyalty (Primaputri et al., 2023; Saputra & Djumarno, 2020). For example, prompt replies may foster confidence and improve the perception of service quality, subsequently resulting in heightened customer satisfaction and improved purchase behaviour (Wijaya et al., 2024; Joudeh et al., 2024). Subsequent research demonstrates that the

velocity of customer service interactions may profoundly influence consumer views, particularly in e-commerce environments where prompt replies are often anticipated (Akhtar & Ali, 2019; Ismagilova et al., 2020). Customers who get prompt responses often indicate elevated satisfaction levels, which closely corresponds with their propensity to buy and return to the shop (Tjahjono et al., 2021). Furthermore, inadequately and tardily addressing customer enquiries may lead to adverse purchase intents and diminished customer loyalty (Joudeh et al., 2024). Thus, we can propose the following hypothesis:

H3: Customer response speed (RES) in Social Media positively affects consumers' Online Shopping Behavior (BEH)

The connection between promotional tools and how people buy things has been a big focus of marketing research. This shows how important it is to know how various types of promotions might affect buying choices. A number of studies show that promotional techniques like discounts, coupons, and limited time offers may successfully encourage people to buy things. Vigna & Mainardes (2019) assert that sales promotions elevate customer preferences and increase purchase frequency, indicating that focused promotions may substantially modify consumer purchasing behaviour. Conversely, Jiang et al. (2023) provide an opposing perspective, suggesting that while customers may react favourably to promotions, cognitive dissonance may occur when their views are inconsistent with their purchasing behaviour, resulting in doubt about their choices (Jiang et al., 2023). This uneven link necessitates a comprehensive understanding of the perception and response to promotions across many circumstances.

The link between advertising tools and internet reviews is also complicated. People typically look at promotional activities through the eyes of online evaluations written by other customers, which may have a big effect on whether they want to buy anything. Effective advertising methods may foster customer trust and elicit favourable evaluations; yet they may also incite scepticism if seen as manipulative (Song et al., 2024; Lii et al., 2023). For example, Song et al. (2024) say that marketing tools are important for altering how people think and feel about a product, which in turn affects their online reviews. Conversely, Lii et al. (2023) indicate that excessive advertising might prompt negative attitudes among customers, leading to unfavourable online reviews that may tarnish brand reputation and adversely influence purchasing choices (Lii et al., 2023). The interaction between promotional tools and online reviews underscores the need for firms to equilibrate promotional strategies with genuine customer involvement to cultivate favourable purchasing behaviour and online sentiment.

In conclusion, whereas promotional techniques often encourage favourable customer purchasing behaviour and affect online evaluations, the diverse reactions from consumers underscore the intricacies of psychological issues, including cognitive dissonance and trust. Subsequent research needs to investigate these interactions comprehensively to elucidate the characteristics that facilitate or obstruct good marketing methods. Therefore, we propose the following hypotheses:

H4: Promotional Tools (PRM) in Social Media positively affects consumers' Online Shopping Behavior (BEH)

H5: Promotional Tools (PRM) in Social Media positively affects customer's Online Review (REV)

The relationship between follower size and consumer purchasing behaviour is nuanced, with studies suggesting both positive and negative effects. On one hand, more followers will make people want to purchase something since their presence makes them feel more trustworthy and reliable. People tend to trust recommendations from influencers with a million followers more than those with fewer followers. For example, Yadav et al. (2024) suggest that major influencers have a positive impact on consumer buying behaviour since their large number of followers can create social proof and lead to purchases. Shrestha et al. (2023) found that social media marketing through influencers has a significant effect on consumer decision-making, which can also support that consumer buying behaviour increases with an increase in the number of followers.

Conversely, data shows that too many followers seem to decrease perceived authenticity and relatability, which may negatively affect purchase behaviour. For example, Yang et al. (2021) analyse green purchasing behaviour and may indirectly refer to social influence, but they do not directly study consumer perceptions of influencers or followers. Moreover, Qi Qi (2020) investigates the overall effect of social media brands on consumer purchase intention but does not directly compare the impact of influencer follower numbers on perceived authenticity. In addition, the findings of Dessie et al. (2022) and Lee et al. (2022) comment that numbers of followers do not significantly affect consumer purchasing behaviour, suggesting that factors like trustworthiness and representation become more crucial. In summary, more followers might be positively related to the effectiveness of influencer marketing and the consumer buying intentions; still, this relationship is not linear. Brands need to understand that, when it comes to influencer marketing, the key will always remain the balance between the followers and the perceived reality behind the consumers. So, we may propose:

H6: Follower count positively affects consumers' online shopping behavior

Online reviews have been shown to affect customer purchase behaviour in both positive and negative ways. Multiple research projects show that favourable internet reviews increase trust and reduce buying uncertainty among consumers. Achmad et al. (2023) show that online reviews, especially when paired with celebrity endorsements, favourably effect online buying behaviours, emphasising their importance in influencing purchases. Varma (2025) emphasises how organised and honest reviews increase customer confidence, influencing decision-making.

While internet reviews may help buyers, several research show their usefulness may be context dependent. Traore (2024) notes that demographic characteristics and individual variances might influence reviews' effects, resulting in different customer responses. Online reviews may sometimes be scepticism-inducing, particularly if they seem biased or promotional. Kuswibowo et al. (2025) concentrate on product quality and brand image's effects on buying behaviour, but they also imply that internet reviews impact customer perceptions and purchase intent indirectly. From the above discussion, we may propose the following hypothesis:

H7: Online Review (REV) in social media positively effects consumers' Onlone Shopping Behavior (BEH)

Using follower count as a proxy variable to mediate the relationship between live streaming and consumer online shopping behaviour is a valuable area for marketing research. A higher follower count enhances the perceived credibility or trustworthiness of streamers. For this reason, affecting consumer purchase attitudes and even decisions, Wu & Wu (2017) suggest that in live streaming events trustworthiness becomes key when it comes to influencing consumers' patronage behaviour; the larger one's follower base, therefore, the more it is implied from this research. Also, Zhou & Baskaran (2017) looked at the role that influencer attributes other than follower count play in influencing purchase intentions with emotional trust that comes from the popularity of live streamers in between. Conversely, Men et al. (2009) believe that simply because a live streamer has a large following count does not mean that this reflects authenticity and interaction. Such scepticism can result in consumers' behaviour. They suggest that the way a streamer pursues their relationship with the audience could be more important than audience size alone in triggering a live spend on site or a rise in consumer online shopping behaviour. This suggests that further investigation is necessary into how follower count encapsulates live streaming and consumer behaviour dynamics. Here, we propose,

H8a: Follower count mediates the realtionship between Live Streaming and Consumer Online Shopping Behavior

Understanding how promotional tools influence online shopping can help e-businesses to better design their marketing strategies. The results also reflect the importance of other related variables. It is found that consumers' purchasing intention for online reviews can be affected by promotional strategies, for example, through discounts and lim-

ited-time offers. Liu & Ji (2018) have explored the function of promotional marketing and concluded that it does positively influence the way consumers perceive online reviews, such as perceived usefulness, and purchase intentions (Zhu et al., 2020). Zhu et al. (2020) further demonstrated that online reviews may contribute to consumer trust and satisfaction through diverse promotional means. Their study indicates social presence created by online reviews is a key driver of consumer trust and satisfaction that can act as a mediator between promotions and consumers.

Conversely, Bo et al. (2023) pointed out that online reviews, being inconsistent with both Type I and Type II (utilitarian and hedonic), can also reduce the effectiveness of a promotion in certain situations where consumers are indecisive about their purchase. Furthermore, Aditya & Alversia (2019) argue that, although a large number of positive online reviews generally lead to purchase intentions, the negative impact of unfavourable reviews on promotional performance implies that review context is important. This dynamic underscores the importance for brands to effectively deal with both promotions and online chatter to maximise consumer engagement and sales. Therefore, we propose the following hypothesis;

H8b: Online reviews mediate the relationship between promotional tools and consumers' online shopping behavior.

Figure 1 includes conceptual framework.

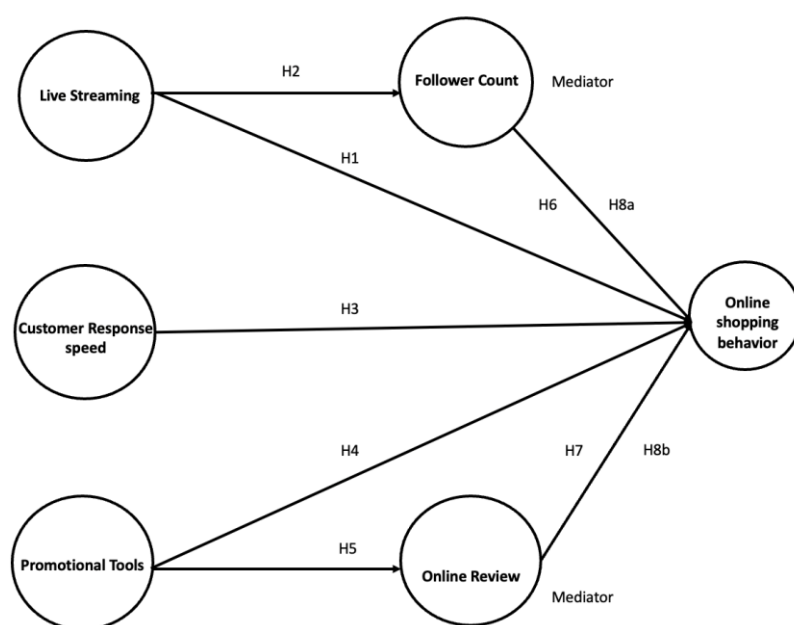


Fig. 1. Conceptual Framework

4. Data and Methodology

This study primarily examines the influencer marketing paradigm in Bangladesh, which is mostly characterised by Facebook marketing, or F-Commerce. Facebook has the most substantial consumer traffic among internet platforms in this country. The introduction of Facebook live streaming capabilities has led to a significant increase of online retailers using this tool to showcase their items. Given the substantial population of this nation, over 170 million, a significant portion utilises Facebook and Messenger as their preferred social networking sites (SNS). The launch of the Live Streaming function has garnered quick success in the industry. The live streaming feature allows advertisers to present their items online with real-time connection and immediate conversation. Consumers may see the streaming content even if they miss the live broadcast, since a rec-

ordered version is accessible on the vendor's portal. The marketers provide logistical help that facilitates product ordering. In this setting, several individuals with strong communication skills, as well as those previously famous on Facebook and YouTube for their personal films, have gained popularity in product sales. Marketers, sellers, and influencers maintain their own Facebook pages and groups to facilitate communication with their audiences more effectively.

This study adopted a survey-based research design to examine the influence of platform-generated cues on consumers' online shopping behavior in live-streaming social commerce. The questionnaire consisted of 34 self-report measurement items and eight demographic and screening items. The study measured six constructs: live streaming functionality (LIV), customer response speed (RES), promotional tools (PRM), follower count (FLO), online reviews (REV), and online shopping behavior (BEH). All construct items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The measurement items were adapted from previously validated scales in the social commerce, influencer marketing, online review, and digital consumer behavior literature. Minor wording adjustments were made to ensure contextual relevance to Bangladesh's Facebook-based social commerce environment.

To enhance content validity, the questionnaire underwent a multi-stage validation process. First, the original English version was translated into Bangla to improve respondent comprehension. The Bangla version was then reviewed by two academicians and two industry experts with knowledge of social commerce, digital marketing, and consumer behavior. Their feedback focused on wording clarity, contextual appropriateness, construct relevance, and the suitability of the items for Bangladeshi online shoppers. Based on their recommendations, several items were refined to improve clarity and contextual fit. Before the main data collection, the questionnaire was also checked for readability, logical flow, and completion time. This process helped ensure that the instrument was understandable, contextually appropriate, and suitable for the target respondents.

Because no complete sampling frame exists for Bangladeshi consumers who purchase products through influencer-led live-streaming and Facebook-based social commerce, this study used purposive sampling followed by snowball sampling. Purposive sampling was appropriate because the study required respondents who had prior experience with online shopping and exposure to social media influencers or live-streaming commerce. A screening question was included at the beginning of the online questionnaire to confirm whether respondents followed at least one social media influencer or seller and had experience purchasing or evaluating products through social commerce platforms. Respondents who did not meet these criteria were not allowed to proceed with the questionnaire.

Several steps were taken to reduce potential sampling bias. The survey link was distributed across multiple online shopping forums, Facebook groups, WhatsApp groups, university communities, and professional networks in Dhaka rather than relying on a single respondent source. This approach helped reach consumers with different demographic and occupational backgrounds, including students, private-sector employees, entrepreneurs, and general online shoppers. Participation was voluntary and anonymous, which reduced social desirability pressure and encouraged more honest responses. Nevertheless, because the sample was obtained through non-probability sampling and was concentrated mainly in Dhaka, the findings should be interpreted with caution and may not fully represent all Bangladeshi social commerce consumers, particularly rural and less digitally active consumers.

The demographics of the 157 respondents who participated in this study are detailed in Table 1. The data indicated a balanced representation of gender, with 57.3% identifying as female and 42.7% as male. This distribution indicates a marginally greater participation of women, aligning with the increasing trend of female engagement in internet and live streaming shopping channels in Bangladesh. The age distribution of respondents reveals that the majority, at 80.3%, fall within the 21–31-year range. This is followed by individu-

als aged 32–42 years, comprising 14% of the sample. A smaller portion, 3.2%, is under 20 years, while only 2.5% are in the 43–53-year category. This finding suggests that young adults are a primary demographic being focused on in the realms of social media and e-commerce, aligning with earlier research that highlights this age group's adeptness in digital environments and their engagement in online shopping. A significant portion of students, specifically 65%, indicates a strong correlation with the overall youth demographic and their proficiency in digital literacy. The remaining individuals who were not engaged in private employment were distributed across various sectors: domestic service accounted for 23.5 percent, self-employment and entrepreneurial roles made up 5.0 percent, and government service represented 1.9 percent. Additionally, smaller percentages identified as housewives at 3.1 percent and unemployed at 1.2 percent. Another point of focus in this sample is the prominence of academic and private sector institutions, which appear to be more influenced by contemporary issues linked to trends in commerce through social media. The predominant marital status observed was single, accounting for 80.3% of the population, while married individuals represented 19.7%. This observation reinforces the idea that unmarried young adults, who are often early adopters of digital shopping habits, constitute the largest segment of active users within the social commerce ecosystem in Bangladesh.

Table 1. Demographics of Respondents (N = 157)

Items		Frequency	Percentage
Gender	Male	67	42.7%
	Female	90	57.3%
Age	Below 20	5	3.2%
	21 – 31	126	80.3%
	32 – 42	22	14%
	43 – 53	4	2.50%
Profession	Self-employed/Entrepreneur	8	5%
	Private Service	37	23.5%
	Government Service	3	1.9%
	Unemployed	2	1.2%
	Student	102	65%
	Housewife	5	3.1%
Marital status	Single	126	80.3%
	Married	31	19.7%

The most common social media platform used by participants was Facebook (95.5%), closely followed by YouTube (91.1%) and Instagram (82.2%). Significantly, less usage rates were reported for TikTok (52.2%), LinkedIn (38.2%), Pinterest (20.4%) and X (Twitter) at 14.6%. This suggests a more prominent interest to visually appealing and interactive platforms specifically Facebook and YouTube – supporting social commerce, influencer-marketing in Bangladesh. In terms of the number of hours spent on social media on a daily basis, almost half (46.5%) of them indicated that they used their social networking platforms for 3–4 h each day and 26.1% for over 6 h every day. In the meantime, 13.4% spent 1–2 hours on social media and a mere 10.8% reported spending <1 hour per day. This indicates a very high involvement and reliance for social media among Dhaka based users, emphasizing its significance as a marketing medium.

Regarding the monthly online shopping amount, nearly two-third (67.5%) participants were spending less than BDT 5000 and 28% between BDT 5000-10,000. Only a few

(approximately 4.5%) spent more than BDT 10,000/month. This could imply online shopping is prevalent, but purchases are low to moderate in value - perhaps depicting a reflection of income levels and affordability in the urban consumer base.

Asked how often they watch live streamings for shopping, 37.2% said they view the creation of this sort several times a week and that 30.1% do it once or twice a month. A minority (16.7%) used to view live streams once per week, 8.3% did so daily, and 7.7% seldom watched them. These findings reveal an emerging but diverse consumer appetite for live streaming commerce, as more and more consumers incorporate these behaviors into their online shopping habits. Overall, this study indicates that Dhaka consumers are active on social media and increasingly show a tendency toward live-stream shopping, despite being moderate spenders. The dominance of giants like Facebook, YouTube, and Instagram reflects the fact that these platforms are here to stay in Bangladesh's digital market, providing vast opportunities for influencer marketing as well as live commerce.

5. Data Analysis and Results

The present study employed Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS software to test the proposed conceptual framework. The choice of PLS-SEM was guided by its robustness in handling complex models that include multiple constructs, indicators, mediation, and moderation effects. According to Hair et al. (2011) and Henseler et al. (2016), PLS-SEM is particularly suitable when your research aims to make forecasts and create some theory but not confirm the entire theory. In particular, it corrects the latent variable (measured variable) errors in the observed variable models and is vital to the validity and reliability of the constructs.

The PLS-SEM method is also applicable to models involving interrelated independent and dependent variables, allowing researchers to a single method to more effectively explore causal relationships. Two essential stages in analysis--the measurement model and the structural model--are combined in this technique. Therefore, it supports a rigorous examination of both the reliability of indicators and the validity of constructs as well as hypothesized relationships within one comprehensive framework. It also brings new relationships to light and enriches the theoretical understanding of emerging research fields as a method of Al-Emran et al. (2019) pointed out.

5.1 Measurement Model

In order to determine the reliability and validity of the constructs used in this study, an assessment was done. Conforming to indirect reliability, all loadings were greater than the recommended threshold of 0.70 (Hair et al., 2019), as the Table 2 shows. The measurement model was evaluated to determine the reliability and validity of the constructs: Live Streaming (LIV), Response Speed (RES), Promotional Tools (PRM), Follower Count (FOL), Online Review (REV), and Online Behaviour (BEH). The acceptable threshold for all indicator loadings were above 0.70, which means that each item made a significant contribution to its own construct. The loadings for Live Streaming were between 0.736 and 0.871, for Response Speed between 0.806 and 0.851, for Promotional Tools between 0.798 and 0.883, for Follower Count between 0.711 and 0.872, for Online Review between 0.812 and 0.849, and for Online Behaviour between 0.821 and 0.908. These results show that all of the items had good indicator reliability. Both Cronbach's Alpha and Composite Reliability (CR) values were higher than the recommended 0.70 benchmark for all constructs (α ranging from 0.872 to 0.915; CR ranging from 0.880 to 0.922). This means that the items are very consistent with each other. Also, the Average Variance Extracted (AVE) values were all higher than 0.50, which shows that the convergent validity was good. The AVE values for the constructs were: Live Streaming (0.663), Response Speed (0.678), Promotional Tools (0.720), Follower Count (0.593), Online Review (0.699), and Online Behaviour (0.736). This means that each construct explains more than half of the variance of its indicators. The results show that the measurement model is very reliable and valid overall,

which means that all of the constructs are conceptually and statistically sound for further testing of the structural model.

Table 2. Cronbach's alpha, Composite Reliability, AVE and Item Loadings

Constructs	Items	Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Live Streaming, LIV	LIV1	0.736	0.872	0.880	0.663
	LIV 2	0.770			
	LIV 3	0.858			
	LIV 4	0.871			
	LIV 5	0.828			
Response Speed, RES	RES1	0.806	0.882	0.889	0.678
	RES2	0.825			
	RES3	0.851			
	RES4	0.806			
	RES5	0.827			
Promotional tools, PRM	PRM1	0.850	0.903	0.903	0.720
	PRM2	0.883			
	PRM3	0.798			
	PRM4	0.863			
	PRM5	0.848			
Follower Count, FOL	FLO1	0.781	0.896	0.905	0.593
	FLO 2	0.799			
	FLO 3	0.711			
	FLO 4	0.865			
	FLO 5	0.853			
	FLO 6	0.872			
	FLO 7	0.732			
	FLO 8	0.768			
Online Review, REV	REV1	0.846	0.915	0.922	0.699
	REV 2	0.849			
	REV 3	0.818			
	REV4	0.846			
	REV5	0.812			
	REV6	0.846			
Online Behavior, BEH	BEH1	0.821	0.910	0.912	0.736
	BEH2	0.842			
	BEH3	0.908			
	BEH4	0.866			
	BEH5	0.851			

We used the Heterotrait–Monotrait ratio (HTMT) to assess the discriminant validity of our constructs. As shown in this table, three constructions all had statistically significant differences between each other (see Table 3). All HTMT values were less than the conservative threshold of 0.90 (Gold et al., 2001; Henseler et al., 2015). Thus, we can conclude that it is empirically supported that each measurement concept is distinct from the others. Specifically, HTMT values between constructs ranged between 0.651 and 0.886. The latent variables do not have much correlation amongst themselves this indicates that there is no substantial magnitude of inconsistency. The highest value was between the Response Speed (RES) and Promotional Tools (PRM) (0.886). This is relatively high but still tolerable, implying it is related pair related but not replicated. Similarly, we observed strong but separate relationships between Follower Count (FLO) and Live Streaming (LIV)

(0.826), and between Behavior (BEH) and Promotional Tools (PRM) (0.876), suggesting meaningful theoretical connections exist among influencer attributes and online consumer engagement. In total, the HTMT analysis supports the discriminant validity of the measurement model. We can therefore be confident that every construct captures its own unique aspects of our conceptual framework which applies above all to high fashion trends in stores and on social media influencer profiles.

Table 3. Discriminant Validity Using HTMT

	BEH	FLO	LIV	PRM	RES	REV
BEH						
FLO	0.876					
LIV	0.767	0.826				
PRM	0.876	0.755	0.757			
RES	0.793	0.801	0.831	0.886		
REV	0.651	0.742	0.790	0.742	0.859	

5.2 Common Method Bias

Given that the data for this study were collected through a self-administered questionnaire, it was essential to examine potential common method bias (CMB) to ensure the validity of the results. Following the recommendation of Podsakoff et al. (2003), two diagnostic methodologies were employed: the correlation matrix procedure and the full collinearity test. The inter-construct correlation matrix was first analysed to identify any correlations exceeding the significant threshold of 0.90, which could indicate a potential risk of shared method variance (Kline, 2011). The identified correlations among the latent variables ranged from 0.605 to 0.799, with the most robust correlation observed between Response speed and Promotional tools ($r = 0.799$). Since all values remained within the established limits, it can be concluded that common method bias does not pose a significant issue in this dataset.

Next, the thorough assessment of collinearity was conducted by examining the inner VIF values for each construct. The VIF values ranged between 2.627 and 4.074, all below the recommended threshold of 5.0 (Hair et al., 2019). The results indicate that there is an absence of significant multicollinearity or inflated variance due to common method bias. The combination of both diagnostic tests indicates that CMB is unlikely to influence the integrity of the structural model or its interpretation. As a result, the data were deemed suitable for additional analysis through Partial Least Squares Structural Equation Modelling (PLS-SEM).

5.3 Structural Model

The structural model's explanatory power was evaluated through the coefficient of determination (R^2) and effect size (f^2) metrics. The findings indicate that the model accounts for a significant amount of variance in the endogenous constructs, with R^2 values of 0.749 for Online Shopping Behavior (BEH), 0.526 for Follower count (FLO). Cohen (1988) and Hair et al. (2019) assert that these values demonstrate strong explanatory power, surpassing the conventional thresholds of 0.50 for moderate and 0.75 for substantial levels of explained variance. The f^2 effect size measures the extent to which an exogenous construct contributes to the R^2 value of an endogenous construct in the structural model (Cohen, 1988; Hair et al., 2019), reflecting how much removal of a certain predictor would decrease explained variance for dependant variables. General guidelines for f^2 are 0.02 = small effect; 0.15 = medium effect; 0.35 = large effect.

The f^2 values of this study show how much predictive strength each construct has. The Follower Count (FLO) has a medium effect (0.310) on Online Behaviour (BEH.). Such an effect suggests that follower-situation-related cues are prominently affecting consum-

On the other hand, Response Speed (RES) and Live Streaming (LIV) have small, weak effects on BEH at 0.004 and 0.013, respectively; Online Review (REV) is a small effect (0.025) when one takes a look into BEH (see Figure 2). These results suggest that although these factors contribute to behaviour, their marginal explanatory power is relatively weak compared with follower count and promotional activities. Overall, the effect size analysis has revealed that promotional strategies and follower dynamics are the strongest driving forces of the model, while live streaming, review and response speed variables exhibit relatively weaker predictive influences over online consumer behaviour.

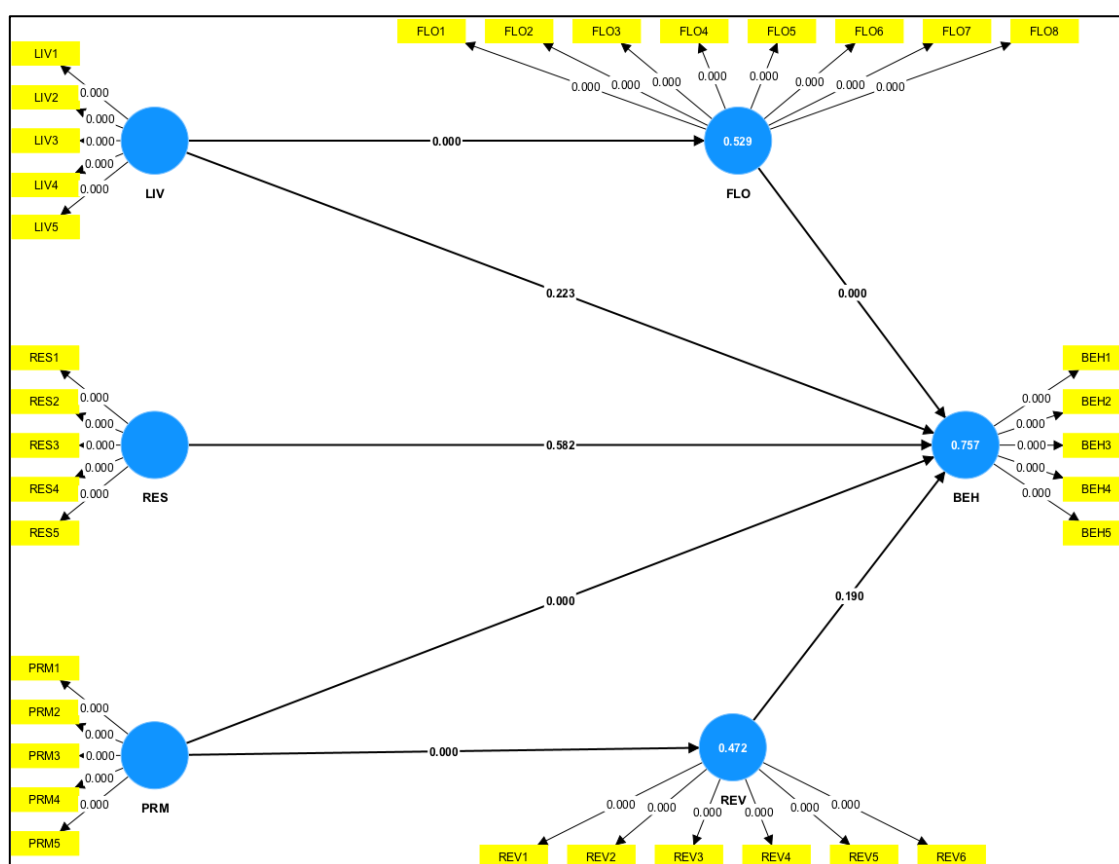


Fig. 2 Structural Model Testing Results

The results of the structural model suggest the hypothetical relationships among different variables in the study. Seven direct paths were examined in the model. The statistical significance of path coefficients, t-values, p-values, and confidence intervals was analyzed to judge whether they were significant at the 5% level. Following Hair et al. (2019), relationships with a t-value above 1.96 and a p-value less than 0.05 were regarded as being significant at the five percent level. The results show that live streaming (LIV) has a positive but insignificant effect on online behaviour (BEH) ($\beta = 0.095$, $t = 1.220$, $p = 0.223$), meaning that although live-streaming activities can engage audiences, they do not directly convert into such behavioural responses as purchase intention and online interaction.

However, LIV has a very strong and significant positive effect on Follower Count (FLO) ($\beta = 0.727$, $t = 8.991$, $p < 0.001$), indicating that frequent and strategic use of live streaming jointly attracts a pool of followers.

The impact of Response Speed (RES) on Online Behaviour (BEH) was not statistically significant ($\beta = 0.064$, $t = 0.550$, $p = 0.582$). This means that quick responses alone are not likely to have any significant effect on consumer behavioural tendencies under these circumstances. In contrast, Promotional Tools (PRM) showed two strong and significant effects: a direct positive effect on BEH ($\beta = 0.470$, $t = 3.575$, $p < 0.001$) plus an even greater impact in Online Review (REV) ($\beta = 0.687$, $t = 8.180$, $p < 0.001$). These findings demonstrate that promotional strategies are very strong drivers of both actual behavioural participation and the production of online reviews, thereby underlining their marketing effectiveness in social commerce environments.

Furthermore, Follower Count (FLO) has a significant positive effect on Online Behaviour (BEH) ($\beta = 0.445$, $t = 6.541$, $p < 0.001$), which means that influencers with larger and more engaged follower bases tend to elicit stronger behavioural responses from their audiences (see Table 4). On the other hand, Online Review (REV) has a negative but insignificant relationship with BEH ($\beta = -0.131$, $t = 1.311$, $p = 0.190$). These results could therefore be indicating that online character appraisals do not directly impact how people use the model themselves – possibly because reviews are only indirect or mediated through others. In summary, four hypotheses (H2, H4, H5, and H6) were supported, while H1, H3, and H7 were not. The results confirm the pivotal roles of promotional tools and follower count as key predictors for online behaviour in general and also suggest that live streaming actually affects follower count rather than behaviour, in any event.

Table 4. Hypothesis Testing (Direct Relationship)

Hypothesis	Relationship	Path-coefficient	t-value	p-value	Confidence Interval		Decision
					Corrected		
					2.50%	97.50%	
H1	LIV->BEH	0.095	1.220	0.223	-0.081	0.231	Not Supported
H2	LIV->FLO	0.727	8.991	0.000	0.521	0.845	Supported
H3	RES->BEH	0.064	0.550	0.582	-0.192	0.258	Not Supported
H4	PRM->BEH	0.470	3.575	0.000	0.186	0.698	Supported
H5	PRM->REV	0.687	8.180	0.000	0.493	0.819	Supported
H6	FLO->BEH	0.445	6.541	0.000	0.287	0.565	Supported
H7	REV->BEH	-0.131	1.311	0.190	-0.328	0.063	Not Supported

5.4 Post Hoc Assessment Of Mediating Effects

The mediation analysis examines the mediating effects of follower count and online review on the model's independent and dependent variables. This was ascertained based on the path coefficients, t-values, p-values, and bias-adjusted confidence intervals (Hair et al., 2019). Mediation was significant when the indirect path's confidence interval did not include zero and its p-value was less than 0.05. When it culminated in Hypothesis H1 (LIV $\rightarrow$ FLO $\rightarrow$ BEH), Follower Count made the mediation reach a coefficient of paths indirect and direct value of 0.186, which is $t = 3.739$ and $p = 0.000$. The bias-adjusted 95% confidence interval is (0.099, 0.238), indicating that the mediation effect is significant (see Table 5). Therefore, follower count acts as a complete mediator of the relationship between lifestyle and online behaviour. Live streaming activities are not the immediate cause of user behaviour but influence it indirectly through building followers and thereby generating more traffic for such events. This full mediation also shows that the effectiveness of live streaming in shaping customer behaviour significantly depends on being able to grow and then trigger a fan base.

In contrast, Hypothesis H8b (PRM → REV → BEH) yielded an indirect effect of −0.090, with a t-value of 1.288 and a p-value of 0.198, indicating a statistically insignificant mediation. The confidence interval (−0.238 to 0.037) includes zero, confirming the absence of a mediation effect. This result implies that while promotional tools significantly influence online reviews (as shown in the direct path results), these reviews do not meaningfully transmit the effect of promotions to behavioral responses. Therefore, no mediation was observed in this relationship.

Table 5. Mediation Model Assessment

Hypothesis	Relationship	Path-coefficient	T values	P values	Confidence Interval Corrected		Mediation Type	Decision
					2.50%	97.50%		
H8a	LIV → FLO → BEH	0.323	5.180	0.000	0.203	0.449	Full Mediation	Supported
H8b	PRM → REV → BEH	−0.090	1.288	0.198	−0.238	0.037	No Mediation	Not Supported

6. Discussion and Implication

This study provides important insights into the empirical investigation of social commerce and electronic word-of-mouth in the context of influencer-led online settings, particularly focusing on live streaming. The findings indicate that various characteristics of influencers or platforms do not uniformly drive consumers' behavioural responses. Certain elements—such as the interactivity of live streaming, promotional activities, or the level of engagement from followers—play a more significant role in shaping consumer behaviour compared to functional or informational aspects, like response timing or online ratings in the realm of e-commerce.

The analysis reinforces the idea that live streaming significantly contributes to follower growth by fostering real-time engagement, enhancing social presence, and creating emotional connections. The results align with previous studies suggesting that the connection between influencers and their audience is reinforced due to their increased perception of authenticity and trustworthiness during interactive live sessions (Hu et al., 2017; Chen & Lin, 2018). However, a preliminary engagement step is necessary for audience growth, as live streaming alone does not directly influence consumer behaviour. This suggests that before observable behavioural effects can occur, engagement must first be transformed into an increase in audience size. This supports the notion that live streaming value chains are organisational in nature, creating a network of followers rather than relying on a straightforward transactional approach (Park & Lin, 2020).

As a result, follower count emerged as a significant medium that effectively conveys the impact of influencer activity and potentially influences behavioural responses. This aligns with the theory of social influence, which demonstrates that perceived popularity and social proof amplify persuasive effects (Cialdini, 2009). A larger follower count signifies credibility and trust, encouraging others to adopt the observed practices. The number of followers, as utilised in this study, acts as a composite measure of the influencer's reach and audience interaction, illustrating the concept that relational and social signals have a more significant impact on behaviour than informational signals.

The findings further show that promotional tools have a significant direct effect on online shopping behavior. This supports prior research suggesting that discounts, giveaways, limited-time offers, free delivery, and other promotional incentives can stimulate consumer attention and encourage purchase-related responses in digital commerce environments (Vigna & Mainardes, 2019; Xue et al., 2022). In live-streaming and Facebook-based commerce, promotional tools may be especially persuasive because they create urgency and reduce the perceived cost of immediate action. These tools may also increase consumer participation by making the shopping encounter more interactive and reward-oriented.

Promotional tools also had a significant positive effect on online reviews, suggesting that promotional exposure may encourage consumers to comment, share experiences, or participate in review-related activity. However, online reviews did not significantly mediate the relationship between promotional tools and online shopping behavior. This finding indicates that although promotional tools may stimulate review activity, reviews did not serve as a meaningful transmission mechanism between promotions and behavioral outcomes in this sample. One possible explanation is that consumers in live-streaming commerce may respond more directly to promotional urgency and visible social proof than to review-based evaluation. Another possible explanation is that review credibility may vary across social commerce environments, particularly where consumers perceive some reviews as promotional, incomplete, or difficult to verify. Therefore, the non-significant mediating role of online reviews should be interpreted cautiously as a context-specific empirical finding rather than as evidence that reviews are generally unimportant.

Similarly, customer response speed did not have a significant effect on online shopping behavior. Although prior research suggests that quick responses can improve trust, satisfaction, and perceived service quality, the present findings indicate that response speed alone may not be sufficient to shape behavioral outcomes in live-streaming social commerce. In this context, consumers may pay greater attention to more visible and socially validated cues, such as follower count and promotional offers. However, this does not mean that response speed lacks managerial value. Fast responses may still contribute to customer satisfaction, complaint handling, and post-purchase service quality, even if they did not directly predict online shopping behavior in the present model. The non-significant effect may also reflect sample characteristics, measurement limitations, or the possibility that response speed matters more at later stages of the customer journey, such as order confirmation, delivery follow-up, or complaint resolution.

6.1 Theoretical Implication

This study contributes to the literature on social commerce, influencer marketing, and live-streaming commerce by shifting attention from human-centered influencer attributes to platform-generated cues. Much of the existing influencer marketing literature explains consumer persuasion through source credibility, parasocial relationships, attractiveness, expertise, authenticity, and interpersonal trust. While these factors remain important, the present study shows that non-human cues embedded within social commerce platforms can also shape consumer behavior. Specifically, follower count and promotional tools emerged as stronger predictors of online shopping behavior than response speed and online reviews, indicating that visible social proof and promotional stimuli may be particularly influential in live-streaming commerce.

The findings also extend Signaling Theory by showing that platform-generated indicators can function as credibility and popularity signals in emerging social commerce markets. Follower count, in particular, acted as a significant predictor of online shopping behavior and fully mediated the relationship between live streaming and behavior. This suggests that live streaming may not influence consumer behavior directly; rather, its behavioral effect may depend on its ability to generate visible audience size and perceived market acceptance. Therefore, follower count operates not merely as a descriptive popularity metric but as a socially interpretable signal that reduces uncertainty and strengthens consumer confidence.

The study further contributes to Cue Utilization Theory by demonstrating that consumers may use platform-visible cues as heuristic shortcuts when evaluating sellers, products, and purchase opportunities. Promotional tools may operate as value and urgency cues, while follower count may operate as a popularity heuristic. However, the non-significant effects of response speed and online reviews suggest that not all platform-generated cues carry equal diagnostic value in live-streaming commerce. This finding refines cue-based explanations of digital consumer behavior by showing that the persuasive

strength of a cue depends on its visibility, immediacy, perceived credibility, and relevance to the purchase context.

6.2 Managerial Implication

The findings provide several practical implications for brands, sellers, and influencers operating in live-streaming and Facebook-based commerce. First, sellers should treat live streaming not only as a direct selling tool but also as a follower-building mechanism. Since live streaming significantly influenced follower count, and follower count subsequently influenced online shopping behavior, managers should design live sessions that encourage audience retention, page following, sharing, and repeat participation. This can be achieved through consistent scheduling, product demonstrations, interactive question-and-answer segments, and post-live engagement activities.

Second, follower count should be managed as a social proof asset. A visible and active follower base may strengthen consumer perceptions of popularity, credibility, and market acceptance. However, managers should not focus only on increasing follower numbers artificially. The value of follower count depends on whether it is supported by genuine engagement, relevant content, and consistent interaction. Inflated or inactive follower bases may weaken credibility if consumers perceive them as artificial or manipulated.

Third, promotional tools should be used strategically because they showed a significant direct effect on online shopping behavior. Discounts, bundle offers, free delivery, giveaways, and limited-time deals can stimulate consumer action, particularly in live-streaming contexts where urgency and visibility are high. However, promotional campaigns should be designed carefully so that they do not appear excessive, misleading, or manipulative. Clear conditions, transparent pricing, and realistic claims can help maintain trust while still encouraging purchase-related responses.

Fourth, although response speed and online reviews were not significant predictors in this study, managers should not ignore them. Response speed remains important for customer service, complaint management, order confirmation, and post-purchase satisfaction. Similarly, online reviews may still influence consumer trust when they are credible, detailed, recent, and verifiable. Therefore, sellers should continue to maintain responsive communication and encourage authentic review practices, even if these cues did not directly predict online shopping behavior in the present model.

Finally, the findings suggest that managers in emerging social commerce markets should prioritize visible, credible, and socially interpretable cues. In contexts where consumers face uncertainty about seller reliability and product quality, platform cues such as follower count, live interaction, transparent promotions, and authentic engagement can help reduce perceived risk and strengthen consumer confidence.

6.3 Limitations And Future Research

Although this study contributes to the understanding of platform-generated cues in live-streaming social commerce, several limitations should be acknowledged. First, the study used purposive and snowball sampling because no complete sampling frame exists for Bangladeshi consumers who purchase products through influencer-led or Facebook-based social commerce. Although these sampling techniques were appropriate for reaching respondents with relevant online shopping experience, they limit the generalizability of the findings. Future research may use larger samples, probability-based sampling methods, or panel data to improve representativeness.

Second, the sample was concentrated mainly in Dhaka and consisted largely of young, digitally active consumers. This group is highly relevant for studying social commerce because young urban consumers are frequent users of Facebook, YouTube, Instagram, and live-streaming platforms. However, the findings may not fully represent older consumers, rural consumers, or individuals with lower levels of digital access and online shopping experience. Future studies may compare urban and rural consumers or examine

whether platform-generated cues operate differently across age, income, education, and geographic groups.

Third, this study examined general online shopping behavior rather than product-specific purchase decisions. Consumer responses to live streaming, promotional tools, follower count, and online reviews may vary across product categories. For example, consumers may rely more heavily on visual demonstration cues when buying fashion, cosmetics, or lifestyle products, whereas reviews and response speed may be more important for electronics, household goods, or higher-risk purchases. Future research may test the model across different product categories to identify category-specific differences.

Fourth, the study relied on cross-sectional self-reported survey data. Although appropriate procedures were used to assess reliability, validity, and common method bias, cross-sectional data cannot fully capture changes in consumer behavior over time. Future studies may use longitudinal designs, experiments, or behavioral data from social commerce platforms to examine how platform cues influence actual purchase behavior, repeat purchase, engagement, and loyalty.

Finally, the non-significant effects of response speed and online reviews should be interpreted within the boundaries of the present sample and measurement approach. These constructs may still influence consumer behavior under different conditions, such as when review credibility is high, response speed is measured at a specific customer-service stage, or consumers are purchasing high-involvement products. Future research may examine moderating variables such as perceived review authenticity, product involvement, platform trust, seller reputation, and consumer skepticism to better explain when response speed and online reviews become more influential.

7. Conclusion

This study examined how platform-generated cues influence online shopping behavior in Bangladesh's live-streaming social commerce context. The findings show that promotional tools and follower count significantly influence online shopping behavior, while live streaming affects behavior indirectly through follower count. In contrast, response speed and online reviews did not show significant direct effects. These results suggest that visible social proof and promotional stimuli may be more influential than functional or review-based cues in this context. The study contributes to social commerce literature by highlighting the role of non-human, platform-based cues in shaping consumer behavior in an emerging digital market.

Declarations

Ethics and Guidelines: The study was conducted in accordance with the Declaration of Helsinki. The ethical approval specifically covers the research procedures and data collection activities conducted for this study.

Consent to participate: Written informed consent was obtained from all participants prior to data collection. Consent was obtained using a standardized written form, signed by each participant before participation in the survey.

Consent to publish: The authors have provided consent to publish.

Competing interests: The authors declare no competing interests.

Data availability statement: Data will be made available on reasonable request from the corresponding author.

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Declaration of using generative AI: During the preparation of this work the author(s) used ChatGPT in order to correct the grammatical errors. After using this tool/service, the author(s) reviewed and edited the content as needed and take full responsibility for the content of the published article.

Author Contributions: M.W., H.H.T., and M.N.S.: Conceptualization, methodology, writing—original draft preparation, writing—review and editing. All authors have read and agreed to the published version of the manuscript.

Appendix

Table A1. Theoretical background

Construct	Role in the model	Signaling Theory interpretation	Cue Utilization Theory interpretation
Live Streaming	Platform functionality	Signals seller activity, visibility, and real-time presence	Provides product-demonstration and interaction cues
Customer Response Speed	Functional service cue	Signals responsiveness and operational reliability	Used as a shortcut for judging service quality
Promotional Tools	Marketing stimulus	Signals seller effort and market competitiveness	Used as a value and urgency cue
Follower Count	Social proof mechanism	Signals popularity, credibility, and audience approval	Used as a popularity heuristic
Online Reviews	Consumer-generated feedback	Signals prior consumer experience and perceived quality	Used as an evaluative shortcut
Online Shopping Behavior	Outcome variable	Behavioral response to accumulated signals	Decision outcome shaped by cue interpretation

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