

The Impact of Live Streaming Interactivity and Consumer Engagement on Purchase Intention: An Empirical Study in the Algerian Context

أثر تفاعلية التسوق عبر البث المباشر ومشاركة المستهلك على نية الشراء: دراسة ميدانية في السياق الجزائري

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Abstract:

This study investigates the impact of live streaming interactivity on purchase intention in Algeria using the Stimulus Organism Response (S-O-R) framework. It analyzes four stimuli: streamer credibility, price attractiveness, return guarantees, and platform stability. Data from 393 Algerian consumers were analyzed using Structural Equation Modeling (SEM). Results indicate that price attractiveness (PRCE), return guarantees (GRNT), and platform stability (PLTF) significantly drive both monetary (ENGM) and non-monetary engagement (ENGNG). Interestingly, non-monetary engagement emerged as the strongest predictor of purchase intention, while streamer credibility showed no significant effect. This suggests that Algerian consumers prioritize "systemic trust" and pragmatic value over relational affinity in digital markets.

Keywords: Live Streaming; Consumer Engagement; Purchase Intention; S-O-R model ; Streamer characteristics; Platform Model.

JEL Classification Codes: M31, L81, O55.

ملخص:

هدفت هذه الدراسة إلى الكشف عن العوامل المؤثرة على نية الشراء عبر خدمة البث المباشر، والتعرف على دور مشاركة المستهلك (النقدية وغير النقدية) كمتغير وسيط، وذلك بالتطبيق على نموذج (S-O-R). اعتمدت الدراسة على المنهج الوصفي التحليلي، واستخدمت الاستبيان كأداة لجمع البيانات من عينة متاحة بلغت (393) من المستهلكين الجزائريين. وتوصلت النتائج إلى وجود أثر ذو دلالة إحصائية لكل من استقرار المنصة، جاذبية الأسعار، وضمانات الإرجاع على مشاركة المستهلك، في حين لم يظهر لمصدقية مقدم البث أثر معنوي. كما أثبتت النتائج وجود علاقة ارتباطية قوية وموجبة بين المشاركة غير النقدية (التفاعل) ونية الشراء بلغت قيمتها (0.768)، وهي نسبة مرتفعة تؤكد أن تفاعل المستهلك خلال البث هو الدافع الأساسي لنية الشراء.

كلمات مفتاحية: البث المباشر، مشاركة المستهلك، نية الشراء، نموذج S-O-R، خصائص مقدم البث، نموذج المنصة.

تصنيفات JEL : M31; L81; O55.

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1-Introduction

With the ongoing advancement of digital technologies, live streaming integrated into e-commerce commonly referred to as live streaming shopping has emerged as an innovative marketing model and a key driver of growth in the global e-commerce industry (Dilidaer Aili & Huang, 2023). Research on consumer psychology and behavior in live streaming shopping has become a prominent interdisciplinary field, drawing from psychology, marketing, and information systems. While much of the empirical literature originates from mature Rungruangjit (2022) markets such as China (Taobao Live) or the United States (Amazon Live) the dynamics in emerging markets, characterized by infrastructural constraints, regulatory gaps Lv et al. (2022), and high levels of transactional informality, remain significantly underexplored. Algeria offers a compelling case study. Livestream commerce has developed organically there not through dedicated e-commerce platforms, but via the widespread use of generalist social media apps, primarily Instagram, Facebook, and TikTok, which have become de facto retail channels. Transactions occur within a highly informal framework: orders are negotiated via private messaging, payments are processed through cash on delivery, mobile money transfers (CIB), or bank wire transfers, and post purchase recourse (e.g., returns or complaints) largely depends on the seller's goodwill (ARPT, 2024). Despite these challenges, the National Survey on Digital Usage (ONS, 2024) reports that 58% of Algerians aged 18–35 regularly watch commercial livestreams indicating strong behavioral adoption. Yet this high engagement coexists with persistent consumer skepticism, fueled by recurring negative experiences (e.g., non conforming products, excessive delivery delays) and the lack of a clear, effectively enforced legal framework (Law No. 18 07 on e-commerce, only partially implemented). This structural tension between rising engagement and fragile trust calls for a critical reassessment of traditional antecedents of purchase intention in live streaming contexts. Unlike in institutionalized markets where streamer charisma or entertainment value may dominate, Algerian consumers appear to prioritize tangible signals of security and pragmatic value. This approach not only extends the SOR model to informal, trust deficient environments but also yields actionable insights for local stakeholders including sellers, influencers, platform developers, and policymakers seeking to formalize and scale this rapidly expanding sector.

1- Literature reviews and hypotheses development

1-1 SOR model

The S-R theory is the foundation for the S-O-R theory, which holds that complex human behaviors can arise under the influence of stimuli. Mehrabian & Russell (1974) conducted an additional investigation based on the S-R theory and posited that there should be a process of individual psychological transformation between the "stimulus" and "response" Lv et al. (2022). In other words, an external stimulus will initially impact an individual's psychological state before influencing their response. As a result, the S-O-R theory was proposed. Several studies have examined e-commerce live streaming consumers utilizing the S-O-R model. A structural equation model was utilized by Zhang, Qin, Wang, and Luo (2020) to empirically investigate the correlation between the shopping experience of consumers and their purchasing behavior. This investigation was based on the S-O-R theory. According to the conclusions of

their investigation, a higher level of customer satisfaction during the shopping experience is positively connected with an increased possibility of engaging in purchase behaviors exhibited by the consumer. Kang, Lu, Guo, and Li (2021) built a customer participation research model under live broadcasting, taking the personalized characteristics and interactive responsiveness of anchors during live broadcasting as environmental stimuli, the changes in the strength of consumer perception as organisms, and customer participation as the final response results. In live shopping, stimuli are classified as interaction, entertainment, genuineness, or visibility according to Liu, Li, and Yin (2020), who used the stimulus-organization-response theoretical model to make their conclusions. Moreover, Xu, Wu, and Li (2020), in their exploration of consumer shopping behaviors in e-commerce live streaming, identified anchor attraction, quasisocial interaction, and information quality as impactful external stimuli. The organism (O) represents emotional and cognitive internal processes that mediate behavioral responses and environmental stimuli (Tuncer, 2021). A theoretical model was developed by employing the S-O-R model in its construction. Regression analysis was carried out to assess the influence of the interactive experience, the quality of the information, the professional status, and the visual appeal on consumers' desire to make a purchase for e-commerce live broadcasting (Chen, Lu, & Zheng, 2020). Additionally, the research revealed that these elements affect the intention to make a purchase by way of the mediating role that cognitive attitude and emotional attitude play.

1-2 Live streaming

for e-commerce has marked a transformative era for digital commerce, where internet technologies and the retail sector have fostered a new form of consumer engagement and shopping experience. Live streaming is a type of user-generated content (Hamilton, Garretson, & Kerne, 2014; Hu, Zhang, & Wang, 2017). As a special combination of multiple media forms, live streaming involves a broadcaster who uploads real-time video content, which includes games, talent performances, daily life, and so on (Hamilton, Garretson, & Kerne, 2014; Hu, Zhang, & Wang, 2017). Live streaming has widely developed as an effective marketing channel, made possible by new technologies and accessible via computers and smartphones; this technology allows real time recording and transmission of video and audio. Live streaming for e-commerce combines the immediacy of live video with the convenience of online shopping, creating a platform where consumers can interact with presenters in real time, ask questions about products, and make purchases instantly. This new form of commerce has seen rapid adoption on platforms such as Facebook, TikTok, and Instagram. The unique appeal of live commerce lies in its ability to offer an interactive and social shopping experience that traditional e-commerce cannot match, thereby significantly influencing consumers' purchase intention. Live commerce represents a fusion of entertainment and shopping. This concept has quickly gained popularity, providing consumers with immediate satisfaction and a sense of participation Zhang et al. (2023).

1-2-1 Streamer characteristics

The streamer's personal characteristics are a major determinant of live streaming appeal and play a central role in triggering real time purchasing behavior live streamers play a pivotal role in shaping viewers' purchase intention through their ability to engage, inform, and entertain (Rajesh et al., 2019). The live streamer's expertise (Gao et al., 2022). The literature identifies two core dimensions: charisma and professionalism. On one hand, studies grounded in

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grounded theory show that charisma stems from attributes such as physical appearance, personality, fame, and the ability to establish relational proximity (Dilidaer Aili & Huang, 2023). This charisma influences consumers' internal states by eliciting excitement, perceived value, and most importantly affective trust, notably through positive intuitive perceptions and a sense of familiarity (e.g., "I feel close to the streamer, as if they were an acquaintance"; "The streamer comes across as natural, not scripted"; "Their appearance reinforces my trust") (Hajli, 2018). On the other hand, professionalism manifests through in depth product expertise, transparent communication, and interactional authenticity criteria highly valued by consumers (Arora and Agarwal (2019), as reflected in the following expectations: "The streamer thoroughly understands the products they present", "They provide honest information, even about product flaws", and "They answer questions sincerely". This professionalism primarily fosters cognitive trust, strengthening consumer perceptions of the streamer's competence, integrity, and goodwill (Xiao et al., 2023). Although the streaming platform technically facilitates access to information, it is the synergy of these two dimensions relational charisma and professional rigor that enables consumers to reduce perceived uncertainty before and during online purchases (Gaber et al., 2019). Consequently, the streamer transcends the role of a mere presenter: they embody a credible reference figure whose credibility rests equally on human qualities (e.g., approachability, authenticity) and tangible competencies (e.g., expertise, honesty).

H₁: Live streamer credibility (STRM) has a positive influence on monetary engagement (ENGM).

H₂: Live streamer credibility (STRM) has a positive influence on non monetary engagement (ENGN)

1-2-2 Price Promotion

Price promotion is one of the most widely used strategies by Algerian sellers during live streamed sales. In practice, it takes the form of instant discounts, time limited "flash" deals, free gifts with purchase, discount coupons, and free shipping thresholds beyond a minimum purchase amount tactics specifically designed to capture consumer attention in a market characterized by high price sensitivity. Only by setting very competitive prices can live streaming sales be successful (Taleizadeh et al., 2018). In Algeria, where purchasing power remains limited for a large segment of the population particularly among youth and students price promotions play a decisive role in shaping purchase decisions. Many consumers view these offers as valuable opportunities to access quality products at lower costs, thereby strengthening not only their purchase intention but also their trust in the platform or seller. Scarcity cues often conveyed through messages such as "limited stock" or "offer valid for 10 minutes only" further amplify this dynamic by creating a sense of urgency that encourages impulsive buying. However, the effectiveness of such tactics tends to diminish as promotional offers become increasingly widespread. larger quantity of sales in a short time like TikTok Livestreaming (Bolitho, 2022) When nearly all sellers adopt discounts, the perceived uniqueness of any single promotion fades, prompting consumers to grow more cautious and even skeptical toward claims of "massive savings." Moreover, given that online shopping remains a relatively new experience for many Algerians, price alone is often insufficient to

build confidence: without convincing product demonstrations or credible testimonials from satisfied buyers, a mere price cut may even raise doubts about the offer's legitimacy. Thus, while price promotion remains a powerful acquisition lever in Algerian live commerce, its impact heavily depends on how it is presented particularly by the streamer and on its perceived credibility. A successful strategy, therefore, combines attractive pricing with transparent offer terms and authentic communication that reassures consumers about product quality, ultimately enhancing both perceived value and customer engagement.

- H3: Price and promotions (PRCE) have a positive influence on monetary engagement (ENGM).
- H4: Price and promotions (PRCE) have a positive influence on non monetary engagement (ENG).

1-2-3 Guarantee and Returns: Regulatory Framework and Operational Practices in Algeria :

Legally, the main framework is provided by Law No. 09 03 of 12 February 2009 on Consumer Protection, as amended and supplemented by Law No. 22 16 of 19 November 2022. Key provisions include: A mandatory legal conformity guarantee of at least two years for new goods (Article 59), during which consumers may request repair, replacement, or refund in case of non conformity or hidden defects. A 14 day cooling off period for distance contracts (including e-commerce), starting from the date of receipt of the product (Article 65 bis), allowing consumers to withdraw without justification or penalty provided the item has not been unsealed or used (exceptions apply to hygiene sensitive sealed goods, such as cosmetics or underwear) Mondal & Giri (2022). In practice, however, enforcement of these rights remains weak. Very few Algerian platforms aside from a handful of structured startups (e.g., Yalla Dine, Kazi Tours) clearly display standardized return policies. Most independent sellers, particularly those operating via Facebook Live or Instagram, routinely refuse returns, citing reasons such as "lack of replacement stock" or "logistical constraints," despite these justifications being legally insufficient (Wongkitrungrueng & Assarut, (2020)). Delivery companies (e.g., Yassir Express, Ouedkniss Transport) play a pivotal role in enabling returns. While most now offer on demand return pickup services, these remain paid by the customer in over 80% of cases, significantly discouraging their use (Taleizadeh et al., 2018). A few premium partnerships (e.g., Tayara–Aramex) provide free returns under specific conditions such as delivery errors, damaged goods, or verified non conformity often coupled with in person verification at pickup points before reimbursement. Payment methods also strongly influence perceived security and refund feasibility: Cash on delivery (COD), the dominant method (estimated at over 90% of online transactions in Algeria), allows consumers to reject the item upon delivery if it does not match expectations but offers no recourse for post usage disappointment. Digital payments (bank transfers, e wallets such as DzairPay or Eddahabia, or card payments via CIB/CPA) remain marginal but enable faster refunds provided the seller holds a formal business account and voluntarily cooperates. In this context, Algerian streamers significantly enhance their credibility when they explicitly state return and warranty policies during live sessions for instance: "Free returns within 7 days, no questions asked" or "12 month warranty + WhatsApp technical support." Such transparency helps compensate for the broader institutional trust deficit and serves as a powerful engagement lever particularly among urban youth, who are increasingly aware of and demanding about their consumer rights.

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- **H₅:** The return guarantee (GRNT) has a positive influence on non monetary engagement (ENG_N).
- **H₆:** The return guarantee (GRNT) has a positive influence on monetary engagement (ENG_M).

2-2-4 Platform Model

In the absence of dedicated national e-commerce platforms for live shopping unlike Taobao Live or Shopee Live in Asia, Algeria relies on generalist social media networks as the de facto infrastructure for live commerce Rungruangjit (2022). This model, hybrid, informal, and highly decentralized, is primarily based on three platforms: Facebook, Instagram, and TikTok. Their widespread adoption, accessibility (free access, low technical requirements), and built-in live streaming functionalities make them preferred channels for micro-entrepreneurs, local influencers, and small businesses.

- **H₇:** Platform ergonomics (PLTF) has a positive influence on non monetary engagement (ENG_N).
- **H₈:** Platform ergonomics (PLTF) has a positive influence on monetary engagement (ENG_M).

Comparative Architecture of Dominant Platforms (illustrated in fig.1) below summarizes the operational, behavioral, and strategic characteristics of each platform within the Algerian context.

Live Streaming E-Commerce Platforms in Algeria		
Facebook	Instagram	TikTok
 Target audience: 25-55 years, urban & rural.	 Target audience: 18-35 years, urban, aesthetics, fashion.	 Target audience: 16-30 years, high virality.
 Live functions: Pinned comments, Donations	 Live functions: Pro accounts, Stories for promotion	 Live functions: Verified Virtual gifts, Interactivity
 Transaction: MP → WhatsApp → Pay on Delivery/CIB	 Transactions: Pro accsApp → Stories for promotion	 Transaction: Bio/t links → Virtual gifts, Interactivity
 Advantages: High trust, Active community groups	 Advantages: Less suited for influencer credibility	 Advantages: Bio/Live links → WhatsApp (No Tiktok Shop)
 Limitations: Interface, Less appeal for 18-25	 Limitations: beauty, wellness influencers	 Limitations: New account algorithm, Novelty
 Established sellers & physical stores	 Role: Fashion, beauty, wellness influencers	 Micro-entrepreneurs & content creators

Source :Prepared by the author, 2025

1-3 customer engagement in live streaming

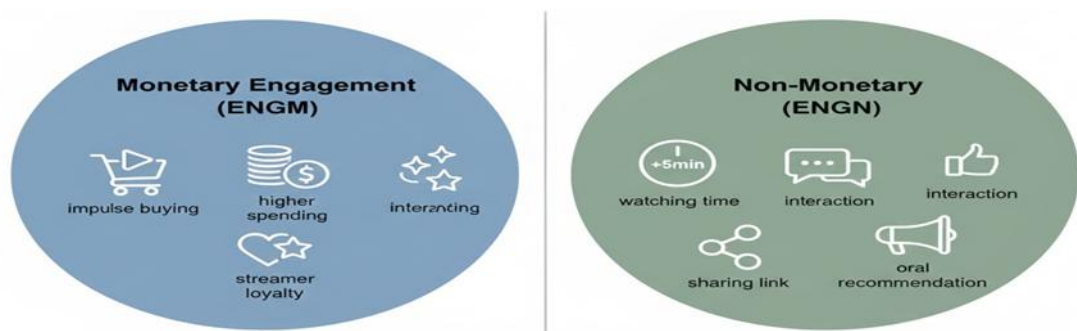
Customer engagement is an individual's participation and promotion behaviors in social networks of online brand communities (Zheng et al., 2015), driven by psychological factors such as trust, attachment, or satisfaction, and extending well beyond the mere act of purchase. As live streaming offers a real-time watching experience for audiences and opportunities to communicate and socialize among broadcasters and other audiences, the frequent interactions among different participants are deemed as efficient elements in

attracting and maintaining an audience (Hamilton, Garretson, & Kerne, 2014; Lim, Cha, Park, Lee, & Kim, 2012; Smith, Obrist, & Wright, 2013). It reflects an active, emotional, and cognitive investment by the consumer, expressed through actions that benefit the brand such as sharing opinions, participating in real time interactions, or spontaneously recommending the experience (Rather et al.,

2019; Thakur, 2018). In the context of live streaming, this engagement unfolds through a combination of tangible and intangible contributions, illustrating a richer, more interactive relationship than a simple commercial transaction. Two complementary forms of engagement can be distinguished: non monetary and monetary (illustrated in fig.2). Non monetary engagement manifests through voluntary, cost free behaviors such as sustained attention over time, active interaction via live comments or reactions, spontaneous sharing of the stream with friends or family, and recommendations of both products and streamers perceived as trustworthy. These actions reflect cognitive, social, and affective involvement. In contrast, monetary engagement translates into direct purchasing behaviors: making impulsive purchases driven by urgency or enthusiasm generated during the stream, spending more on average compared to traditional e-commerce channels, and demonstrating active loyalty by regularly returning to follow specific streamers' sessions.

- **H₉:** Non monetary engagement (ENGN) has a positive influence on purchase intention (INTA).
- **H₁₀:** Monetary engagement (ENGM) has a positive influence on purchase intention (INTA).

Fig.2:monetary and non-monetary Engagement in live stream



Source :Prepared by the author, 2025

1-4 Purchase intention

Purchase intention reflects the consumer's psychological readiness and behavioral inclination to buy during or after a live stream. In this study, it is not treated as an isolated attitude, but rather as the culmination of two interconnected forms of engagement: monetary and non monetary. Monetary engagement manifested through impulsive purchases, higher average spending compared to traditional e-commerce, and loyalty to specific streamers serves as a direct behavioral precursor to purchase intention (Qing & Jin, 2022). It signals not only current willingness to buy, but also a growing financial commitment that reinforces future intent. Non monetary engagement such as sustained viewing time, active interaction,

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spontaneous sharing, and oral recommendations functions as an antecedent and reinforcer: it builds familiarity (Schiffman & Kanuk, 2000), trust, and emotional connection with the streamer and the platform, gradually shaping a favorable disposition toward purchase. Over time, repeated non monetary involvement (e.g., regularly commenting or sharing streams) lowers perceived risk and increases readiness to convert especially when combined with credible product presentation and transparent return policies. Thus, purchase intention in live streaming emerges from a dynamic interplay: non monetary behaviors foster trust and immersion, while monetary behaviors confirm and amplify intent ultimately translating into stated future intentions, such as repurchasing, recommending the channel, or increasing spending over time (Schiffman & Kanuk, 2000).

2-Conceptual Framework

This study's conceptual framework is grounded in the Stimulus–Organism–Response (S–O–R) model, a well established theoretical lens for understanding consumer behavior in digital environments. The S–O–R model posits that external environmental cues (*Stimuli*) shape internal psychological states (*Organism*), which in turn drive observable behavioral outcomes (*Response*) ;(As illustrated in Fig.3), the proposed framework follows a left to right causal flow:

- On the left (Stimulus, S), four exogenous antecedents represent key features of the live streaming environment that act as external triggers: STRM – *Streamer Credibility* (e.g., expertise, honesty, authenticity), PRCE – *Price & Promotions* (e.g., discounts, flash deals, perceived value), GRNT – *Return Guarantee* (e.g., clarity, ease, and speed of returns/refunds), PLTF – *Platform Ergonomics* (e.g., stability, interface intuitiveness, payment security).
- In the center (Organism, O), two mediating constructs capture the consumer's internal engagement state, shaped by exposure to the stimuli: ENGN – *Non Monetary Engagement* (e.g., sustained viewing, interaction, sharing, word of mouth), ENGM – *Monetary Engagement* (e.g., impulsive purchases, higher spending, streamer loyalty).
- On the right (Response, R), the dependent variable reflects the ultimate behavioral outcome: INTA – *Purchase Intention* (e.g., plans to repurchase within 30 days, preference for live streaming over other channels, willingness to increase future spending, and recommendation to others).

The framework thus hypothesizes that STRM, PRCE, GRNT, and PLTF do not directly determine purchase intention; rather, their influence is *mediated* by the consumer's level of engagement both non monetary (building trust and familiarity) and monetary (confirming commitment through action). This positions engagement as the core psychological mechanism through which live streaming features translate into sustained purchase intentions among Algerian consumers.

Fig.3: Conceptual model.



Source :Prepared by the author, 2025

3-Quantitative study

3-1Research Methodology

This study aims to examine the effects of live streaming interactivity and consumer engagement on purchase intention within the Algerian live commerce context. A quantitative approach was adopted to test the causal relationships among the independent variables (streamer credibility, price & promotions, return guarantee, and platform ergonomics), the mediating variables (non monetary and monetary engagement), and the dependent variable (purchase intention).Data were collected through an online structured questionnaire and analyzed using IBM SPSS AMOS 26. A structural equation modeling (SEM) approach was employed: the model was specified a priori based on the conceptual S–O–R framework, then estimated, evaluated, and iteratively refined by removing or adjusting non significant or poorly fitting paths to yield a final model that best fits the empirical data.

3-2 Population and samples methods

As part of this study on e-commerce thru live streaming an emerging sector in Algeria the target population consists of Algerian consumers who have already made online purchases or expressed an interest in this mode of shopping, particularly those with experience or curiosity regarding commercial live streaming (live sales on social media platforms such as Instagram, Facebook, or TikTok).Although official data remains limited, some estimates from sectoral studies (such as the Digital Barometer in Algeria, 2024, or ARPT reports) indicate that in 2024, the number of Internet users in Algeria exceeds 30 million, of which about 8 to 10 million have already made at least one online purchase. E-commerce is experiencing notable growth, partly driven by the rise of small digital businesses and local influencers using live streaming platforms to promote their products. It is in this evolving context that the targeting of respondents for the present research is situated.

3-2-1 Sample Size

The sample size for this study was calculated using Taro Yamane's formula (Yamane, 1973), assuming a 95% confidence level and a $\pm 5\%$ margin of error. This approach is widely adopted in quantitative social science research when dealing with large populations but aiming for a manageable and statistically reliable sample.The formula is expressed as: $n = N / (1 + N * e^2)$ where:

n = required sample size

N = estimated size of the target population

e = allowable margin of error (as a decimal; here, $e = 0.05$)

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Given the Algerian context, the target population is conservatively estimated at 10 million individuals representing Algerian internet users who have either already made online purchases or are likely to do so (based on projections from the Digital Barometer in Algeria, 2024, and reports by the Regulatory Authority for Post and Electronic Communications, ARPT).

$$n = 10\,000\,000 / (1 + 10\,000\,000 * (0.05)^2) \quad n = 399.98$$

The calculated value (399.98) was rounded up to 400 to ensure statistical robustness and data reliability. Therefore, a final sample size of 400 respondents was selected intended to represent Algerian consumers who are active or potential participants in e-commerce, particularly those familiar with or inclined toward live streaming based shopping (via Instagram, Facebook, or TikTok live sessions).

3-2-2 Research instruments and scales

The questionnaire scale three sections: (1) sociodemographic and behavioral items, (2) seven validated multi-item latent constructs (29 items in total) including Streamer Credibility (STRM), Return Guarantee (GRNT), Monetary Engagement (ENGM), and Purchase Intention (INTA) all measured on a 5-point Likert scale (1 = *Strongly disagree*, 5 = *Strongly agree*), and (3) two open-ended qualitative questions. All scales were contextualized to Algeria's informal live commerce ecosystem and pretested ($n = 35$) for clarity and cultural relevance. The instrument was administered **electronically** via Google Forms in both Algerian Arabic, French and English, with both versions verified through back-translation.

3-2-3 Cronbach's Alpha Reliability –Test

To assess the psychometric quality of the questionnaire and identify potential issues, the researchers conducted a test with a sample of 400 respondents, selected based on predefined criteria: Algerian residency, prior online purchasing experience, and exposure to commercial livestreams (e.g., via Instagram, Facebook, or TikTok). The test results yielded the following Cronbach's Alpha values for the seven constructs included in the study (**Table 1**):

Table 1: The Significance of Each Item and Variable's Reliability Analysis in This Study

Construct	Items	Cronbach's α	Interpretation
Streamer	4	0.937	Excellent
Price & Promotion	3	0.882	Good
E-commerce Platform	4	0.864	Good
Return Guarantee	3	0.903	Excellent
Purchase Intention	5	0.921	Excellent
Monetary Consumer Engagement	3	0.845	Good
Non Monetary Consumer Engagement	4	0.878	Good

Source : Source: prepared by the researcher

All Cronbach's Alpha coefficients exceed the widely accepted threshold of 0.70 in social science research, with most falling in the "Good" to "Excellent" range. These results confirm

the high internal consistency and psychometric soundness of the instrument, supporting its validity for use in the main data collection phase.

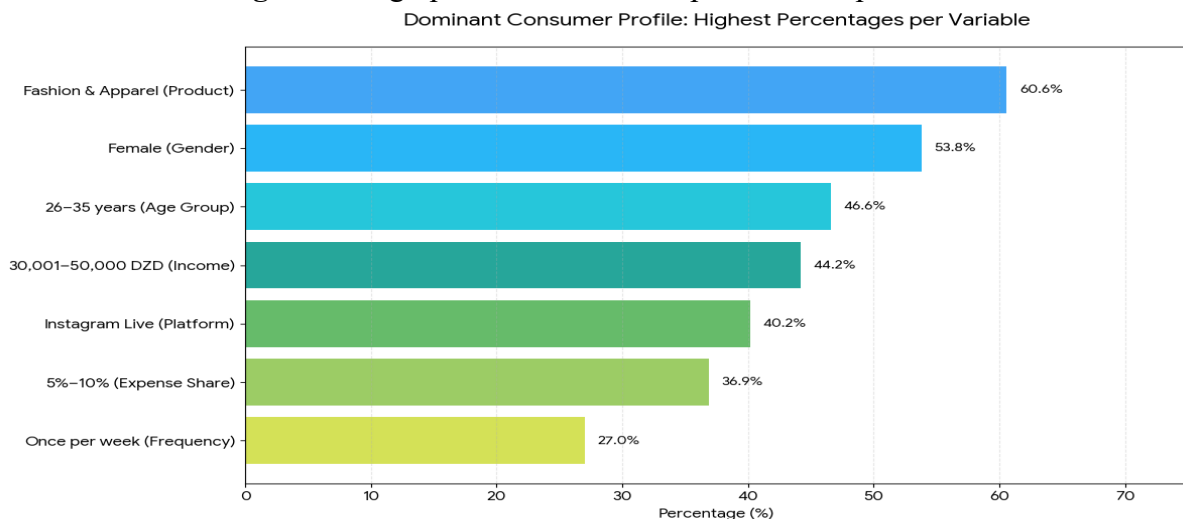
3-3 Descriptive Analysis of Demographic Data

3-3-1 Demographic and behavioral profile of respondents

Online distribution of the questionnaire yielded 465 responses. After rigorous screening, 30 questionnaires were excluded for failing to meet the target population criteria (e.g., residence outside Algeria, no prior online purchasing experience), and 42 additional responses were discarded due to excessive missing data (more than 20% of key items unanswered particularly concerning purchase intention, consumer engagement, or livestream identification).

Consequently, 393 valid and complete questionnaires were retained for statistical analysis. The survey included a dedicated section on respondents' demographic and behavioral characteristics, specifically (Gender, Age group, Monthly income (in Algerian Dinars, DZD), Proportion of monthly expenses allocated to online shopping, Platforms most frequently used for commercial live streaming, Product categories most frequently viewed or purchased via livestream, Frequency of online shopping). A descriptive analysis (frequencies and percentages) was conducted to characterize the respondent profile and identify dominant trends within the sample. The results are presented in (fig.4). The data delineate a typical Algerian live stream consumer: a woman aged 26–35, belonging to the urban middle class (monthly income: 30,000–50,000 DZD), who regularly uses Instagram Live to purchase primarily fashion & apparel (60.6%) and electronics & accessories (57.8%), with a shopping frequency of approximately once per week (27.0%). This profile confirms the emergence of a new social, and interactive sales channel in Algeria driven by digitally connected young adults and centered on accessible, visual, and community oriented platforms. Notably, while women constitute the majority, the significant presence of men (47.2%) and respondents over 35 years old (37.4%).

Fig.4: Demographic and behavioral profile of respondents



Source: Data analysis conducted by the authors using IBM SPSS Statistics 28

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3-3-2 The descriptive statistical analysis of the seven latent variables

The descriptive statistical analysis of the seven latent variables (Table 2) reveals a globally coherent and reliable structure, as evidenced by high Cronbach's alpha values ($\alpha \geq 0.845$ across all scales, peaking at 0.937 for *STRM*), indicating excellent internal consistency. In terms of mean scores, *PRCE* ($M = 4.12$) and *INTA* ($M = 4.05$) emerge as the most positively perceived constructs, reflecting strong appeal of pricing/promotions and a high intention to repurchase further supported by streamer credibility (*STRM*, $M = 3.94$) and non monetary engagement (*ENG**N*, $M = 3.91$). Conversely, *PLTF* ($M = 3.56$; agreement $\geq 4 = 54.2\%$; $SD = 1.02$) stands out as the main weakness, signaling perceived technical and usability issues (e.g., streaming instability, checkout complexity). Meanwhile, *ENG**M* ($M = 3.68$) and *GR**NT* ($M = 3.87$), though moderately rated, exhibit high standard deviations (≥ 0.94), suggesting considerable variability in user experiences particularly regarding impulsive purchasing behavior and clarity/efficiency of return policies. Overall, while psychosocial drivers (trust, promotions, engagement) prove effective, platform technical performance remains a critical bottleneck requiring urgent optimization to enhance conversion and long term customer retention.

Table 2: The descriptive statistical analysis of the seven latent variables

Variable (Construct)	Mean	SD	% Agreement (Score ≥ 4)
GRNT – Return Guarantee	3.87	0.94	68.4%
PRCE – Price & Promotions	4.12	0.78	76.3%
PLTF – Platform Usability	3.56	1.02	54.2%
STRM – Streamer Credibility	3.94	0.85	72.0%
ENG <i>M</i> – Monetary Engagement	3.68	0.97	61.8%
ENG <i>N</i> – Non Monetary Engagement	3.91	0.83	73.5%
INTA – Purchase Intention	4.05	0.81	79.1%

Source: Data analysis conducted by the authors using IBM SPSS Statistics 28

3-4 Reliability Analysis

A confirmatory factor analysis (CFA) was performed using AMOS 26 to assess the measurement model's validity. The model exhibits excellent fit: $\chi^2/df = 2.170$ (< 3), RMSEA = 0.048 (90% CI: [0.044–0.053]; < 0.05), CFI = 0.959 (> 0.95), TLI = 0.952 (> 0.95), and p -close = 0.708 (> 0.05), all indicating a well-specified model. Convergent validity is supported: all factor loadings exceed 0.70 (except *STRM*₄ = 0.44, retained for theoretical relevance), composite reliability (CR) values range from 0.853 to 0.939 (> 0.70), and average variance extracted (AVE) values are all above 0.50 (minimum = 0.684). Discriminant validity was confirmed via the Fornell–Larcker.

The correlation analysis confirms the robustness of the measurement model with high discriminant validity, as each construct is statistically distinct. A major finding lies in the extremely strong correlation between non-monetary engagement (*ENG**N*) and purchase

intention (INTA) ($r = 0.768$), demonstrating that social interaction (comments, shares, viewing time) is the primary driver of conversion in the Algerian context. Conversely, streamer credibility (STRM) shows a near-zero correlation with all other variables, suggesting that Algerian consumers prioritize utilitarian and security factors (price, platform stability, and return guarantees) over personal affinity with the influencer. This primacy of 'systemic trust' over 'relational trust' highlights a cultural specificity: in an environment where e-commerce is still perceived as risky, it is the reliability of procedures and economic value that transform social engagement into a final purchase act.

Table3 :Correlation matrix and discriminant validity of constructs

Construct	GRNT	PRCE	PLTF	STRM	ENGM	ENGNG	INTA
GRNT	0.919						
PRCE	0.412	0.890					
PLTF	0.537	0.385	0.853				
STRM	0.108	0.097	0.112	0.827			
ENGM	0.342	0.471	0.429	0.028	0.857		
ENGNG	0.351	0.583	0.394	0.041	0.672	0.878	
INTA	0.318	0.524	0.402	0.033	0.598	0.768	0.922

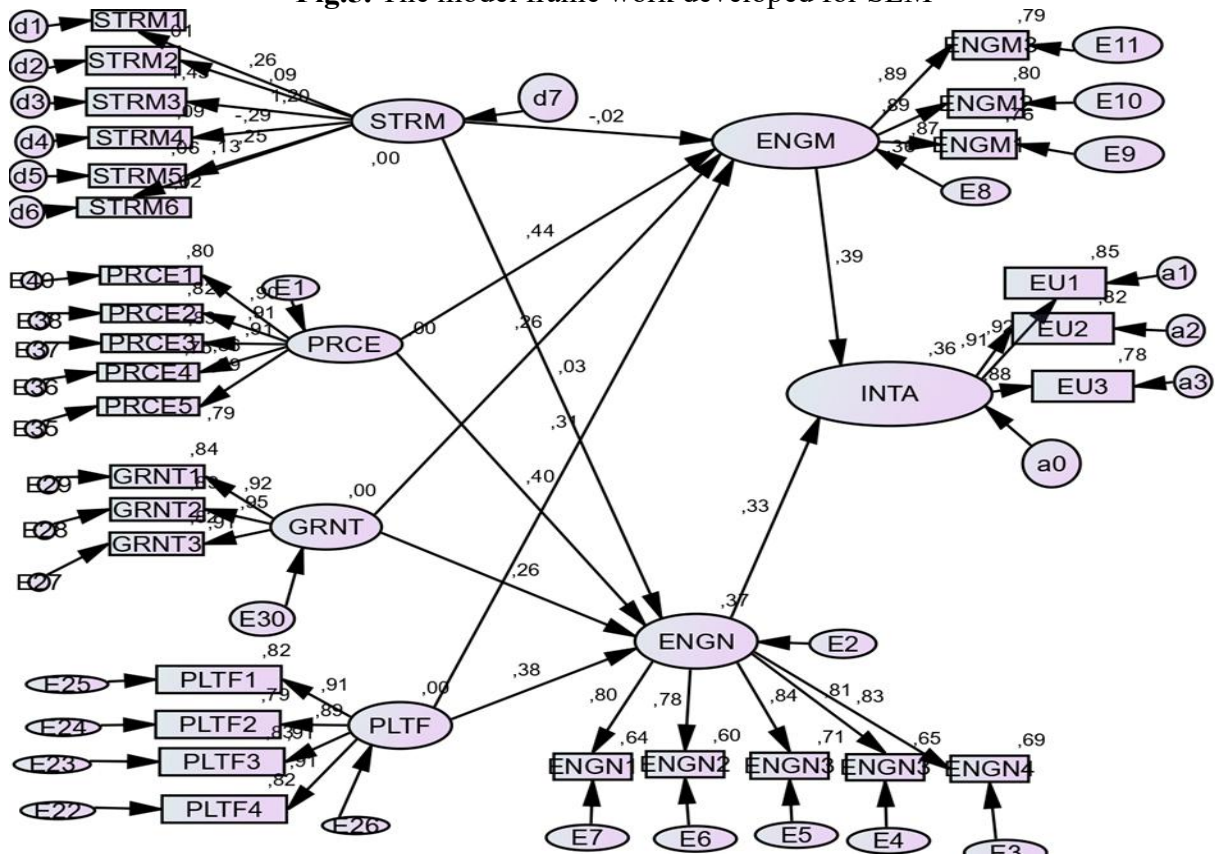
Source: Data analysis conducted by the authors using Amos 26.

4 Research result of empirically determining

Based on the reliability and validity test results (Cronbach's $\alpha > 0.84$; CFA fit indices: $\chi^2/df = 2.17$, RMSEA = 0.048, CFI = 0.959), a structural equation model (SEM) was specified and estimated (see **Fig.5**) to examine the comprehensive relationships among key constructs in the Algerian live streaming context. Consistent with the (SOR) framework, four utilitarian and relational stimuli Return Guarantee (GRNT), Price & Promotions (PRCE), Platform Usability (PLTF), and Streamer Credibility (STRM) were modeled as *exogenous (independent) variables*. Two complementary behavioral responses Monetary Engagement (ENGM) and Non-Monetary Engagement (ENGNG) were conceptualized as *mediating organismic states*, reflecting cognitive-affective processing of the stimuli. Finally, Purchase Intention (INTA) served as the *endogenous (dependent) variable*, representing the ultimate behavioral response. The SEM was estimated using maximum likelihood in AMOS 26, with bootstrapping (5,000 samples) employed to assess indirect effects. This configuration enabled a rigorous test of both direct and mediated pathways driving consumer decision-making in Algeria's informal live commerce ecosystem.

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Fig.5. The model frame work developed for SEM



Source: Data analysis conducted by the authors using Amos 26.

4-4-1 Direct Effects

Results (Table 6) confirm that utilitarian determinants exert significant direct effects on engagement and purchase intention, whereas streamer credibility (STRM) has no significant impact.

Table 6: Direct Effects (β , SE, p)

Hyp.	Path	β	SE	p	result
H1	STRM → ENGM	0.023	0.050	0.528	Not Supported
H2	STRM → ENGN	-0.020	0.040	0.445	Not Supported
H3	GRNT → ENGN	0.222	0.036	< 0.001	Supported
H4	GRNT → ENGM	0.224	0.044	< 0.001	Supported
H5	PLTF → ENGN	0.298	0.036	< 0.001	Supported
H6	PLTF → ENGM	0.361	0.045	< 0.001	Supported
H7	PRCE → ENGM	0.381	0.042	< 0.001	Supported
H8	PRCE → ENGN	0.426	0.034	< 0.001	Supported
H9	ENGNT → INTA	0.76		< 0.001	Supported
H10	ENGM → INTA	0.36		< 0.01	Supported

Source: Data analysis conducted by the authors using Amos 26.

4-4-2 Mediation Effects

Bootstrap analysis (5,000 samples) reveals that ENGN significantly mediates the effects of PRCE, GRNT, and PLTF on INTA (Table 7). No significant indirect effects involve STRM.

Table 7. Significant Indirect Effects

Mediated Path	Indirect Effect	95% CI	<i>p</i>
PRCE → ENGN → INTA	0.324	[0.267 ; 0.389]	< 0.001
GRNT → ENGN → INTA	0.169	[0.121 ; 0.225]	< 0.001
PLTF → ENGN → INTA	0.227	[0.173 ; 0.288]	< 0.001
STRM → ENGN → INTA	-0.015	[-0.042 ; 0.011]	0.452

Source: Data analysis conducted by the authors using Amos 26.

→ **76%** of the total effect of PRCE on INTA is mediated by ENGN.

4-4-3 Moderation Effects

The platform (Instagram vs. others) significantly moderates the effect of PRCE on ENGN (Table 8):

- On Instagram: $\beta = 0.382$ ($p < 0.001$)
- On Facebook/other platforms: $\beta = 0.382 + 0.187 = \mathbf{0.569}$ ($p = 0.012$ for the interaction term).

Table 8. Platform Moderation Effect

Predictor	β	SE	<i>t</i>	<i>p</i>
Constant	2.147	0.283	7.587	<0.001
PRCE	0.382	0.041	9.317	<0.001
Platform (0 = Instagram; 1 = Others)	0.124	0.067	1.851	0.065
PRCE × Platform	0.187	0.074	2.527	0.012

Source: Data analysis conducted by the authors using Amos 26.

→ Promotional attractiveness exerts a stronger effect on non-monetary engagement when the platform enhances perceived legitimacy (e.g., professional Facebook pages vs. entertainment oriented Instagram), suggesting contextual boundary conditions for price-driven engagement.

5- Discussion of Hypothesis Testing Results

The hypothesis testing phase provided a comprehensive understanding of the drivers of live streaming e-commerce in Algeria. Out of the ten hypotheses tested, eight were validated, confirming the significant role of utilitarian stimuli in shaping consumer behavior. The structural equation model (SEM) results underscore how platform ergonomics, pricing, and guarantees influence purchase intention through the dual mediation of monetary and non-monetary engagement. Unlike previous studies in China, which emphasize the "superstar" status of influencers (e.g., L. Meng et al., 2021), our findings reveal that in the Algerian context, Price and Promotions (PRCE) and Platform Ergonomics (PLTF) are the primary drivers of engagement. PRCE showed the strongest correlation with non-monetary engagement ($r = 0.583$, $p < 0.001$) and a significant direct effect on both ENGM ($b = 0.381$) and ENGN ($b = 0.426$). This aligns with Chandruangphen et al. (2022), suggesting that price transparency and flash deals are critical for impulsive purchase decisions.

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Furthermore, Non-monetary Engagement (ENGN) characterized by likes, shares, and prolonged viewing emerged as the most powerful predictor of Purchase Intention (INTA) with a substantial path coefficient of $b = 0.76$. In fact, ENGN explains 59% of the variance in INTA ($r^2 = 0.590; r = 0.768$), significantly outperforming monetary engagement ($b = 0.36$). This suggests that for Algerian consumers, social interaction and "digital window shopping" are vital precursors to the actual transaction. A pivotal finding of this research is the rejection of H1 and H2. Contrary to the findings of Wei et al. (2022) and F. Meng et al. (2023), Streamer Credibility (STRM) did not significantly influence monetary ($p = 0.528$) or non-monetary engagement ($p = 0.445$) in our Algerian sample. The correlation between STRM and INTA was also non-significant ($r = 0.033$). This divergence suggests that the Algerian live streaming market is currently driven by product utility and transactional security rather than the personal appeal or "celebrity" of the streamer. Algerian consumers appear more pragmatic, prioritizing the Return Guarantee (GRNT) (validated by H3 and H4 with $p < 0.001$ and Platform Ergonomics (PLTF) over the presenter's characteristics.

The results strongly support the (S–O–R) framework. The "Organism" in this study, represented by engagement, successfully mediates the relationship between external stimuli and the behavioral response. Specifically, bootstrap analysis confirmed that ENGN significantly mediates the effects of PRCE, GRNT, and PLTF on purchase intention. Notably, 76% of the total effect of price on purchase intention is channeled through non-monetary engagement, highlighting that attractive pricing first triggers social interaction before resulting in a sale.

This study adapts the global understanding of live streaming to the Algerian market. While the "field" (platform) and "product" (price/guarantee) dimensions are essential, the "streamer" dimension does not yet hold the same sway as it does in more mature markets like China. For Algerian e-commerce players, the focus should remain on building robust, easy-to-use platforms and offering ironclad return guarantees to convert social engagement into final sales. This study makes an original contribution by demonstrating that in the emerging context of Algerian e-commerce, purchase intention via livestream relies less on streamer credibility and more on reliable utilitarian drivers: clarity of return guarantees (GRNT), platform stability (PLTF), and price attractiveness (PRCE). Non-monetary engagement (ENGN) emerges as the central mediating mechanism, significantly outperforming monetary engagement (ENGM) in predictive power. These findings highlight a key cultural and institutional specificity: in an environment marked by persistent consumer skepticism toward online transactions, Algerian users prioritize systemic trust (transparent procedures, reliable interface) over relational trust (affinity with the streamer).

Conclusion:

This study aimed to examine the determinants of purchase intention in direct commerce in Algeria by mobilising the Stimulus–Organism–Response (S–O–R) framework. The empirical results, based on data from 393 Algerian consumers and analysed using structural equation modelling (SEM), lead to several robust and contextually significant conclusions. First of all, the results clearly demonstrate that utilitarian and systemic factors are the main drivers of consumer behaviour in live commerce in Algeria. The attractiveness of prices and promotions

(PRCE), the ergonomics and stability of the platform (PLTF), and return guarantees (GRNT) all have significant and positive effects on consumer engagement, both monetary and non-monetary. Among these, price and promotions show the strongest influence, particularly on non-monetary engagement, highlighting the high sensitivity of Algerian consumers to prices and the importance of perceived economic value. Secondly, non-monetary engagement (ENGN) manifested through interaction, comments, sharing, and prolonged viewing time emerges as the most powerful predictor of purchase intention, far surpassing the effect of monetary engagement. This confirms that purchase intention in live streaming is not an instant transactional reaction but rather the result of a progressive engagement process in which social interaction and cognitive involvement play a central role. Notably, non-monetary engagement mediates a substantial proportion of the effects of price, platform user-friendliness, and return guarantees on purchase intention, validating the central logic of the S–O–R model in an emerging and informal e-commerce environment. Thirdly, one of the most original and theoretically significant findings of this research is the absence of a significant effect of the streamer's credibility on both forms of engagement and on purchase intention. Contrary to the results commonly reported in mature markets (e.g., in China), Algerian consumers do not seem to rely on the streamer's personal charisma, popularity, or perceived expertise when forming their purchasing intentions. Instead, they prioritise systemic trust, i.e., clear procedures, reliable platforms, attractive pricing, and explicit return guarantees, over relational trust tied to the streamer. This highlights a strong cultural and institutional specificity of the Algerian market, where persistent scepticism toward online transactions reshapes the hierarchy of decision-making cues.

Recommendations Based on these conclusions, several practical recommendations can be made: For sellers and streamers: The focus should be on price transparency, clearly communicated promotions, and explicit return and refund policies during live sessions. Investing excessive effort in personal branding or influencer-style charisma may yield limited results compared to improving transactional clarity and value signals. For platform operators and developers: Improving platform stability, streaming quality, interface ergonomics, and payment security is crucial. Technical reliability directly enhances both engagement and conversion, making it a strategic priority. For policymakers and regulators: Strengthening the enforcement and visibility of consumer protection laws related to e-commerce particularly return rights and warranties can improve overall confidence in online commerce and accelerate its formalisation and sustainable growth in Algeria.

Perspectives for future research Despite its contributions, this study opens several avenues for future research. Longitudinal studies could examine how consumer behaviour evolves as the Algerian live commerce ecosystem becomes more regulated and technologically mature. Comparative studies across different emerging economies could further test the distinction between systemic trust and relational trust identified here. Moreover, future research could incorporate qualitative approaches or experimental designs to explore how specific forms of interactivity or platform features shape engagement dynamics over time. In summary, this research demonstrates that in the Algerian context of live streaming, purchase intention is primarily driven by engagement rooted in economic rationality and procedural reliability, rather than by influencer-centred dynamics.

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