

Optimizing the SOR Method for Purchasing Decisions of Fashion Startuppreneur on the Shopee Live Feature

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ABSTRACT

The rapid growth of social commerce in Indonesia has opened wide opportunities for fashion business owners to leverage social-commerce tools built into e-commerce platforms as a means of steering how consumers reach their buying choices. **This study** aims to examine how three core dimensions of social commerce interactivity, social presence, and informativeness affect fashion purchase decisions on the Shopee platform, using perceived value and emotional trust as mediating factors under the Stimulus Organism Response (SOR) framework. **A further** aim is to determine whether cognitive or affective processes play a greater role in shaping consumers' decisions to buy fashion items online. Data were collected from Indonesian Shopee users who had previously bought fashion products from stores run by startup founders, and the data were then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). **The findings** supported all of the proposed relationships. Both informativeness ($\beta = 0.553$) and interactivity ($\beta = 0.383$) showed a positive impact on perceived value, whereas social presence ($\beta = 0.677$) had a substantial positive effect on emotional trust. In turn, perceived value ($\beta = 0.506$) and emotional trust ($\beta = 0.202$) each positively influenced purchase decisions. The proposed model accounted for 74.7% of the variance in perceived value and 45.6% of the variance in purchase decisions, indicating that the cognitive route via perceived value carried more weight than the affective route via emotional trust in driving online fashion purchases. **Moreover**, informativeness emerged as the most impactful social commerce factor in boosting both perceived value and purchase intention.

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1. INTRODUCTION

The rapid advancement of digital technology has triggered a fundamental transformation in the way commerce is conducted. Social commerce a fusion of electronic commerce activity with social interaction has emerged as a new paradigm that enables consumers to actively participate in buying and selling processes through social features embedded within e-commerce platforms [1, 2]. In the Indonesian context specifically, this trend has grown rapidly alongside internet penetration rates exceeding 78% of the population, combined

with the growing prominence of e-commerce platforms such as Shopee, which have integrated social features into their broader shopping ecosystems [3]. As one of the largest e-commerce platforms in Southeast Asia, Shopee has introduced a range of social commerce features, including Shopee Live, real-time buyer-seller chat, review and rating systems, and store-following functions that encourage consumer engagement. These features are intended to overcome the limitations of interaction inherent in online transactions by incorporating social elements that mirror conventional in-person shopping experiences [4]. For the purposes of this study, the term "fashion startuppreneur" refers to entrepreneurs who operate fashion-focused startup businesses and rely primarily on digital platforms for marketing and sales activities [5]. This term is applied consistently throughout the manuscript to refer to the business actors that form the focus of this study [6]. The presence of social commerce features functions as a strategic tool for fashion startuppreneurs to establish trust, convey product information, and encourage consumer purchase decisions, thereby contributing to sustainable digital entrepreneurship in alignment with SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation and Infrastructure).

Nevertheless, understanding of the psychological mechanisms that connect social commerce features to purchase decisions remains limited [7]. Prior SOR-based studies on social commerce have largely concentrated on direct relationships between platform features and purchase intention, or have examined a single organism-level mechanism such as trust, engagement, or perceived usefulness in isolation [1]. As a result, relatively little attention has been devoted to exploring how cognitive and affective responses operate concurrently within the SOR framework to shape actual purchase decisions. This study seeks to address this gap by incorporating Perceived Value as a cognitive organism and Emotional Trust as an affective organism within a single, unified SOR model [8]. The theoretical contribution of this study lies in its dual-pathway approach, which not only clarifies the mediating mechanisms linking social commerce features to purchase decisions but also compares the relative strength of the cognitive and affective pathways [9]. In addition, this study extends the application of the SOR framework to the context of fashion startuppreneurs on Shopee Live, an emerging social commerce setting that has received limited exploration in prior research [10, 11].

In the proposed model, social commerce features Interactivity, Social Presence, and Informativeness are positioned as stimuli (S) that influence Perceived Value (cognitive aspect) and Emotional Trust (affective aspect) as the organism (O), which in turn drives Purchase Decision as the response (R). This dual-pathway approach enables a comparative assessment of the relative influence of cognitive and affective mechanisms on consumers' fashion purchase decisions within social commerce environments. Based on this background, this study aims to:

- Analyze the effect of Interactivity and Informativeness on Perceived Value,
- Analyze the effect of Social Presence on Emotional Trust,
- Analyze the effect of Perceived Value and Emotional Trust on Purchase Decision,
- Evaluate the mediating roles of Perceived Value and Emotional Trust within the SOR framework.

The findings are expected to provide theoretical contributions to the social commerce literature as well as practical implications for fashion startuppreneurs within the Shopee ecosystem.

2. LITERATURE REVIEW

The swift growth of social commerce has reshaped the online shopping landscape by weaving social interaction into commercial activity across digital platforms [12]. Prior research has shown that features embedded within social commerce can meaningfully shape how consumers perceive, feel, and behave throughout the purchasing journey. Yet the specific pathways through which these features guide consumer decision-making warrant closer scrutiny, especially within the fashion sector, where purchasing evaluations tend to be influenced by both rational and emotional considerations [13]. Building on the SOR framework, this study frames social commerce features as external stimuli, positions perceived value and emotional trust as internal organism-level responses, and treats purchase decision as the resulting behavioral outcome. Accordingly, this section reviews the relevant theoretical and empirical literature underlying the study's variables and formulates the hypotheses that shape the proposed research model [14].

2.1. Social Commerce and Its Features

Social commerce is a subset of electronic commerce that leverages social media and user interactions to facilitate online buying and selling transactions [15]. Although previous studies have examined various social commerce elements, this study focuses on Interactivity, Social Presence, and Informativeness because they are widely recognized as the core platform-level features of social commerce environments. Interactivity reflects two-way communication between buyers and sellers, Social Presence represents the perception of human warmth and social connection, while Informativeness refers to the quality and completeness of product information available to consumers [16]. These three dimensions correspond to the key stimuli experienced by users on Shopee Live and align with the Stimulus component of the SOR framework by capturing the communication, social, and informational aspects that shape consumers' cognitive and affective evaluations [17]. In Shopee, these dimensions are represented by features such as Shopee Live, real-time chat, product Q&A, photo and video reviews, seller ratings, follower indicators, product descriptions, detailed specifications, and structured review systems [18, 19].

2.2. Stimulus Organism Response (SOR) Framework

According to the SOR framework, stimuli originating from the external environment (S) act upon an individual's internal cognitive and emotional states (O), and it is this internal processing that ultimately produces observable behavior (R). Researchers have long relied on this framework to explain the way surrounding conditions affect perception, emotional response, and the reasoning that precedes human action [20]. Its adaptation within digital marketing has been particularly common, serving as a lens through which online consumer behavior is interpreted [21]. Consistent with this tradition, the present study applies the SOR framework by casting social commerce features in the role of stimulus, positioning Perceived Value and Emotional Trust as the organism-level component, and designating Purchase Decision as the behavioral response that follows [22].

2.3. Perceived Value and Emotional Trust

Perceived Value denotes consumers' overall evaluation of a product's utility, weighing what is gained against what is sacrificed, and in social commerce is shaped largely by information quality and interactivity during the shopping process [23]. Emotional Trust, or affect-based trust, stems from feelings of safety and comfort during transactions. Unlike cognitive trust, which rests on rational assessments of a seller's competence and integrity, emotional trust reflects the emotional bonds and social warmth consumers perceive, with social presence playing a key role by fostering psychological closeness in online interactions [24, 25].

2.4. Hypothesis Development

Based on the comprehensive literature review and the theoretical foundations discussed in the preceding section, this study develops a conceptual framework that explains the expected relationships among the research variables [26].

Figure 1 illustrates the conceptual research model that explains the relationships among the study variables. The model proposes that Interactivity and Informativeness directly influence Perceived Value, while Social Presence directly influences Emotional Trust. Furthermore, Perceived Value and Emotional Trust are proposed as the primary determinants of Purchase Decision.

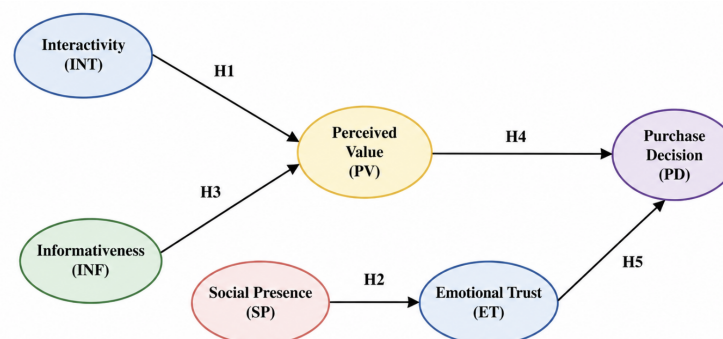


Figure 1. Hypothesis Development

Based on the literature review, this study proposes the following five hypotheses:

- **H1:** Interactivity has a positive effect on Perceived Value.
- **H2:** Social Presence has a positive effect on Emotional Trust.
- **H3:** Informativeness has a positive effect on Perceived Value.
- **H4:** Perceived Value has a positive effect on Purchase Decision.
- **H5:** Emotional Trust has a positive effect on Purchase Decision.

3. METHOD

This study adopts a quantitative research approach, utilized to investigate the interconnections among social commerce features, perceived value, emotional trust, and purchasing decisions within the context of fashion-based social commerce on Shopee [27]. Grounded in the SOR framework, the research explores how external stimuli in this case, social commerce features shape consumers' internal cognitive and affective evaluations, which in turn drive their purchasing behavior [28]. Data were collected primarily through a structured questionnaire distributed to Shopee users who had previous experience purchasing fashion products from startuppreneur-owned stores. The resulting data were subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), chosen for its capacity to handle intricate relationships among latent constructs as well as its ability to simultaneously evaluate both measurement and structural models [29]. A more detailed explanation of the methodological procedures encompassing research design, population and sampling, instrument measurement, and data analysis techniques is provided in the following subsections [30].

3.1. Research Design and Population

A quantitative approach combined with a cross-sectional survey design forms the basis of this study [31]. The population under investigation comprises Shopee users who have previously purchased fashion products from startuppreneur-run stores [32]. A purposive sampling technique was employed to ensure that respondents met the predefined inclusion criteria, namely being active Shopee users, having purchased fashion products from a startuppreneur-run store at least once within the previous six months, and having used at least one of Shopee's social commerce features, including live streaming, chat, or customer reviews. The final dataset comprised 250 valid responses eligible for analysis. In terms of gender composition, females represented the majority of respondents (64.8%), while males accounted for 35.2%. The age distribution was dominated by younger consumers, with respondents aged 18-25 years constituting the largest group (58.4%), followed by those aged 26-35 years (28.8%), whereas participants older than 35 years accounted for the remaining proportion. Regarding educational attainment, a bachelor's degree was the most common qualification (52.0%), followed by senior high school education (34.0%) and postgraduate qualifications (14.0%). Furthermore, more than 70% of respondents reported using Shopee several times per week or more, indicating a high level of platform engagement. Overall, these demographic characteristics suggest that the sample adequately represents the profile of active social commerce users within the fashion sector.

3.2. Instrument and Measurement

The research instrument is a questionnaire using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The research variables are measured through the following indicators:

- Interactivity (INT) with 3 indicators.
- Social Presence (SP) with 2 indicators.
- Informativeness (INF) with 3 indicators.
- Perceived Value (PV) with 3 indicators.
- Emotional Trust (ET) with 2 indicators.
- Purchase Decision (PD) with 2 indicators.

All items were adapted from previously validated instruments in prior studies [4].

3.3. Data Analysis Technique

The collected data were processed and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. This method was selected for two main reasons: its capability to accommodate models containing both formative and reflective constructs, and the fact that it does not require the data to follow a multivariate normal distribution. The analysis proceeded in two stages. The first stage centered on the outer model, in which convergent validity, discriminant validity, and construct reliability were assessed. This was followed by an evaluation of the inner model, which examined the coefficient of determination (R^2), the strength of the path coefficients (β), and the model's overall fit.

3.4. Common Method Bias Assessment

Given that every construct in this study was measured using a single self-administered questionnaire filled out by the same respondents at one point in time, it was necessary to evaluate the possibility of Common Method Bias (CMB). Harman's single-factor test was employed for this purpose, whereby all measurement items were subjected to an exploratory factor analysis, the resulting first factor accounted for less than 50% of the total variance, indicating that common method bias was unlikely to pose a significant threat to the validity of the study. Beyond this statistical test, a number of procedural measures were incorporated into the design of the questionnaire respondent anonymity was maintained, participation was fully voluntary, and item wording was kept clear and straightforward each aimed at minimizing respondents' evaluation apprehension and helping to control for method-related bias.

4. RESULT AND DISCUSSION

This section presents the empirical results of the PLS-SEM analysis. The analysis consists of two stages, evaluation of the measurement model to verify construct reliability and validity, followed by assessment of the structural model to test the proposed hypotheses. The findings are interpreted using the SOR framework to explain how social commerce features influence consumers' purchase decisions.

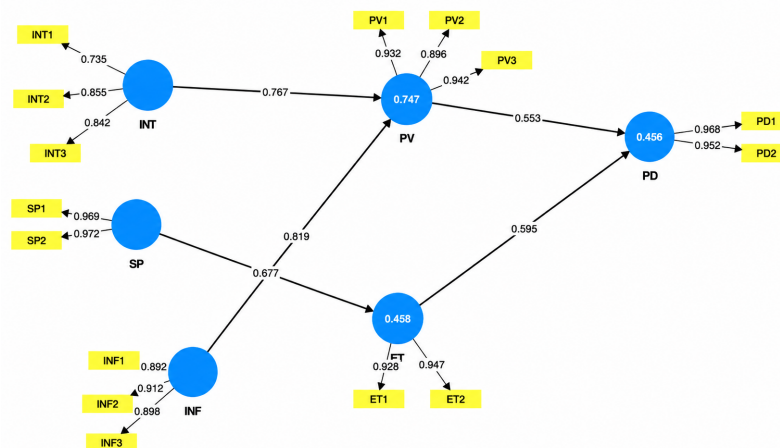


Figure 2. Path Diagram (Path Model) of PLS-SEM Analysis

Figure 2 illustrates the proposed PLS-SEM path model, including the relationships among the latent constructs and their corresponding measurement indicators. The figure presents the standardized path coefficients and outer loadings, providing an overview of the structural relationships that are subsequently evaluated through measurement and structural model analyses.

4.1. Measurement Model Evaluation (Outer Model)

The measurement model underwent a systematic evaluation to confirm that the research instrument satisfied acceptable standards of validity and reliability. Convergent validity was assessed through outer loadings and Average Variance Extracted (AVE), with loading values expected to exceed 0.70 and AVE values required to surpass 0.50 in order to be considered acceptable. Reliability, meanwhile, was examined using

Cronbach's Alpha and Composite Reliability, both of which needed to meet a minimum threshold of 0.70 for the results to be regarded as satisfactory.

Table 1. Outer Loading

Indicator	ET	INF	INT	PD	PV	SP
ET1	0.928					
ET2	0.947					
INF1		0.892				
INF2		0.912				
INF3		0.899				
INT1			0.735			
INT2			0.855			
INT3			0.842			
PD1				0.948		
PD2				0.952		
PV1					0.862	
PV2					0.896	
PV3					0.942	
SP1						0.969
SP2						0.972

Table 1 shows that all indicators have outer loadings above 0.70, ranging from 0.735 (INT1) to 0.972 (SP2). The constructs of Social Presence and Purchase Decision exhibit very high loadings (> 0.94), indicating strong representational power for their respective latent constructs.

Table 2. Construct Reliability and Validity

Construct	Cronbach's α	CR (rho_a)	CR (rho_c)	AVE
ET	0.863	0.877	0.936	0.879
INF	0.884	0.889	0.928	0.811
INT	0.742	0.759	0.853	0.660
PD	0.892	0.894	0.949	0.903
PV	0.883	0.886	0.928	0.811
SP	0.938	0.939	0.970	0.941

As reported in Table 2, every construct in this study satisfies the necessary reliability and validity criteria: Cronbach's Alpha spans from 0.742 to 0.938, while Composite Reliability ranges from 0.853 to 0.970, with both sets of figures sitting well above the 0.70 benchmark. Convergent validity holds up equally well, as AVE figures fall between 0.660 (recorded for Interactivity) and 0.941 (recorded for Social Presence), each surpassing the 0.50 minimum. Together, these outcomes establish that the constructs employed here demonstrate sound reliability and convergent validity, confirming their appropriateness for the analysis that follows.

Table 3. Fornell-Larcker Criterion

	ET	INF	INT	PD	PV	SP
ET	0.937					
INF	0.788	0.901				
INT	0.724	0.695	0.812			
PD	0.595	0.611	0.539	0.950		
PV	0.777	0.819	0.767	0.663	0.901	
SP	0.677	0.707	0.602	0.663	0.737	0.970

Discriminant validity, which gauges how clearly each construct is differentiated from the others, was tested using the Fornell-Larcker criterion. As presented in Table 3, the diagonal values each corresponding to a construct's square root of AVE are found to exceed that construct's correlations with all other constructs included in the model. Such a pattern demonstrates that the indicators associated with a particular construct share

greater variance with that construct than with any other, which is exactly the condition required for adequate discriminant validity to be established. Based on this outcome, the measurement model can be considered sufficiently distinct at the construct level, with each latent variable representing a conceptually separate dimension, thereby confirming its suitability for proceeding to the structural model analysis.

4.2. Structural Model Evaluation (Inner Model)

The Standardized Root Mean Square Residual (SRMR) served as the measure for evaluating model fit. In the saturated model, this value came to 0.061, comfortably within the 0.08 threshold considered acceptable, pointing to a reasonably good fit between the proposed model and the observed data. What this signals is that only a small gap separates the observed correlations from those implied by the model, which in turn justifies proceeding with the structural model in further analysis. Beyond this fit assessment, the explanatory strength of the endogenous constructs was captured through the coefficient of determination (R^2), with the resulting figures set out in Table 4.

Table 4. R-square

Variabel Endogen	R^2	R^2 Adjusted
Emotional Trust (ET)	0.458	0.452
Purchase Decision (PD)	0.456	0.444
Perceived Value (PV)	0.747	0.741

Perceived Value has an R^2 value of 0.747, indicating a substantial level of explanatory power, where 74.7% of its variance is explained by Interactivity and Informativeness. Emotional Trust ($R^2 = 0.458$) and Purchase Decision ($R^2 = 0.456$) demonstrate a moderate level of explanatory power. The relatively high R^2 value for Perceived Value suggests that users' cognitive evaluations are strongly influenced by the quality of Shopee's social commerce features.

Table 5. Bootstrapping Results for Hypothesis Testing

Hypothesis	Path	β	t-value	p-value	95% Confidence Interval	Result
H1	INT $\rightarrow$ PV	0.383	5.214	<0.001	[0.241, 0.518]	Supported
H2	SP $\rightarrow$ ET	0.677	12.847	<0.001	[0.565, 0.771]	Supported
H3	INF $\rightarrow$ PV	0.553	8.963	<0.001	[0.431, 0.662]	Supported
H4	PV $\rightarrow$ PD	0.506	6.744	<0.001	[0.352, 0.639]	Supported
H5	ET $\rightarrow$ PD	0.202	2.931	0.003	[0.067, 0.335]	Supported

As presented in Table 5, the bootstrapping results confirm that each hypothesized path reaches statistical significance, with t-values above the commonly accepted cutoff of 1.96, p-values falling below 0.05, and confidence intervals excluding zero. Collectively, these results lend strong empirical support to all hypotheses proposed under the SOR framework, confirming that the data are consistent with each of the relationships tested Table 5. A more detailed discussion of each path is presented in the following section.

Table 6. Indirect Effects

Path	Coefficient	Description
INT $\rightarrow$ PV $\rightarrow$ PD	0.194	Mediation through Perceived Value
INF $\rightarrow$ PV $\rightarrow$ PD	0.280	Mediation through Perceived Value
SP $\rightarrow$ ET $\rightarrow$ PD	0.136	Mediation through Emotional Trust

The indirect effects presented in Table 6 show that Perceived Value (PV) and Emotional Trust (ET) mediate the influence of the independent variables on Purchase Decision (PD). The path INT $\rightarrow$ PV $\rightarrow$ PD has an indirect effect coefficient of 0.194, indicating that higher interactivity increases perceived value, which subsequently enhances purchase decisions. The path INF $\rightarrow$ PV $\rightarrow$ PD produces the strongest indirect effect (0.280), suggesting that informative content significantly improves perceived value and encourages purchasing behavior. Meanwhile, the path SP $\rightarrow$ ET $\rightarrow$ PD has a coefficient of 0.136, indicating that social presence strengthens emotional trust, which in turn positively affects purchase decisions. Overall, the findings highlight

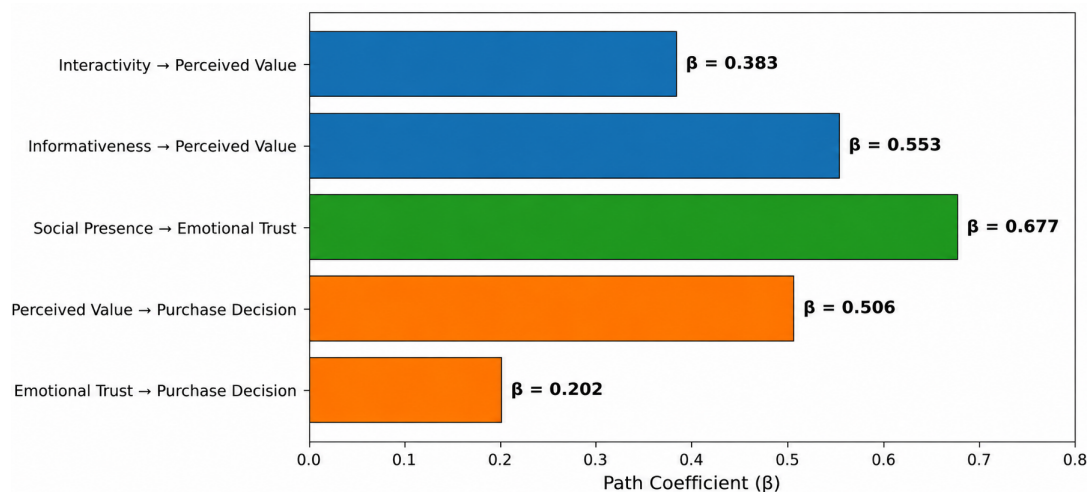


Figure 3. Path Coefficient Strength Graph

the mediating roles of Perceived Value and Emotional Trust, with the $INF \rightarrow PV \rightarrow PD$ pathway demonstrating the strongest indirect influence on purchase decisions.

As shown in Figure 3, the path coefficients reveal varying degrees of relationship strength within the structural model. The most substantial association is that between Social Presence and Emotional Trust ($\beta = 0.677$), pointing to the pivotal role social presence plays in cultivating users' emotional trust. Close behind are the effects of Informativeness on Perceived Value ($\beta = 0.553$) and Perceived Value on Purchase Decision ($\beta = 0.506$), which together suggest that informative content strengthens perceived value and, in turn, drives purchasing behavior. Interactivity, by comparison, shows a moderate influence on Perceived Value ($\beta = 0.383$), while Emotional Trust registers the weakest direct effect on Purchase Decision ($\beta = 0.202$). Taken together, these results emphasize that social presence and informativeness are the most influential factors in shaping how consumers perceive and ultimately act within the social commerce environment.

4.3. H1: Interactivity Perceived Value ($\beta = 0.383$)

Shopee's interactive features, including live streaming, seller chat, and product Q&A, have been shown to enhance users' perceived value. Interactivity strengthens user engagement while increasing both utilitarian and hedonic value perceptions. In the fashion context, these features enable buyers to obtain real-time information about product materials and sizing, thereby reducing uncertainty that often influences purchase decisions.

4.4. H2: Social Presence Emotional Trust ($\beta = 0.677$)

This path has the largest coefficient in the model, photo or video reviews, seller ratings, and indicators of the number of buyers create signals of an active community presence. Social presence generates "social warmth," which builds the foundation of emotional trust. Fashion startuppreneurs should optimize features that strengthen social presence such as actively responding to comments, showcasing testimonials, and utilizing live streaming to maximize potential buyers' trust.

4.5. H3: Informativeness Perceived Value ($\beta = 0.553$)

Informativeness has a stronger effect on Perceived Value than Interactivity, fashion products are considered experience goods that are difficult to evaluate prior to purchase. Therefore, comprehensive information detailed descriptions, size specifications, and photo reviews becomes a key determinant of perceived value.

4.6. H4: Perceived Value Purchase Decision ($\beta = 0.506$)

Perceived Value is confirmed as the primary organism mediator, this path coefficient is higher than that of $ET \rightarrow PD$ ($\beta = 0.202$), suggesting that cognitive-rational aspects have a stronger influence than affective aspects in online fashion purchase decisions. Consumers rely heavily on value assessments when making online purchasing decisions. However, the result contrasts with several live-streaming commerce studies that found emotional and social factors to be the dominant drivers of purchasing behavior. A possible explanation

for this discrepancy lies in the research context. While previous studies often focused on impulse buying or entertainment-oriented live-streaming environments, the present study examines fashion purchases from startupreneur stores, where consumers may perceive greater uncertainty regarding product quality and seller credibility. Consequently, consumers are more likely to engage in rational evaluations of information quality, product benefits, and value-for-money considerations before making purchase decisions.

4.7. H5: Emotional Trust Purchase Decision ($\beta = 0.202$)

Although the coefficient is smaller, this affective pathway remains significant. The indirect effect of $SP \rightarrow ET \rightarrow PD$, amounting to 0.136, confirms the partial mediating role of Emotional Trust. Within the SOR framework, this finding reinforces that organism responses are dual in nature simultaneously involving both cognitive and affective processes. Emotional trust functions as a psychological “safety net” that reduces perceived risk, particularly in initial transactions with fashion startupreneurs who may not yet have established reputations.

These findings also advance the theoretical development of the SOR framework in social commerce research. Whereas prior SOR-based studies have largely focused on isolated organism mechanisms such as trust, engagement, or perceived usefulness this study demonstrates the value of examining cognitive and affective responses simultaneously. By integrating Perceived Value and Emotional Trust within a single model, it offers a more comprehensive account of how social commerce stimuli shape consumer purchase decisions. Notably, the stronger effect of the cognitive pathway compared to the affective pathway challenges the common assumption that fashion purchase decisions are primarily emotion-driven, underscoring the central role of value perception in live-streaming commerce and offering a more nuanced understanding of consumer behavior within the SOR framework.

5. MANAGERIAL IMPLICATION

The findings offer several practical implications for fashion startupreneurs operating within the Shopee ecosystem. Since Informativeness emerged as the strongest determinant of Perceived Value, sellers should prioritize comprehensive product information by providing detailed descriptions, accurate sizing charts, material specifications, high-resolution images, and product videos. The significant effect of Interactivity suggests that Shopee Live, real-time chat, and product Q&A should be actively utilized to facilitate customer communication, provide timely responses, and deliver personalized recommendations that enhance customer engagement and perceived value.

The positive influence of Social Presence on Emotional Trust highlights the importance of creating an engaging shopping environment through customer testimonials, user-generated content, product reviews, and active interaction during live streaming. Since Perceived Value has a stronger effect on Purchase Decision than Emotional Trust, managers should emphasize product quality, uniqueness, durability, and value-for-money rather than relying solely on emotional appeals. For platform managers and digital marketing practitioners, the results indicate that investing in information quality, interactive communication, and social proof mechanisms can enhance customer experience, increase purchase conversion rates, and strengthen competitive advantage in the growing social commerce market.

6. CONCLUSION

Findings from the PLS-SEM analysis demonstrate that social commerce features have a substantial impact on consumer behavior. Interactivity showed a positive effect on perceived value ($\beta = 0.383$), illustrating how Shopee’s interactive tools contribute to a more dynamic shopping experience. Social presence produced the most pronounced effect on emotional trust ($\beta = 0.677$), highlighting its critical role in building users’ emotional confidence toward the platform. Meanwhile, informativeness emerged as the strongest predictor of perceived value ($\beta = 0.553$), surpassing the effect exerted by interactivity.

Concerning purchase decisions, both perceived value ($\beta = 0.506$) and emotional trust ($\beta = 0.202$) demonstrated significant positive effects, with the cognitive route through perceived value carrying greater weight than the affective route through emotional trust. Taken together, these results reinforce the explanatory strength of the SOR framework in clarifying the mechanisms connecting social commerce features to online

fashion purchase decisions, as reflected in the high R^2 value for perceived value (0.747) and the moderate R^2 value for purchase decision (0.456).

Certain limitations should be acknowledged. Because the study relies on a cross-sectional design, firm causal conclusions cannot be drawn, and the absence of moderating variables such as shopping experience, product category, or demographic characteristics restricts understanding of possible contextual differences. Given that the research was limited to the Shopee platform, caution is advised when extending the findings to other settings. Future studies would benefit from adopting longitudinal designs, incorporating moderating variables, validating results across other platforms (such as Tokopedia and TikTok Shop), and integrating additional constructs like social influence and perceived risk. Since the data collected were self-reported and may therefore be vulnerable to social desirability and recall bias notwithstanding the procedural safeguards applied subsequent research is encouraged to cross-validate survey findings with behavioral or transactional data to enhance the reliability of the conclusions.

7. DECLARATIONS

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7.2. Author Contributions

Conceptualization: NP; Methodology: RN; Software: MD; Validation: ES and AB; Formal Analysis: NP and RN; Investigation: MD; Resources: RN.; Data Curation: NP; Writing Original Draft Preparation: NP and RN; Writing Review and Editing: ES and RN; Visualization: NP; All authors, NP, MD, RN, AB and ES, have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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The authors did not receive any financial support for conducting the research, preparing the manuscript, or publishing this article.

7.5. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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