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The Effects of TikTok Live Shopping Interactivity, Perceived Review Authenticity, and Product Information Quality on Generation Z's Clothing Purchase Decisions: The Mediating Role of Brand Trust

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A B S T R A K

This integration is particularly relevant for the apparel industry, where consumers cannot touch fabrics, try on sizes, or immediately verify whether the appearance of an item on the screen matches the product they will receive. Rather than viewing live streaming merely as an advertising channel, research is increasingly exploring its potential to alleviate uncertainties and build relationships. This study analyzes the relationship between the interactivity of TikTok Live Shopping (LSI), the perceived authenticity of reviews (PRA), and the quality of product information (PIQ) regarding the decision to purchase apparel (PD), both directly and through brand trust (BT). Method: The provided data matrix comprises 180 rows and 20 indicators on a five-point Likert scale. Independent estimates were conducted using covariance-based SEM with maximum likelihood estimation, along with 5,000 bootstrap samples for the mediation analysis. Results: The results of the independent estimates show adequate reliability and good model fit. LSI, PRA, and PIQ are positively correlated. BT is positively correlated, while PIQ exhibits a direct relationship. None of the confidence intervals for indirect effects include zero. The model distinguishes the roles of interaction, review credibility, and information quality in the formation of trust and decision-making.

Key word: TikTok live shopping; perceived review authenticity; product information quality; brand trust; purchase decision

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INTRODUCTION

Live-streaming commerce has moved product discovery into a synchronous environment in which viewers observe demonstrations, ask questions and exchange reactions while transactions can be completed within the same digital journey. This integration is especially relevant for apparel, where consumers cannot touch fabrics, try on sizes or immediately verify whether the appearance of an item on screen matches the product they will receive. Rather than regarding live streaming as an advertising channel alone, research increasingly examines its capacity to facilitate uncertainty reduction and relationship-building (Wongkitrungrueng & Assarut, 2020; Chandrruangphen et al., 2022).

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Within TikTok-based shopping environments, decisions are influenced by several distinct classes of cues. Live-shopping interactivity refers to reciprocal communication, rapid responses and customers' perceived ability to influence the presentation. Perceived review authenticity concerns whether peer-generated evaluations appear genuine, experience-based and free from manipulation. Product information quality concerns the completeness, accuracy, clarity and usefulness of attributes such as garment material, measurements and care instructions. These stimuli are related but not interchangeable; a seller may be highly responsive while offering poor size information, or a product may be well described while its reviews remain questionable.

The literature has established important connections between live streaming, trust and shopping-related outcomes. Chandrruangphen et al. (2022) investigated live-streaming attributes and customer trust in fashion clothing; Putri et al. (2024) linked trust and privacy to the purchasing behaviours of TikTok users; and Sulastri et al. (2024) documented the mediating contribution of trust for fashion-product decisions in Indonesian e-commerce. Studies of online information further suggest that review credibility and information quality shape the perceived usefulness of electronic word of mouth (Chen et al., 2021), while Faizza and Roostika (2024) identify product information quality as an antecedent of trust in live commerce.

However, three gaps justify an integrated specification. First, interactivity, review authenticity and product information quality are often examined in separate models, although consumers encounter them during the same decision episode. Second, many studies focus on purchase intention rather than decisions already reported by consumers, which are conceptually different outcomes. Third, the direct and trust-mediated components of product information quality may diverge: detailed product descriptions can increase confidence without independently determining the final choice after competing cues are controlled (Ghautsiyyah & Rahayu, 2025; Weyna et al., 2026).

The present paper specifies a five-construct, ten-hypothesis model that compares the three stimuli simultaneously. Its immediate contribution is methodological and explanatory: an auditable re-estimation of the supplied 180-case response matrix, including measurement diagnostics, covariance-based SEM fit statistics and bootstrap indirect effects. Because the spreadsheet contains no age, recruitment or transaction-verification fields, the manuscript does not assume facts about the respondents beyond the numerical records. Evidence that the cases genuinely represent Generation Z purchasers must be supplied before any substantive population-level claims or journal submission.

METODE PENELITIAN

A quantitative, non-experimental analysis was performed on the file "Amoss tugas kak dyah.xlsx", containing 180 numeric records across 20 indicator columns (LSI1–LSI4, PRA1–PRA4,

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PIQ1–PIQ4, BT1–BT4 and PD1–PD4). No values were missing and every item fell within the integer range 1–5. The file supplied no original survey platform export, item wording, demographic variables, respondents' ages, sampling dates, recruitment locations, consent or ethical-review documents, purchase receipts, or evidence that the records were collected from real participants. Thus the sampling frame, respondent eligibility, gender and age distribution, and treatment of any duplicates beyond identical full rows cannot be validated from this input. All descriptive claims below refer only to the observed item-response matrix.

Five latent variables were specified reflectively, each with four observed indicators. Each latent factor was scaled by fixing the first unstandardised factor loading to 1.0; its other three loadings and all 20 unique indicator-error variances were freely estimated. The exogenous constructs LSI, PRA and PIQ were allowed to covary. The structural system contained seven directed paths: LSI, PRA and PIQ to BT; those same stimuli directly to PD; and BT to PD. Structural disturbance variances were estimated separately for BT and PD, with no cross-loadings, correlated measurement errors or residual covariances added merely to improve fit.

$$\mathbf{BT = a_1LSI + a_2PRA + a_3PIQ + \zeta_1; \quad PD = c'_1LSI + c'_2PRA + c'_3PIQ + bBT + \zeta_2.}$$

The model has 50 free covariance parameters, 210 observed unique variances/covariances and 160 degrees of freedom. Structural regressions are observational; the chosen directions are theory-based. In this specification the latent covariance system is saturated, so global goodness-of-fit predominantly assesses the five-factor measurement restrictions and cannot by itself adjudicate the direction of causality.

Normal-theory covariance-based maximum likelihood was estimated using an independently programmed Python/SciPy covariance-model optimiser, with analytical gradients and an observed-information Hessian for Wald standard errors and two-sided z tests. The numerical estimates, inferential statistics and model-fit measures in the tables were obtained with Python/SciPy, not IBM SPSS AMOS. The researcher later supplied a screenshot appearing to show a separate IBM SPSS AMOS run, which is reproduced unchanged as Figure 2; its full text output and model settings were not supplied. Figures 1 and 3 are independent AMOS-style reconstructions, not native AMOS output. Therefore no AMOS-only significance tests or fit indices are inferred from the screenshot. Comparative fit index (CFI), Tucker–Lewis index (TLI), root mean square error of approximation (RMSEA), standardised root mean squared residual (SRMR), model χ^2 and degrees of freedom were evaluated jointly rather than by a single mechanical threshold (Hu & Bentler, 1999).

Convergent validity was evaluated through standardised loadings, composite reliability (CR) and average variance extracted (AVE), while internal consistency was examined with Cronbach's α.

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Discriminant validity was assessed using the heterotrait–monotrait ratio (HTMT) and square-root AVE comparisons (Fornell & Larcker, 1981; Henseler et al., 2015). Indirect associations were computed as standardised a × b products and their 95% percentile intervals estimated from 5,000 bootstrap samples of cases, re-fitting the entire latent model each time (Preacher & Hayes, 2008).

Five-point ordinal items were treated as approximately continuous for normal-theory ML, a conventional but imperfect approximation. Results should therefore be tested against a polychoric- or robust-estimation alternative where software and verified primary data are available. The present non-experimental design does not identify causal effects; terms such as "predicts" refer to conditional associations under the specified model.

Hipotesis

H1: LSI is positively associated with BT.
H2: PRA is positively associated with BT.
H3: PIQ is positively associated with BT.
H4: LSI is positively associated with PD.
H5: PRA is positively associated with PD.
H6: PIQ is positively associated with PD.
H7: BT is positively associated with PD.
H8: BT mediates the LSI–PD association.
H9: BT mediates the PRA–PD association.
H10: BT mediates the PIQ–PD association.

RESULTS

Screening and construct descriptives

All 180 rows contained complete scores for all 20 indicators, yielding 3,600 item responses and no itemwise missingness. The minimum and maximum responses were 1 and 5. There were no fully duplicate 20-item response patterns. However, unique patterns do not establish that different people completed the questionnaire. Table 2 reports descriptive scores averaged across four indicators within each construct; the five group means lie close to the scale midpoint and cannot be interpreted as population estimates without representative sampling evidence.

Table 1. Composite descriptive statistics calculated from the supplied matrix

Construct	Mean	SD	Min	Max	N
LSI	3.413	0.994	1.00	5.00	180
PRA	3.389	0.982	1.00	5.00	180
PIQ	3.389	1.024	1.25	5.00	180
BT	3.403	1.018	1.00	5.00	180
PD	3.407	0.975	1.00	5.00	180

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Measurement reliability and convergent validity

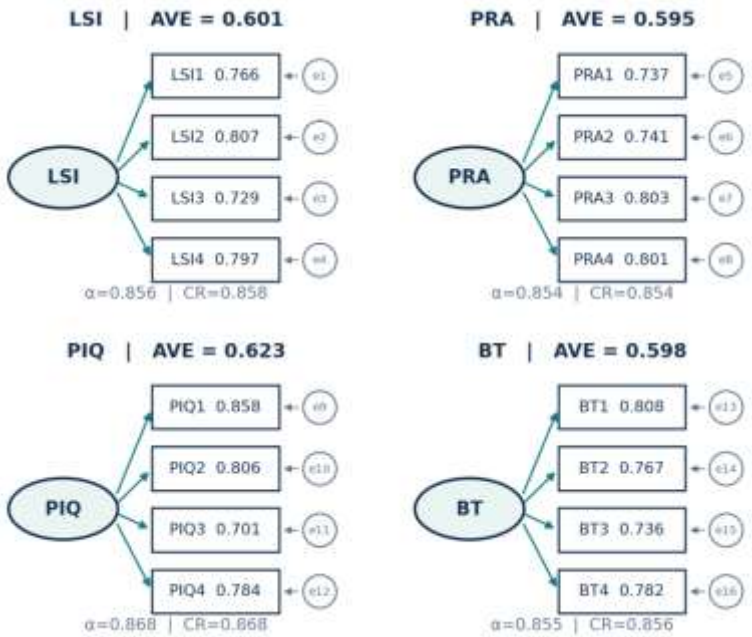
The measurement analysis produced standardised indicator loadings ranging from 0.701 (PIQ3) to 0.858 (PIQ1), with every loading exceeding 0.70. Cronbach's α ranged from 0.854 to 0.868, CR from 0.854 to 0.868, and AVE from 0.595 to 0.623 (Table 3). These values indicate coherent internal structure and adequate variance capture under the assumed reflective factors. They do not establish content validity, because the wording of the original items was absent from the file.

Table 2. Reliability and convergent validity statistics (normal-theory ML estimates)

Construct	Cronbach α	CR	AVE	Loading range
LSI	0.856	0.858	0.601	0.729–0.807
PRA	0.854	0.854	0.595	0.737–0.803
PIQ	0.868	0.868	0.623	0.701–0.858
BT	0.855	0.856	0.598	0.736–0.808
PD	0.859	0.859	0.604	0.743–0.806

Source: processed data (2026)

Figure 1 presents all 20 standardized factor loadings, each observed indicator's error term, and the five latent constructs. This is an AMOS-style rendering reconstructed from the estimated coefficient matrices; the full-resolution version is provided separately for legibility.



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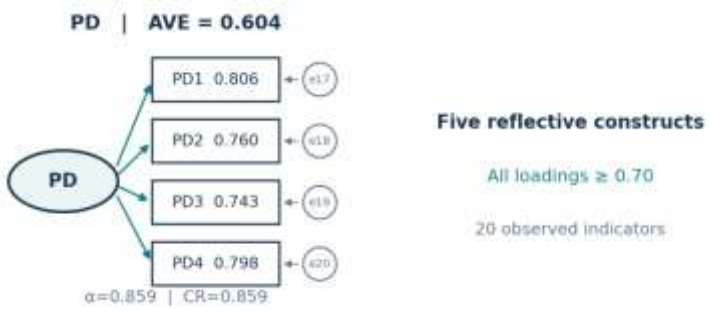


Figure 1. Reconstructed AMOS-style measurement model: standardized factor loadings and measurement errors

Source: processed data (2026)

Discriminant validity

The highest HTMT was 0.753 (BT–PD); all ten pairwise HTMT values fell below 0.85 (Table 4). Moreover, each construct's square-root AVE exceeded its correlations with the other constructs (e.g., √AVE for BT = 0.774, compared with its strongest latent correlation with PD of 0.748). The specified latent factors were therefore sufficiently differentiated according to the reported diagnostics, subject to uncertainty in item content and original questionnaire development.

Table 1. HTMT matrix (lower values indicate clearer discriminant separation)

	LSI	PRA	PIQ	BT	PD
LSI	—	0.384	0.207	0.556	0.592
PRA	0.384	—	0.303	0.625	0.602
PIQ	0.207	0.303	—	0.528	0.409
BT	0.556	0.625	0.528	—	0.753
PD	0.592	0.602	0.409	0.753	—

Source: processed data (2026)

Global model fit and explained variance

In the independent Python/SciPy ML re-estimation, the covariance model fit was $\chi^2(160) = 176.404$, $p = 0.178$, $\chi^2/df = 1.103$, CFI = 0.991, TLI = 0.989, RMSEA = 0.024, and SRMR = 0.041. For this independent calculation, the χ^2 test did not reject the fitted covariance structure at $\alpha = 0.05$; incremental and residual indicators also suggested acceptable fit. The independently fitted structural equations explained 61.6% of latent BT variance and 63.8% of latent PD variance. These R^2 values represent fitted within-dataset variance explained, not out-of-sample predictive performance.

Comparison with the supplied IBM SPSS AMOS diagram

Following the independent numerical analysis, an IBM SPSS AMOS application screenshot was supplied (Figure 2). It shows five latent nodes labelled X1, X2, X3, M and Y; the item labels identify these as live-shopping interactivity (LSI), perceived review authenticity (PRA), product information

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quality (PIQ), brand trust (BT) and purchase decision (PD), respectively. Each latent construct is linked to four observed indicators. The screen displays an unstandardized path diagram, including first loading coefficients fixed to 1.00 for factor scaling. Its left progress panel visibly reports “Minimum was achieved”, “Writing output” and a chi-square value of 181.9 (displayed as “181,9”).

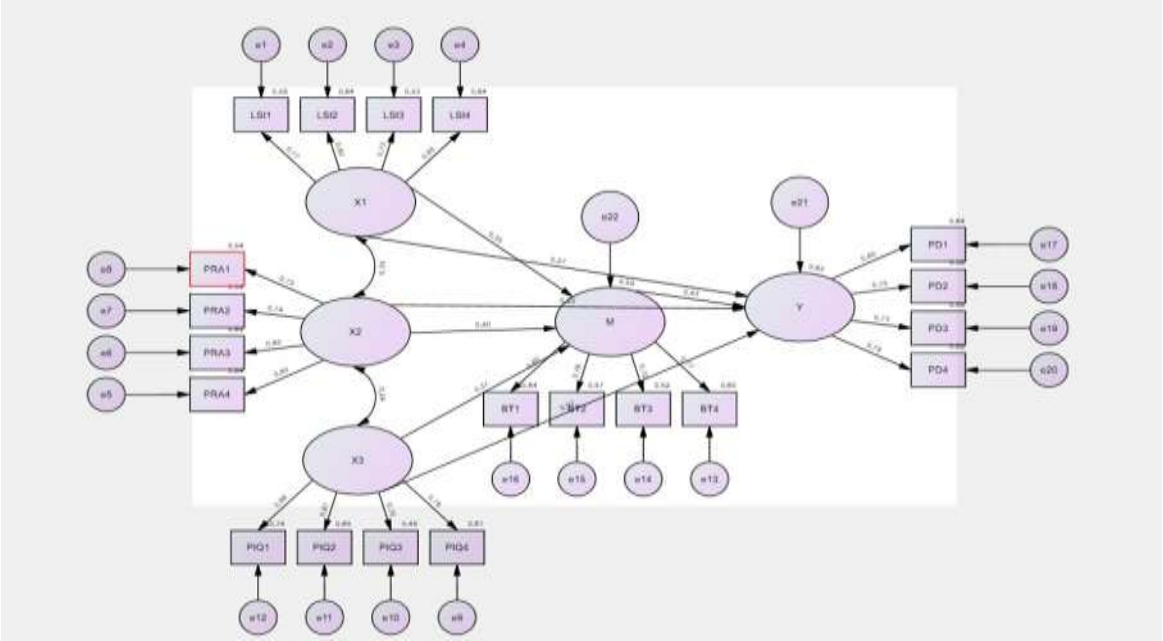


Figure 2. Original researcher-supplied IBM SPSS AMOS
Source: processed data (2026)

Based on the results of data analysis using IBM SPSS AMOS, the Chi-square (χ^2) value was 181.9. The structural equation model comprised five latent variables: TikTok Live Shopping Interactivity (X1), Perceived Review Authenticity (X2), Product Information Quality (X3), Brand Trust (M), and Purchase Decision (Y). Each latent variable was measured using four indicators, resulting in a total of 20 measurement indicators across the model.

Figure 3 illustrates the structural relationships among the variables based on the standardized path coefficients (standardized estimates) presented in the AMOS diagram. The estimation results indicate that the path coefficients from X1 to M, X2 to M, and X3 to M were 0.35, 0.40, and 0.37, respectively. Furthermore, the direct path coefficients from X1 to Y, X2 to Y, and X3 to Y were 0.27, 0.43, and 0.31, respectively. The diagram also presents residual values of 0.59 for variable M and 0.62 for variable Y. Overall, the estimated path coefficients indicate positive relationships among live shopping interactivity, perceived review authenticity, product information quality, brand trust, and purchase decisions within the proposed research model.

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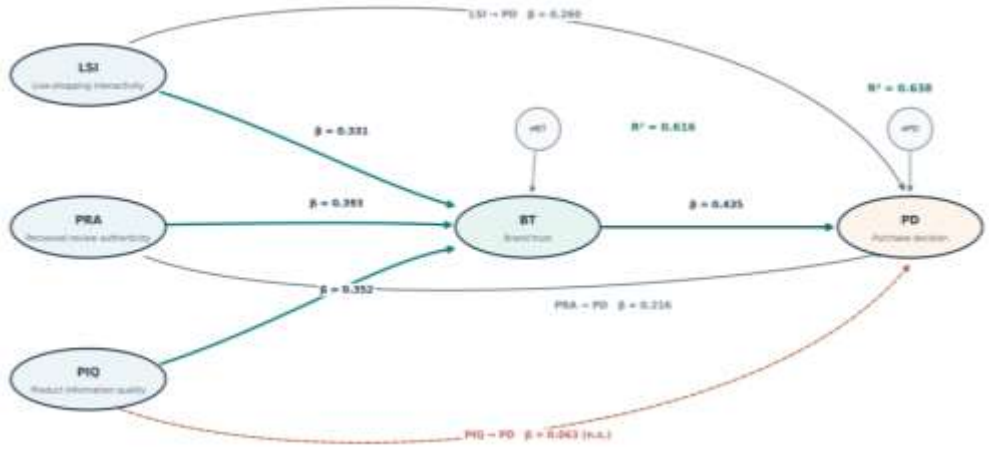


Figure 3. Independent reconstructed AMOS-style standardized structural path model; $\chi^2(160) = 176.404$, CFI = 0.991, RMSEA = 0.024

Source: processed data (2026)

Direct path coefficients and hypothesis testing

Three informational stimuli were each positively associated with trust, with PRA showing the largest standardized coefficient (β = 0.393), followed by PIQ (β = 0.352) and LSI (β = 0.331). Trust itself was positively associated with the reported purchase-decision construct (β = 0.435). Among direct stimuli–decision paths, LSI (β = 0.260, p = 0.002) and PRA (β = 0.216, p = 0.014) were statistically significant, whereas PIQ (β = 0.063, p = 0.419) was not (Table 5). This demonstrates that information quality did not retain an independent direct association with decisions after conditioning on the other predictors and trust.

Table 2. Direct structural paths: Wald tests based on the maximum-likelihood observed-information Hessian

H	Structural path	β (std.)	z	p	Decision
H1	LSI → BT	0.331	4.347	< .001	Supported
H2	PRA → BT	0.393	4.892	< .001	Supported
H3	PIQ → BT	0.352	5.005	< .001	Supported
H4	LSI → PD	0.260	3.138	= 0.002	Supported
H5	PRA → PD	0.216	2.457	= 0.014	Supported
H6	PIQ → PD	0.063	0.809	= 0.419	Not supported
H7	BT → PD	0.435	3.570	< .001	Supported

Source: processed data (2026)

Bootstrap tests of trust mediation

A total of 5,000 case-resampled datasets yielded successfully converged re-fits (random seed: 20261108). The estimated indirect associations were LSI → BT → PD (β = 0.144), PRA → BT → PD (β = 0.171) and PIQ → BT → PD (β = 0.153). Every 95% percentile interval excluded zero (Table 6), supporting H8–H10 as statistical mediation hypotheses. The PIQ result is particularly distinctive: its

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direct association with PD was non-significant even though the indirect association through BT was positive. This pattern is appropriately described as indirect-only statistical mediation, not proof that trust causally transmits the effect of information quality.

Table 3. Standardised indirect associations based on 5,000 percentile bootstrap samples

H	Indirect pathway	β (std.)	Bootstrap 95% CI	Conclusion
H8	LSI → BT → PD	0.144	[0.054, 0.259]	Supported
H9	PRA → BT → PD	0.171	[0.080, 0.278]	Supported
H10	PIQ → BT → PD	0.153	[0.064, 0.264]	Supported

Source: processed data (2026)

For completeness, the model-implied standardized total associations were approximately 0.404 for LSI, 0.387 for PRA and 0.216 for PIQ, obtained by adding their respective direct and trust-mediated components. These totals refer to the specified simultaneous structural model and do not represent causal population effects. The seven paths were retained as hypothesized, without post-hoc deletion of the non-significant PIQ → PD association, preserving transparent hypothesis evaluation.

DISCUSSION

The relational function of livestream interactivity

The positive LSI–BT link suggests that interactive selling environments may function partly as reassurance mechanisms rather than merely attention-generating tools. An apparel shopper can ask whether a garment is true to size, request a closer view of stitching or check whether a colour changes under lighting. Responsive answers can be interpreted as evidence of seller accountability. The additional positive direct association with PD indicates that interactivity also accompanies purchase decisions in ways not fully summarised by measured trust, possibly through information efficiency, engagement or shopping convenience. This reading is consistent with findings in prior livestream studies, including Wongkitrungrueng and Assarut (2020), Chandrruangphen et al. (2022) and Weyna et al. (2026). The present dataset does not measure these alternative mechanisms; they remain explanations to test rather than demonstrated effects.

Why review authenticity matters independently

PRA exhibited the strongest standardized link with BT among the three exogenous variables and maintained a positive direct association with PD. Unlike the overall positivity of ratings, perceived authenticity speaks to whether reviews appear to result from genuine product use. For clothing, an authentic account of shrinkage after washing, transparency, fit or return experience may provide unusually diagnostic evidence. The result extends research on the role of review credibility and information

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quality in electronic word of mouth (Chen et al., 2021) and is directionally aligned with Generation Z-oriented work on reviewer credibility and trust (Krisnasaputri et al., 2026). It also suggests that review-verification practices have managerial value beyond accumulating positive review counts.

Product information quality as a trust-building resource

PIQ showed a substantial positive relationship with BT (β = 0.352), but its direct coefficient for PD was small and not statistically distinguishable from zero. Because the PIQ–BT–PD bootstrap interval was entirely positive, the data are compatible with an indirect-only statistical pathway. This is substantively plausible for clothing live shopping: precise fabric and measurement details can make a brand seem dependable, while the final purchase decision may also depend on price, urgency, interaction or social proof. Faizza and Roostika (2024) similarly emphasised information quality in building trust, whereas Chandrruangphen et al. (2022) highlighted that different fashion livestream attributes do not influence trust and shopping outcomes uniformly. These comparisons provide an interpretation for the result; they do not turn an observational mediator model into an experimental causal test.

Brand trust and contextual interpretation

The BT–PD coefficient (β = 0.435) exceeded the direct association of any single stimulus with PD, and the model accounted for 63.8% of PD variance. A trust-centred interpretation corresponds with the meta-analytic synthesis of Wang et al. (2022), which found a positive trust–purchase-intention relationship in social commerce, and the Indonesian clothing-commerce findings of Sulastri et al. (2024). Yet published results sometimes operationalise purchase intention rather than completed purchasing behaviour. Since the present Excel columns carry only PD labels, they cannot verify whether respondents made actual transactions, recalled previous choices or merely endorsed intention-like questions. The meaning of the outcome therefore requires the original item texts and recruitment records.

Theoretical contribution and boundary conditions

The main conceptual contribution is to distinguish three types of live-commerce signals within a single S–O–R-inspired model: reciprocal interaction, credible social evidence and product-specific informational adequacy. The separation helps explain why an information variable can be strongly related to trust while its conditional direct relationship with decision-making is weak. The pattern also warns against promoting a single composite measure of "live-shopping quality" that obscures different functions of credibility, interactivity and information. However, this claim is restricted to the observed numerical matrix. No age group, national prevalence, retailer category or period-specific generalisation

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can be established from a file without participant metadata.

MANAGERIAL IMPLICATIONS

For apparel retailers operating in live commerce, the three stimulus categories indicate complementary managerial activities rather than substitutes. First, train streamers to answer size, fit, material and return-policy questions consistently and to demonstrate product details when viewers request them; measure response quality and not only chat volume. Second, make review authenticity more observable by encouraging verified-purchase feedback, transparent disclosure of promotional incentives and balanced presentation of garment strengths and limitations. Third, standardise product-information templates covering body measurements, garment measurements, fabric composition, transparency, care requirements, stock status and delivery terms. Finally, manage trust as a cross-stage customer experience: promises made during the live session should match fulfilment, customer service and return handling. These implications are hypotheses for practice, not quantified treatment effects.

CONCLUSION

In the independent numerical re-estimation, the supplied 180-record, 20-indicator matrix was consistent with a five-factor covariance-based SEM displaying good global fit and adequate internal measurement properties. All three hypothesised stimuli were positively associated with brand trust, and brand trust was positively associated with reported purchase decisions. Interactivity and review authenticity retained significant direct associations with decisions; product information quality did not, although its trust-mediated association was positive. The three indirect intervals excluded zero across 5,000 resamples. The additional researcher-supplied AMOS image supports the presence of a graphical model but does not verify the separately computed inferential results. These statistical findings offer a coherent template for an integrated live-commerce research model but are not submission-ready population evidence until respondents' eligibility, data origin, original questionnaire items and ethical documentation have been verified.

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