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Parasocial Interaction and Perceived Value as Determinants of Intention to Buy Made-in-Thailand Products through Live-Streaming Personal Shoppers

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ABSTRACT

This research investigates the rising trend of live shopping and *jasa titipan* (jastip) in Southeast Asian digital commerce, focusing on the growing popularity of Made in Thailand products among Indonesian consumers. Livestream commerce has changed consumer behaviour by offering immediacy, interactivity, and immersive digital experiences that lessen psychological distance between sellers and buyers. In Indonesia, live personal shopper sessions have become a key method for cross-border purchases of Thai cosmetics, fashion items, herbal supplements, and packaged foods, which are widely viewed as authentic and high-quality. Despite the market's rapid growth, previous research has mostly examined individual aspects like interactivity, trust, or entertainment, with limited attention to understanding the combined psychological factors influencing purchase intentions in livestream shopping. This study develops and tests a structural equation model (SEM) that includes social presence, parasocial interaction, perceived trust, perceived value, and perceived enjoyment to explain Indonesian consumers' willingness to buy Thai products via live personal shoppers. The model captures both utilitarian and hedonic evaluation aspects, showing how relational bonding, immediacy, credibility cues, and experiential enjoyment collectively reduce uncertainty in cross-border transactions. This work contributes to theory by providing a comprehensive framework for understanding purchase intention formation in livestream commerce. Practically, the findings suggest strategic approaches for personal shoppers and digital platforms to enhance credibility and build consumer trust. Additionally, the study supports SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure), and SDG 12 (Responsible Consumption and Production) through sustainable digital trade and inclusive economic participation.

Keywords: Consumer Behaviour, Personal Shopper, Parasocial Interaction, SDGs, Sustainable Marketing
JEL Classifications: D12, F14, L81, L86, M31

1. INTRODUCTION

Live shopping has significantly changed the digital commerce landscape in Southeast Asia, where livestream retailing increasingly serves as a key method for discovering and purchasing products. Research shows that e-commerce livestreaming boosts real-time interaction, immediacy, and social presence, which heightens consumer engagement and responses (Zhang et al., 2024). A recent review confirms that livestream commerce speeds up buying decisions and offers immersive shopping through

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dynamic demos, influencer trustworthiness, and interactive talks (Purboyo et al., 2025). In Indonesia, studies support this trend by indicating that livestream shopping enhances trust, entertainment, and impulse buying, especially among mobile-first users (Aulianur and Purwanegara, 2024; Guo et al., 2021). In Indonesia, personal shopper services, called jasa titipan or jastip, involve people buying goods abroad for local consumers. Similar practices worldwide include proxy shopping and cross-border buying intermediaries.

The rapid expansion of cross-border trade amplifies this trend, notably for Thai products like cosmetics, fashion, herbal supplements, and packaged foods, which Indonesian consumers often see as genuine and high-quality. Studies on cross-border e-commerce adoption emphasize the importance of technological readiness, international marketing skills, and trust in foreign sellers as key factors for participation (Madhavan et al., 2025). Indonesian research similarly notes that perceived trust and interactive engagement greatly influence consumers' willingness to buy imported goods through social commerce platforms (Laulita, 2024). In this context, live jastip sessions act as hybrid relational–transactional bridges, reducing informational asymmetry via real-time product verification, interactive demonstrations, and immediate feedback. By showcasing products from their source and engaging directly with viewers' questions, personal shoppers lessen perceived cross-border risks more effectively than traditional online markets. The combination of livestream retail innovation and growing demand for foreign products explains how live jastip has become an important channel for Indonesian consumers to confidently access Made-in-Thailand goods with enhanced experience, enjoyment, and immediacy.

As the cross-border livestream commerce sector grows, personal shoppers specializing in Made-in-Thailand products are increasingly acting not just as buyers' agents but also as live curators. They showcase product quality, authenticity, and benefits during streams. Research on livestream interactivity indicates that live demonstrations and responsive communication greatly boost consumer engagement by reducing information gaps and building credibility (Zhang et al., 2024). This role is especially vital in cross-border settings, where buyers face uncertainties about distance, language, and authenticity. Studies on international e-commerce show that trust, risk mitigation, and verifying product credibility are key factors affecting consumers' willingness to purchase from foreign sellers (Madhavan et al., 2025). By conducting live, unfiltered inspections and enabling direct interaction, personal shoppers help lower perceived risks of counterfeit goods and misrepresented features, risks that are heightened in global transactions. Additionally, research highlights that consumers increasingly value immersive, emotionally reassuring shopping experiences where trust, engagement, and interactive product exploration influence their buying decisions (Purboyo et al., 2025). Therefore, personal shoppers are crucial trust builders who provide both informational and experiential value, playing a vital role in encouraging cross-border purchases of Thai products.

While live jastip (personal-shopper livestreaming) has rapidly grown as a cross-border shopping platform, there is limited scholarly understanding of the psychological factors influencing consumers' decisions to purchase Made-in-Thailand products through these streams. Most livestream commerce research has focused on interactivity and engagement within general e-commerce settings (Zhang et al., 2024), rather than exploring cross-border contexts where cultural differences, product authenticity concerns, and trust issues are more prominent. Although social presence and parasocial relationships have been shown to affect consumer engagement in livestreams, empirical studies rarely examine these factors together in international personal-shopper transactions, leaving a gap in understanding how parasocial bonds and perceived immediacy jointly shape consumer evaluations of foreign products. Research on cross-border e-commerce adoption highlights the importance of perceived trust in reducing risks related to authenticity and quality, especially for products like Thai cosmetics, fashion, and herbal items (Madhavan et al., 2025). However, trust has seldom been studied alongside parasocial cues and social presence in live personal shopper contexts. Similarly, perceived value and perceived enjoyment are recognized as key emotional and functional drivers in livestream commerce (Purboyo et al., 2025), but few studies integrate these elements into a comprehensive model explaining how consumers balance hedonic enjoyment and utility when assessing Thai products presented by personal shoppers. Consequently, there remains a notable gap in developing comprehensive, theory-driven models that incorporate social presence, parasocial relationships, perceived trust, perceived value, perceived enjoyment, and their combined effects on purchase intention specifically within the context of Made-in-Thailand products sold through live personal-shopper streams, which this study aims to address.

The theoretical foundations of this study draw upon several welle-stablished conceptual frameworks commonly applied in livestream and cross-border commerce research. Social Presence Theory explains how the perceived "realness" and warmth of a streamer enhance psychological proximity and comfort during online interactions; recent bibliometric research shows that social presence consistently emerges as a central construct in social commerce studies, shaping consumer perceptions of connection and authenticity (Ali et al., 2024). Complementing this, Parasocial Interaction Theory posits that viewers develop one-sided but emotionally meaningful relationships with media figures, which can influence trust, loyalty, and purchase decisions, an effect that becomes particularly salient in livestream formats where continuous exposure strengthens perceived relational closeness (Ling et al., 2022). In cross-border shopping contexts, Trust Theory is especially relevant because consumers must rely on intermediaries to judge product authenticity and quality; empirical work on product credibility and information cues in livestream shopping indicates that trust in the presenter significantly reduces perceived risk and uncertainty, thereby facilitating online purchases (Chan et al., 2021). Moreover, the Value-Based Adoption Model and Perceived Value Theory assert that both utilitarian value (e.g., functional benefits, quality assurance) and hedonic value (e.g., enjoyment, excitement) jointly influence technology-enabled purchase intentions, a relationship confirmed in studies showing that perceived value is a primary predictor of consumer willingness to adopt emerging digital shopping formats (Ali et al., 2024). Relatedly, research on Enjoyment in Online

Experience demonstrates that emotional gratification, such as entertainment, pleasure, and mood enhancement, significantly motivates participation in livestream shopping, thereby amplifying engagement and purchase likelihood (Febtiana and Widanti, 2025). When applied to the context of live jastip for Made-in-Thailand products, these theories collectively illuminate how Thai personal shoppers leverage social presence, parasocial bonding, trust cues, perceived value, and hedonic experiences to reduce cross-border uncertainty and shape consumer purchase intention in an immersive livestream environment.

In the context of live *jastip* for Made-in-Thailand products, several key psychological variables jointly shape consumers' evaluation processes and purchase intentions. Social presence plays a central role because real-time interaction with Thai personal shoppers creates a sense of immediacy and interpersonal warmth that reduces psychological distance; studies on social commerce highlight that high social presence enhances perceived authenticity and relational closeness, leading to stronger engagement (Ling et al., 2022). Repeated exposure to the same streamer also fosters parasocial relationships, allowing viewers to develop one-sided emotional bonds that influence trust and persuasion, an effect well-documented in livestream-based shopping research showing that parasocial cues significantly predict purchase-related attitudes (Chan et al., 2021). Because foreign product purchases inherently carry greater uncertainty, perceived trust becomes especially critical; empirical work demonstrates that trust in the streamer's expertise and honesty directly reduces perceived risk and increases willingness to rely on their product claims (Febtiana and Widanti, 2025). In parallel, perceived value, both utilitarian (e.g., product accuracy, convenience) and hedonic (e.g., enjoyment, excitement), is a key determinant of livestream shopping adoption, with social commerce scholarship showing that value assessments strongly shape consumer decision-making in real-time digital environments (Ali et al., 2024). Complementing this, perceived enjoyment strengthens engagement by creating positive emotional states, an effect supported by research identifying entertainment gratification as a motivator that amplifies consumers' inclination to continue viewing and purchasing during livestream sessions (Febtiana and Widanti, 2025). Ultimately, these variables collectively shape purchase intention, as prior studies confirm that the combination of trust, emotional resonance, perceived value, and interactive enjoyment significantly increases consumers' likelihood to buy products presented in livestream settings (Chan et al., 2021). Within the Thai product context, where authenticity, cultural appeal, and perceived quality are central considerations, these psychological drivers become especially influential in guiding consumers' willingness to commit to cross-border purchases through live *jastip* interactions.

The purpose of this study is to develop and empirically test a comprehensive structural model that explains how social presence, parasocial relationship, perceived trust, perceived value, and perceived enjoyment jointly shape consumers' purchase intention toward Made-in-Thailand products within live personal-shopper (*live jastip*) environments. Prior research in livestream commerce emphasizes that real-time social cues and relational bonds can significantly influence consumer judgment and behavioral intention, yet such studies rarely integrate these constructs within a unified cross-border shopping context (Hao et al., 2026). In particular, scholarship highlights the fragmented nature of social commerce research, noting that theoretical development remains inconsistent and that comprehensive models connecting engagement, value perception, and trust-building mechanisms are still underexplored (Sadaa et al., 2022). To address these gaps, this study introduces a structural equation model (SEM) that synthesizes psychological, relational, and experiential variables, capturing both utilitarian and hedonic dimensions, to better explain how consumers evaluate Thai products presented through livestream personal shoppers. By grounding the framework in established theories such as social presence, parasocial interaction, trust formation, value-based adoption, and online enjoyment, the study aims to fill a critical theoretical void and provide a more holistic understanding of purchase intention formation within cross-border livestream commerce. Ultimately, this model not only advances theoretical clarity but also responds to calls in the literature for integrated, empirically validated frameworks capable of explaining complex decision-making processes in emerging livestream shopping ecosystems (Ling et al., 2022).

2. LITERATURE REVIEW

2.1. Social Presence

Social presence refers to consumers' perception of warmth, immediacy, and real-time psychological closeness with a personal shopper during live streaming interactions. Recent research demonstrates that social presence creates affective and cognitive pathways that drive consumers' purchasing decisions. For example, Huang and Mohamad (2025) show that stronger social presence elevates immersion and positively influences impulsive purchase behavior in livestream commerce. Likewise, Wu and Huang (2023) and Liu et al. (2025) find that coexistence presence and emotional presence significantly enhance positive emotion and customer inspiration, which subsequently increase purchase likelihood. Wu and Huang (2023) further confirm that social presence mediates the effect of social community interaction on consumer trust and purchase intention in online live commerce environments. Similarly, Li et al. (2025) report that social scene characteristics, such as interactivity and perceived co-presence, shape emotional trust, which then drives purchase intention in livestream shopping. In addition, Huang and Mohamad (2025) show that interactive communication styles by streamers strengthen viewers' perception of presence and enhance their behavioral persuasion during live commerce.

In cross-border personal shopping, particularly when Indonesian consumers purchase Thai products remotely, social presence serves as a substitute for physical store experience, enabling viewers to feel virtually present at the personal shopper's location and reducing uncertainty related to international purchasing.

2.1.1. Social presence and parasocial relationship

Social Presence Theory posits that the perceived sense of warmth, immediacy, and interpersonal closeness in mediated communication environments enhances relational bonding between interacting parties. In livestream commerce settings,

social presence is operationalised through real-time interaction, responsive communication, visual immediacy, and perceived co-presence with the streamer. Empirical research consistently demonstrates that higher levels of social presence intensify viewers' psychological proximity and relational engagement (Huang and Mohamad, 2025; Liu et al., 2025). When audiences perceive a streamer as socially "present" and authentically engaged, they are more likely to develop affective attachment resembling interpersonal familiarity. Parasocial Interaction Theory further explains that repeated exposure to media figures under conditions of perceived intimacy fosters one-sided but emotionally meaningful relationships (Febtiana and Widanti, 2025). In livestream shopping contexts, co-presence cues and interactive responsiveness have been found to significantly predict parasocial bonding (Li et al., 2025). Moreover, Giertz et al. (2022) show that social community interaction enhances social presence, which subsequently strengthens emotional attachment toward the streamer. In cross-border personal shopper environments, such as live jastip sessions for Thai products, social presence becomes particularly critical because it substitutes for physical proximity and mitigates geographical distance, thereby accelerating the formation of parasocial relationships. When Indonesian consumers perceive Thai personal shoppers as communicative, responsive, and socially accessible, emotional bonding is likely to intensify despite the absence of face-to-face interaction. Based on this theoretical reasoning and prior empirical evidence, the following hypothesis is proposed:

- H_1: Social presence has a positive and significant effect on parasocial relationship.

2.1.2. Social presence and perceived value

Within the Value-Based Adoption Model and Perceived Value Theory, consumers evaluate digital commerce experiences based on the balance between perceived benefits and perceived costs, encompassing both utilitarian and hedonic dimensions. Social presence contributes to this evaluation by enriching the informational environment and enhancing experiential engagement. Livestream commerce research indicates that real-time interaction, visual demonstration, and conversational immediacy improve information clarity and reduce ambiguity, thereby strengthening functional value perceptions (Joo and Yang, 2023). At the same time, social presence enhances enjoyment, immersion, and entertainment gratification, contributing to hedonic value (Yu and Zheng, 2022). Wu and Huang (2023) further demonstrate that interactive social cues in livestream environments significantly enhance consumers' overall value assessments by fostering trust and perceived authenticity. Similarly, Bolun et al. (2025) report that social and emotional value dimensions are strengthened in interactive livestream settings where viewers feel socially connected to the presenter. In cross-border live jastip contexts, social presence enables consumers to virtually "accompany" the personal shopper in Thailand, observe product demonstrations in real time, and receive immediate clarification. Such immediacy reduces perceived search costs and risk while increasing experiential satisfaction, thereby enhancing overall perceived value. Drawing upon these theoretical perspectives and empirical findings, the following hypothesis is formulated:

- H_2: Social presence has a positive and significant effect on perceived value.

2.1.3. Social presence and perceived trust

Trust formation in digital environments is fundamentally shaped by relational cues and perceived interpersonal authenticity. According to Social Presence Theory, the extent to which a communication medium conveys warmth, immediacy, and human contact significantly influences users' cognitive and affective evaluations of credibility. In livestream commerce contexts, social presence manifests through real-time responsiveness, conversational interaction, facial expressions, and spontaneous product demonstrations, all of which reduce psychological distance between consumers and streamers. Empirical research indicates that heightened social presence enhances perceptions of authenticity and transparency, thereby strengthening trust toward the presenter (Li et al., 2025; Yu and Zheng, 2022). When viewers perceive that a streamer is genuinely present and interactively engaged, uncertainty diminishes and confidence in product information increases.

Further evidence suggests that interactive communication styles in livestream settings contribute directly to cognitive and emotional trust formation (Huang and Mohamad, 2025). Mai et al. (2023) demonstrate that perceived immediacy and relational warmth function as trust-building mechanisms, particularly when consumers rely heavily on the presenter's claims. In addition, Wu and Huang (2023) find that social interaction cues significantly enhance both trust in the streamer and trust in the product by signalling credibility and accountability. This mechanism becomes even more salient in cross-border commerce, where consumers cannot physically verify product quality and must depend on mediated information. In live jastip sessions involving Thai products, Indonesian consumers rely on visual verification, spontaneous demonstrations, and responsive dialogue as substitutes for in-store inspection. Under such conditions, social presence functions as a critical antecedent of perceived trust by mitigating perceived risk and reinforcing beliefs in the integrity and competence of the personal shopper.

Grounded in Social Presence Theory and supported by empirical findings in livestream and social commerce research, the following hypothesis is proposed:

- H_3: Social presence has a positive and significant effect on perceived trust.

2.2. Parasocial Relationship

A parasocial relationship is a one-sided yet emotionally meaningful bond that viewers develop with a personal shopper through repeated exposure and interactive communication. This relational mechanism has been shown to strongly influence consumer behavior in livestream environments. Huang and Mohamad (2025) demonstrate that parasocial interaction mediates the link between social presence and impulsive purchasing, revealing its central psychological role in livestream decision-making. Supporting this finding, Mai et al. (2023) show that value similarity, hedonic enjoyment, and utilitarian benefits significantly increase parasocial interaction, which in turn elevates trust in

the streamer. Likewise, Huang and Mohamad (2025) reveal that verbal communication and message framing more effectively strengthen parasocial relationships than physical attractiveness, and that parasocial bonding directly predicts purchase intention in livestream shopping. Liao et al. (2023) confirm that streamers' interactional communication styles enhance immersion and parasocial interaction, and both mechanisms jointly influence viewers' intention to purchase items exhibited during live sessions. Additionally, Wang et al. (2024) show that streamer expertise contributes to the formation of parasocial interaction, which then triggers impulse buying in livestream commerce. In a cross-border personal shopper context, parasocial relationships are particularly important because Indonesian consumers often rely on perceived intimacy and familiarity with Thai personal shoppers to assess credibility and reduce perceived international transaction risks.

2.2.1. Perceived trust and parasocial relationship

Trust is widely recognised in relationship marketing and media psychology as a foundational mechanism that facilitates deeper emotional attachment. In digital interaction environments, trust reduces perceived vulnerability and strengthens relational commitment, thereby enabling more enduring forms of psychological bonding. Morgan and Hunt's (1994) Commitment–Trust Theory posits that trust is a prerequisite for the development of stable relational exchanges, as it lowers uncertainty and enhances relational confidence. Within mediated communication settings, when audiences perceive a communicator as credible, honest, and competent, they become more receptive to emotional engagement and identification (Gefen et al., 2003). In social commerce contexts, trust has been shown to reinforce relational closeness by increasing reliance on the presenter's information and recommendations (Lu and Sinha, 2024).

Parasocial Interaction Theory further suggests that perceived credibility and integrity of media figures facilitate the formation of one-sided yet emotionally meaningful bonds (Orcutt et al., 2020). Recent research in influencer and livestream environments confirms that trust significantly predicts relational attachment and psychological closeness between viewers and online personalities (Boateng et al., 2022; Reinikainen et al., 2020). In cross-border live personal shopper contexts, perceived trust becomes particularly salient because consumers depend entirely on the personal shopper to validate product authenticity and manage transaction risks. When Indonesian consumers perceive Thai personal shoppers as trustworthy, this perception reduces relational barriers and fosters stronger parasocial bonding. Accordingly, trust does not merely influence transactional evaluations but also deepens affective attachment toward the streamer. Based on relational exchange theory and empirical findings in digital commerce and influencer research, the following hypothesis is proposed:

- H_4: Perceived trust has a positive and significant effect on parasocial relationship.

2.2.2. Perceived trust and perceived value

Perceived value reflects consumers' overall assessment of benefits relative to sacrifices in a consumption experience, encompassing both utilitarian and hedonic dimensions (Ponsignon et al., 2024). Trust plays a critical role in shaping this evaluation by reducing perceived risk and increasing confidence in expected outcomes. In online commerce environments, Khan and Abideen (2023) demonstrates that trust enhances consumers' perceptions of usefulness and value by mitigating concerns regarding opportunistic behaviour. Similarly, Islam (2024) argues that trust reduces uncertainty in electronic transactions, thereby increasing perceived benefits and overall value assessments.

Within social commerce and online marketplace research, trust has been identified as a direct antecedent of perceived value because credible sellers enable consumers to focus on product benefits rather than transaction risks (Blut et al., 2024). Monfort et al. (2025) further show that trust enhances value perceptions by strengthening beliefs in product quality and service reliability. In livestream commerce contexts, when viewers trust the streamer's integrity and expertise, they interpret product demonstrations as credible and reliable, which increases perceived functional benefits and emotional reassurance. In cross-border live jastip settings, where Indonesian consumers purchase Thai products without physical inspection, trust becomes a mechanism that amplifies perceived value by reducing uncertainty regarding authenticity, safety, and transaction security. Consequently, perceived trust not only diminishes perceived risk but also enhances both cognitive and affective evaluations of value. Grounded in value theory and electronic commerce trust research, the following hypothesis is formulated:

- H_5: Perceived trust has a positive and significant effect on perceived value.

2.3. Perceived Trust

Perceived trust reflects consumers' beliefs regarding the integrity, honesty, and competence of a personal shopper when presenting and recommending products in a live streaming setting. Trust is especially crucial in cross-border commerce, where physical product verification is impossible. Mai et al. (2023) find that parasocial interaction and hedonic and utilitarian values are major predictors of trust formation in livestream commerce environments. Li et al. (2025) report that social scene characteristics, such as perceived interactivity and social identity cues, strengthen emotional and cognitive trust, which then enhances purchase intention, although privacy concerns may weaken some trust pathways. Similarly, Huang et al. (2023) highlight that social community engagement enhances social presence and subsequently strengthens trust, leading to higher purchase intentions. Huang and Mohamad (2025) suggest that persuasive verbal communication by streamers builds credibility more effectively than physical attributes, reinforcing trust as a key driver of livestream purchasing. Meanwhile, Wu and Huang (2023) find that perceived utilitarian, hedonic, and social value significantly shape trust in both the streamer and the product, influencing continuous purchase intention in live-streaming e-commerce. For cross-border personal shoppers selling Thai products, trust becomes indispensable because consumers must rely entirely on the personal shopper's integrity to validate product authenticity, quality, and safety.

2.3.1. Parasocial relationship and purchase intention

Parasocial Interaction Theory explains that audiences may develop one-sided yet psychologically meaningful relationships with media figures, and such perceived intimacy can significantly shape attitudes and behavioural intentions (Kowert and Daniel Jr., 2021). Although parasocial bonds lack reciprocal interaction in the traditional interpersonal sense, they often generate feelings of familiarity, identification, and emotional attachment that influence consumption decisions. In digital commerce contexts, particularly influencer and livestream environments, parasocial relationships have been shown to enhance persuasion effectiveness and increase purchase intention (Yu et al., 2026). When consumers perceive a strong emotional bond with a media figure, they are more likely to internalise recommendations and translate affective attachment into behavioural commitment.

Empirical research further confirms that parasocial interaction positively influences brand attitudes and buying intentions by strengthening trust and perceived credibility (Vancottem, 2021). Du et al. (2023) demonstrates that perceived relational closeness with online personalities increases consumers' willingness to support and purchase endorsed products. In social media commerce, Ghosh et al. (2024) find that parasocial relationships foster loyalty and behavioural intention through emotional identification mechanisms. Moreover, Gong et al. (2025) show that parasocial bonds significantly predict purchase intention in social networking environments, particularly when consumers perceive authenticity and relatability. In the context of cross-border live personal shopper sessions, Indonesian consumers who develop parasocial closeness with Thai streamers may feel emotionally compelled to support and purchase the products presented. Such relational attachment reduces psychological resistance and increases the likelihood of transactional commitment. Based on Parasocial Interaction Theory and empirical findings in influencer and social commerce research, the following hypothesis is proposed:

- H_6: Parasocial relationship has a positive and significant effect on purchase intention.

2.3.2. Parasocial relationship and perceived enjoyment

Beyond behavioural intention, parasocial relationships also influence consumers' emotional experiences during mediated interactions. Parasocial bonds generate feelings of companionship, familiarity, and relational warmth, which enhance intrinsic enjoyment. Media psychology research suggests that perceived intimacy with media figures increases viewers' affective gratification and entertainment value (Sokolova et al., 2025). When audiences feel personally connected to a communicator, their engagement becomes more immersive and emotionally rewarding.

In digital and social media contexts, Yu et al. (2026) demonstrate that parasocial interaction significantly enhances consumers' enjoyment and satisfaction when engaging with online influencers. Liebers and Schramm (2022) further argue that parasocial closeness intensifies emotional responses and experiential pleasure in mediated environments. In livestream shopping research, perceived relational closeness has been linked to heightened emotional immersion and positive affective states (Pavic et al., 2023). Similarly, Khudaykulova et al. (2026) show that emotional connection with streamers increases viewers' enjoyment and continued engagement intentions. In cross-border live jastip settings, parasocial bonding with Thai personal shoppers may enhance enjoyment by transforming the shopping process into a socially engaging and entertaining experience rather than a purely transactional activity. Emotional attachment thus amplifies intrinsic pleasure derived from viewing and interacting during livestream sessions. Drawing upon media enjoyment theory and empirical research in social and livestream commerce, the following hypothesis is formulated:

- H_7: Parasocial relationship has a positive and significant effect on perceived enjoyment.

2.4. Perceived Enjoyment

Perceived enjoyment refers to intrinsic pleasure and emotional gratification experienced during interactions with the personal shopper in a livestream shopping environment. Liu et al., 2025 find that positive emotions and customer inspiration mediate the relationship between emotional presence and impulsive buying, positioning enjoyment as a central affective mechanism in livestream commerce. Furthermore, Joo and Yang (2023) identify immersion and hedonic gratification as mediators between interactivity and shopping intention, illustrating enjoyment's vital role in shaping consumer evaluations and behavior. Huang and Mohamad (2025) also reveal that parasocial interaction strengthens emotional pathways, increasing enjoyment and driving impulsive purchase actions. Meanwhile, Sheng et al. (2022) argue that engaging verbal communication enhances parasocial relationships and enjoyment, ultimately influencing purchase intention positively. Additionally, Yang and Lee (2024) show that information quality, perceived usefulness, and emotional engagement significantly contribute to enjoyment, which in turn enhances trust and purchase intention in livestream shopping environments. In cross-border personal shopper contexts involving Thai products, enjoyment arises from the novelty of foreign product exploration and the interactive, entertaining nature of live product demonstrations.

2.4.1. Perceived enjoyment and purchase intention

Perceived enjoyment represents the intrinsic pleasure and affective gratification derived from engaging in an activity, independent of its instrumental outcomes. Within the Technology Acceptance Model (TAM) extension, intrinsic motivation, particularly enjoyment, has been identified as a direct determinant of behavioural intention (Linares et al., 2021). When individuals experience positive emotions during technology-mediated interactions, they are more likely to continue usage and engage in associated behaviours. In online shopping contexts, enjoyment enhances favourable attitudes and strengthens purchase intention by increasing experiential satisfaction (Hanif et al., 2024).

In social commerce environments, hedonic gratification has been shown to significantly predict consumers' intention to buy products presented through interactive platforms (Priya and Annapoorni, 2022). Likewise, Taufique et al. (2024) demonstrates that emotional enjoyment in web-based retail environments positively influences purchase intention through enhanced flow and perceived usefulness. Research in livestream shopping

further confirms that positive affective states generated during live sessions increase consumers' impulse buying tendencies and behavioural commitment (Lai and Vinh, 2013). Additionally, Floh and Madlberger (2013) find that hedonic value significantly drives online purchase intention by reinforcing emotional engagement and experiential appeal. In cross-border live personal shopper contexts, enjoyment derived from interactive product demonstrations, spontaneous communication, and entertainment elements may transform the purchasing process into a pleasurable experience, thereby strengthening intention to purchase Thai products. Grounded in intrinsic motivation theory and supported by empirical evidence in online and social commerce research, the following hypothesis is proposed:

- H_8: Perceived enjoyment has a positive and significant effect on purchase intention.

2.5. Perceived Value

Perceived value represents the overall assessment of functional benefits (utilitarian value) and experiential enjoyment (hedonic value) provided by the personal shopper and the products demonstrated. Yu and Zheng (2022) show that perceived luxury value increases customer engagement and purchase intention in live streaming shopping through cognitive and affective mechanisms. Wu and Huang (2023) find that utilitarian, hedonic, and social values not only shape trust in the streamer but also influence trust in the product, ultimately strengthening continuous purchase intentions. Similarly, Joo and Yang (2023) report that interactivity enhances immersion and fosters both hedonic and utilitarian gratifications, which serve as mediators leading to shopping intention in livestream settings. Bolun et al. (2025) demonstrate that five dimensions of consumption value, including functional, social, emotional, conditional, and self-gratification value, are significant predictors of purchase intention, with streamer popularity strengthening these effects. Moreover, Liu et al. (2016) show that perceived serendipity, presentation quality, and social presence enhance consumer satisfaction and cognitive assimilation through perceived value in livestream commerce. In cross-border personal shopping for Thai products, perceived value is heightened by unique product offerings, price advantages, and real-time verification by the personal shopper, which mitigate risk and increase perceived benefits.

2.5.1. Perceived value and perceived enjoyment

Perceived value reflects consumers' overall cognitive evaluation of benefits relative to sacrifices, incorporating functional, emotional, and experiential components. Consumption Value Theory argues that value is multidimensional and that emotional responses often arise from favourable cognitive appraisals of utility and benefit (Conte et al., 2023). When consumers perceive that an activity delivers meaningful functional advantages, efficiency, or economic fairness, such evaluation can generate positive affective reactions, including enjoyment. Ganassali and Ganassali (2026) distinguish between utilitarian and hedonic value, suggesting that even cognitively grounded value perceptions may trigger pleasurable shopping experiences.

In online commerce environments, El-Adly et al. (2024) demonstrate that perceived quality and emotional value are closely intertwined, with value perceptions reinforcing positive affective outcomes. Utilitarian and hedonic value dimensions significantly influence emotional responses in internet shopping contexts. In digital experiential settings, Mohd Akhir et al. (2023) find that perceived value enhances customers' emotional satisfaction and pleasure, particularly when functional benefits align with expectations. Similarly, Al-Kumaim et al. (2021) report that value perceptions increase positive emotional states that contribute to sustained engagement in online services. In live personal shopper sessions, when Indonesian consumers perceive that Thai products offer advantageous prices, authenticity, and convenience, such favourable evaluations are likely to translate into heightened enjoyment during the shopping experience. Thus, cognitive value appraisal becomes an antecedent to affective gratification. Drawing upon Consumption Value Theory and empirical research in online retail environments, the following hypothesis is proposed:

- H_9: Perceived value has a positive and significant effect on perceived enjoyment.

2.5.2. Perceived value and purchase intention

Perceived value is widely recognised as a central determinant of consumer behavioural intention. According to Narayanan et al. (2021), consumers' purchase decisions are fundamentally shaped by their evaluation of overall value, defined as the trade-off between perceived benefits and perceived costs. In electronic commerce research, Bushara et al. (2023) demonstrate that higher perceived value significantly increases consumers' willingness to purchase. Similarly, Tuncer et al. (2021) confirm that perceived value directly influences behavioural intention across service contexts, often mediating the effects of quality and satisfaction.

In online shopping environments, Blanco-González et al. (2025) find that perceived value positively predicts purchase intention by strengthening consumers' confidence in product benefits relative to monetary and non-monetary sacrifices. Putra et al. (2022) further demonstrate that value perceptions significantly enhance intention to adopt and use digital services. Within social commerce research, Erdmann et al. (2023) show that perceived value directly drives purchase intention by reinforcing perceived gains from interactive shopping platforms. In cross-border live jastip contexts, when Indonesian consumers perceive Thai products as offering strong functional benefits, authenticity, and experiential advantages relative to service fees and delivery costs, such value assessments are likely to translate into stronger intention to purchase. Therefore, perceived value serves not only as a cognitive evaluation but also as a decisive predictor of transactional commitment. Based on value-based decision-making theory and empirical findings in digital commerce research, the following hypothesis is formulated:

- H_{10}: Perceived value has a positive and significant effect on purchase intention.

Figure 1 presents the proposed structural model explaining consumers' purchase intention toward Made-in-Thailand products in live personal shopper (*jastip*) sessions. The model identifies social presence as the primary exogenous variable, directly influencing parasocial relationship (H_1), perceived value (H_2), and perceived trust (H_3), thereby highlighting its foundational role in shaping relational and cognitive evaluations within the

Figure 1: The research model

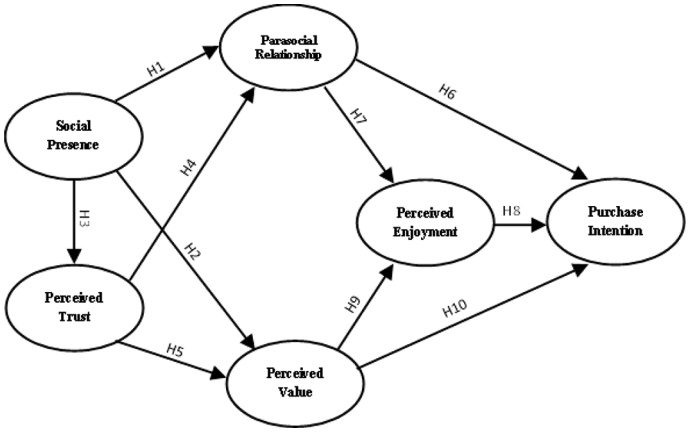
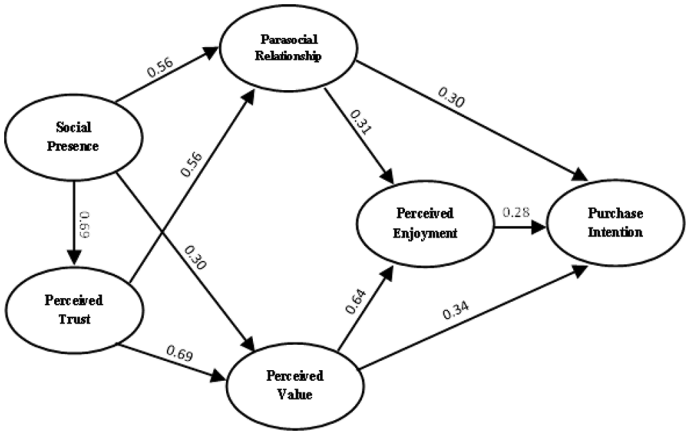


Figure 2: The structural model of the hypotheses tests



livestream environment. Perceived trust further strengthens parasocial relationship (H_4) and enhances perceived value (H_5), suggesting that credibility reinforces both emotional attachment and benefit assessment. Parasocial relationship directly increases purchase intention (H_6) and also enhances perceived enjoyment (H_7), indicating that emotional bonding contributes both directly and indirectly to behavioural intention. Perceived value positively influences perceived enjoyment (H_9), reflecting the linkage between utilitarian appraisal and affective gratification. Finally, perceived enjoyment (H_8) and perceived value (H_{10}) directly predict purchase intention, demonstrating that buying decisions are simultaneously driven by hedonic experience and functional evaluation.

3. RESEARCH METHODS

3.1. Sampling

The survey was administered through a professional research promotion company that distributed the questionnaire via its proprietary digital platform. The survey was promoted over a 2-day period in order to achieve the minimum target of 200 respondents. A self-selected sampling approach was employed, as participants voluntarily chose to complete the survey. As an incentive, five respondents were randomly selected to receive a monetary reward. The target population comprised visitors aged at least 17 years who had visited heritage buildings that had been adaptively reused as cafés, restaurants, coffee shops, fashion outlets, or similar commercial establishments. A total of 253 individuals completed the questionnaire; however, after applying the screening criteria, 244 responses were deemed eligible for analysis. This indicates that 96.4% of the total respondents met the study requirements.

3.2. Measurements

Each construct in this current study, was operationalised using measurement items adapted from recent Scopus-indexed studies in livestream commerce, social commerce, and cross-border digital purchasing contexts. Social presence was grounded in contemporary livestream research emphasising real-time interactivity, co-presence, and perceived immediacy as antecedents of psychological closeness and engagement (Bolun et al., 2025; Huang and Mohamad, 2025). Parasocial relationship was adapted from recent empirical work on one-sided emotional bonding and relational attachment in influencer and livestream environments (Febtiana and Widanti, 2025; Mai et al., 2023). Perceived trust was derived from studies examining credibility formation, transparency, and risk reduction mechanisms in live commerce settings (Li et al., 2025; Wu and Huang, 2023). Perceived value was conceptualised based on multidimensional value theory within livestream shopping, integrating utilitarian and hedonic evaluations (Bolun et al., 2025; Joo and Yang, 2023). Perceived enjoyment was adapted from affective engagement and emotional gratification research in interactive digital commerce (Liu et al., 2025; Yang and Lee, 2024). Purchase intention was measured using items adapted from recent structural models of livestream and social commerce adoption (Aulianur and Purwanegara, 2024; Purboyo et al., 2025). All indicators were measured using a six-point Likert-type scale ranging from 1 (strongly disagree) to 6 (strongly agree).

3.3. Data Analysis Methods

Quantitative data were processed through a four-stage analytical sequence. The first stage assessed construct validity using exploratory factor analysis (EFA) executed in IBM SPSS Statistics version 31. Item retention followed a minimum factor-loading threshold of 0.40, such that indicators loading at 0.40 or higher were treated as evidencing acceptable convergent representation of their underlying factor. The second stage evaluated internal consistency reliability via Cronbach's alpha, also implemented in IBM SPSS Statistics version 31. Reliability was inferred when a construct achieved an alpha coefficient of at least 0.70, indicating satisfactory consistency among indicators within the same latent domain. The third stage examined convergent validity using average variance extracted (AVE). A construct was regarded as demonstrating adequate convergent validity when the AVE reached 0.50 or above, signifying that the latent construct explained at least half of the variance in its indicators. The fourth stage tested the hypothesised structural relationships using structural equation modelling (SEM) in IBM AMOS version 30. Hypotheses were supported when the critical ratio (CR) met or exceeded 1.96, consistent with conventional significance testing at the 0.05 level under large-sample normal approximation. Model adequacy for both the measurement and structural components was judged against established goodness-of-fit criteria. Specifically, acceptable model fit was indicated by a non-significant probability value

within the range $0.05 < P \leq 1.00$, a Chi-square to degrees-of-freedom ratio (χ^2/df) between 0 and 2.00, a comparative fit index (CFI) between 0.95 and 1.00, and a root mean square error of approximation (RMSEA) between 0 and 0.05, following the benchmarks proposed by Schermelleh-Engel et al. (2003), and Hu and Bentler (1995).

4. RESULTS

4.1. Participants

Table 1 presents the demographic profile of the 244 respondents who participated in the study. The sample is predominantly female (59.0%), while male respondents account for 41.0%, indicating a relatively balanced yet female-leaning composition. In terms of age distribution, the largest proportion falls within the 21-25 age group (26.6%), followed by 26-30 years (19.3%) and 31-35 years (16.0%), suggesting that the majority of participants belong to the young adult segment. Respondents aged above 40 represent 13.5%, while those aged 17-20 constitute 13.5%, and 36-40 account for 11.1%, reflecting a broad age representation with concentration in early adulthood. Regarding educational background, most participants have completed senior high school (42.6%) or hold a bachelor's degree (39.3%), whereas diploma holders (11.1%), postgraduate degree holders (1.6%), and those with education below senior high school (5.3%) form smaller segments. Employment status shows that 56.6% are employed, 31.1% are not working, 11.5% operate their own businesses, and a very small proportion are retired (0.8%). Concerning marital status, the majority are unmarried (59.0%), followed by married respondents (39.3%) and a small percentage who are divorced (1.6%). Notably, 59.4% report prior online shopping experience using personal shopper services in Bangkok, while 40.6% have no such experience, indicating that more than half of the respondents are familiar with cross-border live personal shopper transactions.

Table 1: Profile of participants

Profile	Frequency	Percent
Sex		
Male	100	41.0
Female	144	59.0
Total	244	100.0
Group of age		
>40	33	13.5
17-20	33	13.5
21-25	65	26.6
26-30	47	19.3
31-35	39	16.0
36-40	27	11.1
Level of education has been completed		
Less than high school	13	5.3
Diploma	27	11.1
Postgraduate	4	1.6
Undergraduate	96	39.3
High school	104	42.6
Occupational status		
Employed	138	56.6
Unemployed	76	31.1
Self-employed	28	11.5
Retired	2	0.8
Marital status		
Unmarried	144	59.0
Separated/divorced	4	1.6
Married	96	39.3
Online shopping experience using personal shopper services in Bangkok		
No	99	40.6
Yes	145	59.4

4.2. Data Validity, AVE, and Reliability Tests

Table 2 presents the results of the validity, convergent validity, and reliability tests for all constructs included in the study. Overall, the findings demonstrate that all indicators satisfy the recommended validity criteria, as all factor loading values exceed the minimum threshold of 0.40. The factor loadings range from 0.683 to 0.905, indicating that each indicator adequately represents its underlying latent construct. Among the constructs, Social Presence recorded the highest loading value, particularly for the indicator reflecting perceived closeness with the personal shopper during livestream sessions (0.905). Similarly, Parasocial Relationship, Perceived Trust, Perceived Value, Perceived Enjoyment, and Purchase Intention also exhibit consistently strong loading values above 0.70, confirming satisfactory convergent representation among indicators. Furthermore, all average variance extracted (AVE) values range between 0.666 and 0.723, exceeding the recommended cut-off value of 0.50, thereby indicating adequate convergent validity for all constructs.

The reliability analysis further demonstrates strong internal consistency across all variables. Cronbach's alpha coefficients range from 0.871 to 0.902, substantially exceeding the minimum reliability threshold of 0.70. Social Presence achieved the highest reliability score (0.902), followed closely by Perceived Enjoyment (0.895), Perceived Value (0.891), and Parasocial Relationship (0.888). These findings indicate that the measurement items within each construct consistently measure the same underlying concept. Additionally, the relatively high AVE and reliability scores suggest that the measurement model possesses strong psychometric properties and is appropriate for subsequent structural equation modelling (SEM) analysis. Therefore, the results confirm that all constructs used in this study are both valid and reliable for examining consumers' purchase intention toward Made-in-Thailand products in livestream personal shopper environments.

4.3. Hypotheses Tests

The structural model shows (Figure 2) strong overall fit according to established SEM guidelines. Although the chi-square test is statistically significant ($\chi^2 = 64.392$, df = 44, P = .024), this should not be interpreted as evidence of model misfit because the Chi-square statistic is highly sensitive to sample size, as emphasized by Schermelleh-Engel (2003). Modern SEM evaluation therefore prioritizes robust indices such as RMSEA, CFI, and TLI. The RMSEA value of 0.044 and PCLOSE of 0.657 indicate a *close fit*, consistent with the cutoff criteria proposed by Hu and Bentler (Hu and Bentler, 1995), who recommend RMSEA ≤0.06 and PCLOSE >0.05 as evidence of close fit. Incremental fit indices are excellent, with CFI = 0.989 and TLI = 0.983 exceeding the ≥0.95 threshold also recommended by Hu and Bentler (1995). Although GFI (0.958) and AGFI (0.925) fall within acceptable ranges, these indices should be interpreted cautiously due to their sensitivity to sample size and model complexity,

Table 2: Results of data validity, AVE, and reliability tests

Variables and Indicators	Factor Loadings	AVE	Cronbach's Alpha
Social Presence		0.723	0.902
Sp3 I feel that the live personal shopper session creates a sense of closeness with the shopper.	0.905		
Sp2 I feel that interactions during the live personal shopper session make me socially engaged.	0.867		
Sp4 I feel that the communication during the live session is direct and dynamic.	0.862		
Sp1 I feel that the presence of the personal shopper in the live session seems authentic and real.	0.827		
Sp5 I feel that the live personal shopper session resembles a face-to-face interaction.	0.787		
Parasocial Relationship		0.695	0.888
Pr2 I feel emotionally connected to the personal shopper.	0.854		
Pr1 I feel as though I know the personal shopper even though we have never met in person.	0.854		
Pr4 I feel that the personal shopper understands my preferences and interests.	0.853		
Pr5 I feel that I have a one-sided personal bond with the personal shopper.	0.808		
Pr3 I often take the personal shopper's recommendations into account when making purchase decisions.	0.797		
Perceived Trust		0.690	0.882
Pt3 I believe that transactions conducted through the personal shopper service are secure.	0.869		
Pt4 I believe that the personal shopper has a trustworthy reputation.	0.865		
Pt2 I believe that the products offered match their descriptions.	0.865		
Pt1 I believe that the personal shopper provides honest and accurate product information.	0.854		
Pt5 I believe that the risk associated with shopping through a personal shopper is low.	0.683		
Perceived Value		0.697	0.891
Pv2 I expect the shopping process through a personal shopper to be efficient and beneficial.	0.882		
Pv5 I expect to gain both functional benefits and enjoyment from shopping through a personal shopper.	0.853		
Pv1 I expect the live personal shopper experience to be enjoyable.	0.832		
Pv4 I expect the live session to provide clear and useful product information.	0.825		
Pv3 I believe that the service fees and prices are reasonable in relation to the benefits received.	0.778		
Perceived Enjoyment		0.705	0.895
Pe5 I feel that participating in a live personal shopper session enhances my mood.	0.852		
Pe2 I expect to feel entertained during a live personal shopper session.	0.842		
Pe3 I expect the live personal shopper session to make the shopping experience more engaging.	0.840		
Pe1 I expect to enjoy watching a live personal shopper session.	0.838		
Pe4 I expect to enjoy actively participating in a live personal shopper session.	0.827		
Purchase Intention		0.666	0.871
PI1 I intend to purchase a product through a personal shopper service.	0.877		
PI2 I want to shop at the next live personal shopper session.	0.846		
PI4 I prefer the personal shopper service over other service providers.	0.799		
PI5 I intend to make a purchase through the personal shopper service in the near future.	0.783		
PI3 I am considering making a purchase after watching the live personal shopper service.	0.771		

as noted by Schermelleh-Engel (2003). The chi-square/df ratio of 1.463 is well below the commonly cited guideline of ≤2-3 for acceptable model discrepancy, consistent with SEM reporting recommendations summarized by Kline (Kline, 2023). Parsimony indices PNFI (0.644), PCFI (0.659), and PGFI (0.540) exceed the heuristic minimum of 0.50 discussed in Hair et al. (2019), indicating adequate balance between fit and simplicity. Information criteria further support the model's adequacy: both AIC (132.392) and ECVI (0.545) are lower than those of the saturated and independence models, which implies superior parsimony and predictive potential according to guidelines for comparative fit evaluation (Kline, 2023). Finally, Critical N values (CN 0.05 = 229; CN 0.01 = 260) exceed the commonly referenced adequacy benchmark of CN ≥200 proposed by Hoelter (1983), supporting the conclusion that the model remains acceptable even under more stringent criteria. Altogether, the model meets or surpasses the major fit standards set forth in the SEM literature, with RMSEA, CFI, and TLI providing especially strong evidence of good model fit.

Table 3: Results of the hypotheses tests

Hypotheses	Paths	C.R.	P	Results
H_1	Social presence → Parasocial relationship	3.681	***	Accepted
H_2	Social presence → Perceived value	2.815	0.005	Accepted
H_3	Social presence → Perceived trust	9.589	***	Accepted
H_4	Perceived trust → Parasocial relationship	3.259	0.001	Accepted
H_5	Perceived trust → Perceived value	5.406	***	Accepted
H_6	Parasocial relationship → Purchase intention	2.797	0.005	Accepted
H_7	Parasocial relationship → Perceived enjoyment	2.937	0.003	Accepted
H_8	Perceived enjoyment → Purchase intention	2.322	0.020	Accepted
H_9	Perceived value → Perceived enjoyment	5.019	***	Accepted
H_{10}	Perceived value → Purchase intention	2.336	0.019	Accepted

Table 3 presents the results of the structural model testing, indicating that all ten hypothesised relationships are statistically supported. Social presence significantly influences parasocial relationship (H_1: C.R. = 3.681, P < 0.001), perceived value (H_2: C.R. = 2.815, P = 0.005), and perceived trust (H_3: C.R. = 9.589, P < 0.001), confirming its central role as the primary antecedent in

the model. Among these paths, the strongest effect is observed from social presence to perceived trust, as reflected in the highest critical ratio value. Perceived trust further exerts significant positive effects on parasocial relationship (H_4: C.R. = 3.259, P = 0.001) and perceived value (H_5: C.R. = 5.406, P < 0.001), demonstrating that credibility strengthens both relational attachment and value evaluation. Parasocial relationship significantly predicts purchase intention (H_6: C.R. = 2.797, P = 0.005) and perceived enjoyment (H_7: C.R. = 2.937, P = 0.003), highlighting its dual behavioural and affective influence. Perceived enjoyment also significantly increases purchase intention (H_8: C.R. = 2.322, P = 0.020). In addition, perceived value significantly affects perceived enjoyment (H_9: C.R. = 5.019, P < 0.001) and purchase intention (H_{10}: C.R. = 2.336, P = 0.019). Overall, all critical ratios exceed the threshold of 1.96 and all P-values are below 0.05, indicating that the entire structural framework is empirically supported and that relational, cognitive, and affective mechanisms jointly explain consumers' purchase intention in the livestream personal shopper context.

5. DISCUSSION

5.1. Relationship between Variables

The structural model results indicate that H_1 is supported, demonstrating that social presence has a positive and significant effect on parasocial relationship (C.R. = 3.681, P < 0.001). The critical ratio exceeds the recommended threshold of 1.96 and the probability value is well below 0.05, confirming statistical significance. This finding suggests that the perceived warmth, immediacy, and co-presence experienced during live jastip sessions meaningfully enhance emotional bonding between Indonesian consumers and Thai personal shoppers. In cross-border contexts, where physical SSinteraction and direct product inspection are absent, social presence appears to substitute for face-to-face proximity, thereby reducing psychological distance and accelerating relational attachment. The result strongly supports Social Presence Theory, which posits that mediated interpersonal cues foster relational closeness, and it is consistent with Parasocial Interaction Theory, which explains that perceived intimacy in mediated environments generates emotionally meaningful one-sided relationships. Empirically, the finding aligns with Huang and Mohamad (2025) and Liu et al. (2025), who demonstrated that stronger social presence intensifies relational engagement in livestream commerce, as well as with Febtiana and Widanti (2025) and Li et al. (2025), who found that co-presence and interactive responsiveness significantly predict parasocial bonding. It also corroborates Tao et al., (2024), who showed that enhanced social presence strengthens emotional attachment toward streamers. Therefore, the present study supports and extends prior research by confirming that social presence significantly drives parasocial relationship formation within cross-border live personal shopper environments.

The results further indicate that H2 is supported, showing that social presence has a positive and significant effect on perceived value (C.R. = 2.815, P = 0.005). The critical ratio exceeds the 1.96 threshold and the P-value is below 0.05, confirming statistical significance. This finding suggests that the sense of immediacy, responsiveness, and interpersonal warmth created during live jastip sessions enhances consumers' overall evaluation of benefits relative to costs. In cross-border livestream shopping, real-time interaction and visible product demonstrations likely reduce ambiguity regarding product authenticity and quality, thereby strengthening utilitarian value, while immersive communication and interactive engagement contribute to hedonic value. The result supports the theoretical foundation grounded in the Value-Based Adoption Model and Perceived Value Theory, which propose that enriched interactive environments improve both functional and experiential evaluations. Empirically, the finding is consistent with Khoi and Le (2026) and Joo and Yang (2023), who reported that real-time interactivity enhances value perceptions in livestream commerce, as well as with Khunhardianingrum et al. (2025), who emphasised the role of hedonic gratification in strengthening perceived value. It also aligns with Wu and Huang (2023) and Zhang et al. (Bolun et al., 2025), who demonstrated that interactive social cues and emotional connection increase overall consumption value assessments. Therefore, the present study supports prior empirical evidence by confirming that social presence significantly enhances perceived value in cross-border live personal shopper environments.

The findings also confirm that H_3 is supported, indicating that social presence has a positive and highly significant effect on perceived trust (C.R. = 9.589, P < 0.001). The critical ratio is substantially above the 1.96 benchmark, and the probability value is well below 0.05, suggesting a very strong statistical relationship. Notably, this path exhibits the largest C.R. value among all tested hypotheses, highlighting social presence as the most powerful antecedent of trust within the model. This result suggests that real-time responsiveness, visible interaction, and perceived authenticity during live jastip sessions play a crucial role in reducing uncertainty and strengthening confidence in the personal shopper. In cross-border contexts, where consumers cannot physically verify Thai products, trust must be constructed through mediated signals such as transparency, spontaneous communication, and interactive verification. The finding strongly supports Social Presence Theory and Trust Theory, which posit that interpersonal warmth and immediacy enhance credibility and reduce perceived risk. Empirically, the result is consistent with Li et al. (2025), who found that social presence strengthens perceptions of authenticity and trust in livestream commerce, as well as with Huang and Mohamad (2025), who highlighted the role of interactive communication in trust formation. It also aligns with Mai et al. (2023), who identified relational warmth as a trust-building mechanism, and with Wu and Huang (2023), who demonstrated that social interaction cues reinforce trust in both streamer and product. Therefore, the present study supports and extends prior research by confirming that social presence is a critical trust-building mechanism in cross-border live personal shopper environments.

The results further indicate that H_4 is supported, demonstrating that perceived trust has a positive and significant effect on parasocial relationship (C.R. = 3.259, P = 0.001). The critical ratio exceeds the recommended threshold of 1.96 and the probability value is well below 0.05, confirming statistical significance. This finding

suggests that when Indonesian consumers perceive Thai personal shoppers as honest, competent, and reliable, they are more likely to develop stronger emotional attachment and one-sided relational closeness. In cross-border live jastip contexts, trust appears to function not only as a cognitive risk-reduction mechanism but also as a relational catalyst that deepens psychological bonding. This result supports Morgan and Hunt's (Morgan and Hunt, 1994) Commitment–Trust Theory, which posits that trust is a foundational element in the development of enduring relational exchanges. It is also consistent with Tseng (2023), who argued that credibility perceptions enhance users' willingness to engage relationally in digital environments. Empirically, the finding aligns with Jamil et al. (2022), who showed that trust reinforces relational closeness in social commerce, and with Tausczik et al. (2014), who demonstrated that trust in online personalities strengthens psychological attachment and identification. Therefore, the present study supports prior theoretical and empirical arguments by confirming that perceived trust significantly enhances parasocial relationship formation within cross-border livestream personal shopper settings.

The findings also support H_5, indicating that perceived trust has a positive and significant effect on perceived value (C.R. = 5.406, $P < 0.001$). The critical ratio is substantially above the 1.96 threshold and the probability value is well below 0.05, confirming a strong statistical relationship. This result suggests that when consumers perceive Thai personal shoppers as trustworthy, they evaluate the overall benefits of the transaction more favourably. In cross-border live jastip environments, trust likely reduces perceived risk related to product authenticity, payment security, and delivery reliability, thereby allowing consumers to focus more on functional and experiential benefits (Suhud et al., 2026; Suhud et al., 2026). The finding supports Handoyo's (2024) conceptualisation of perceived value as a benefit–cost evaluation, where reduced perceived risk enhances net value assessment. It is also consistent with Kim et al. (2008), who demonstrated that trust diminishes uncertainty in electronic commerce and strengthens perceived usefulness and value. Furthermore, the result aligns with Wang et al., (2020), who found that trust directly enhances value perceptions in online transactions, and with Lee (2022), who showed that trust increases confidence in product and service quality, thereby elevating perceived value. Therefore, the present study confirms prior theoretical and empirical arguments by demonstrating that trust not only mitigates risk but also amplifies consumers' overall value evaluation in cross-border livestream personal shopper contexts.

The results further indicate that H6 is supported, demonstrating that parasocial relationship has a positive and significant effect on purchase intention (C.R. = 2.797, P = 0.005). The critical ratio exceeds the 1.96 threshold and the P-value is below 0.05, confirming statistical significance. This finding suggests that stronger emotional attachment and perceived relational closeness toward the Thai personal shopper significantly increase Indonesian consumers' intention to purchase Made-in-Thailand products during live jastip sessions. In cross-border livestream commerce, where direct physical interaction is absent, parasocial bonding appears to function as a persuasive mechanism that reduces psychological resistance and strengthens behavioural commitment. This result supports Parasocial Interaction Theory Xiang et al. (2016), which posits that one-sided yet emotionally meaningful relationships with media figures can influence attitudes and behaviours. Empirically, the finding is consistent with Du et al. (2023), who demonstrated that parasocial bonds enhance persuasion and purchase intention in influencer marketing contexts, as well as with Mei et al. (2025), who found that emotional attachment to media personalities strengthens buying intention. It also aligns with Sarwar et al. (2023), who reported that perceived relational closeness and identification with online personalities significantly predict behavioural intention in social media commerce. Therefore, the present study supports and extends prior research by confirming that parasocial relationship significantly drives purchase intention within cross-border live personal shopper environments.

The findings also support H_7, indicating that parasocial relationship has a positive and significant effect on perceived enjoyment (C.R. = 2.937, P = 0.003). The critical ratio exceeds the 1.96 benchmark and the probability value is below 0.05, confirming statistical significance. This result suggests that stronger emotional attachment and perceived relational closeness toward the Thai personal shopper enhance the intrinsic pleasure experienced during live jastip sessions. In cross-border livestream environments, parasocial bonding appears to transform the shopping process from a purely transactional activity into a socially engaging and emotionally rewarding experience. The finding supports media enjoyment perspectives and Parasocial Interaction Theory, which argue that perceived intimacy with media figures increases affective gratification (Joo and Yang, 2023). Empirically, the result aligns with Febtiana and Widanti (2025), who found that parasocial interaction enhances enjoyment and satisfaction in influencer engagement, as well as with Moulay and Ujang (2021), who demonstrated that emotional connection with streamers increases immersion and enjoyment in livestream contexts. Therefore, the present study supports prior theoretical and empirical evidence by confirming that parasocial relationship significantly enhances perceived enjoyment within cross-border live personal shopper settings.

The results further demonstrate that H8 is supported, indicating that perceived enjoyment has a positive and significant effect on purchase intention (C.R. = 2.322, P = 0.020). The critical ratio exceeds the 1.96 threshold and the probability value is below 0.05, confirming statistical significance. This finding suggests that the intrinsic pleasure, entertainment, and emotional gratification experienced during live jastip sessions significantly increase consumers' intention to purchase Made-in-Thailand products. In cross-border livestream shopping environments, enjoyment appears to function as a motivational driver that translates positive affective experiences into behavioural commitment. The result supports the extended Technology Acceptance Model proposed by Kim et al. (2023), which identifies perceived enjoyment as a direct determinant of behavioural intention. It is also consistent with Nugraha et al. (2024), who demonstrated that hedonic value strengthens online purchase intention, and with Moulay and Ujang (2021), who found that emotional enjoyment enhances

buying intention through increased engagement. Furthermore, the finding aligns with Kapoor et al. (2023), who reported that hedonic gratification in interactive and livestream commerce environments significantly increases purchase likelihood. Therefore, the present study supports prior theoretical and empirical evidence by confirming that perceived enjoyment plays a crucial role in driving purchase intention within cross-border live personal shopper contexts.

The findings also confirm that H_9 is supported, indicating that perceived value has a positive and significant effect on perceived enjoyment (C.R. = 5.019, P < 0.001). The critical ratio substantially exceeds the 1.96 benchmark and the probability value is well below 0.05, demonstrating a strong statistical relationship. This result suggests that when Indonesian consumers perceive strong functional benefits, price fairness, and authenticity in Thai products offered through live jastip sessions, such favourable cognitive evaluations translate into heightened emotional gratification during the shopping experience. In other words, cognitive assessments of benefit–cost balance appear to stimulate affective pleasure in livestream commerce contexts. The finding supports Consumption Value Theory (Song et al., 2024), which posits that multidimensional value perceptions can generate emotional responses, as well as Babin, Made et al. (2023), who distinguished utilitarian and hedonic value while acknowledging their interrelated effects on shopping enjoyment. Empirically, the result aligns with Slack et al. (2020), who demonstrated that perceived quality and value enhance emotional reactions in online shopping environments, and with Amin and Tarun (2021), who found that favourable value evaluations increase experiential pleasure. Therefore, the present study supports prior theoretical and empirical evidence by confirming that perceived value significantly enhances perceived enjoyment in cross-border livestream personal shopper settings.

The results further confirm that H_{10} is supported, demonstrating that perceived value has a positive and significant effect on purchase intention (C.R. = 2.336, P = 0.019). The critical ratio exceeds the 1.96 threshold and the probability value is below 0.05, indicating statistical significance. This finding suggests that when Indonesian consumers evaluate Thai products offered through live jastip sessions as beneficial, authentic, and worth the associated costs, they are more inclined to proceed with purchase decisions. In cross-border livestream commerce, perceived value appears to function as a decisive cognitive mechanism that translates benefit–cost evaluation into transactional commitment. The result supports Mei et al. (2025) foundational proposition that purchase intention is fundamentally shaped by overall value assessment, as well as Garas et al. (2023), who demonstrated that higher perceived value increases willingness to buy. It is also consistent with Tian et al. (2023), who confirmed the direct influence of perceived value on behavioural intention across service contexts, and with Sarwar et al. (2023) who found that value perceptions significantly predict online and digital purchase intentions. Therefore, the present study corroborates prior theoretical and empirical evidence by confirming that perceived value serves as a key predictor of purchase intention within cross-border live personal shopper environments involving Made-in-Thailand products.

5.2. Theoretical Contributions

From a theoretical perspective, this study contributes by integrating Social Presence Theory, Parasocial Interaction Theory, Trust Theory, and Value-Based Adoption perspectives into a unified cross-border livestream commerce framework. Unlike prior studies that examine these constructs in isolation, this research empirically demonstrates their sequential and interdependent relationships within a personal shopper context. The findings extend parasocial theory into international commerce settings, showing that one-sided relational bonds remain influential even when transactions involve foreign products and higher uncertainty. Additionally, the model clarifies the mediating roles of perceived value and perceived enjoyment, thereby enriching theoretical understanding of how cognitive assessments and emotional experiences jointly shape purchase intention in livestream ecosystems.

5.3. Practical Implications

Managerially, the findings provide actionable insights for personal shoppers, digital entrepreneurs, and cross-border retailers dealing with Thai products. Strengthening social presence through interactive communication, real-time responsiveness, and immersive presentation can significantly enhance trust and relational closeness. Building credible reputations, demonstrating transparent product verification, and consistently providing accurate information are critical for sustaining perceived trust in cross-border transactions. Furthermore, enhancing perceived value through clear product explanations, price transparency, and highlighting functional benefits should be complemented by creating enjoyable, entertaining livestream experiences. The results suggest that successful live jastip strategies must balance relational warmth, credibility, hedonic engagement, and functional value to maximise purchase intention.

5.4. Limitations and Future Research

Several limitations should be acknowledged. First, the cross-sectional design restricts causal interpretation of relationships among variables. Second, the reliance on self-reported survey data may introduce common method bias and social desirability effects. Third, the sample is limited to Indonesian consumers familiar with Bangkok-based personal shopper services, which may constrain generalisability to other cultural or geographic contexts. Finally, the model does not incorporate moderating variables such as cultural distance, prior cross-border shopping experience, or product category differences, which may influence behavioural outcomes.

Future research is encouraged to adopt longitudinal or experimental designs to examine causal dynamics in livestream purchasing behaviour. Comparative studies across different countries or product origins would enhance cross-cultural generalisability. Incorporating moderating variables such as perceived risk, cultural affinity, or streamer expertise could refine explanatory power. Additionally, mixed-method approaches involving qualitative interviews or behavioural tracking data may provide deeper insights into emotional engagement and trust formation processes in cross-border livestream commerce. Expanding the framework to other digital commerce formats, such as short-video commerce or AI-assisted live selling, may further

advance theoretical and practical understanding of evolving social commerce ecosystems.

6. CONCLUSION

The purpose of this study was to develop and empirically test a comprehensive structural model explaining how social presence, parasocial relationship, perceived trust, perceived value, and perceived enjoyment jointly shape consumers' purchase intention toward Made-in-Thailand products through live personal shopper (live jastip) sessions. The findings confirm that all hypothesised relationships (H_1–H_{10}) are statistically significant, indicating that livestream-based cross-border purchasing decisions are simultaneously driven by relational, cognitive, and affective mechanisms. Social presence significantly enhances parasocial relationships, perceived value, and perceived trust, demonstrating its foundational role in reducing psychological distance in cross-border commerce. Perceived trust further strengthens parasocial bonding and perceived value, while parasocial relationship, perceived enjoyment, and perceived value directly stimulate purchase intention. Moreover, perceived value significantly increases perceived enjoyment, highlighting the interplay between utilitarian and hedonic evaluations in livestream commerce environments. Collectively, the results demonstrate that purchase intention in live jastip contexts emerges from an integrated process in which interpersonal closeness, credibility, emotional gratification, and functional benefits converge.

7. ETHICS DECLARATION

The authors affirmed that all individuals involved in the study were informed that their participation was entirely voluntary and that they retained the right to withdraw at any stage without consequence. Information obtained from participants remained confidential and anonymous throughout the research process, and all data were utilised solely for scholarly purposes. The authors also confirmed that the investigation adhered strictly to the ethical standards approved by the Institutional Review Board of the Human Research Ethics Committee of Universitas Negeri Jakarta. (No: 217/UN39.14/PT.01.05/II/2026).

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