Consumer Engagement and Purchase Intention in Social Commerce: A Review of Current Trends, Research Gaps and Future Directions

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ABSTRACT

This study examines the theoretical perspectives, contexts, and methodologies employed in research on Consumer Engagement (CE) and Purchase Intention (PI) within social commerce, while identifying current research trends, knowledge gaps, and future research directions. A Systematic Literature Review (SLR) was conducted following the PRISMA framework, encompassing 30 studies selected through a systematic screening process. The findings identify four key themes: social commerce attributes and consumer engagement; the relationship between consumer engagement and purchase intention; the roles of trust, perceived risk, and social influence; and the evolution of social commerce through live streaming and short video commerce. This review contributes to the literature by synthesizing the CE PI relationship as a multidimensional process and emphasizing the need for more integrated theoretical and methodological approaches. From a practical perspective, these findings offer insights for platform providers and marketers seeking to understand the factors associated with consumer engagement and purchase intention. Furthermore, this review highlights opportunities for future research to explore these relationships across diverse social commerce contexts and the ever-evolving forms of digital consumer interaction.

Keywords: Consumer Engagement; Purchase Intention; Social Commerce; Live Streaming Commerce; Short Video Commerce

INTRODUCTION

The development of digital technology has transformed the commercial landscape from conventional e-commerce to social commerce, an environment that integrates purchasing activities with social interaction, information sharing, and user experience. In this environment, consumers are no longer merely recipients of product information; they also interact with sellers, other users, and digital content throughout the purchase decision making process. Hu and Zhu (2022) showed that the use of social media has a relationship with Purchase Intention (PI) in social commerce, while Sun et al. (2019) showed that live streaming features such as visibility, meta voicing and shopping guidance can influence PI through Consumer Engagement (CE). Along with the development, CE becomes an important construct in understanding how consumers react to the social commerce environment. Addo et al. (2021), based on 1,726 observations from two e-commerce platforms, found that CE has a significant relationship with PI in live streaming based digital marketing. Zheng et al. (2022) showed that certain engagement behaviours have a relationship with PI and customer acquisition, although not all forms of engagement produce the same effect. This finding shows that the relationship between CE and PI is not necessarily uniform, but instead can depend on the form of engagement, platform characteristics and the context of user interaction.

Although there has been an increase in research concerning Consumer Engagement (CE) and Purchase Intention (PI), the relationship between these constructs has yet to be comprehensively integrated across various social commerce contexts. Previous studies have examined CE as a predictor of consumer behavioral outcomes, as a response to social interactions, and as a mediating mechanism. For instance, Qin et al. (2023) explored the role

of CE as a mediator in the relationship between live streaming, online consumer reviews, and PI. Similarly, Akram et al. (2021) investigated how CE mediates the relationship between utilitarian and hedonic motivations and online purchase intention within the context of social commerce in China. Yu and Zheng (2021) found that perceived luxury value influences CE, which in turn contributes to PI; meanwhile, Li et al. (2023) highlighted the roles of social interaction, social presence, and trust in shaping CE. Overall, these studies indicate that the relationship between CE and PI has been investigated through a variety of constructs, mechanisms, theoretical perspectives, and research contexts. However, these findings require a systematic synthesis to clarify how CE relates to PI across diverse social commerce environments.

A further research gap concerns the rapid transformation of social commerce, particularly the growth of live streaming and short video commerce. These formats have made consumer interactions increasingly real time, interactive, and content oriented. Xue et al. (2020) examined interactive features such as personalisation, responsiveness, entertainment, and mutuality in relation to social commerce engagement and perceived risk. Subsequent research has extended this discussion to short video and live streaming commerce. Shen and Wang (2024) examined how short video marketing relates to Purchase Intention (PI) through mechanisms such as persona perception and shared value creation. Zhang et al. (2024) investigated PI in live streaming e-commerce from the perspective of the Theory of Consumption Values, while Herzallah et al. (2025) examined the relationships between social commerce attributes, Consumer Engagement (CE), and repurchase intention. These developments highlight the need to understand how CE and PI are examined across different social commerce formats and how emerging platform features may shape consumer responses. However, the diversity of contexts and mechanisms investigated in previous studies makes it important to synthesise the existing evidence systematically and identify areas that require further investigation.

Theoretical and methodological diversity further highlights the need for a systematic review of Consumer Engagement (CE) and Purchase Intention (PI) in social commerce. Previous studies have drawn on different theoretical perspectives, including IT affordance, the Stimulus–Organism–Response (S O R) framework, and perceived value, while employing analytical approaches such as Structural Equation Modelling (SEM) and Partial Least Squares Structural Equation Modelling (PLS SEM) (Sun et al., 2019; Dua, 2024; Busalim et al., 2024). In addition, the roles of trust and perceived risk suggest that the relationships among social commerce characteristics, consumer engagement, and purchase intention involve multiple factors that warrant further investigation (Lăzăroiu et al., 2020). The variation in theoretical perspectives, research contexts, and analytical methods makes it difficult to obtain a consolidated understanding of the existing evidence. Therefore, a systematic synthesis is needed to identify prevailing research approaches, clarify the current state of knowledge, and establish directions for future research on the CE–PI relationship in social commerce.

Table 1 Summary of Included Studies:

Author(s) and Years	Article Title	Key Findings
Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K.(2019)	How Live Streaming Influences Purchase Intentions in Social Commerce: An IT Affordance Perspective	The findings indicate that live streaming affordances can strengthen consumers' purchase intention, with customer engagement acting as an important mechanism connecting live streaming features with purchase related responses.
Lăzăroiu, G., Neguriță, O., Grecu, I., Grecu, G., & Mitran, P. C. (2020)	Consumers' Decision Making Process on Social Commerce Platforms: Online Trust, Perceived Risk, and Purchase Intentions	The study suggests that consumers' purchase decisions on social commerce platforms are closely related to their level of online trust and perceptions of perceived risk.
Addo, P. C., Asare, A. O., & Kulbo, N. B. (2021)	Customer Engagement and Purchase Intention in Live streaming Digital Marketing Platforms	Based on 1,726 observations, the results demonstrate a significant association between customer engagement and purchase intention in live streaming digital marketing platforms.
Zheng, R., Li, Z., & Na, S. (2022)	How Customer Engagement in the Live streaming Affects Purchase Intention and Customer Acquisition, E Tailer's Perspective	The findings show that specific customer engagement behaviours are associated with consumers' purchase intention and customer acquisition within live streaming retail.
Hu, S., & Zhu, Z. (2022)	Effects of Social Media Usage on Consumers' Purchase Intention in Social	The study demonstrates that social media usage contributes positively to purchase intention in social

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Qin, C., Zeng, X., Liang, S., & Zhang, K. (2023)	Do Live Streaming and Online Consumer Reviews Jointly Affect Purchase Intention?	The results indicate that live streaming and online consumer reviews can influence purchase intention, with customer engagement serving as a mediating mechanism.
Li, X., Tian, L., & Wang, S. (2023)	Impact of Social Interaction on Customer Engagement in China's Social Commerce—A Moderated Chain Mediation Model	The findings demonstrate that social interaction significantly contributes to customer engagement, particularly through social presence and trust related mechanisms.
Dua, P.(2024)	Building Purchase Intention through Live Streaming Platforms: Mediating Role of Customer Engagement	Customer engagement serves as a significant pathway through which utilitarian and symbolic shopping values contribute to purchase intention on live streaming platforms.
Shen, X., & Wang, J. (2024)	How Short Video Marketing Influences Purchase Intention in Social Commerce: The Role of Users' Persona Perception, Shared Values, and Individual Level Factors	The study indicates that short video marketing can influence purchase intention through users' persona perceptions and shared value mechanisms within social commerce.
Busalim, A. H., Hollebeek, L. D., & Lynn, T. (2024)	The Effect of Social Commerce Attributes on Customer Engagement: An Empirical Investigation	The findings reveal that community, collaboration, interactivity and social dynamics are significant contributors to customer engagement in social commerce.
Yu, F., & Zheng, R. (2021)	The Effects of Perceived Luxury Value on Customer Engagement and Purchase Intention in Live Streaming Shopping	The results show that perceived luxury value enhances customer engagement, which subsequently contributes to purchase intention in live streaming shopping.
Zhai, M., & Chen, Y. (2023)	How Do Relational Bonds Affect User Engagement in E Commerce Livestreaming? The Mediating Role of Trust	The study indicates that relational bonds encourage user engagement in e commerce livestreaming, with trust helping to explain these relationships.
Xue, J., Liang, X., Xie, T., & Wang, H. (2020)	See Now, Act Now: How to Interact with Customers to Enhance Social Commerce Engagement?	The findings suggest that interactive features strengthen social commerce engagement, while perceived usefulness and reduced perceived risk contribute to more favourable consumer responses.
Han, K., & Jo, H. (2025)	What Drives Consumer Engagement and Purchase Intentions in Fashion Live Commerce?	The study identifies factors associated with consumer engagement and purchase intention, providing further evidence of the relationship between these two outcomes in fashion live commerce.
Zhang, Q., Wang, Y., & Ariffin, S. K. (2024)	Consumers Purchase Intention in Live streaming E Commerce: A Consumption Value Perspective and the Role of Streamer Popularity	The findings show that consumption values contribute to purchase intention in live streaming e commerce, while streamer popularity can shape consumers' responses.
Retnosari, M., & Nadlifatin, R. (2024)	The Effect of Purchase Intention on TikTok E Commerce Live Streaming: Generation Z Perspective with Customer Engagement	The study examines trust, flow experience and perceived value as factors associated with purchase intention, with customer engagement functioning as a mediator and deal proneness as a moderator among TikTok live streaming users.
Ramadhoni, F., & Prassida, G. F. (2025)	The Impact of Perceived Value on Engagement, Purchase Intention, and Continuance Usage Intention: A PLS SEM Study on Social Commerce Live Streaming Context	The findings examine the relationship between perceived value, engagement, purchase intention and continuance intention in social commerce live streaming, including the TikTok Shop context.
Herzallah, F., Abosamaha, A. J., Salameh, S. M., & Alhayek, M. (2025)	Social Commerce Attributes, Customer Engagement and Repurchase Intention in Social Commerce Platforms: A Stimulus–Organism–Response Approach	The results indicate that social commerce attributes enhance customer engagement, which subsequently contributes to consumers repurchase intention.
Busalim, A. H., & Asadi, S. (2025)	What Drives Customers to Engage with Social Commerce: A Systematic Review and Factor Derivation Approach	The systematic review identifies and categorises major antecedents that encourage customers to engage with social commerce platforms.

Chawla, T., et al. (2023)	The Effects of Atmospherics and Influencers on Purchase Intention in Social Commerce	The findings suggest that social commerce atmospherics and influencer related factors can shape purchase intention, with perceived risk remaining relevant to consumers' purchasing decisions.
Larfi, A., Öz, S., Alboji, M., Gökçek, T., & Güzel, G. G. (2025)	The Influence of Social Commerce Information Sharing on Purchase Intention and Perceived Risk: The Mediating Role of Customer Relationship Quality and the Moderating Role of Online Reviews in the Turkish Market	The study shows that social commerce information sharing affects purchase intention and perceived risk, while customer relationship quality and online reviews provide additional explanatory effects.
Elshaer, I. A., Alrawad, M., Lutfi, A., & Azazz, A. M. S. (2024)	Social Commerce and Buying Intention Post COVID 19: Evidence from a Hybrid Approach Based on SEM–fsQCA	The findings demonstrate that social commerce factors, consumer attitudes and trust contribute to buying intention, with mediation effects identified through SEM and fsQCA.
Ghenie, D. Ș., Avornicului, M. C., & Sitar Tăut, D. A. (2025)	Influence of Short Form Video Advertising on Purchase Intention in Social Commerce: The Power of Word of Mouth and Flow Experience	The results indicate that short form video advertising characteristics can influence word of mouth, flow experience and purchase intention within social commerce environments.
Mohammad, A. A. A., Elshaer, I. A., Azazz, A. M. S., Kooli, C., Algezawy, M., & Fayyad, S. (2024)	The Influence of Social Commerce Dynamics on Sustainable Hotel Brand Image, Customer Engagement, and Booking Intentions	The findings show that social commerce dynamics influence customer engagement, brand image and booking intentions, highlighting engagement as a mechanism associated with behavioural outcomes.
Charles, G., & Kanani, R. (2025)	Antecedents of Social Commerce Purchase Intention: Evidence from Tanzanian Social Media Users	The study identifies several important factors associated with purchase intention among social media users in an emerging social commerce context.
John, J. K., Kilumile, J. W., & Makorere, R. (2025)	From Business to Consumer Interactions to Brand Equity: Driving Social Commerce Purchase Intentions	The findings suggest that business to consumer interactions strengthen brand awareness and brand image, which subsequently support retailer loyalty and purchase intention in social commerce.
Chao, Y., et al. (2023)	Live Stream Marketing and Consumers' Purchase Intention: An IT Affordance Perspective Using the S O R Paradigm	The study demonstrates that live streaming affordances, including visibility, metavoicing, shopping guidance and interactivity, can influence consumer trust and purchase intention.
Leong, L. Y., Hew, T. S., Ooi, K. B., et al. (2023)	Extending the Theory of Planned Behavior in the Social Commerce Context: A Meta Analytic SEM (MASEM) Approach	The meta analytic SEM synthesises evidence on the determinants of behavioural and purchase intentions in social commerce and extends empirical support for the Theory of Planned Behavior in this context.
Mensah, G., Zeng, G., & Luo, C. (2023)	Determinants of Social Commerce Purchase and Recommendation Intentions Within the Context of Swift Guanxi Among Chinese College Students	The findings indicate that perceived usefulness, ease of use, electronic word of mouth and relationship related factors contribute to purchase and recommendation intentions in social commerce.
Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021)	Online Purchase Intention in Chinese Social Commerce Platforms: Being Emotional or Rational?	The results show that utilitarian and hedonic motivations positively influence online purchase intention, while customer engagement mediates these relationships and eWOM and social value moderate them.

LITERATURE REVIEW

The relationship between Consumer Engagement (CE) and Purchase Intention (PI) in social commerce has attracted increasing research attention as digital platforms continue to reshape the ways consumers interact, communicate and make purchasing decisions. The 30 studies included in this systematic literature review demonstrate that CE and PI are examined through different perspectives, including social interaction, platform attributes, trust, perceived risk, social influence and the development of live streaming and short video commerce. Although these studies share an interest in understanding consumer behavior in social commerce, they differ in their theoretical perspectives, research contexts and explanations of how engagement contributes to purchase related outcomes. A closer examination of the selected studies indicates that CE should not be understood as an isolated behavioral response to platform features. Instead, it develops through interactions between consumers,

other users and the technological environment, while its relationship with PI may also be influenced by consumers' perceptions of trust, risk and social influence. Furthermore, the increasing use of live streaming and short video platforms has introduced new forms of interaction that may influence how consumers engage with products and sellers. To organize these developments, the 30 studies are synthesized into four themes: (1) Social Commerce Attributes and Consumer Engagement; (2) Consumer Engagement and Purchase Intention; (3) Trust, Perceived Risk and Social Influence; and (4) Evolution towards Live Streaming and Short Video Commerce. The themes and their corresponding studies are presented in Table 2.

Table 2 Themes and Corresponding Studies:

Theme	**Focus**	**Corresponding Studies from Table 1**
Theme 1: Social Commerce Attributes and Consumer Engagement	Social interaction, interactivity, community, collaboration, social dynamics, social presence and platform attributes.	Xue et al. (2020); Li et al. (2023); Busalim et al. (2024); Mohammad et al. (2024); Herzallah et al. (2025),Busalim & Asadi (2025)
Theme 2: Consumer Engagement and Purchase Intention	Direct and indirect relationships between CE and PI, including CE as a mediating mechanism.	Sun et al. (2019); Akram et al. (2021); Addo et al. (2021); Yu and Zheng (2021); Zheng et al. (2022); Qin et al. (2023); Dua (2024); Han and Jo (2025)
Theme 3: Trust, Perceived Risk and Social Influence	Trust, perceived risk, eWOM, social value, relational bonds, information sharing and social influence.	Lăzăroiu et al. (2020); Akram et al. (2021); Zhai and Chen (2023); Chawla et al. (2023); Elshaer et al. (2024); Larfi et al. (2025); Mensah et al. (2023); Charles and Kanani (2025); John et al. (2025),Li et al. (2023),Hu and Zhu (2022)
Theme 4: Evolution towards Live Streaming and Short Video Commerce	Livestreaming, short video commerce, TikTok, streamer characteristics, persona perception, flow experience and emerging behaviors.	Sun et al. (2019); Zheng et al. (2022); Chao et al. (2023); Qin et al. (2023); Zhang et al. (2024); Shen and Wang (2024); Retnosari and Nadlifatin (2024); Ramadhoni and Prassida (2025); Ghenie et al. (2025)

Theme 1: Social Commerce Attributes and Consumer Engagement

The first theme highlights the role of social commerce attributes in encouraging consumer engagement. The selected studies indicate that engagement is associated with the interactive and social characteristics of digital platforms, including social interaction, social presence, community participation, collaboration and interactivity. These attributes provide opportunities for consumers to communicate, exchange information and participate in online activities beyond the traditional process of viewing product information. Xue et al. (2020) demonstrate the importance of customer interaction in social commerce engagement, while Li et al. (2023) emphasize the contribution of social interaction, social presence and trust. Similarly, Busalim et al. (2024) identify community, collaboration, interactivity and social dynamics as relevant attributes in the formation of CE. Although these studies generally recognize the importance of social and interactive platform features, their findings also suggest that engagement is influenced by several interconnected dimensions rather than a single platform characteristic. For example, social interaction provides opportunities for communication, whereas social presence may strengthen consumers' perceptions of being connected to other users. Community and collaboration, meanwhile, create opportunities for participation and information exchange. These dimensions are related, but they do not necessarily represent identical experiences. Therefore, examining them collectively is important for understanding the different ways in which social commerce environments encourage consumer participation.

The studies by Mohammad et al. (2024) and Herzallah et al. (2025) further contribute to this theme by examining how social commerce attributes relate to user engagement and behavioral outcomes. Considered together, these studies indicate that platform characteristics may influence consumer responses through the experiences created during online interaction. Nevertheless, the presence of interactive features should not automatically be interpreted as evidence of stronger engagement or purchase intention. Consumers may interact with a platform for different reasons, and the extent to which such interaction develops into meaningful engagement may vary across contexts. This distinction is important because engagement involves more than exposure to platform features; it concerns the consumer's involvement in the social commerce environment. The first theme establishes the importance of platform and social attributes as conditions that support CE. However, the studies also indicate the need to distinguish between the availability of interactive features and the actual engagement experiences generated by those features. This provides a foundation for examining the next theme, which focuses on whether and how consumer engagement contributes to purchase intention.

Theme 2: Consumer Engagement and Purchase Intention

The second theme focuses on the relationship between CE and PI, particularly how consumer involvement in social commerce activities translates into purchase related behavioral intentions. The selected studies generally demonstrate that engagement is relevant to understanding consumers' willingness to purchase products through social commerce platforms. Sun et al. (2019), for instance, examine live streaming affordances such as visibility, meta voicing and guided shopping, showing how these features contribute to PI through engagement. Addo et al. (2021) also report a significant relationship between CE and PI in the context of live streaming digital marketing. However, the relationship between CE and PI is not limited to a direct association. Several studies examine engagement as an intervening mechanism through which other factors influence purchase intention. Akram et al. (2021), Yu and Zheng (2021), Qin et al. (2023) and Dua (2024) contribute to this discussion by examining the mediating role of CE in relationships involving factors such as consumer motivation, perceived value and live streaming related characteristics. These studies suggest that engagement may help explain how consumers' experiences and perceptions develop into purchase related intentions. In this respect, CE provides a useful perspective for understanding the process connecting social commerce activities with consumer behavioral responses.

Nevertheless, the findings also require consideration of the different forms and contexts of engagement. Zheng et al. (2022) indicate that the effects of engagement may vary according to specific engagement behaviours. This observation is important because engagement should not be treated as a uniform construct across all social commerce settings. Consumers may demonstrate different forms of involvement, and these behaviors may not produce identical purchase related outcomes. Consequently, the relationship between CE and PI may depend on how engagement is conceptualized and measured, as well as the platform environment examined. A comparison of the studies under this theme therefore reveals two related but distinct areas of investigation. The first examines whether CE is associated with PI, while the second investigates how CE functions as a mediating mechanism between other influencing factors and PI. Although both perspectives contribute to understanding consumer behaviour, the latter provides a broader explanation of the process through which social commerce experiences may influence purchase intention. This suggests that future research should pay greater attention to the mechanisms and conditions through which engagement develops into purchase related intentions rather than assuming that higher engagement will always lead to stronger purchase intention.

Theme 3: Trust, Perceived Risk and Social Influence

The third theme extends the discussion of CE and PI by considering the psychological and social factors that may shape consumer responses in social commerce. The selected studies highlight trust, perceived risk, electronic word of mouth (eWOM), social value, relational bonds, information sharing and social influence as relevant considerations in consumers' online decision-making processes. These factors are important because consumers engage with products and sellers in an environment where product evaluation and purchasing decisions are often influenced by information and interactions available through digital platforms. Lăzăroiu et al. (2020) emphasize the importance of trust and perceived risk in online purchase decisions. Their contribution highlights that consumer willingness to make purchasing decisions cannot be explained solely by the presence of social or interactive features. Consumers also consider the reliability of the information and the uncertainty

associated with online transactions. In a related discussion, Zhai and Chen (2023) examine the mediating role of trust in the relationship between relational bonds and engagement. This indicates that trust is relevant not only to purchase decisions but also to the development of consumer relationships and engagement within social commerce environments.

Other studies further broaden this perspective. Chawla et al. (2023), Elshaer et al. (2024) and Larfi et al. (2025) examine issues associated with influencers, trust, perceived risk, information sharing, online reviews and customer relationship quality. These factors demonstrate that consumer decisions in social commerce are shaped by both individual evaluations and the social information available within the platform. For instance, online reviews and information shared by other users may provide additional input for evaluating products, while influencers and social relationships may contribute to consumers' perceptions of credibility and value. The inclusion of studies by Mensah et al. (2023), Charles and Kanani (2025), and John et al. (2025) further reflects the range of social and relational considerations represented in this theme. Taken together, the literature suggests that trust, perceived risk and social influence should not be examined as completely separate issues. They may operate alongside engagement by shaping how consumers interpret information, evaluate uncertainty and respond to social interactions. However, their roles may differ according to the research context and the relationships investigated in individual studies. An important implication from this theme is that CE alone may not provide a complete explanation of PI. A consumer may actively interact with sellers, influencers or other users but still hesitate to purchase when doubts about credibility, product information or transaction related risks remain. Conversely, trustworthy information and positive social interactions may support consumers' confidence in their decisions. Therefore, integrating trust, perceived risk and social influence into the discussion of CE and PI provides a more comprehensive understanding of consumer decision making in social commerce.

Theme 4: Evolution towards Live Streaming and Short Video Commerce

The fourth theme reflects the development of social commerce towards more visual, interactive and content driven forms of online shopping, particularly live streaming and short video commerce. The selected studies indicate that social commerce research increasingly considers platform environments in which consumers can interact with sellers, streamers and product related content in more immediate and dynamic ways. This development expands the discussion beyond conventional social commerce interactions and introduces additional contexts for examining consumer engagement and purchase intention. Sun et al. (2019) and Zheng et al. (2022) contribute to the discussion of live streaming related engagement and consumer behavioral responses. Qin et al. (2023) and Zhang et al. (2024) further reflect the growing research interest in live streaming commerce. In particular, Retnosari and Nadlifatin (2024) examine TikTok e commerce live streaming, illustrating the relevance of platform specific environments in contemporary social commerce research. These studies indicate that live streaming provides a context in which product related information, social interaction and consumer participation can occur within the same digital environment.

In addition to live streaming, short video commerce introduces another form of content-based interaction. Shen and Wang (2024) examine how short video marketing influences PI through persona perception and shared values. Ghenie et al. (2025) connect short form video advertising, word of mouth and flow experience with PI. Ramadhoni and Prassida (2025) also contribute to the literature on the development of these emerging commerce environments. Collectively, these studies demonstrate that short form video content has become an important context for examining how consumers respond to product related messages and digital experiences. Despite the growing attention given to these platforms, live streaming and short video commerce should not be treated as identical forms of social commerce. Live streaming emphasizes real time interaction and the opportunity for immediate communication, whereas short video commerce involves content that consumers can view and respond to outside a continuous live interaction. These differences suggest that the nature of consumer engagement may vary across the two environments. Consequently, findings from one platform context may not necessarily explain consumer behavior in another. The development of live streaming and short video commerce therefore provides new opportunities for extending CE and PI research. At the same time, it highlights the importance of examining how platform specific features, content formats and interaction patterns shape consumer engagement. Further investigation is needed to understand whether established explanations of CE and PI remain applicable across these emerging social commerce environments or whether additional mechanisms need to be considered.

Cross Analysis of the Four Themes

A cross analysis of the four themes reveals that the relationship between CE and PI in social commerce involves several interconnected dimensions. The first theme establishes that social commerce attributes, including interactivity, social presence, community and collaboration, provide the platform environment in which consumer engagement can develop. The second theme extends this discussion by demonstrating how engagement is associated with purchase intention, either directly or through its mediating role in relationships involving other consumer and platform related factors. The third theme indicates that this relationship is also shaped by trust, perceived risk and social influence, suggesting that engagement does not operate independently of consumers' evaluations and social experiences. Finally, the fourth theme highlights how live streaming and short video commerce introduce different forms of interaction and content consumption that provide new contexts for examining CE and PI.

Although the four themes are closely related, the studies do not present a single uniform explanation of consumer behavior. Differences in theoretical perspectives, platform contexts and methodological approaches indicate that the field has developed through several complementary research directions. The use of perspectives such as IT Affordance, Stimulus Organism Response (S O R) and Consumption Value, together with analytical approaches including SEM, PLS SEM, fsQCA and MASEM, reflects the diversity of ways in which researchers have examined social commerce engagement and purchase intention (Sun et al., 2019; Chao et al., 2023; Leong et al., 2023). This diversity provides a broader understanding of the phenomenon, but it also makes direct comparison across studies more challenging when constructs, contexts and analytical approaches differ.

More importantly, the synthesis suggests that three issues deserve closer attention. First, although platform attributes are frequently associated with engagement, the distinction between interaction with platform features and meaningful consumer engagement requires further examination. Second, although CE is linked to PI, the literature indicates that the relationship may involve mediating mechanisms and may vary according to the form of engagement being investigated. Third, trust, perceived risk and social influence provide additional explanations for consumer responses, but their roles need to be considered alongside the specific characteristics of different social commerce platforms. Taken together, these findings indicate that research on CE and PI in social commerce has expanded across platform attributes, behavioral relationships, consumer evaluations and emerging digital commerce formats. However, the diversity of theoretical, contextual and methodological approaches also points to the need for a more integrated understanding of these relationships. The synthesis of the 30 included studies, as organized in Tables 1 and 2, therefore provides the foundation for identifying the current research gaps and developing future research directions.

METHODOLOGY

Research Design and Review Approach

This study uses a Systematic Literature Review (SLR) approach to identify, evaluate and synthesize previous studies related to Consumer Engagement (CE) and Purchase Intention (PI) in the context of social commerce. The SLR approach was chosen because this study aims to produce a structured synthesis of research developments, identify current trends, examine theoretical and methodological approaches used, and determine research gaps and future directions. The study process is guided by the principles of Preferred Reporting Items for Systematic Reviews and Meta Analyses (PRISMA 2020) to ensure that the process of searching, selecting and reporting studies is carried out systematically and transparently (Page et al., 2021).The scope of the study focuses on research that connects CE and PI in the social commerce environment, including new developments such as live streaming commerce, live commerce, short video commerce and social platforms that integrate commerce functions. The final set of articles used in this study consists of 30 studies summarized in Table 1 Summary of Included Studies.

Search Strategy

The search strategy was developed based on three main concepts, namely Consumer Engagement, Purchase Intention and Social Commerce. Alternative terms such as customer engagement, buying intention, social

commerce platforms, live streaming commerce and short video commerce were also considered to increase the search coverage. The Boolean operator AND was used to connect the main concepts, while OR was used to combine terms that have similar meanings or variations of terminology. The search used several academic databases relevant to the fields of management, marketing and information systems. Details of the database, search string, search field, publication period and number of records identified are presented in Table 3 Search String Details for Databases.

A literature search was conducted on August 1, 2026, across five academic databases: Scopus, Web of Science, IEEE Xplore, ScienceDirect, and Emerald Insight. The search encompassed publications released between 2019 and 2025. Specific search strings were employed for each database, utilizing their respective designated search fields, as shown in Table 3. Boolean operators including AND and OR were used to combine key concepts and their related terms. This search procedure was designed to ensure that the identification of relevant studies was carried out in a systematic and transparent manner.

Table 3 Search String Details for Databases:

Database	**Search String**	**Search Scope/ Field**	**Publication Period**	**Search Date**	**Records Identified (n)**
Scopus	("consumer engagement" OR "customer engagement") AND ("purchase intention" OR "buying intention") AND ("social commerce" OR "social commerce platform*")	Title, Abstract, Keywords	2019–2025	1 August 2026	198
Web of Science (WoS)	("consumer engagement" OR "customer engagement") AND ("purchase intention" OR "buying intention") AND ("social commerce" OR "social commerce platform*")	Topic	2019–2025	1 August 2026	142
IEEE Xplore	("consumer engagement" OR "customer engagement") AND ("purchase intention" OR "buying intention") AND ("social commerce" OR "social commerce platform*")	Metadata / Full Text	2019–2025	1 August 2026	35
ScienceDirect	("consumer engagement" OR "customer engagement") AND ("purchase intention" OR "buying intention") AND ("social commerce" OR "social commerce platform*")	Title, Abstract, Keywords	2019–2025	1 August 2026	27
Emerald Insight	("consumer engagement" OR "customer engagement") AND ("purchase intention" OR "buying intention") AND ("social commerce" OR "social commerce platform*")	Abstract / Keywords	2019–2025	1 August 2026	10
Total Database Records	—	—	2019–2025	1 August 2026	412
Additional Sources	Google Scholar; reference list checking; manual searching	—	2019–2025	1 August 2026	24
Total Records Identified	—	—	—	1 August 2026	436

Eligibility Criteria

Inclusion and exclusion criteria were established prior to the screening process to ensure that the selected articles were relevant to the objectives of this systematic literature review. Studies were included if they examined Consumer Engagement (CE), Purchase Intention (PI), or the relationship between these constructs within the context of social commerce. Selected articles had to be published in academic journals, written in English, and published between 2019 and 2025. Furthermore, each article was required to contain sufficient bibliographic information to facilitate verification and assessment.

Articles were excluded if they were not directly related to Consumer Engagement, Purchase Intention, or social commerce. Duplicate publications, non-journal materials falling outside the scope of this review, and articles lacking sufficient information for assessment purposes were also excluded. These criteria were applied throughout the screening and full text assessment process to ensure that the final selection aligned with the research objectives.

Study Selection Procedure

The study selection process followed the four stages of the PRISMA 2020 framework: identification, screening, eligibility, and inclusion. During the identification stage, 436 records were obtained from five academic databases and additional sources. After removing 118 duplicate records, 318 records remained for the screening stage. In the screening stage, the titles and abstracts of these records were examined to determine their relevance to the research objectives, resulting in the exclusion of 248 records. Subsequently, of the 70 full text articles assessed, 40 were excluded for failing to meet the established eligibility criteria. The remaining 30 studies were included in the systematic literature review. The complete selection process, along with the number of records at each stage, is presented in Figure 1 and Table 4.

Table 4 Study Selection Statistics:

PRISMA Stage	Selection Process	Number of Records (n)
Identification	Records identified through database searching	412
Identification	Additional records identified through other sources	24
Identification	Total records identified	436
Screening	Duplicate records removed	118
Screening	Records after duplicates removed	318
Screening	Records screened by title and abstract	318
Screening	Records excluded after title and abstract screening	248
Eligibility	Full text articles assessed for eligibility	70
Eligibility	Full text articles excluded with reasons	40
Included	Studies included in the systematic literature review	30

Based on this process, 30 articles were selected as the final study and used as the basis for Table 1 Summary of Included Studies. Each article was then extracted based on author, year, article title, key findings and DOI before being systematically analysed.

Data Extraction and Analysis

Data were extracted and organized in Microsoft Excel to ensure that the information in each article could be compared consistently. In addition to bibliographic information, the study also paid attention to the study construct, relationships between variables, research context, theoretical perspective and methodological approach. Findings from the 30 articles were then compared to identify similarities, differences and research

patterns. For example, previous studies have shown that CE is not only studied as an outcome of social commerce characteristics, but also as a mechanism that links certain factors with PI (Akram et al., 2021; Qin et al., 2023).

Quality Assessment and Thematic Synthesis

The quality of the 30 included studies was assessed using six assessment questions (QA1–QA6). The assessment focused on the clarity of research objectives, relevance to the objectives of this systematic literature review, adequacy of methodological descriptions, clarity of findings and discussion, reporting of study limitations, and consistency between the conclusions and research findings. A binary scoring system was applied, in which a score of 1 (Yes) was assigned when a criterion was met, while a score of 0 (No) was assigned when the criterion was not met. The initial quality assessment was conducted by one researcher, followed by a review of the assessment results by a second researcher to examine the consistency of the decisions. The assessment results were then summarized based on the number and percentage of Yes and No responses for each criterion. Overall, 168 Yes responses (93.3%) and 12 No responses (6.7%) were recorded across the 180 assessments. The results are presented in Table 5.

Table 5 Quality Assessment of Included Studies:

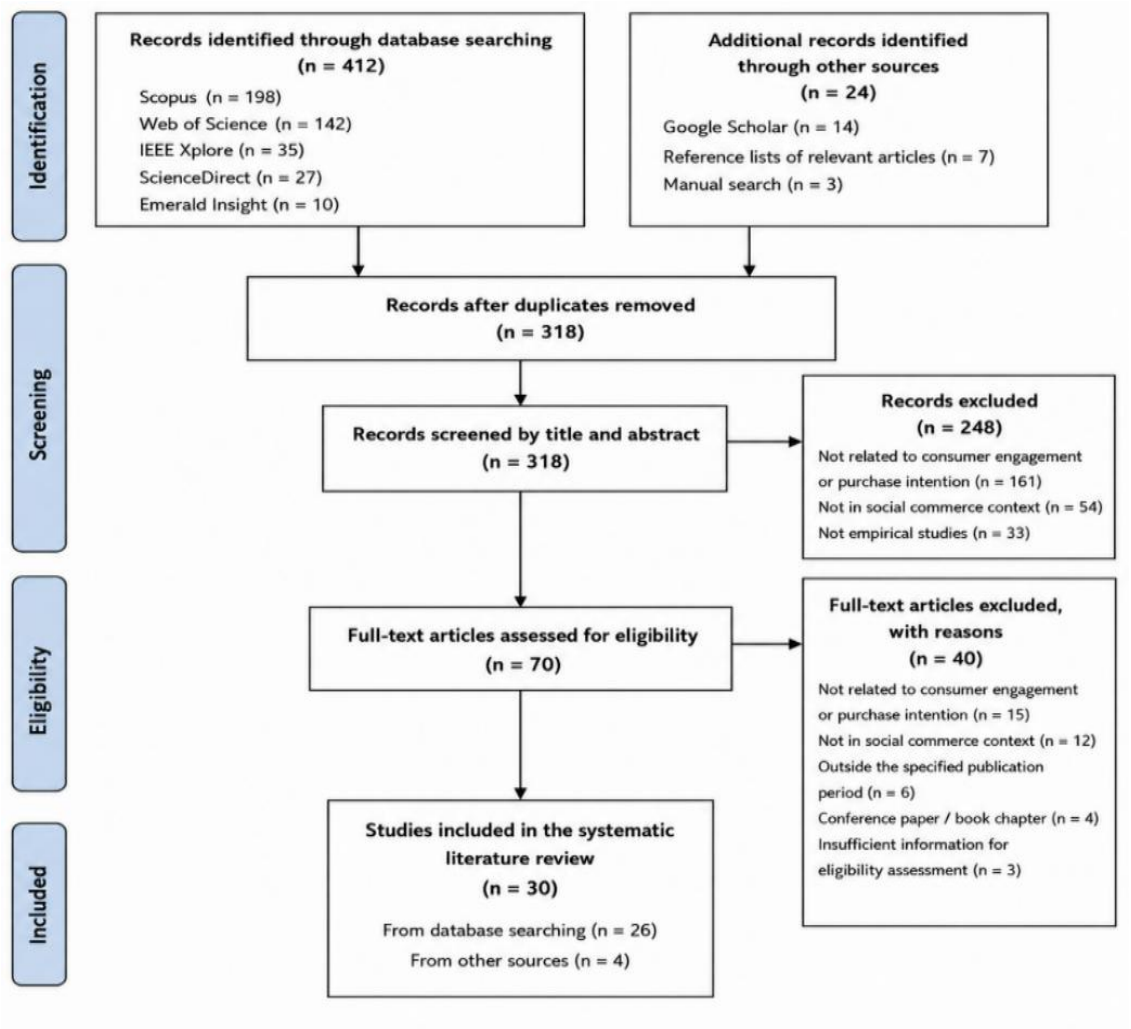
QA	Assessment Question	Yes (n)	Yes (%)	No (n)	No (%)
QA1	Is the research objective clearly stated?	30	100.0	0	0.0
QA2	Is the study relevant to the objectives of this systematic literature review?	30	100.0	0	0.0
QA3	Is the research methodology adequately described?	28	93.3	2	6.7
QA4	Are the findings clearly presented and discussed in relation to previous research?	27	90.0	3	10.0
QA5	Are the limitations of the study clearly stated?	24	80.0	6	20.0
QA6	Are the conclusions supported by the study findings?	29	96.7	1	3.3
Total / Average	—	168	93.3	12	6.7

Next, thematic synthesis was used to group studies based on patterns of findings and research focus. Four main themes were identified, namely Social Commerce Attributes and Consumer Engagement; Consumer Engagement and Purchase Intention; Trust, Perceived Risk and Social Influence; and Evolution towards Live streaming and Short Video Commerce. This grouping formed the basis of Table 2 – Themes and Corresponding Studies in the Literature Review section. The cross-analysis process was then used to compare findings across themes and identify theoretical, contextual and methodological developments.

PRISMA Flow Diagram

The article search and selection process is summarized in Figure 1, which follows the four stages of the PRISMA 2020 framework: identification, screening, eligibility, and inclusion. A total of 436 records were identified, consisting of 412 records from five academic databases and 24 records from additional sources. After removing 118 duplicate records, 318 records were screened based on their titles and abstracts, resulting in the exclusion of 248 records. Subsequently, 70 full text articles were assessed for eligibility; 40 of these were excluded for failing to meet the inclusion criteria. Finally, 30 studies were included in this systematic literature review.

Figure 1. PRISMA 2020 Flow Diagram



RESULT

The results of this systematic literature review indicate that research on Consumer Engagement (CE) and Purchase Intention (PI) in social commerce has developed across several interconnected areas. Based on the 30 studies included in this review, four major themes were identified: (1) Social Commerce Attributes and Consumer Engagement, (2) Consumer Engagement and Purchase Intention, (3) Trust, Perceived Risk and Social Influence, and (4) The Evolution of Live streaming and Short Video Commerce. These themes reflect the main research directions and the different factors examined in explaining consumer engagement and purchase related behavior in social commerce.

Theme 1: Social Commerce Attributes and Consumer Engagement

The first theme highlights the importance of social commerce attributes in shaping consumer engagement. The reviewed studies indicate that interactive platform features and social experiences contribute to how consumers participate and interact within social commerce environments. Xue et al. (2020) demonstrate the importance of interactive features in strengthening social commerce engagement, while Li et al. (2023) highlight the contribution of social interaction, social presence and trust related mechanisms to consumer engagement. Similarly, Busalim et al. (2024) identify community, collaboration, interactivity and social dynamics as important attributes associated with consumer engagement. Mohammad et al. (2024) further examine the influence of social commerce dynamics on customer engagement and related behavioral outcomes, while Herzallah et al. (2025) demonstrate the relationship between social commerce attributes, customer engagement and repurchase intention. In addition, Busalim and Asadi (2025) identify various factors that encourage customers to engage with social commerce platforms through a systematic review. Overall, these findings suggest that consumer engagement is associated with more than the availability of commercial content. It also

involves consumers' interactions with platform features, social communities and other users. The findings establish social commerce attributes as an important area for understanding the development of consumer engagement.

Theme 2: Consumer Engagement and Purchase Intention

The second theme focuses on the relationship between consumer engagement and purchase intention. Several studies provide evidence of an association between these two constructs, particularly in live streaming and social commerce environments. Sun et al. (2019) show how live streaming affordances influence purchase intention through customer engagement, while Addo et al. (2021) find a significant relationship between customer engagement and purchase intention on live streaming digital marketing platforms. Zheng et al. (2022) further examine the relationship between customer engagement behaviours, purchase intention and customer acquisition, suggesting that different forms of engagement may contribute differently to consumer responses. Other studies provide evidence of the mediating role of consumer engagement. Akram et al. (2021) show that utilitarian and hedonic motivations influence purchase intention through consumer engagement. Yu and Zheng (2021) similarly demonstrate that perceived luxury value contributes to consumer engagement, which subsequently supports purchase intention. Qin et al. (2023) also identify consumer engagement as a mediating mechanism in the relationship between live streaming, online consumer reviews and purchase intention.Dua (2024) examines the mediating role of customer engagement between utilitarian and symbolic shopping values and purchase intention in live streaming platforms. More recent studies by Han and Jo (2025) and Ramadhoni and Prassida (2025) extend this discussion to fashion live commerce and social commerce live streaming contexts. Taken together, these findings indicate that consumer engagement is not only associated with purchase intention but may also function as an explanatory mechanism through which consumer motivations, perceived values and platform experiences influence purchasing decisions.

Theme 3: Trust, Perceived Risk and Social Influence

The third theme identifies trust, perceived risk and social factors as important considerations in understanding consumer behavior within social commerce. Lăzăroiu et al. (2020) highlight the roles of online trust and perceived risk in consumers' decision-making processes on social commerce platforms. Li et al. (2023) also identify trust related mechanisms in explaining the relationship between social interaction and consumer engagement, while Zhai and Chen (2023) demonstrate the mediating role of trust in the relationship between relational bonds and user engagement. Other studies extend the discussion to social and informational influences. Hu and Zhu (2022) examine the relationship between social media usage and purchase intention, including the influence of cultural differences. Mensah et al. (2023) identify perceived usefulness, ease of use, electronic word of mouth (eWOM) and relationship related factors as relevant to purchase and recommendation intentions. Furthermore, Akram et al. (2021) examine the roles of eWOM and social value in the relationship between consumer motivations and purchase intention. Chawla et al. (2023) investigate social commerce atmospherics and influencer related factors, while Elshaer et al. (2024) highlight the contribution of social commerce factors, consumer attitudes and trust to buying intention. Larfi et al. (2025) further examine information sharing, perceived risk, customer relationship quality and online reviews in explaining purchase intention. Overall, the findings suggest that consumer engagement and purchase intention should be understood alongside psychological and social considerations. Trust, perceived risk, information sharing and social influence provide additional perspectives for explaining how consumers evaluate and respond to social commerce offerings.

Theme 4: The Evolution of Live streaming and Short video Commerce

The fourth theme reflects the growing attention given to live streaming and short video commerce in social commerce research. Earlier work by Sun et al. (2019) examines the influence of live streaming affordances on consumer engagement and purchase intention. Subsequent research has expanded the discussion to include visibility, meta voicing, shopping guidance and interactivity. Chao et al. (2023), for example, examine how live stream marketing affordances influence consumer trust and purchase intention through the S O R perspective. Qin et al. (2023) also investigate the combined influence of live streaming and online consumer reviews on purchase intention. The development of platform specific commerce is further reflected in studies focusing on TikTok and short video environments. Retnosari and Nadlifatin (2024) examine TikTok e commerce live

streaming by considering trust, flow experience, perceived value, consumer engagement and purchase intention. Zhang et al. (2024) investigate consumption values and streamer popularity in live streaming e commerce, while Shen and Wang (2024) examine how short video marketing influences purchase intention through users' persona perceptions and shared values.More recently, Ghenie et al. (2025) investigate the influence of short form video advertising on word of mouth, flow experience and purchase intention in social commerce. These studies demonstrate that social commerce research increasingly considers visual content, real time interaction, streamer characteristics and users' experiences when examining consumer responses.Overall, this theme indicates that live streaming and short video commerce have become important contexts for examining consumer engagement and purchase intention. The shift also provides opportunities to investigate how different forms of digital content and interaction shape consumer behaviour.

Synthesis Across Themes

The synthesis of the four themes reveals that Consumer Engagement (CE) and Purchase Intention (PI) in social commerce are interconnected through a combination of platform attributes, consumer experiences, psychological factors and emerging digital technologies. Rather than representing four separate areas of investigation, the themes collectively explain different aspects of consumer behavior in social commerce environments.First, the findings from Theme 1 and Theme 2 demonstrate a conceptual relationship between social commerce attributes, CE and PI. Interactive features, social interaction, community participation and collaboration provide opportunities for consumers to engage with platforms and other users (Xue et al., 2020; Li et al., 2023; Busalim et al., 2024). However, engagement does not automatically indicate purchase intention. Studies such as Akram et al. (2021), Yu and Zheng (2021) and Qin et al. (2023) highlight the mediating role of CE in explaining how consumer motivations, perceived values and platform experiences are associated with purchase intention. This suggests that the relationship between platform attributes and purchasing responses involves an engagement process rather than a simple direct association.

Second, Theme 3 extends this relationship by highlighting the importance of psychological and social considerations. Trust, perceived risk, electronic word of mouth, social value and information sharing provide additional explanations for consumer responses in social commerce (Lăzăroiu et al., 2020; Akram et al., 2021; Zhai & Chen, 2023; Larfi et al., 2025). These factors indicate that consumers' willingness to engage and purchase is also influenced by how they evaluate the credibility, reliability and potential risks of online transactions. Nevertheless, the reviewed studies examine these factors from different perspectives and research contexts. Therefore, their roles should not be assumed to be identical across all social commerce settings. Third, Theme 4 demonstrates how the development of live streaming and short video commerce has expanded the context in which CE and PI are investigated. Live streaming affordances, streamer characteristics, visual content, flow experience and real time interaction have become increasingly relevant to understanding consumer responses (Sun et al., 2019; Chao et al., 2023; Zhang et al., 2024; Shen & Wang, 2024; Ghenie et al., 2025). These developments suggest that the mechanisms of engagement are influenced by the technological and content characteristics of particular platforms. However, the findings also indicate that research contexts vary across live streaming, short video marketing and broader social commerce platforms, which may limit direct comparisons between studies.

From a methodological perspective, the reviewed studies employ different analytical approaches, including PLS SEM, SEM, fsQCA and meta-analytic structural equation modeling (MASEM). For example, Leong et al. (2023) use MASEM to synthesise determinants of purchase intention in social commerce, whereas Elshaer et al. (2024) combined SEM and fsQCA to examine relationships and configurations associated with buying intention. Although these approaches contribute different forms of evidence, the variation in research designs, theoretical perspectives and platform contexts indicates that findings remain distributed across several research streams. Greater conceptual integration would therefore help clarify how platform attributes, consumer engagement and psychological factors jointly explain purchase intention.The synthesis identifies three major developments in the literature: the growing recognition of CE as a mediating mechanism, the increasing consideration of trust and perceived risk in explaining consumer responses, and the expansion of research towards live streaming and short video commerce. These developments address the first specific objective of this review by identifying current research trends in CE and PI within social commerce. At the same time, the differences in theoretical approaches,

research contexts and analytical methods provide a foundation for identifying research gaps and proposing future research directions, thereby addressing the second specific objective.

DISCUSSION

The findings of this study show that the relationship between Consumer Engagement (CE) and Purchase Intention (PI) in social commerce is influenced by social, psychological and technological factors. Based on the synthesis of 30 articles in Table 1 and four themes in Table 2, CE is not merely the result of user interaction with a platform, but also functions as a mechanism connecting consumer experiences with purchase intention. This suggests that the formation of PI involves more than platform interaction, as consumers also consider the information, experiences and relationships developed within the digital environment.

In terms of interpretation, Theme 1 shows that attributes such as interactivity, social interaction, community, collaboration and social dynamics contribute to the formation of CE. This finding is consistent with Xue et al. (2020), Li et al. (2023) and Busalim et al. (2024), who highlighted the importance of social experiences and interactive platform features in encouraging engagement. However, Theme 2 indicates that engagement alone may not be sufficient to explain PI. Studies by Akram et al. (2021), Qin et al. (2023) and Dua (2024) demonstrate the mediating role of CE between consumer experiences or perceived values and PI. This highlights the importance of understanding how engagement translates into purchase intention rather than focusing only on the direct relationship between these constructs.

These findings also highlight the importance of trust, perceived risk and social influence in explaining consumer responses. Lăzăroiu et al. (2020) identify online trust and perceived risk as important factors in purchase decision making, while Li et al. (2023) emphasize the role of social mechanisms in shaping CE. The findings under Theme 3 further indicate that eWOM, social value and information sharing provide additional explanations of consumer behaviour. At the same time, the development of live streaming and short video commerce in Theme 4 demonstrates the growing importance of real time interaction, visual content and platform features (Sun et al., 2019; Qin et al., 2023; Retnosari & Nadlifatin, 2024; Shen & Wang, 2024). From a theoretical perspective, the diversity of approaches in Table 1, including PLS SEM, SEM, fsQCA and MASEM, indicates that research on CE and PI is still examined through different theoretical and methodological perspectives. Although this diversity enriches the literature, greater integration is needed to develop a more comprehensive understanding of the CE–PI relationship.

From a practical and policy perspective, the findings suggest that platform operators and marketers should focus on meaningful consumer engagement rather than simply increasing views, likes or comments. Interactivity, credible product information, social interaction and trust building practices should be considered together to encourage purchase intention. In live streaming and short video commerce, these aspects are particularly relevant because visual content and real time interaction influence how consumers evaluate products. For policymakers, the findings highlight the importance of information transparency, consumer protection and responsible digital commerce practices. Nevertheless, several limitations should be acknowledged. First, the findings depend on the databases, keywords and selection criteria used in this review. Second, the 30 selected articles differ in terms of country, platform, theory and methodology, which limits direct comparisons. Third, the rapid development of live streaming and short video commerce means that some emerging trends may not be fully represented. Therefore, the findings are more suitable for identifying research patterns and future directions than for drawing comprehensive causal conclusions. First, the findings depend on the database, keywords and selection criteria used. Second, the 30 articles analysed differ in terms of country, platform, theory and methodology, limiting direct comparisons. Third, the rapid development of live streaming and short video commerce means that some new trends may not have received sufficient coverage in the existing literature. Therefore, these findings are more suitable for identifying patterns, gaps and research agendas than for drawing comprehensive causal conclusions. Overall, this study shows that CE is an important component in explaining PI, but that the relationship is influenced by social, psychological, technological and platform context factors. The shift to live streaming and short video commerce also opens space for more dynamic and contextual research in the future.

CONCLUSION

This Systematic Literature Review synthesized 30 studies related to Consumer Engagement (CE) and Purchase Intention (PI) in social commerce. The findings show that the CE–PI relationship is influenced by interactivity, social interaction, community, trust, perceived value and social factors. Xue et al. (2020), Li et al. (2023) and Busalim et al. (2024) highlight the role of social commerce attributes in shaping CE, while Akram et al. (2021) and Qin et al. (2023) demonstrate how CE connects consumer experiences with PI. These findings suggest that CE plays an important role in understanding how consumer interactions develop into purchase intentions. This review also highlights the shift from conventional social commerce towards live streaming and short video commerce, where engagement has become more interactive, immediate and visually oriented. Future research should examine how and under what conditions CE translates into PI, particularly by integrating trust, perceived risk, social influence and platform affordances. Further studies using mixed methods, longitudinal and experimental approaches are also recommended. Research across different platforms, countries and consumer contexts would provide a broader understanding of CE and PI. Overall, this review provides a foundation for more integrated research on consumer behavior in the evolving social commerce environment.

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