

Live Commerce as a Digital Marketing Innovation for MSMEs: The Role of Interactivity and Consumer Trust in Enhancing Purchase Intention

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ABSTRACT

This study aims to analyze the role of live commerce as a digital marketing innovation for MSMEs by examining the influence of interactivity and consumer trust on purchase intention. The study employed a literature review method using a qualitative approach and descriptive analysis. Data were collected from Google Scholar, ScienceDirect, and relevant reports published by international organizations covering the period from 2010 to 2026. The initial search identified 50 publications, which were subsequently screened based on relevance, quality, and alignment with the research objectives, resulting in 41 articles selected for analysis. The findings indicate that interactivity serves as a key stimulus for increasing consumer engagement, while consumer trust reduces perceived risk and encourages purchase intention. The success of live commerce is influenced more by communication quality, information transparency, and seller credibility than by technological features alone. A limitation of this study is its reliance on secondary data; therefore, the findings depend on the quality of the reviewed literature and are not supported by direct empirical evidence. The findings are expected to enrich the digital marketing literature and provide practical insights for MSMEs in developing more adaptive marketing strategies.

ABSTRAK

Penelitian ini bertujuan menganalisis peran live commerce sebagai inovasi pemasaran digital pada UMKM melalui perspektif interaktivitas dan kepercayaan konsumen dalam meningkatkan minat beli. Penelitian menggunakan metode tinjauan pustaka dengan pendekatan kualitatif dan analisis deskriptif. Data diperoleh dari Google Scholar, ScienceDirect, serta laporan lembaga internasional yang relevan pada periode 2010–2026. Penelusuran awal menghasilkan 50 publikasi, kemudian diseleksi berdasarkan relevansi, kualitas, dan kesesuaian dengan tujuan penelitian sehingga diperoleh 41 artikel sebagai sumber utama analisis. Hasil sintesis menunjukkan bahwa interaktivitas berperan sebagai stimulus yang meningkatkan keterlibatan konsumen, sedangkan kepercayaan mengurangi persepsi risiko sehingga mendorong terbentuknya minat beli. Keberhasilan live commerce lebih banyak dipengaruhi oleh kualitas komunikasi, transparansi informasi, dan kredibilitas penjual dibandingkan pemanfaatan teknologi semata. Keterbatasan penelitian ini terletak pada penggunaan data sekunder sehingga temuan bergantung pada kualitas literatur yang dianalisis dan belum didukung data empiris secara langsung. Temuan penelitian diharapkan memperkaya literatur pemasaran digital serta menjadi referensi bagi UMKM dalam mengembangkan strategi pemasaran yang lebih adaptif.

1. INTRODUCTION

The development of digital technology has transformed marketing practices across various business sectors, including Micro, Small, and Medium Enterprises (MSMEs). Social media, which previously functioned as a means of communication, has now evolved into a transactional space that enables direct interaction between business actors and consumers. One of the innovations experiencing rapid growth is live commerce, namely

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the activity of selling products through live streaming on digital platforms. This concept provides a more interactive shopping experience because consumers can observe product demonstrations, ask questions, and receive responses in real time. This situation creates a more personalized experience compared to conventional digital marketing, which relies on photos, videos, or product catalogs.

The phenomenon of live commerce has attracted considerable attention in digital marketing studies because it is capable of integrating entertainment, communication, and transactions into a single activity (Y. Li et al., 2025). MSMEs have the opportunity to introduce their products in greater detail through direct explanations regarding product quality, benefits, and methods of use. The interactions that occur during live broadcasts provide prospective buyers with the opportunity to obtain information before making purchasing decisions. These characteristics create a closer relationship between sellers and consumers, making the marketing process feel more natural. This condition indicates that live commerce has evolved into a relevant marketing strategy in the increasingly competitive digital economy era.

Previous studies have shown that the success of live commerce does not depend solely on the use of technology but is also influenced by the quality of interactions created during the live streaming process (Yang et al., 2024). Interactivity is one of the factors that distinguishes live commerce from other forms of digital marketing. Consumers can ask questions, provide comments, and receive direct responses from sellers or hosts. Prompt responses create a two-way communication environment, allowing consumers to feel more valued throughout the transaction process. Such interactive experiences have the potential to increase consumer engagement with products while strengthening the emotional relationship between MSMEs and prospective buyers.

In addition to interactivity, consumer trust is an aspect that is frequently discussed in various studies on digital marketing. Trust emerges when consumers believe that the information provided by sellers accurately reflects the actual condition of the products. Live product demonstrations, transparent explanations, and the seller's ability to answer consumer questions can reduce uncertainty before making a purchase (Yi et al., 2025; W. Zhang et al., 2022). A high level of trust provides consumers with a sense of security in transactions, particularly in digital environments that continue to face various risks, such as inaccurate information or product quality that differs from promotional claims. The relationship between trust and purchasing decisions becomes increasingly relevant in live commerce practices that rely on direct communication.

Purchase intention is one of the indicators frequently used to measure the effectiveness of digital marketing strategies. It reflects consumers' tendency to make a purchase after obtaining information about a product. Live commerce offers a more engaging experience because consumers can observe products being used in real situations, receive live reviews, and interact throughout the selling process (Kamila & Utomo, 2025). Such experiences can shape positive perceptions of both the product and the seller. The better the quality of interactivity and the higher the level of trust established, the greater the likelihood that consumers will develop purchase intentions. The relationships among these concepts have become a major focus in the digital marketing literature.

Increasingly intense competition in the digital business environment encourages MSMEs to continuously seek marketing strategies capable of attracting consumer attention more effectively (Ijomah et al., 2024). The use of live commerce offers business actors the opportunity to establish more open communication while expanding market reach without requiring substantial promotional investments. Various digital platforms have provided easily accessible live streaming features, allowing MSMEs to compete on equal footing with larger enterprises. This situation indicates that marketing success is increasingly determined by the ability to build meaningful interactions and high-quality relationships with consumers throughout the communication process.

Various previous studies have examined the influence of live commerce on consumer behavior; however, the findings still show variations in the relationships among the variables investigated. Some studies have found that interactivity has a strong influence on purchase intention through enhanced shopping experiences (Han & Zhao, 2026; Hanifah et al., 2024; Joo & Yang, 2023), while other studies identify consumer trust as the factor contributing more significantly to purchasing decisions (Qu et al., 2023; Shofa et al., 2024). These differences provide an opportunity to synthesize existing knowledge through a literature review approach. An analysis of various empirical findings can provide a more comprehensive understanding of the mechanisms underlying the relationships among live commerce, interactivity, consumer trust, and purchase intention within the MSME context.

Based on the foregoing discussion, this research topic has high relevance for investigation through a

literature review. This study is expected to integrate various findings from previous research regarding the development of live commerce in the MSME sector while explaining the relationships among interactivity, consumer trust, and purchase intention within a comprehensive conceptual framework. The findings are expected to enrich the digital marketing literature while serving as a reference for MSMEs in designing marketing strategies that are more adaptive to changes in consumer behavior in the digital economy era.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Live Commerce

Live commerce has evolved into one of the digital marketing innovations that integrates promotional activities, communication, and transactions into a single platform in real time. Unlike conventional e-commerce, which relies on product catalogs, live commerce provides consumers with the opportunity to watch live product demonstrations, ask questions, obtain spontaneous explanations, and receive immediate responses. These characteristics create a more communicative shopping experience and reduce uncertainty before purchase decisions are made. Various studies have shown that the success of live commerce is influenced by the seller's ability to establish active interactions, deliver information transparently, and create experiences that enhance consumer engagement throughout the live streaming process (Cheng, 2024; W. Li et al., 2025; Moreno & Lim, 2026).

Digital Marketing

The development of digital marketing has become a driving factor behind the emergence of various technology-based marketing models, including live commerce. The synthesis of research findings indicates that digital marketing has shifted from one-way communication patterns toward more participatory two-way communication. Consumers no longer act merely as recipients of information but have become part of the communication process through comments, questions, reviews, and direct interactions with sellers. This transformation demonstrates that the effectiveness of digital marketing is increasingly determined by the quality of relationships established throughout the communication process. Various studies also indicate that the integration of social media, live streaming technology, and digital payment systems can create a more convenient shopping experience, thereby enhancing the effectiveness of marketing strategies across various business sectors (Azad et al., 2024; Frihatini et al., 2026).

MSMEs

In the context of Micro, Small, and Medium Enterprises (MSMEs), live commerce provides opportunities to expand market reach without requiring relatively large promotional investments. The utilization of live streaming features enables MSMEs to introduce products to consumers from various regions, explain product advantages in detail, and establish closer relationships through real-time communication. Previous studies have demonstrated that MSMEs capable of optimizing digital marketing through live commerce tend to achieve higher levels of consumer engagement than those relying on static post-based marketing (Dwivedi et al., 2021; Wibawa et al., 2022). These findings indicate that digital transformation has created broader opportunities for MSMEs to enhance their competitiveness through marketing strategies that are more adaptive to changes in consumer behavior.

Interactivity

Interactivity is the primary factor that distinguishes live commerce from other forms of digital marketing. Interactivity is reflected through two-way communication that enables consumers to receive immediate responses regarding product specifications, quality, benefits, and methods of use. This process provides consumers with the opportunity to evaluate products before making purchasing decisions, thereby reducing perceived transaction risk. Various studies have also shown that a high level of interactivity increases consumer engagement during live broadcasts, extends viewing duration, and strengthens the emotional relationship between sellers and prospective buyers (Aprianingsih et al., 2025; Hameed et al., 2026; Q. Yang et al., 2023). These conditions demonstrate that responsive communication is one of the key factors determining the successful implementation of live commerce among MSMEs.

Consumer Trust

In addition to interactivity, consumer trust emerges as a factor that plays a strategic role in determining the

success of digital marketing. Trust develops when consumers perceive that the information provided by sellers is honest, transparent, and consistent with the actual condition of the products. Live product demonstrations, the host's ability to answer consumer questions, and service consistency are factors that strengthen consumer confidence in the seller's credibility. Various previous studies have shown that trust reduces perceived risk in digital transactions, thereby making consumers feel more secure when making purchases (Hipólito et al., 2025; S. D. Sari et al., 2020). These findings indicate that building trust requires a continuous communication process and cannot be replaced solely by price promotions.

Purchase Intention

In various studies, the concept of purchase intention is regarded as a behavioral response that emerges after consumers gain positive experiences during the process of seeking product information. Purchase intention increases when consumers receive comprehensive information, experience high-quality interactions, and possess a high level of trust in both the seller and the digital platform being used (Habib, 2022; Jayasingha et al., 2025; C. Wang et al., 2023; J. Wang et al., 2022). This relationship demonstrates that purchasing decisions are the result of an evaluation process involving both rational and psychological aspects simultaneously. The better the quality of interactions established during live commerce, the greater the likelihood that consumers will develop purchase intentions toward the products being offered. This condition explains why various studies identify interactivity and trust as the primary determinants of increasing purchase intention in the digital commerce environment.

3. RESEARCH METHOD

This study employed a literature review method using a qualitative approach. This approach was selected to obtain a comprehensive understanding of the development of the live commerce concept as a digital marketing innovation for Micro, Small, and Medium Enterprises (MSMEs), particularly concerning the roles of interactivity and consumer trust in enhancing purchase intention. The analysis was conducted descriptively through the review, comparison, synthesis, and interpretation of various previous research findings, thereby providing a comprehensive conceptual understanding of the relationships among the variables discussed.

The research data were derived from secondary sources obtained through a literature search using Google Scholar as the primary academic search engine and were complemented by scholarly articles and scientific documents available from reputable platforms such as ScienceDirect, ResearchGate, MDPI, Emerald Insight, Taylor & Francis Online, SAGE Journals, Wiley Online Library, as well as publications from reputable media, official online data, and research companies such as Katadata.co.id that are relevant to the digital transformation of MSMEs. The use of these various sources was intended to enhance the completeness of the references while ensuring the quality and credibility of the data employed. Google Scholar was selected because it provides broad coverage of indexed scholarly literature from various publishers, repositories, and academic institutions.

The data collection process was conducted using keywords such as live commerce, digital marketing, social commerce, consumer trust, interactivity, purchase intention, MSMEs, UMKM, and various combinations of these keywords. The publication period was limited to 2010–2026 to capture the development of the live commerce concept from its early emergence to its current state. The initial search identified 50 articles related to the research topic. The next stage involved a systematic selection process based on inclusion and exclusion criteria. The inclusion criteria comprised articles discussing live commerce, digital marketing, interactivity, consumer trust, purchase intention, and the MSME context; published in reputable scientific journals or conference proceedings; available in full text; and directly relevant to the research objectives. Meanwhile, duplicate articles, articles without full-text availability, publications containing only abstracts, studies focusing outside the scope of the research, or those discussing unrelated variables were excluded from the analysis.

The selection results indicated that 41 articles met all the established criteria and were used as the primary sources in the analysis. The data analysis technique employed was qualitative content analysis combined with descriptive analysis. The analysis was conducted through four stages: data reduction, theme categorization, findings synthesis, and conclusion drawing. The data reduction stage involved identifying information relevant to the research focus. Subsequently, the data were categorized into the main themes, including the development of live commerce, the characteristics of interactivity, the development of consumer

trust, and purchase intention among MSMEs. The synthesis stage involved comparing, integrating, and interpreting the findings of various studies to identify patterns, similarities, differences, and research trends. The final stage involved drawing conclusions that produced a conceptual synthesis of the relationships among live commerce, interactivity, consumer trust, and purchase intention, while also identifying research gaps as a foundation for future research development.

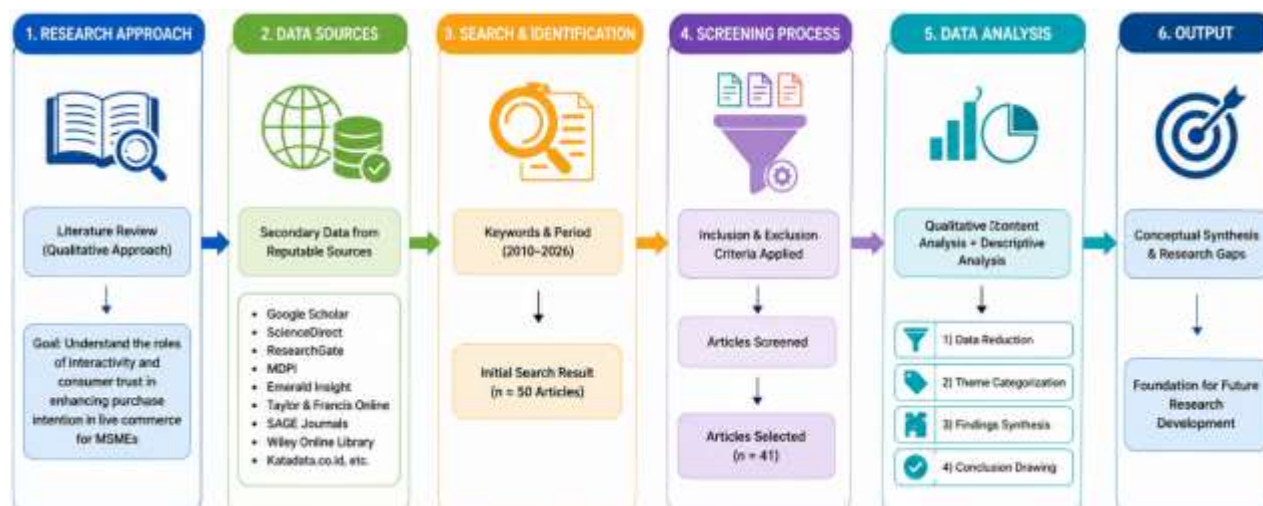


Figure 1. Research Methodology Flow Diagram

4. DATA ANALYSIS AND DISCUSSION

The transformation of digital marketing has changed the way MSMEs build relationships with consumers. This transformation is reflected in the shift from marketing strategies that were previously oriented toward one-way information delivery to two-way communication through live commerce features. Live streaming activities enable sellers to demonstrate products in real time, explain product specifications in detail, and respond to consumer questions simultaneously. This situation creates a more personalized shopping experience because consumers have the opportunity to interact directly before making purchasing decisions. These characteristics position live commerce as a digital marketing innovation capable of reducing the information gap between sellers and buyers while creating a more convincing shopping experience than promotions based solely on static photos or videos.

This phenomenon can be explained through the Stimulus–Organism–Response (S-O-R) Theory. This theory explains that external stimuli (stimulus) influence an individual's psychological condition (organism), which subsequently generates behavioral responses (response) (Yetkin & Oktay, 2025). In the context of live commerce, the live broadcast presentation, product demonstrations, host communication quality, promotional activities, and interactivity serve as stimuli received by consumers throughout the shopping process. These stimuli influence consumers' psychological conditions in the form of trust, comfort, engagement, and confidence in the products being offered. As these perceptions develop positively, consumers become more likely to make purchases. Research on live commerce through the TikTok Shop platform shows that streamer characteristics, interactivity, and information credibility significantly influence the development of trust, which subsequently increases consumers' purchase intention (Amarullah et al., 2025).

The development of relationships between sellers and consumers in live commerce can also be explained through Social Presence Theory. This theory suggests that the higher the perceived social presence during digital communication, the greater the likelihood that individuals will experience emotional closeness with their communication partners (Calefato & Lanubile, 2010). In live commerce activities, facial expressions, voice intonation, body language, and the host's spontaneous responses create the impression that consumers are interacting directly in a physical store. This perception enhances consumers' sense of comfort while reducing uncertainty regarding the quality of the promoted products. Recent research on livestream commerce in Indonesia demonstrates that the quality of host interactions, particularly responsiveness and interactivity, enhances social presence and consumer trust, which subsequently have a positive impact on purchase intention (A. N. Sari et al., 2025). These findings indicate that warm and responsive communication

often exerts a greater influence than the host's technical ability to explain the products.

Previous research findings consistently demonstrate that interactivity is the primary factor determining the effectiveness of live commerce. The findings indicate that various interactive features, such as guidance shopping, meta-voicing, visibility, and transaction convenience, enhance consumer trust and engagement, thereby encouraging the development of purchase intention (Ngo et al., 2025). Other studies have found that trust serves as a mediating variable linking the live streaming experience with purchasing decisions, indicating that interactive communication does not necessarily lead to transactions unless it successfully establishes consumer trust (Ding et al., 2025; H. Zhang et al., 2024). These findings reinforce the view that the success of live commerce is not determined solely by technological sophistication but rather by the ability of MSMEs to establish transparent, responsive communication and foster emotional relationships with consumers. Interactivity and trust are two complementary elements in enhancing purchase intention within the live commerce-based digital marketing ecosystem.

The implementation of live commerce across various digital platforms demonstrates that the success of marketing strategies is no longer determined solely by the intensity of promotional activities but also by the ability to create engaging and interactive shopping experiences. The Technology Acceptance Model (TAM) explains that the acceptance of a technology is influenced by perceived ease of use and perceived usefulness (Venkatesh et al., 2012). In the context of live commerce, consumers perceive live streaming features as a medium that facilitates information search because the entire process—from product discovery, communication, and demonstrations to transactions—takes place on the same platform. This perception enhances consumer convenience throughout the shopping experience, thereby strengthening their intention to repeatedly use live commerce features. Various previous studies have shown that the benefits perceived by consumers become even greater when communication between the host and prospective buyers is active, responsive, and capable of addressing information needs promptly (Gusty et al., 2025; Sharma et al., 2022; Wong & Chan, 2023). This relationship demonstrates that technology acceptance in live commerce is influenced by the quality of social interactions established throughout the marketing process.

The first case study can be observed in the development of TikTok Shop Indonesia, which has successfully integrated social media and e-commerce into a single digital ecosystem. The TMO Group report in the Southeast Asia E-Commerce Outlook 2024 indicates that approximately 80% of TikTok Shop Indonesia's sales are generated through live streaming activities (Septiani, 2024). The report also notes that TikTok Shop's transaction value in Southeast Asia reached approximately US\$1.7 billion in April 2024, with Thailand and Indonesia being the largest contributors, accounting for 28% and 26% of total regional sales, respectively. These findings indicate that most consumers prefer to make purchases after watching product demonstrations and engaging in direct discussions through live features. This phenomenon reinforces the Stimulus–Organism–Response (S-O-R) Theory, in which stimuli in the form of direct communication, product demonstrations, and real-time interactions create positive perceptions, enhance trust, and subsequently generate purchase intention as the behavioral response. For MSMEs, these conditions demonstrate that live commerce can reduce the information gap between sellers and consumers, making the transaction process more personal, convincing, and effective than conventional promotional methods.

The second case study can be observed in the development of Shopee Live as one of the most widely utilized live commerce features by business actors in Indonesia. Based on the Ipsos Indonesia survey conducted in 2024, 96% of sellers were familiar with Shopee Live, while 88% had used it within the previous three months (Setyowati, 2024). The same source reported that 73% of sellers experienced increased revenue, 68% achieved broader market reach, 60% perceived better interactions with consumers, and 59% believed that consumer trust had increased after utilizing the Shopee Live feature. These findings indicate that the success of live commerce is measured not only by increased sales but also by improvements in the quality of relationships between sellers and consumers. The perspective of Trust Theory explains that information transparency, communication consistency, and host competence are the primary factors in building consumer trust. As trust increases, consumers' perceived purchasing risk decreases, thereby strengthening their confidence in making transactions and repeat purchases.

Despite offering numerous opportunities, the implementation of live commerce among MSMEs continues to face several challenges. Some MSME operators still lack adequate digital communication skills, causing live broadcasts to appear monotonous, less interactive, and unable to maintain audience attention over extended periods. These limitations prevent consumers from obtaining sufficient information to comprehensively evaluate product quality. Previous studies have shown that poor interaction quality leads to

lower consumer trust and reduces the likelihood of transactions (Hipólito et al., 2025; Padigar et al., 2025). These findings demonstrate that the success of live commerce does not depend solely on the availability of live streaming features but also requires hosts to possess the ability to establish informative, communicative, and engaging interactions that create enjoyable shopping experiences. For MSMEs, enhancing human resource competencies is a critical factor in ensuring the long-term success of digital marketing strategies. Another challenge concerns the establishment and maintenance of consumer trust. Cases continue to be reported in which the products received by consumers do not fully correspond to the information presented during live broadcasts. Such situations may create negative perceptions regarding the credibility of both the seller and the platform being used.

The first solution that can be implemented is to strengthen the capacity of MSME operators through training in live selling techniques, digital communication, product presentation, and the effective use of interactive features across various platforms. The second solution is to apply the principle of transparency in every live commerce session by displaying the actual condition of products, providing detailed product specifications, openly disclosing prices and additional costs, and clearly explaining warranty policies and return procedures. This approach can strengthen consumer trust while reducing the perceived risks commonly associated with digital transactions. In addition to competency enhancement and transparency, the success of live commerce requires continuous evaluation of marketing strategy effectiveness. The third solution is to utilize digital data analytics as the basis for decision-making. MSME operators can evaluate the number of viewers, viewing duration, engagement levels, comment ratios, the number of products added to shopping carts, and sales conversion rates after each live streaming session. Such information provides insights into consumer behavior, enabling communication strategies to be adjusted according to market preferences. A data-driven approach allows MSMEs to identify the most effective broadcasting times, the types of content that attract the greatest audience interest, and the characteristics of hosts capable of generating the highest levels of interaction. Continuous evaluation will improve marketing efficiency while strengthening the competitiveness of MSMEs within the increasingly dynamic digital commerce ecosystem.

The overall synthesis of the discussion indicates that live commerce has evolved into a digital marketing innovation that integrates technology, communication, and shopping experiences into a mutually supportive ecosystem. The perspectives of the Stimulus–Organism–Response (S-O-R) Theory, Social Presence Theory, Trust Theory, and the Technology Acceptance Model (TAM) explain that interactivity functions as the primary stimulus shaping positive consumer perceptions, trust develops as the psychological mechanism that reduces perceived risk, and purchase intention emerges as the final response to the shopping experience. The synthesis of previous research findings, together with the case studies of TikTok Shop Indonesia, Shopee Live, and Taobao Live, reveals a consistent pattern indicating that the success of live commerce is determined more by the quality of communication, information transparency, and the ability to establish credible relationships than merely by the utilization of live streaming technology. These findings suggest that MSMEs should prioritize strengthening digital competencies, enhancing the quality of interactions, and building consumer trust as their primary strategies to ensure that live commerce can increase purchase intention while reinforcing business sustainability in the increasingly competitive digital economy era.

Table 1. Live Commerce as a Digital Marketing Innovation for MSMEs

No	Findings Aspect	Main Findings	Implications for MSMEs
1	Development of Live Commerce	Live commerce has transformed marketing strategies from one-way communication into two-way communication through real-time interaction.	MSMEs can establish closer relationships with consumers while reducing information asymmetry before transactions occur.
2	Stimulus–Organism–Response (S-O-R) Theory Perspective	Product demonstrations, interactivity, host communication quality, and promotions serve as stimuli that shape positive perceptions, trust, and purchase intention.	Marketing strategies should focus on enhancing the quality of interactions during live streaming sessions.
3	Social Presence Theory Perspective	Social presence created through facial expressions, spontaneous responses, and direct communication enhances emotional closeness while reducing consumer uncertainty.	Hosts should establish warm, responsive, and authentic communication to strengthen consumer trust.
4	Technology Acceptance Model	Perceived ease of use and perceived usefulness of live commerce enhance technology acceptance and encourage repeated usage.	MSMEs should utilize user-friendly live commerce features that provide convenient shopping experiences.

(TAM) Perspective			
5	Interactivity	Interactivity is the primary factor that enhances consumer engagement through two-way communication, product demonstrations, and prompt responses to consumer inquiries.	Improving interaction quality can strengthen the relationship between sellers and consumers.
6	Consumer Trust	Trust develops through information transparency, host credibility, communication consistency, and the consistency between product information and the actual product.	Trust reduces perceived risk, thereby increasing the likelihood of purchases and repeat purchases.
7	Purchase Intention	Purchase intention increases when consumers experience interactive shopping, receive comprehensive information, and have a high level of trust in the seller.	Live commerce strategies should simultaneously integrate interactivity and trust-building efforts.
8	TikTok Shop Indonesia Case Study	Approximately 80% of sales are generated through live streaming activities, and Indonesia contributes approximately 26% of TikTok Shop transactions in Southeast Asia.	Live commerce has proven to be an effective marketing channel for increasing transactions and consumer engagement.
9	Shopee Live Case Study	A total of 73% of sellers experienced increased revenue, 68% expanded their market reach, 60% improved consumer interactions, and 59% strengthened consumer trust after using Shopee Live.	The utilization of live commerce can improve marketing performance while strengthening relationships with consumers.
10	Implementation Challenges	The primary challenges include limited digital communication skills, insufficient interactivity, and suboptimal consumer trust development.	Strengthening digital competencies is a prerequisite for the successful implementation of live commerce.
11	Strategic Solutions	Recommended solutions include live selling training, implementing transparent product information, and utilizing data analytics (engagement, conversion, viewing duration, and consumer behavior).	These approaches improve marketing effectiveness, strategic efficiency, and the competitiveness of MSMEs in the digital economy era.
12	Final Synthesis	The success of live commerce is influenced more by communication quality, interactivity, transparency, and trust than by the utilization of technology alone.	Strengthening digital competencies and building consumer trust are the primary strategies for increasing purchase intention and ensuring MSME sustainability.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study demonstrates that live commerce has evolved into one of the digital marketing innovations that provides significant opportunities for Micro, Small, and Medium Enterprises (MSMEs) to enhance their competitiveness in the digital economy era. The synthesis of the literature indicates that the success of live commerce is not determined solely by the utilization of live streaming technology but is also influenced by the ability of business actors to establish interactivity and consumer trust throughout the marketing process. The perspectives of the Stimulus–Organism–Response (S-O-R) Theory, Social Presence Theory, Trust Theory, and the Technology Acceptance Model (TAM) explain that interactivity functions as the stimulus that shapes positive consumer perceptions, trust develops as the psychological mechanism that reduces perceived risk, and purchase intention emerges as the response to the shopping experience. The synthesis of previous studies and various case studies reveals a consistent pattern indicating that the higher the quality of interactions and the greater the level of trust established during live commerce activities, the stronger the consumers' intention to make purchases.

The theoretical implication of this study lies in strengthening the understanding that the effectiveness of live commerce can be explained through the integration of several complementary theoretical perspectives. Interactivity not only functions as a characteristic of digital technology but also develops into a factor influencing the formation of consumer trust and behavior. This integration enriches the digital marketing literature, particularly regarding the mechanisms linking live shopping experiences, trust, and purchase intention within the MSME context. Furthermore, this study demonstrates that a multidisciplinary approach provides a more comprehensive explanation than the application of a single theory in isolation.

The practical implications of this study indicate that MSMEs should develop live commerce strategies oriented toward communication quality and consumer experience. Providing transparent product information, conducting clear product demonstrations, ensuring the host's ability to respond promptly to consumer inquiries, and utilizing interactive features on digital platforms are important aspects of building consumer trust. In addition, enhancing the digital competencies of MSME operators through communication training, marketing content development, and the utilization of marketing data analytics will help improve the effectiveness of live commerce implementation. For governments, digital platforms, and MSME support institutions, the findings of this study may serve as a foundation for designing digital capacity-building programs that are better aligned with the needs of business actors, thereby supporting sustainable digital transformation.

This study has several limitations that should be considered when interpreting the findings. First, the study employed a literature review approach; therefore, all findings were developed based on the synthesis of previous studies without collecting primary data directly from MSME operators or consumers. Second, the analyzed literature was limited to publications from the 2010–2026 period; therefore, more recent developments beyond this period are not covered in the discussion. Third, the characteristics of the studies included, which originated from different countries, digital platforms, and research objects, may involve variations in social, cultural, and consumer behavioral contexts that could influence the research findings.

Future research is recommended to adopt empirical approaches through surveys, interviews, or mixed methods to examine the relationships among interactivity, consumer trust, and purchase intention among MSMEs across various business sectors. Future studies may also develop conceptual models by incorporating additional variables, such as host credibility, content quality, electronic word of mouth, customer experience, consumer loyalty, or purchasing decisions as mediating or moderating variables. Comparative studies across live commerce platforms, such as TikTok Shop, Shopee Live, Instagram Live, Facebook Live, and other digital platforms, are also recommended to obtain a more comprehensive understanding of the factors influencing the success of digital marketing strategies for MSMEs under different market conditions.

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