

Research Article

Interactive Marketing Communication through Live Commerce: A Pathway to Consumer Loyalty

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Abstract: This study aims to explore the role of interactive marketing communication through live commerce in fostering consumer loyalty in Indonesia, with a specific focus on the Shopee Live platform. Despite the growing popularity of live commerce, limited interaction and a predominantly transactional approach in live broadcasts remain major obstacles to establishing long-term relationships between brands and consumers. Based on a comprehensive literature review, interactivity in live commerce has been shown to enhance consumer engagement and trust, which in turn influences emotional loyalty. However, most previous studies have primarily concentrated on transactional aspects, overlooking the significance of personal relationships in cultivating sustainable consumer loyalty. This research employs a qualitative approach through a systematic literature review to examine the phenomenon of interactivity on Shopee Live and its impact on consumer loyalty in the Indonesian context. The findings indicate that responsive and personalized interactive communication can reduce psychological distance between hosts and consumers, fostering emotional closeness that reinforces trust and consumer loyalty. This study fills a gap in the existing literature by emphasizing the critical role of emotional, social, and cultural dimensions in shaping consumer loyalty, particularly within the Indonesian market. The insights generated from this research offer practical implications for e-commerce businesses, especially Shopee, to leverage interactivity as a strategic marketing communication tool for building long-term relationships and brand loyalty.

Keywords: *Interactive; marketing communication; consumer loyalty; consumer engagement.*

Diterima: : March 20th 2025

Direvisi: April 04th 2025

Diterima: May 2nd 2025

Diterbitkan: June 04th 2025

Versi sekarang: June 04th 2025



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1. Introduction

Technological advancements have significantly transformed marketing communication strategies by encouraging sellers to take a more active role in fostering relationships between brands and consumer. The emergence of live commerce represents an innovation that integrates online shopping activities with real-time video broadcasting. This development enables consumers to engage in real-time communication to obtain detailed information about marketed products. The e-commerce platform Shopee demonstrates the widespread use of its live feature by sellers aiming to boost sales. Consumers tend to prefer guided assistance during live streaming transactions, which enhances their shopping experience [1].

The shifting landscape of marketing communication necessitates that businesses leverage live commerce as a promotional tool [2]. In addition, it serves as a medium for direct interaction that fosters emotional connections with customers. Nevertheless, the implementation of live streaming in Indonesia's e-commerce sector remains primarily focused on quick transactions and immediate sales outcomes, without adequately addressing factors that contribute to the development of long-term marketing relationships and customer loyalty [3]. This assertion is supported by Parahyta and Sobari (2022), who found that Indonesian consumers engaging in live commerce transactions have yet to experience a meaningful emotional connection with brands. This gap is attributed to the transactional nature of communication, which often lacks the personal engagement necessary to build deeper customer relationships.

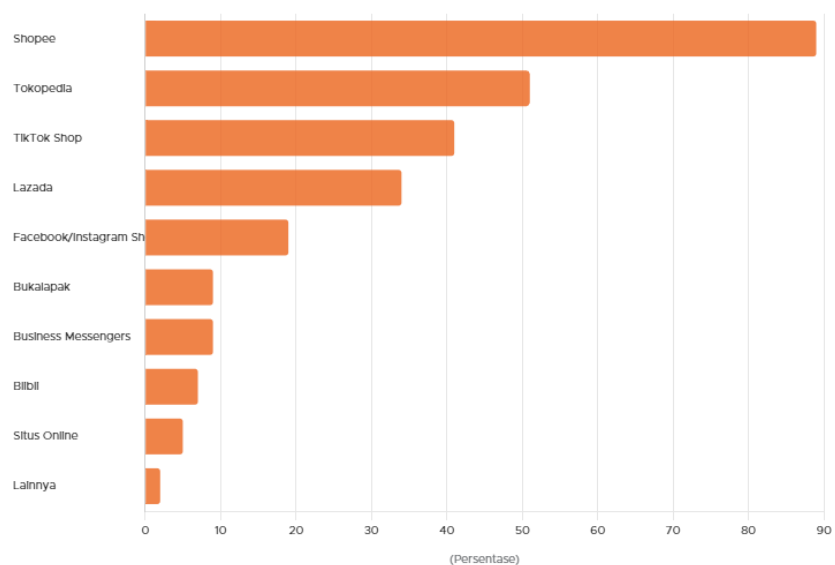


Figure 1. Favorite online shopping channels for Indonesians during Ramadan 2024

Source: [5]

According to a report by [5], Shopee was the most widely used e-commerce platform for online shopping in 2024, achieving a market share of 89%, thus surpassing other competing platforms. The report also highlighted that Indonesia has the highest number of live commerce users in Southeast Asia, with 38.1 million active monthly users. However, the user retention rate remains at only 23%, significantly lower than China's 49%. This phenomenon indicates that the large number of live commerce users in Indonesia does not necessarily translate into high consumer loyalty and retention, presenting a major challenge for businesses operating in the Indonesian market.

Further data from Databoks (2022) revealed that 84% of live commerce users in Indonesia participate primarily due to discounts and flash sales, while only 12% engage with live commerce to build relationships with brands or hosts. These findings suggest that live streaming sessions remain predominantly transactional and price-driven, lacking in interactivity that could foster long-term customer loyalty and emotional bonding. Additionally, the lack of host competence in interactive communication and an overemphasis on hard selling negatively affect sustained consumer engagement.

There is a divergence of opinions in previous studies on this topic. For instance, Chen and Yang (2023) argue that high interactivity in live commerce positively influences consumer loyalty by fostering trust and emotional engagement. In contrast, Petzer et al. (2019) suggest that while interaction may increase momentary consumer involvement, it has limited long-term impact on loyalty unless accompanied by consistent relationship-building strategies. Furthermore, Xie et al. (2022) found that marketing communication via live streaming enhances perceived enjoyment, which significantly affects affective loyalty. However, Hanif et al. (2024) contend that enjoyment alone, without mechanisms for trust-building, is insufficient to establish strong loyalty.

Tanveer et al. (2021) also argue that while effective live streaming may stimulate impulsive purchases, it does not necessarily foster loyalty due to a lack of deep personalization. From a customer experience perspective, Gu et al. (2023) emphasize that interactivity during live streaming sessions can build experiential loyalty. In contrast Calzolari and Denicolò (2020) maintain that discount-driven behavior and pricing still dominate customer loyalty. Additionally, Brinson and Lemon (2023) assert that the success of live streaming in e-commerce depends on the quality of interactive communication and is strongly influenced by the credibility of the host in fostering personal connections with the audience.

Based on this review, there appears to be a research gap concerning the limited application of interactive marketing communication via Shopee's live feature in fostering consumer loyalty. Existing studies have primarily employed quantitative methods with a transactional focus. However, few have explored the integration of interactive communication theory and consumer loyalty theory within the context of Shopee Live in Indonesia. Therefore, this study is essential in addressing this gap, contributing to the growing body of literature on digital marketing communication, and offering alternative strategic insights for businesses aiming to build long-term customer loyalty.

2. Literature Review

2.1. Interactive Marketing Communication

Interactive marketing communication is defined as a two-way communication process that enables consumers to actively participate in marketing conversations. In the digital context, interactivity becomes a crucial element in fostering engagement, building trust, and strengthening emotional connections between consumers and brands. Live commerce, as a form of interactive marketing communication, allows companies to deliver a more immersive, real-time, and dialogic shopping experience.

A study by Chen and Lin (2018) indicates that higher levels of interactivity in live commerce significantly enhance trust and engagement. However, Zhang et al. (2022) emphasize that interactivity alone—without consistent and relational communication—is insufficient to cultivate long-term loyalty. Furthermore, Hanif et al. (2024) demonstrate that enjoyment derived from direct interaction influences affective loyalty, shaping consumer experience, trust building, and ultimately loyalty itself [17]. Interactivity facilitates real-time, two-way communication between hosts and audiences, distinguishing live commerce from conventional e-commerce models [16].

According to Steuer's (1992) interactivity theory, the key dimensions of interactivity include control, responsiveness, and perceived connectedness, all of which are highly relevant in the context of live streaming commerce. Research by Choi and Kim (2020) also reveals that high interactivity enhances trust and purchase intention. Nevertheless, high interactivity does not always lead to purchase conversion if trust in the host or platform has not been firmly established.

Moreover, the cultural and contextual characteristics of Indonesia—where social and emotional aspects are particularly salient—make it essential to examine how interactivity functions not only as a communication tool but also as a deeper trust-building instrument.

2.2. Consumer Loyalty

Consumer loyalty is defined as a deep commitment to repurchase a preferred product or service consistently over time. In the digital context, loyalty extends beyond mere transactional behavior and is increasingly shaped by emotional experiences, the value of interaction, and trust established through digital media [18]. Li and Zhao (2022) found that in the Southeast Asian context, loyalty in live commerce remains largely price- and discount-driven, indicating that the interactive value of communication has not been fully leveraged. Guo et al. (2021) further argue that consumer loyalty in live commerce can only be established when the host engages in authentic, warm communication and fosters a sense of belonging among the audience. This underscores the pivotal role of the communicator (host), which remains underexplored in much of the existing literature.

Consumer loyalty in live commerce is influenced not only by rational considerations but also by emotional and social factors. Previous studies have shown that live commerce can enhance customer stickiness, revisit intention, and advocacy behavior. However, debates persist in the literature. Some studies argue that loyalty is situational and susceptible to changes depending on the host or the product being promoted [20]. In contrast, other research emphasizes the importance of community and social interaction in sustaining long-term loyalty—an aspect that has not been thoroughly investigated within the Indonesian context [21].

2.3. Live Commerce

Live commerce functions not merely as a transactional channel but holds significant potential as a medium for relationship marketing, promoting emotional engagement and fostering long-term consumer relationships [1]. However, scholarly literature that explicitly examines live commerce as a relational medium—particularly in the Indonesian context—remains limited. Most existing studies continue to focus on technical, transactional, and promotional aspects. Therefore, this research aims to broaden the discourse by positioning live commerce as an interactive and relational communication-based relationship marketing tool.

Trust serves as a critical component within live commerce platforms, especially given the high levels of uncertainty due to the inability of consumers to physically interact with products. Trust in live commerce is generally understood through two primary dimensions: trust toward the host and trust toward the platform [12]. Some studies argue that *trust toward the host* exerts a stronger influence on consumer loyalty than *trust toward the platform*, while others emphasize the importance of achieving a balance between these two aspects [18]. This

ongoing debate underscores a relevant research gap—particularly in the case of Shopee Live, where both individual hosts and the platform simultaneously shape consumer trust in a uniquely Indonesian context.

3. Method

This study adopts a qualitative approach utilizing a systematic literature review. This method was selected to gain an in-depth understanding of the interactivity phenomenon in Shopee Live and its role in fostering consumer loyalty within the specific context of Indonesia—an emerging market with distinct characteristics in the adoption of live commerce. The primary focus of analysis in this study is the Shopee Live platform. This approach is deemed most appropriate as it allows for a rich and contextual exploration of a complex, dynamic, and socio-emotional phenomenon that has been largely understudied through qualitative lenses in Indonesia. It also addresses a gap in the literature, which remains dominated by quantitative and experimental approaches.

The research is supported by both primary and secondary data, including literature sourced from academic databases such as Scopus and Google Scholar, as well as industry reports from Databoks and Data.GoodStats (2020–2024). The review follows an integrative approach, employing keywords such as *live commerce*, *interactivity*, *trust building*, *loyalty*, and *Shopee Live*, with a publication range from 2020 to 2024. The study further incorporates comparative theoretical frameworks, drawing on theories of trust building, customer engagement, and live commerce loyalty.

4. Result And Discussion

4.1. The Role of Interactivity in Fostering Loyalty

Interactivity on Shopee Live plays a critical role in shaping customer loyalty. Host-audience communication, particularly through real-time responses to product-related questions in the comment section, fosters greater consumer engagement. Content that encourages active consumer participation during live broadcasts has been shown to enhance trust and emotional involvement (Hollebeek & Macky, 2019). Viewers who engage directly through live streaming are more likely to repurchase compared to those who passively watch without interacting [15]. This indicates that active participation during live sessions positively influences consumer loyalty.

However, Choi and Kim (2020) argue that while interactivity may increase short-term interest, it does not necessarily lead to long-term loyalty unless accompanied by a personalized approach. Alam et al. (2025) note that while audience comfort during live sessions can enhance loyalty potential, it remains insufficient without trust-building mechanisms. Similarly, Chung and Cho (2017) emphasize that customers tend to feel closer to brands when hosts are able to establish relevant and personal communication.

Nonetheless, sustained loyalty is influenced by the frequency of interactive engagement. Joo and Yang (2023) highlight that consumer loyalty toward brands during live sessions is also shaped by the intensity and regularity of interaction. Lou and Xie (2021) found that higher interaction frequency over a month is associated with greater consumer loyalty than minimal engagement. Furthermore, users express higher satisfaction when a

sense of personal communication is achieved during Shopee Live sessions [25].

It is also important to acknowledge that competitive pricing can serve as a driver of loyalty [26]. From these discussions, it can be inferred that consumer interactivity in Shopee Live acts as a catalyst for building loyalty. Real-time two-way communication, personalization, and the application of flash sales significantly impact consumer loyalty behavior. In the context of live streaming, interactivity is not merely a form of entertainment communication, but also serves as a crucial trust catalyst.

4.2. Interactivity and Consumer Trust

Interactivity within Shopee Live has emerged as a critical factor influencing consumer trust in the context of live commerce. The real-time nature of communication, characterized by immediate responses and direct engagement channels, has been shown to enhance perceptions of transparency and reliability, thereby fostering greater trust in the brand [27]. This aligns with the broader understanding of interactivity as a mechanism that reduces uncertainty and enhances consumer confidence in digital environments. According to Prabowo and Purnamasari (2025), active engagement by brands during live broadcast sessions significantly elevates trust not only in the promoted products but also in the Shopee platform as a whole.

These observations resonate with the foundational theory posited by McMillan and Hwang (2002), which asserts that interactivity in digital communication environments—particularly those involving synchronous exchanges—plays a pivotal role in cultivating consumer trust. Within the context of Shopee Live, the capacity for real-time interaction and dialogic exchange bridges the psychological distance between consumers and brands, fostering an environment of authenticity and credibility.

Nonetheless, the relationship between interactivity and consumer trust is not uniformly positive across all contexts. Contrasting perspectives suggest that the effectiveness of interactivity is contingent upon the credibility of the host. ¹ argue that while live session interactivity can enhance trust, the absence of host credibility—manifested in poor communication skills, lack of product knowledge, or perceived inauthenticity—can erode consumer confidence. This claim is supported by empirical findings from Ma et al. (2022), which reveal that consumers are less likely to engage in live sessions led by hosts perceived as unqualified or unengaging. Hence, interactivity alone is insufficient; the perceived competence and credibility of the host are essential mediating variables in the trust-building process.

In addition to host credibility, several other factors contribute to the enhancement of consumer trust in Shopee Live environments. Li and Lee (2024) identify personal engagement, the strength of product attributes, and the overall quality of host presentation as key determinants. These elements collectively create a sense of professionalism and attentiveness that consumers interpret as indicative of brand reliability. Responsiveness—defined as the host's ability to address questions and concerns promptly—also plays a crucial role. Maharani et al. (2025) emphasize that prompt interaction during live broadcasts enhances perceived authenticity and reinforces consumer confidence in both the product and the seller.

Emotional resonance further amplifies this dynamic. Chen and Yang (2023) demonstrate that affective responses triggered during live commerce experiences—such as excitement, empathy, or satisfaction—can significantly strengthen trust in the brand. Emotional engagement, facilitated through storytelling, humor, and personalized communication, deepens consumer involvement and fosters a relational connection that transcends the transactional scope of traditional e-commerce.

4.3. Consumer Experience and Loyalty through Interactivity

The consumer experience shaped by interactive marketing communication on Shopee Live plays a pivotal role in fostering consumer loyalty in the context of live commerce. Real-time interactions, facilitated through live streaming sessions, allow consumers to engage directly with hosts, which fosters a sense of immediacy and personal connection. According to Guo et al. (2021), audiences who actively participate in these sessions through real-time conversations tend to develop a psychological closeness to the promoted products. This emotional connection is a key driver of behavioral loyalty, as evidenced by Bhagat et al. (2018), who observed a notable increase in repeat purchases in the subsequent month among consumers who engaged during live sessions.

These findings underscore the strategic importance of designing consumer experiences that emphasize direct and interactive engagement. Such engagement not only enhances consumers' affective responses toward the brand but also strengthens affective loyalty—loyalty based on emotional attachment rather than purely functional benefits. The live, interactive nature of Shopee Live provides an ideal platform for creating these emotionally resonant experiences through personalized dialogue, product demonstrations, and host storytelling.

Nonetheless, emotional engagement alone is insufficient to sustain long-term consumer loyalty. As argued by Tanveer et al. (2021), while positive consumer experiences are influential, other extrinsic factors such as competitive pricing, time-limited discounts, and access to exclusive services play a vital role in maintaining loyalty over time. Consumers may appreciate the emotional bond cultivated through interactive sessions, but their purchasing decisions are often influenced by tangible economic incentives. This is corroborated by Sumiyana and Komariyah (2024); Wulandari and Ibrahim (2023), who found that special promotions and financial incentives remain compelling even when consumers have developed a personal affinity with a brand.

Furthermore, Mostafa and Kasamani (2020) highlight that while pleasant and emotionally engaging experiences contribute to consumer loyalty, they must be complemented by broader strategic efforts. These include loyalty programs, post-purchase support, and consistent value delivery to reinforce the consumer-brand relationship over time. Therefore, an integrated approach that combines emotional engagement with functional value is essential for cultivating enduring consumer loyalty.

The entertainment value and personalization embedded in live broadcast marketing also enhance consumer engagement. As noted by Siti Julaha (2024), entertaining and

customized live sessions significantly contribute to the formation of consumer loyalty by creating a memorable and differentiated brand experience. Hosts who effectively utilize storytelling, humor, and audience interaction are able to generate a more immersive and emotionally charged environment. These emotional and interactive experiences transcend the transactional nature of traditional e-commerce and reflect a more relational model of marketing communication.

4.4. The Impact of Shopee Live on Loyalty

The advent of live commerce platforms such as Shopee Live has redefined the dynamics of consumer-brand interaction in the digital marketplace. Direct interaction between consumers and hosts during Shopee Live sessions significantly enhances emotional proximity to the promoted products, thereby fostering a deeper psychological connection Safirah and Anggrainie (2024). Unlike traditional e-commerce interfaces, Shopee Live facilitates real-time, interactive communication that humanizes the online shopping experience and stimulates engagement on both affective and cognitive levels.

Shopee Live has emerged as a multifaceted platform capable of facilitating consumer engagement beyond mere transactional interactions. As highlighted by Mengn et al. (2021), emotional attachment developed through such live sessions plays a critical role in influencing consumer loyalty. These affective bonds, forged through immediacy, responsiveness, and perceived authenticity, can enhance consumer trust and long-term commitment to a brand or product. Nevertheless, the sustainability of such loyalty is contingent upon the substance and quality of the content delivered. Hermawan et al. (2017) emphasize that while engagement is a crucial antecedent of loyalty, it must be underpinned by content that aligns with consumer expectations. Substandard or irrelevant content risks eroding consumer trust and diminishing the efficacy of emotional engagement.

The expectation for tailored communication is a defining characteristic of consumer behavior during Shopee Live sessions. Modern consumers seek content that resonates with their specific needs and interests. As such, personalization has become an indispensable strategy in the live commerce environment. According to Blasco-Arcas et al. (2016), the clear articulation of product benefits and value propositions significantly enhances emotional engagement. Such engagement serves as a foundational mechanism for cultivating enduring consumer-brand relationships, particularly when it is coupled with interactive and personalized communication.

Consumer loyalty, therefore, is not solely a derivative of emotionally charged interactions. It is equally shaped by the strategic integration of high-quality content, personalized messaging, and incentive-driven mechanisms such as exclusive offers and promotions [29]. These elements create a perception of individual recognition and added value, thereby reinforcing brand affinity. At the same time, rational factors—including competitive pricing and the functional suitability of the products offered—remain indispensable in securing and maintaining consumer loyalty. As noted by Tanveer et al. (2021), emotional resonance must be balanced with utilitarian considerations to ensure sustained consumer commitment.

In this regard, Shopee Live serves not merely as a transactional conduit but as a

strategic platform that bridges relational and commercial imperatives. Its dual functionality—facilitating purchases while nurturing consumer-brand relationships—underscores its role as a hybrid e-commerce model. This integration of transactional efficiency with emotional and relational depth positions Shopee Live as a significant innovation in the digital commerce landscape.

The findings of the present analysis reaffirm Shopee Live's evolving function as more than a sales-driven tool. It fulfills a conceptual gap in existing literature, which frequently characterizes live commerce as a transactional mechanism devoid of relational nuance. Shopee Live exemplifies how digital platforms can strategically combine real-time interaction, tailored communication, and content quality to foster consumer loyalty. Ultimately, this positions Shopee Live as a key instrument in contemporary digital marketing strategies, capable of delivering not only economic value but also long-term consumer engagement and trust.

5. Conclusion

This study demonstrates that in the context of Shopee Live Indonesia, interactivity serves as a key catalyst in building consumer trust, which in turn contributes to the development of long-term loyalty. Real-time, responsive, and personalized interactivity reduces the psychological distance between hosts and consumers, creating a sense of digital intimacy that forms the foundation of trust-building. The trust developed is not only rational—toward the platform—but also emotional—toward the host, who serves as the brand's representative in live commerce. The findings highlight the importance of emotional, social, and cultural dimensions in the loyalty formation process, particularly in the Indonesian market, which is heavily influenced by interpersonal relationships and trust. This research fills a gap in the current literature, addressing the lack of contextual exploration of live commerce in Indonesia—an emerging market characterized by rapid but unstable adoption of live commerce platforms. The study provides practical implications for e-commerce businesses, especially Shopee, in utilizing interactivity as a marketing communication strategy. Rather than focusing solely on transactional aspects, businesses are encouraged to foster trust and emotional connections with consumers—ultimately driving long-term brand loyalty. Nevertheless, this study has limitations, as it focuses solely on the Shopee platform and does not include comparative analysis with other e-commerce platforms. Future research should expand its scope by incorporating broader comparative frameworks, employing diverse methodologies, and deepening the data sources used.

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