

Priority Recommendations for Improving Social Commerce Factors to Increase Household Product Purchase Intention

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Abstract – The rapid growth of e-commerce and the emergence of social commerce have transformed Indonesia's retail landscape by integrating social interaction into the shopping experience. However, one of Indonesia's leading social commerce platforms, KreasiOne, remains highly dependent on the household products category that include furniture, kitchenware, tools and hardware, home supplies, home improvement, and textiles and soft furnishings, which may pose a potential risk to the platform's long-term business sustainability. This study aims to identify the key factors influencing consumer purchase intention for household products in social commerce and propose strategic recommendations for improvement. A quantitative approach was applied using Partial Least Squares Structural Equation Modeling (PLS-SEM) on data collected from 413 respondents. The research model was developed based on the Stimulus–Organism–Response (S-O-R) framework, where interactivity, information quality, and subjective norm represented as the stimulus variables; hedonic value, utilitarian value, and trust represented as the organism (mediating) variables; and purchase intention represented the response variable. The results indicate that 9 out of 10 hypotheses were supported, with hedonic value emerging as the strongest predictor of purchase intention ($\beta = 0.451$), followed by trust ($\beta = 0.387$) and utilitarian value ($\beta = 0.193$).

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Interactivity and information quality significantly influenced the mediating variables, whereas subjective norm had no significant effect. These findings suggest that shopping experience, consumer trust, and functional value are the primary drivers of consumers' purchase intention toward household products category on KreasiOne. The IPMA results further support these findings by identifying shopping experience, interaction quality, platform reliability, and the quality of product and shipping information as the highest-priority areas to improve. Accordingly, the proposed strategic recommendations focus on developing personalization algorithms, optimizing communication, and enhancing transparency and the quality of information to continuously improve the user experience and trust.

Keywords – household products, purchase intention, social commerce, strategic management, strategic prioritization.

1. Introduction

The rapid advancement of digital technology has significantly transformed consumer behavior and business models worldwide. In Indonesia, this transformation is reflected in internet penetration reaching 80.66% in 2025 [1], supporting the growth of the digital economy and strengthening e-commerce as a national priority sector. Indonesia also accounted for approximately 44% of Southeast Asia's e-commerce Gross Merchandise Value (GMV) in 2024, making it the region's largest e-commerce market.

Amid this development, social commerce has emerged as an interactive form of e-commerce that integrates social interaction with transactional activities through features such as live streaming, interactive communication, and user-generated content. This model creates a more engaging shopping experience and is projected to grow significantly faster than conventional e-commerce [2].

Despite its rapid growth, social commerce performance remains uneven across product categories.

One example is KreasiOne, one of Indonesia's leading social commerce platforms, which remains highly dependent on specific product categories. The household products category, comprising furniture, kitchenware, tools and hardware, home supplies, home improvement, and textiles and soft furnishings, records a relatively high Average Order Value (AOV) but contributes only approximately 4.10% of the platform's GMV [3]. This disparity suggests that its relatively high product value has not translated into comparable sales performance. One possible explanation is consumers' continued preference for purchasing household products from physical stores, where product attributes can be directly inspected before purchase [4]. Furthermore, trust plays an important role in reducing uncertainty and facilitating purchase decisions in social commerce [5].

Although social commerce offers interactive features that may reduce uncertainty and strengthen consumer trust, the factors influencing purchase intention for household products remain underexplored, particularly in the Indonesian context. Previous studies have also provided limited integration of these factors within a comprehensive behavioral framework and have rarely translated their findings into actionable strategic insights [6].

Therefore, this study aims to identify the factors influencing consumers' purchase intention toward household products on KreasiOne using the Stimulus–Organism–Response (S-O-R) framework. Furthermore, Importance–Performance Map Analysis (IPMA) is employed to identify strategic improvement priorities and formulate recommendations to enhance purchase intention, platform competitiveness, and the performance of the household products category.

2. Literature Review

This section reviews the theoretical concepts and relevant literature underlying this study. The discussion focuses on social commerce as the research context and the Stimulus–Organism–Response (S-O-R) framework as the theoretical foundation for examining the factors influencing consumers' purchase intention, especially toward household products.

2.1. Social Commerce

Social commerce represents an evolution of traditional e-commerce by integrating social media features into online shopping environments [7]. It enables consumers to actively participate in content creation, product evaluation, and interaction with other users, thereby enhancing engagement and trust.

Unlike conventional e-commerce, which primarily focuses on transactional efficiency, social commerce emphasizes multidirectional communication and user experience through features such as live streaming, reviews, and user-generated content [5].

Previous studies have shown that social commerce significantly improves consumer engagement and facilitates more informed decision-making processes. The presence of interactive features and peer communication allows consumers to reduce uncertainty and increase confidence in online transactions. As a result, social commerce has become a rapidly growing digital business model, particularly in emerging markets.

2.2. The Stimulus–Organism–Response Framework

The Stimulus–Organism–Response (S-O-R) framework, originally proposed by Mehrabian and Russell, provides a theoretical foundation for understanding consumer behavior in response to environmental stimuli. According to this model, external stimuli influence internal psychological states, which subsequently drive behavioral responses [8].

In digital commerce contexts, stimuli are often represented by platform features and external influences, while organism variables include emotional and cognitive evaluations such as perceived value and trust. The response is typically reflected in behavioral outcomes such as purchase intention. The S-O-R framework has been widely applied in online and social commerce research due to its ability to explain the interaction between technological features and consumer psychology.

3. Methodology Section

This study adopts a quantitative research approach to examine the relationships among the proposed variables within the S-O-R framework. Data were collected through an online survey distributed to individuals with experience using social commerce platforms, resulting in a total of 413 valid responses, which exceeds the minimum sample size requirement and provides sufficient statistical power for the analysis.

The measurement instrument was developed based on established scales from prior literature and initially consisted of 23 indicators. Following expert validation, two indicators were removed, resulting in 21 valid indicators used in the final analysis. All constructs were measured using a five-point Likert scale to capture respondents' perceptions.

Reliability and validity were confirmed through pilot testing, with all constructs demonstrating Cronbach's alpha values above the acceptable threshold of 0.70 [9].

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for analyzing complex models and exploratory research contexts [9]. The analysis was carried out in two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The measurement model was assessed based on indicator reliability, internal consistency, and convergent validity, while the structural model was evaluated using path coefficients, significance levels, and explanatory power.

In addition to PLS-SEM, this study employs Importance–Performance Map Analysis (IPMA) [10] to provide deeper managerial insights. While PLS-SEM identifies the significance of relationships between variables, IPMA helps determine which factors are most important yet underperforming, thereby enabling the formulation of more targeted and actionable strategic recommendations.

4. Results

This section presents the empirical findings of the study based on the data collected from 413 respondents.

The analysis is conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) and Importance–Performance Map Analysis (IPMA) to evaluate the proposed relationships and identify priority areas for improvement.

4.1. PLS-SEM Analysis

The analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) was conducted in two stages, namely the evaluation of the measurement model (outer model) and the structural model (inner model). The conceptual model to be tested is illustrated in Figure 1, which is developed based on the Stimulus–Organism–Response (S-O-R) framework and comprises three main components. The stimulus variables include interactivity, information quality, and subjective norm, representing external factors derived from platform features and social influence [11]. These stimuli affect the organism variables, namely hedonic value, utilitarian value, and trust, which reflect consumers' internal psychological and evaluative responses. Ultimately, these internal states influence the response variable, which is purchase intention, indicating the consumer's likelihood of purchasing household products through the social commerce platform.

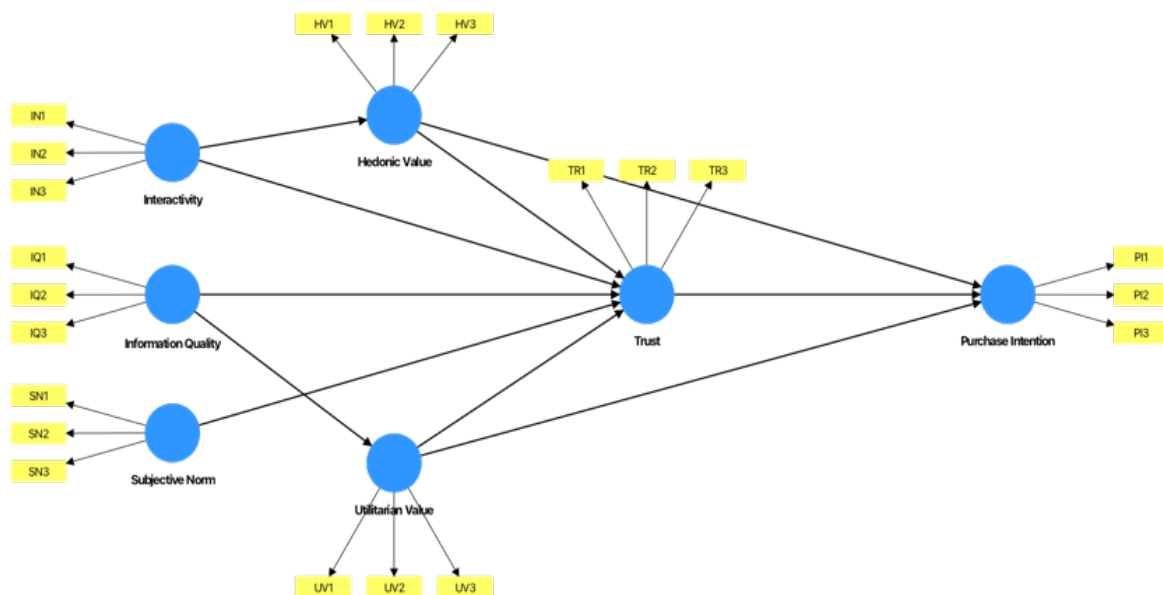


Figure 1. Conceptual Model

The results of the measurement model evaluation show that all indicators meet the required thresholds for reliability and validity. Specifically, all outer loading values exceed 0.708, confirming indicator reliability. In addition, the Average Variance Extracted (AVE) values for all constructs are above 0.50, indicating adequate convergent validity.

Furthermore, all constructs have Cronbach's Alpha and Composite Reliability values above 0.70, demonstrating strong internal consistency. The measurement model estimation is illustrated in Figure 2.

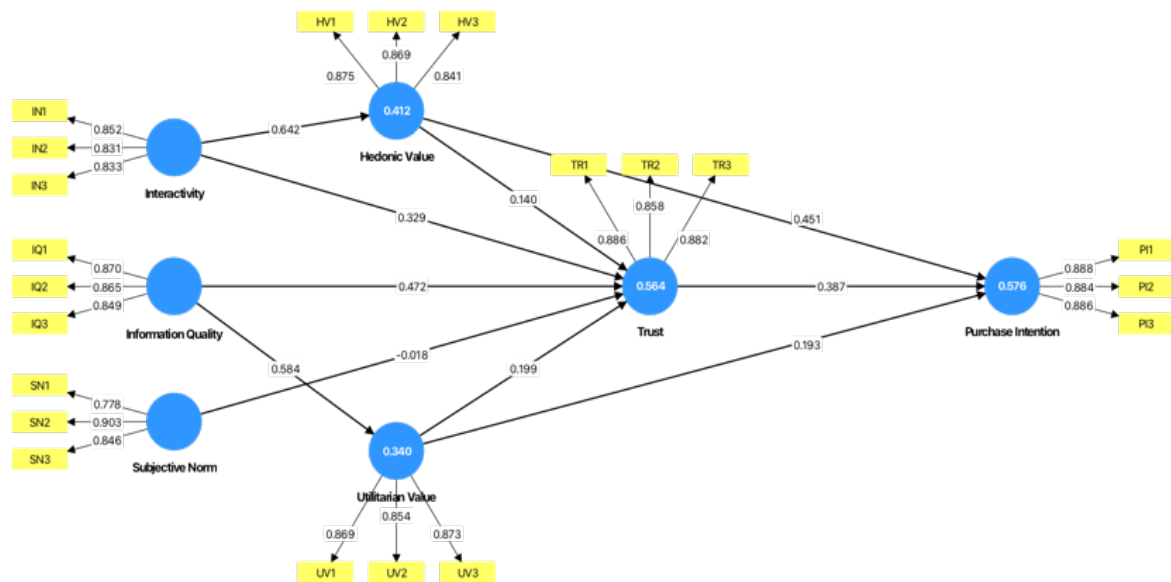


Figure 2. Measurement Model Estimation

Following the measurement model assessment, the structural model evaluation was conducted. The results of the hypothesis testing are summarized in Table 1 for direct effects, Table 2 for indirect effects, and Table 3 for total effects.

Figure 3 presents the path coefficients, t-statistics, and p-values for each relationship.

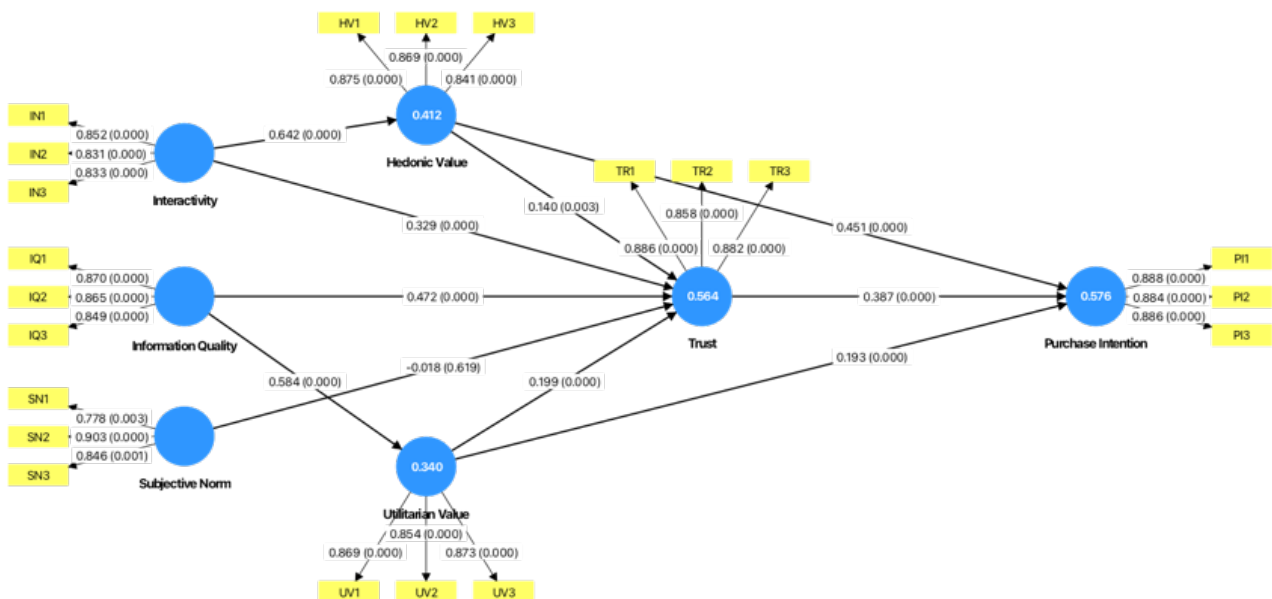


Figure 3. Structural Model Estimation

The direct effect results (Table 1) indicate that most hypothesized relationships are statistically significant and positively influence dependent variables. Interactivity shows a strong positive effect on hedonic value ($\beta = 0.642$, $p < 0.001$) and trust ($\beta = 0.329$, $p < 0.001$), highlighting its important role in shaping both emotional experience and consumer confidence. Information quality significantly affects utilitarian value ($\beta = 0.584$, $p < 0.001$) and trust ($\beta = 0.472$, $p < 0.001$), indicating that accurate and comprehensive information enhances both functional evaluation and trust.

Furthermore, hedonic value ($\beta = 0.451$, $p < 0.001$), utilitarian value ($\beta = 0.193$, $p < 0.001$), and trust ($\beta = 0.387$, $p < 0.001$) all significantly influence purchase intention, with hedonic value emerging as the strongest direct predictor. However, the subjective norm does not have a significant effect on trust ($\beta = -0.018$, $p = 0.619$), suggesting that social influence does not play a major role in building trust in this context.

Table 1. Direct Effect

Path	Path Coefficient	T-statistics	P-values
HV → PI	0.451	13.594	p < 0.001
HV → TR	0.14	2.945	0.003
IQ → TR	0.472	11.743	p < 0.001
IQ → UV	0.584	18.433	p < 0.001
IN → HV	0.642	23.097	p < 0.001
IN → TR	0.329	7.193	p < 0.001
SN → TR	-0.018	0.497	0.619
TR → PI	0.387	9.778	p < 0.001
UV → PI	0.193	5.33	p < 0.001
UV → TR	0.199	4.896	p < 0.001

The indirect effect results (Table 2) further reveal that several variables influence purchase intention through mediating constructs. .

Table 2. Indirect Effect

Indirect Path	Mediation Path	Indirect Path Coefficient	T-statistics	P-values
SN → PI	SN → TR → PI	-0.007	0.495	0.620
IN → PI	IN → HV → TR → PI	0.035	2.819	0.005
UV → PI	UV → TR → PI	0.077	4.448	p < 0.001
IN → PI	IN → HV → PI	0.29	11.114	p < 0.001
IN → TR	IN → HV → TR	0.09	2.888	0.004
IQ → PI	IQ → UV → TR → PI	0.045	4.127	p < 0.001
HV → PI	HV → TR → PI	0.054	2.86	0.004
IQ → PI	IQ → UV → PI	0.113	5.131	p < 0.001
IQ → TR	IQ → UV → TR	0.116	6.997	p < 0.001
IN → PI	IN → TR → PI	0.127	4.553	p < 0.001

The total effect results (Table 3) provide a comprehensive view of the overall influence of each variable on purchase intention. Hedonic value has the strongest total effect ($\beta = 0.506$, $p < 0.001$), followed closely by interactivity ($\beta = 0.452$, $p < 0.001$), indicating that emotional experience and platform interaction are the most critical drivers of consumer purchase intention. Trust ($\beta = 0.387$, $p < 0.001$) and information quality ($\beta = 0.340$, $p < 0.001$) also demonstrate substantial overall influence, while utilitarian value shows a moderate effect ($\beta = 0.270$, $p < 0.001$). Consistent with previous findings, the subjective norm does not have a significant total effect ($\beta = -0.007$, $p = 0.620$).

Interactivity has significant indirect effects on purchase intention through multiple pathways, particularly through hedonic value ($\beta = 0.290$, $p < 0.001$) and through trust ($\beta = 0.127$, $p < 0.001$), indicating that its impact is largely transmitted through both emotional and trust-building mechanisms. Similarly, information quality influences purchase intention indirectly via utilitarian value and trust ($\beta = 0.113$ and $\beta = 0.045$, $p < 0.001$), confirming the importance of functional value as a mediator. Hedonic value and utilitarian value also show significant indirect effects through trust, reinforcing the role of trust as a key mediating variable. In contrast, subjective norm does not exhibit a significant indirect effect on purchase intention ($\beta = -0.007$, $p = 0.620$), further confirming its limited influence in this model.

Table 3. Total Effect

Path	Total Effect Coefficient	T-statistics	P-values
HV → PI	0.506	13.860	p < 0.001
IN → PI	0.452	16.640	p < 0.001
TR → PI	0.387	9.778	p < 0.001
IQ → PI	0.340	11.612	p < 0.001
UV → PI	0.270	7.473	p < 0.001
SN → PI	-0.007	0.495	0.620

To further evaluate the model's explanatory power, the coefficient of determination (R^2) is reported in Table 4, indicating the extent to which the independent variables explain the variance in each endogenous construct. Purchase intention has an R^2 value of 0.576, meaning that 57.6% of its variance is explained by hedonic value, utilitarian value, and trust, indicating moderate explanatory power. Trust also shows a moderate level ($R^2 = 0.564$), influenced by interactivity, information quality, subjective norm, hedonic value, and utilitarian value. Hedonic value has an R^2 of 0.412, suggesting a moderate contribution from interactivity, while utilitarian value has a lower yet acceptable R^2 of 0.340, primarily explained by information quality. These results indicate that the model demonstrates adequate predictive relevance in explaining consumer purchase intention in social commerce.

Table 4. Evaluation of the Model Explanatory Power

Latent Variable	R-square	Implication
Purchase Intention	0,576	Moderate
Trust	0,564	Moderate
Hedonic Value	0,412	Moderate
Utilitarian Value	0,340	Moderate to Weak

4.1. Importance-Performance Map Analysis (IPMA)

To complement the PLS-SEM results, this study employs Importance–Performance Map Analysis (IPMA) to identify indicators that warrant managerial attention based on their relative importance and performance. While PLS-SEM assesses the relationships between constructs, IPMA provides additional insight into the priority areas for improvement, as presented in Figure 4.

The IPMA results identify seven indicators in Quadrant I (Concentrate Here), indicating high importance but below-average performance and therefore representing the primary priorities for improvement. These indicators are HV3 ($\beta = 0.159$), IN3 ($\beta = 0.152$), IN2 ($\beta = 0.151$), TR1 ($\beta = 0.133$), TR2 ($\beta = 0.127$), IQ3 ($\beta = 0.114$), and IQ1 ($\beta = 0.113$). The findings indicate that improvements should focus on shopping experience, interactivity, trust, and information quality.

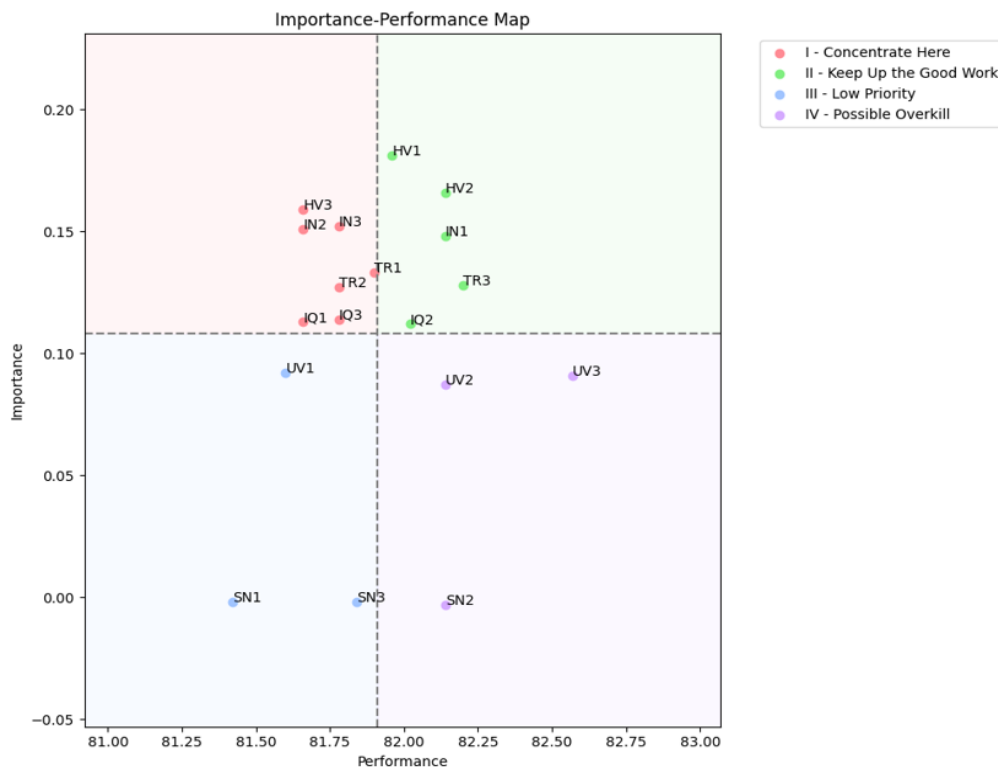


Figure 4. Importance-Performance Map Result

Based on these priorities, eleven improvement strategies were formulated across four main areas: enhancing personalization through recommendation algorithms and Augmented Reality (AR) features; improving communication responsiveness through message management and notification features; strengthening consumer trust through greater visibility of help resources, social proof, and store performance information; and enhancing information quality through standardized product descriptions, verified reviews, and more comprehensive shipment tracking.

By integrating PLS-SEM and IPMA, this study not only identifies the factors that significantly influence purchase intention but also determines which specific indicators require immediate improvement. This integration provides more actionable insights for enhancing the user experience and strengthening the competitiveness of household products on KreasiOne.

5. Discussion

The findings of this study provide empirical support for the application of the Stimulus–Organism–Response (S-O-R) framework in the context of social commerce. Nine of the ten proposed hypotheses were supported, demonstrating that information quality and interactivity, as external stimuli, significantly shape consumers' internal evaluations in terms of hedonic value, utilitarian value, and trust, which subsequently influence purchase intention. In contrast, subjective norm did not significantly affect trust or purchase intention, suggesting that household product purchases are more strongly driven by consumers' personal evaluations than by social influence.

Hedonic value emerged as the strongest predictor of purchase intention, indicating that an enjoyable and immersive shopping experience can be more influential than functional considerations alone. This finding suggests that despite the functional nature of household products, consumers remain responsive to experiential elements such as engaging content, live streaming, and interactive shopping experiences. Trust also demonstrated a strong positive effect on purchase intention, highlighting the importance of reducing uncertainty and establishing perceptions of platform reliability and security. Utilitarian value, although comparatively weaker, remained a significant predictor, indicating that consumers continue to consider functional benefits when evaluating household products.

Information quality was the strongest determinant of trust, emphasizing the importance of complete, accurate, and clear product information in reducing uncertainty during online purchases.

Interactivity also significantly contributed to trust and had a stronger influence on hedonic value, indicating that responsive and engaging interactions are particularly effective in enhancing consumers' emotional shopping experience. These findings reinforce the complementary roles of informational and interactive stimuli in shaping consumers' cognitive and affective evaluations.

The IPMA results further complement the structural model by identifying seven indicators in the “Concentrate Here” quadrant, namely HV3, IN3, IN2, TR1, TR2, IQ3, and IQ1. These indicators represent high-importance attributes with below-average performance and therefore constitute the primary areas for managerial improvement. The findings provide the basis for eleven improvement strategies focusing on personalization and shopping experience, communication responsiveness, trust enhancement, and information quality. Thus, the integration of PLS-SEM and IPMA enables the study to move beyond identifying significant relationships toward determining specific areas that should receive immediate managerial attention.

6. Conclusion

This study aimed to identify the factors influencing consumers' purchase intention toward household products on the KreasiOne social commerce platform and to formulate strategic improvement priorities using the Stimulus–Organism–Response (S-O-R) framework and Importance–Performance Map Analysis (IPMA). Based on data from 413 respondents, the findings demonstrate that hedonic value is the strongest predictor of purchase intention, followed by trust and utilitarian value. Information quality and interactivity also play important roles by shaping consumers' internal evaluations, with information quality being the strongest determinant of trust and interactivity having a particularly strong influence on hedonic value. In contrast, subjective norm does not significantly influence trust or purchase intention, indicating that household product purchasing decisions are primarily driven by individual evaluation rather than social influence.

The IPMA results further identify seven indicators as priority areas for improvement, covering shopping experience, interactivity, trust, and product and shipping information. Based on these priorities, eleven improvement strategies were formulated to address performance gaps in the most important indicators.

Practically, this study suggests that social commerce platforms should focus on: (1) enhancing personalization and interactive features, including recommendation algorithms and Augmented Reality (AR), to create a more engaging shopping experience; (2) improving communication responsiveness through more effective message management, notifications, and real-time interaction; (3) strengthening consumer trust through greater transparency, social proof, help resources, and store performance information; and (4) enhancing information quality through standardized product descriptions, verified reviews, and comprehensive shipment tracking. By aligning these priorities with the attributes that have the strongest influence on purchase intention, social commerce platforms can improve user experience, strengthen consumer trust, and unlock the growth potential of household product categories.

Despite these contributions, this study is limited to the KreasiOne platform and the Indonesian market. Future research should examine additional variables, other social commerce platforms, broader geographic contexts, and specific consumer segments to improve the generalizability of the findings.

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