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Exploring the Antecedents of Purchase Intention in Social Commerce: Evidence from Short Video Content, Brand Authenticity, and Consumer Trust

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ARTICLE INFORMATION	ABSTRACT
<i>Section</i> Research Results Articles	This study explores the antecedents of purchase intention in social commerce by examining the roles of Short Video Content, Brand Authenticity, and Consumer Trust among Indonesian social commerce users within the Stimulus–Organism–Response (S–O–R) framework. A quantitative approach with a causal research design was employed using data collected from 300 consumers through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The results indicate that all proposed hypotheses are supported. Short Video Content positively and significantly influences Brand Authenticity and Consumer Trust. Furthermore, Brand Authenticity positively affects Consumer Trust and Purchase Intention, while Consumer Trust positively influences Purchase Intention. These findings highlight the importance of authentic short video content in strengthening consumer trust and encouraging purchase intention in the Indonesian social commerce context.
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INTRODUCTION

The rapid expansion of social commerce has transformed the way consumers discover, evaluate, and purchase products through social media platforms. Unlike traditional e-commerce, social commerce integrates commercial activities with social interaction, enabling consumers to communicate with brands, share experiences, and make purchasing decisions within the same digital environment (Gan and Wang, 2017; Sohn and Kim, 2020).



The increasing popularity of platforms such as TikTok Shop, Instagram Reels, and YouTube Shorts has further accelerated this transformation by positioning short-form videos as one of the most influential marketing tools for attracting consumer attention and encouraging online purchasing behavior (Oh and Cheong, 2026).

Short video content has become an important marketing medium because it delivers product information through concise, visually engaging, and interactive presentations. Compared with conventional digital advertisements, short-form videos enable brands to demonstrate products more vividly while creating stronger emotional appeal and richer consumer experiences (Liu *et al.*, 2026). Moreover, short-form videos containing informative, credible, entertaining, and incentive-based content have been shown to strengthen consumers' trust and social engagement, ultimately increasing their purchase intention in social commerce (Ghenie, Avornicului and Sitar-Taut, 2025). Beyond commercial contexts, video-based communication has also been found to increase audience engagement by encouraging greater interaction, discussion, and participation, highlighting the effectiveness of video content in influencing user behavior (Guo, Sun and Fan, 2026).

Although previous studies have confirmed the effectiveness of short-form videos in stimulating consumer behavior, existing literature has predominantly emphasized technological and experiential mechanisms such as flow experience, word-of-mouth, social presence, utilitarian value, and hedonic value (Ghenie, Avornicului and Sitar-Taut, 2025; Wang *et al.*, 2025; Wang, Li and Yan, 2025; Shi *et al.*, 2026). Relatively limited attention has been devoted to examining how short video content strengthens brand authenticity, which subsequently develops consumer trust and encourages purchase intention. Considering the increasing volume of promotional content distributed through social media, consumers are becoming more selective in evaluating whether a brand communicates honestly and consistently before making purchasing decisions.

Brand authenticity has therefore emerged as an increasingly important construct in contemporary marketing literature. Consumers generally expect brands to communicate genuine values, maintain consistency, and present credible information throughout their marketing activities. Kokkoris and Kamleitner (2026) argued that authenticity has evolved from being a competitive advantage into a fundamental standard by which consumers evaluate brands. Likewise, Raza *et al.* (2025) demonstrated that authentic brand communications strengthen favorable consumer responses by enhancing brand credibility, while Poulis, Theodoridis and Zacharatos (2026) found that brand authenticity serves as an important psychological mechanism that increases consumer trust and subsequently strengthens purchase intention.

Consumer trust has consistently been recognized as one of the strongest determinants of purchase intention in digital commerce. Trust reduces consumers' uncertainty when interacting with online platforms and increases confidence in product recommendations and purchasing decisions. Previous studies have confirmed that consumer trust significantly strengthens purchase intention across various digital contexts, including sustainable e-commerce, AI-enabled services, and social commerce (Gan and Wang, 2017; Amin *et al.*, 2026; Rizomyliotis, 2026). Furthermore, Hoo, Wooliscroft and Phillips (2026) demonstrated that credible marketing communications enhance consumer trust, which subsequently improves behavioral outcomes such as satisfaction and purchase intention. These findings indicate that trust functions as a crucial psychological mechanism connecting consumers' perceptions of marketing communications with their purchasing behavior.

This study adopts the Stimulus–Organism–Response (S–O–R) Theory proposed by Mehrabian and Russell (1974) to explain consumers' behavioral responses within social

commerce. The S–O–R framework suggests that external environmental stimuli influence consumers' internal psychological evaluations before generating behavioral responses. In this study, Short Video Content functions as the external stimulus (S) because it represents the marketing communication encountered by consumers while browsing social commerce platforms. Brand Authenticity and Consumer Trust represent the internal psychological evaluations or organism (O) that emerge after consumers process information presented through short-form videos. Finally, Purchase Intention constitutes the behavioral response (R) reflecting consumers' willingness to purchase products promoted through social commerce. Previous studies have demonstrated that the S–O–R framework effectively explains consumer behavior in digital commerce, particularly when technological characteristics and marketing stimuli shape consumers' psychological responses before influencing purchase intentions (Ghenie, Avornicului and Sitar-Taut, 2025; Wang *et al.*, 2025).

Based on these considerations, this study aims to explore the antecedents of purchase intention in social commerce by examining the roles of Short Video Content, Brand Authenticity, and Consumer Trust. This study contributes to the social commerce literature by extending the application of the Stimulus–Organism–Response (S–O–R) Theory through integrating short-form video marketing with brand authenticity and consumer trust in explaining consumers' purchase intention. The findings are also expected to provide practical implications for marketers in designing authentic and trustworthy short video marketing strategies capable of strengthening consumers' purchase intentions within increasingly competitive social commerce environments.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Theoretical Foundation

Stimulus–Organism–Response (S–O–R) Theory

The Stimulus–Organism–Response (S–O–R) Theory, originally proposed by Mehrabian and Russell (1974), explains that consumers' behavioral responses are influenced by external environmental stimuli through their internal psychological processes. Within this framework, stimulus (S) refers to external environmental cues that shape consumers' perceptions, organism (O) represents consumers' internal cognitive and affective evaluations, and response (R) refers to the resulting behavioral outcomes. The S–O–R framework has been extensively applied in consumer behavior, retailing, and digital marketing research to explain how environmental stimuli influence consumers' psychological states before generating behavioral intentions (Vieira, 2013).

In the context of social commerce, the S–O–R theory provides an appropriate theoretical foundation for explaining how short-form video marketing influences consumers' purchase intention. In this study, Short Video Content and Brand Authenticity function as the external stimuli (S) because they represent marketing attributes that consumers encounter while interacting with brands on social commerce platforms. Short video content provides consumers with concise, visually engaging, and interactive product information that facilitates product evaluation and enhances shopping experiences Liu *et al.* (2026). Furthermore, informative, credible, and entertaining short-form videos have been shown to strengthen consumers' confidence in digital marketing communications and encourage favorable behavioral responses (Ghenie, Avornicului and Sitar-Taut, 2025). Meanwhile, Brand authenticity reflects consumers' perceptions that a brand consistently communicates genuine values, honesty, and credibility throughout its marketing activities. Authentic brand communication enables consumers to perceive brands as more reliable and trustworthy, thereby strengthening positive evaluations toward the brand (Kokkoris and Kamleitner, 2026; Poulis, Theodoridis and Zacharatos, 2026).

These external stimuli subsequently influence the organism (O), represented by Consumer Trust. Within the S–O–R framework, trust reflects consumers' internal psychological state that develops after evaluating marketing stimuli. Consumers who perceive short video content as informative and authentic, while simultaneously viewing brands as credible and sincere, are more likely to develop stronger trust toward both the brand and the social commerce platform. Previous studies have consistently demonstrated that authentic brand communication and credible digital marketing significantly strengthen consumer trust by reducing uncertainty and increasing confidence in online transactions (Gan and Wang, 2017; Hoo, Wooliscroft and Phillips, 2026; Poulis, Theodoridis and Zacharatos, 2026).

Finally, the internal psychological evaluation generates the response (R) in the form of Purchase Intention. According to the S–O–R framework, favorable psychological states encourage consumers to perform desired behavioral responses. Consumers who trust brands are more willing to purchase products because trust reduces perceived risk and increases confidence in purchasing decisions. Previous studies consistently reported that consumer trust positively influences purchase intention within social commerce and other digital commerce environments (Gan and Wang, 2017; Rizomyliotis, 2026). Therefore, the S–O–R theory provides a comprehensive theoretical foundation for explaining how Short Video Content and Brand Authenticity as external stimuli strengthen Consumer Trust as an internal psychological state, which subsequently encourages consumers' Purchase Intention in social commerce.

Hypothesis Development

Short Video Content and Brand Authenticity

Short video content has become one of the most effective digital marketing tools because it enables brands to communicate product information through concise, visually engaging, and interactive formats. Compared with conventional online advertising, short-form videos provide richer product demonstrations, storytelling, and real-life experiences that strengthen consumers' perceptions of brand credibility (Liu *et al.*, 2026). Ghenie, Avornicului and Sitar-Taut (2025) further demonstrated that informative, credible, and entertaining short-form video advertisements positively influence consumers' perceptions and behavioral intentions within social commerce. Through authentic product presentations and transparent communication, short video content allows consumers to evaluate whether a brand consistently reflects its values and promises. Kokkoris and Kamleitner (2026) also emphasized that authenticity is largely shaped by consumers' perceptions of honest and consistent brand communication. Therefore, effective short video content is expected to strengthen consumers' perceptions of brand authenticity.

***H₁:** Short video content positively and significantly influences brand authenticity.*

Short Video Content and Consumer Trust

Short video content also plays an important role in reducing consumers' uncertainty during online shopping by presenting products in a more transparent, interactive, and realistic manner. Consumers who receive informative and credible video content are more likely to perceive brands as trustworthy because product information can be evaluated more easily before making purchase decisions. Ghenie, Avornicului and Sitar-Taut (2025) reported that credible short-form video advertisements significantly enhance consumers' trust, which subsequently increases purchase intention. Likewise, Liu *et al.* (2026) argued that visually rich and persuasive short video content strengthens consumers' confidence in digital marketing communications. Accordingly, higher-quality short video content is expected to increase consumer trust within social commerce.

***H₂:** Short video content positively and significantly influences consumer trust.*

Brand Authenticity and Consumer Trust

Brand authenticity reflects consumers' perceptions that a brand consistently communicates genuine values, honesty, and credibility throughout its marketing activities. Consumers are more likely to trust brands that deliver consistent messages and fulfill their promises because authenticity reduces perceived uncertainty and increases confidence in product quality. Kokkoris and Kamleitner (2026) argued that authenticity has become a fundamental expectation in consumers' brand evaluations rather than merely a competitive advantage. Furthermore, Poulis, Theodoridis and Zacharatos (2026) demonstrated that authentic brand communication significantly strengthens consumer trust by reinforcing perceptions of credibility and sincerity. Therefore, stronger brand authenticity is expected to positively influence consumer trust.

H₃: Brand authenticity positively and significantly influences consumer trust.

Brand Authenticity and Purchase Intention

Brand authenticity also contributes directly to consumers' purchase intention by creating favorable evaluations toward brands and their products. Consumers who perceive brands as authentic tend to develop stronger confidence, emotional attachment, and positive purchasing behavior. Raza *et al.* (2025) reported that authentic brand communication positively influences consumers' behavioral intentions by improving brand credibility and emotional connections. Similarly, Poulis, Theodoridis and Zacharatos (2026) found that brand authenticity significantly enhances consumers' purchase intention through stronger perceptions of sincerity and trustworthiness. Therefore, consumers perceiving higher levels of brand authenticity are expected to demonstrate stronger purchase intention.

H₄: Brand authenticity positively and significantly influences purchase intention.

Consumer Trust and Purchase Intention

Consumer trust represents consumers' confidence that online sellers and brands will fulfill their promises and provide reliable products or services. In social commerce, trust is particularly important because consumers often make purchasing decisions based on digital content without directly inspecting products. Gan and Wang (2017) demonstrated that trust is one of the strongest predictors of purchase intention within social commerce environments. Likewise, Rizomyliotis (2026) confirmed that consumer trust significantly increases purchase intention by reducing perceived risk and strengthening consumers' confidence during online transactions. Hoo, Wooliscroft and Phillips (2026) further emphasized that trustworthy marketing communication encourages favorable consumer responses, including stronger purchase intention. Therefore, higher consumer trust is expected to positively influence purchase intention.

H₅: Consumer trust positively and significantly influences purchase intention.

RESEARCH METHODS

This study employed a quantitative approach with a causal research design to examine the relationships among Short Video Content, Brand Authenticity, Consumer Trust, and Purchase Intention in social commerce. The target population comprised Indonesian consumers who had experience purchasing products through social commerce platforms, particularly TikTok Shop, Instagram Shop, and Facebook Marketplace. These platforms were selected because they extensively utilize short-form video content as a primary marketing strategy to promote products and facilitate consumer purchasing decisions.

The respondents were selected using a purposive sampling technique. To ensure that participants possessed relevant experience, the following criteria were established: (1) at least 17 years old; (2) had purchased products through social commerce at least once during the

previous six months; and (3) had watched short-form promotional videos before making purchase decisions. A total of 300 valid questionnaires were collected and analyzed.

Data were collected through a structured online questionnaire using a five-point likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 to evaluate the proposed research model and test the hypothesized relationships among the constructs (Ringle, Wende and Becker, 2024).

Table 1. Respondent Profile

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	118	39,3
	Female	182	60,7
Age	17–25 years	176	58,7
	26–35 years	83	27,7
	36–45 years	29	9,7
	>45 years	12	4
	Senior High School	58	19,3
Education	Diploma	39	13
	Bachelor's Degree	170	56,7
	Master's Degree	31	10,3
	Doctoral Degree	2	0,7
	Student	81	27
Occupation	Private Employee	124	41,3
	Civil Servant	21	7
	Entrepreneur	47	15,7
	Others	27	9
	< IDR 3.000.000	88	29,3
Monthly Income	IDR 3.000.000–5.999.999	101	33,7
	IDR 6.000.000–8.999.999	61	20,3
	≥ IDR 9.000.000	50	16,7
	TikTok Shop	162	54
Most Frequently Used Social Commerce Platform	Instagram Shop	83	27,7
	Facebook Marketplace	55	18,3
	1–2 times	73	24,3
Shopping Frequency in the Last Six Months	3–5 times	131	43,7
	6–10 times	63	21
	>10 times	33	11

Source: Processed Data (2026)

DATA ANALYSIS RESULTS & DISCUSSION

Indicator Assessment

The measurement model was first evaluated by examining the indicator loadings presented in Table 2. All indicators exhibited outer loading values ranging from 0,785 to 0,897;

exceeding the recommended threshold of 0,70. These results indicate that all measurement items adequately represent their respective latent constructs and demonstrate satisfactory indicator reliability. Therefore, all indicators were retained for further analysis.

Table 2. Outer Loading

	Brand Authenticity (BA)	Consumer Trust (CT)	Purchase Intention (PI)	Short Video Content (SVC)
BA1	0,816			
BA2	0,794			
BA3	0,810			
BA4	0,798			
BA5	0,810			
CT1		0,807		
CT2		0,835		
CT3		0,863		
CT4		0,828		
CT5		0,830		
PI1			0,861	
PI2			0,785	
PI3			0,856	
PI4			0,801	
PI5			0,833	
SVC2				0,873
SVC3				0,883
SVC4				0,897
SVC5				0,897
SVC1				0,838

Source: Processed Data (2026)

Table 3. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Authenticity (BA)	0,865	0,865	0,902	0,649
Consumer Trust (CT)	0,890	0,890	0,919	0,694
Purchase Intention (PI)	0,885	0,888	0,916	0,685
Short Video Content (SVC)	0,925	0,927	0,944	0,771

Source: Processed Data (2026)

Furthermore, Table 3 presents the construct reliability and convergent validity results. The Cronbach's alpha values ranged from 0,865 to 0,925, composite reliability values ranged from 0,902 to 0,944, and the Average Variance Extracted (AVE) values ranged from 0,649 to 0,771. Since all reliability coefficients exceed 0,70 and all AVE values are greater than 0,50, the constructs demonstrate satisfactory internal consistency and convergent validity.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	Brand Authenticity (BA)	Consumer Trust (CT)	Purchase Intention (PI)	Short Video Content (SVC)
Brand Authenticity (BA)				
Consumer Trust (CT)	0,732			
Purchase Intention (PI)	0,743	0,753		
Short Video Content (SVC)	0,760	0,749	0,628	

Source: Processed Data (2026)

Discriminant validity was subsequently assessed using the Heterotrait-Monotrait Ratio (HTMT) presented in table 4. All HTMT values ranged between 0,628 and 0,760, which are below the recommended threshold of 0,90 (Ringle, Wende, and Becker, 2024). These findings confirm that each construct is empirically distinct from the others, indicating satisfactory discriminant validity.

Table 5. Outer VIF Values

	VIF
BA1	1,969
BA2	1,834
BA3	1,885
BA4	1,842
BA5	1,955
CT1	1,955
CT2	2,207
CT3	2,477
CT4	2,111
CT5	2,139
PI1	2,447
PI2	1,839
PI3	2,328
PI4	1,923
PI5	2,173
SVC2	2,768
SVC3	3,009
SVC4	3,311
SVC5	3,291
SVC1	2,318

Source: Processed Data (2026)

Finally, collinearity among measurement indicators was evaluated using the Outer VIF Values shown in Table 5. The VIF values ranged from 1,834 to 3,311, remaining well below the recommended threshold of 5,00. Therefore, no multicollinearity issues were identified among the measurement indicators.

Structural Model Evaluation

The explanatory power and predictive relevance of the proposed structural model were evaluated using the coefficient of determination (Adjusted R^2) and cross-validated redundancy (Q^2), as presented in Table 6 and illustrated in Figure 1. The results indicate that Short Video Content explains 46.2% of the variance in Brand Authenticity (Adjusted $R^2 = 0.462$), while Short Video Content and Brand Authenticity jointly explain 52.0% of the variance in Consumer Trust (Adjusted $R^2 = 0.520$). Furthermore, Brand Authenticity and Consumer Trust explain 52.9% of the variance in Purchase Intention (Adjusted $R^2 = 0.529$). The Q^2 values for Brand Authenticity (0.298), Consumer Trust (0.359), and Purchase Intention (0.360) indicate that the model has predictive relevance. Overall, these findings demonstrate that the proposed structural model provides moderate explanatory power and adequate predictive capability in explaining purchase intention within the social commerce context.

Table 6. R Square and Q Square

	R Square	R Square Adjusted	$Q^2 (=1-SSE/SSO)$
Brand Authenticity (BA)	0,464	0,462	0,298
Consumer Trust (CT)	0,522	0,520	0,359
Purchase Intention (PI)	0,532	0,529	0,360

Source: Processed Data (2026)

The structural relationships among the latent variables are illustrated in Figure 1, showing positive path coefficients across all proposed relationships. The model indicates that Short Video Content serves as the primary antecedent influencing Brand Authenticity, which subsequently contributes to the development of Consumer Trust and ultimately strengthens Purchase Intention. Overall, the structural model supports the proposed theoretical framework based on the Stimulus–Organism–Response (S–O–R) theory.

In addition to illustrating the structural relationships among the latent variables, figure 1 also presents the results of the PLS Algorithm, which simultaneously displays two important outputs: the standardized outer loading values for each measurement indicator and the Adjusted R^2 values for the endogenous constructs. As reported in Table 2, all indicators exhibit outer loading values above the recommended threshold of 0,70; indicating that each indicator adequately reflects its corresponding latent construct. Meanwhile, the Adjusted R^2 values presented in figure 1 are consistent with those reported in table 6, demonstrating the explanatory power of the proposed structural model for each endogenous variable. Therefore, the PLS Algorithm shown in figure 1 visually confirms both the measurement model results presented in table 2 and the structural model evaluation presented in table 6 while simultaneously depicting the relationships among the latent variables within the proposed research model.

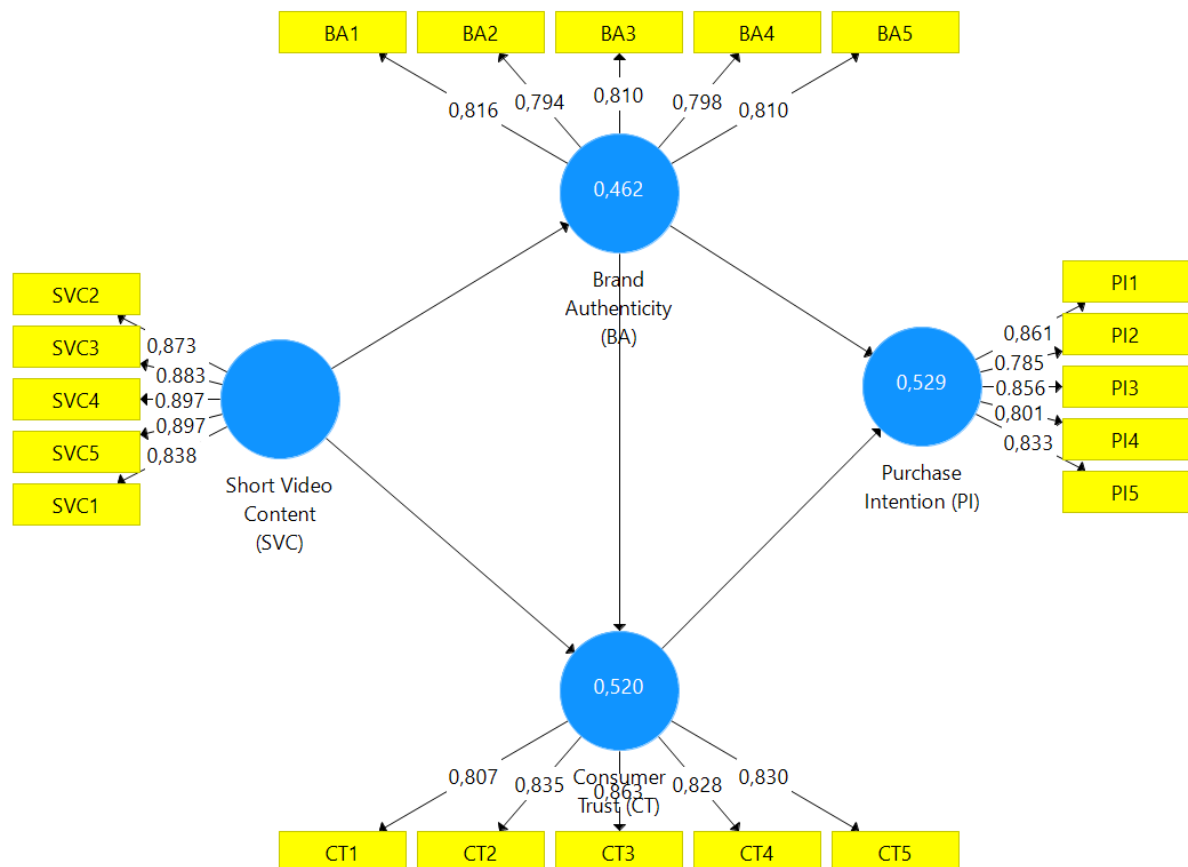


Figure 1. PLS Algorithm

Source: Processed Data (2026)

Hypothesis Testing

The significance of the proposed hypotheses was evaluated using the bootstrapping procedure. A hypothesis is considered supported when the T-statistic exceeds 1,96 and the p-value is below 0,05. The bootstrapping results presented in Table 7 indicate that all proposed hypotheses are supported.

Table 7. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Short Video Content (SVC) -> Brand Authenticity (BA)	0,681	0,682	0,026	26,057	0,000
Short Video Content (SVC) -> Consumer Trust (CT)	0,452	0,451	0,046	9,851	0,000
Brand Authenticity (BA) -> Consumer Trust (CT)	0,334	0,338	0,046	7,279	0,000
Brand Authenticity (BA) -> Purchase Intention (PI)	0,375	0,375	0,048	7,785	0,000
Consumer Trust (CT) -> Purchase Intention (PI)	0,429	0,430	0,046	9,335	0,000

Source: Processed Data (2026)

Short Video Content has a positive and significant effect on Brand Authenticity ($O = 0,681$; $T = 26,057$; $p = 0,000$), supporting H1. Short Video Content also positively influences Consumer Trust ($O = 0,452$; $T = 9,851$; $p = 0,000$), supporting H2. Furthermore, Brand Authenticity positively and significantly affects Consumer Trust ($O = 0,334$; $T = 7,279$; $p = 0,000$), supporting H3. The results further reveal that Brand Authenticity positively influences Purchase Intention ($O = 0,375$; $T = 7,785$; $p = 0,000$), supporting H4. Finally, Consumer Trust positively and significantly influences Purchase Intention ($O = 0,429$; $T = 9,335$; $p = 0,000$), confirming H5. Overall, all proposed hypotheses are empirically supported.

Discussion

The bootstrapping results presented in Table 7 indicate that all proposed hypotheses are supported. The findings demonstrate that Short Video Content significantly influences both Brand Authenticity and Consumer Trust (H1 and H2 supported). These findings suggest that concise, informative, and visually engaging short-form videos enhance consumers' perceptions of brand credibility and increase confidence in digital marketing communications. This finding is consistent with Liu *et al.* (2026), who argued that short-form videos improve product evaluation through rich visual demonstrations and persuasive storytelling. Likewise, Ghenie, Avornicului and Sitar-Taut (2025) reported that informative, credible, and entertaining short-form video advertisements significantly strengthen consumers' trust and behavioral intentions within social commerce. Collectively, these findings indicate that high-quality short video content functions as an effective marketing stimulus for establishing favorable consumer perceptions in social commerce.

Beyond its role as a marketing communication tool, Short Video Content influences consumers' perceptions of brand authenticity. The significant relationship between Short Video Content and Brand Authenticity indicates that consumers evaluate authenticity through product presentation, brand values, and marketing messages conveyed in short videos. Thus, the effectiveness of short video content is not only determined by visual appeal and entertainment value but also by its ability to deliver a consistent and credible brand representation. This finding highlights the role of short-form video marketing as a medium for consumers to assess brand authenticity and develop trust toward the brand.

Furthermore, the results reveal that Brand Authenticity positively and significantly influences Consumer Trust (H3 supported). Consumers who perceive brands as genuine, consistent, and credible are more likely to trust the information communicated through social commerce platforms. Authentic marketing communication reduces uncertainty while reinforcing consumers' confidence in product quality and brand integrity. This finding supports the arguments of Kokkoris and Kamleitner (2026), who emphasized that authenticity has become a fundamental criterion in consumers' brand evaluations. Similarly, Poulis, Theodoridis and Zacharatos (2026) demonstrated that authentic brand communication significantly strengthens consumer trust by enhancing perceptions of sincerity, credibility, and reliability.

The results also indicate that Brand Authenticity has a positive and significant influence on Purchase Intention (H4 supported). Consumers who perceive brands as authentic are more likely to develop favorable attitudes and stronger intentions to purchase products promoted through social commerce. Authentic brands create confidence, emotional attachment, and positive evaluations that encourage purchasing behavior. This finding is consistent with Raza *et al.* (2025), who reported that authentic brand communication positively affects consumers' behavioral intentions by strengthening brand credibility and emotional connections. Likewise, Poulis, Theodoridis and Zacharatos (2026) found that brand authenticity directly enhances purchase intention by increasing consumers' perceptions of sincerity and trustworthiness.

Finally, the findings demonstrate that Consumer Trust positively and significantly influences Purchase Intention (H5 supported). Consumers who trust brands and online sellers are more willing to purchase products because trust reduces perceived risk and increases confidence throughout the purchasing process. These findings are consistent with Gan and Wang (2017), who identified trust as one of the strongest determinants of purchase intention within social commerce environments. Similarly, Rizomyliotis (2026) confirmed that consumer trust significantly increases purchase intention by reducing uncertainty during online transactions. Furthermore, Hoo, Wooliscroft and Phillips (2026) emphasized that credible marketing communication strengthens consumer trust, which subsequently generates favorable behavioral responses, including stronger purchase intention.

A significant consequence of this discovery is that consumer trust embodies more than merely a favorable view of a brand; it serves as a vital psychological state that converts customers' assessments into buying intentions. The path coefficient from Consumer Trust to Purchase Intention (0.429) surpassed the direct influence of Brand Authenticity on Purchase Intention (0.375), indicating that trust may significantly facilitate the transformation of positive brand perceptions into behavioral intention. In the realm of social commerce, where consumers are unable to assess products prior to acquisition, trust in the brand's authenticity and the veracity of the digital material becomes crucial. Consequently, enhancing trust could serve as a pivotal strategy by which social commerce enterprises convert effective communication and genuine branding into heightened purchase intentions.

Overall, the findings of this study reinforce the Stimulus–Organism–Response (S–O–R) Theory. Within this framework, Short Video Content and Brand Authenticity function as external stimuli (S) that shape consumers' internal psychological evaluations. These stimuli strengthen Consumer Trust as the organism (O) by reducing uncertainty and increasing consumers' confidence toward brands and digital marketing communications. Subsequently, higher consumer trust generates the response (R) in the form of stronger Purchase Intention. Therefore, the findings confirm that consumers' purchasing decisions in social commerce are influenced not only by engaging marketing content but also by authentic brand communication that successfully develops trust before encouraging purchasing behavior.

CONCLUSION

This study examined the relationships among Short Video Content, Brand Authenticity, Consumer Trust, and Purchase Intention in the context of social commerce. The empirical findings indicate that all proposed hypotheses are supported. Short Video Content positively influences Brand Authenticity and Consumer Trust, while Brand Authenticity significantly enhances both Consumer Trust and Purchase Intention. Furthermore, Consumer Trust positively influences Purchase Intention and represents the strongest determinant of consumers' intention to purchase products through social commerce platforms. Overall, these findings confirm the applicability of the Stimulus–Organism–Response (S–O–R) Theory, demonstrating that marketing stimuli in the form of engaging short video content and authentic brand communication strengthen consumers' internal psychological state, namely Consumer Trust, which subsequently encourages Purchase Intention.

From a managerial perspective, the findings suggest that businesses operating in social commerce, particularly on TikTok Shop and other short-video-based platforms, should prioritize the development of high-quality short video content that is informative, visually engaging, and credible to strengthen perceptions of brand authenticity. Companies should also maintain authentic brand communication by consistently delivering honest product information, transparent marketing messages, and reliable customer interactions to enhance consumer trust. Since Consumer Trust was found to be the strongest predictor of Purchase

Intention, managers should continuously invest in trust-building strategies, including authentic storytelling, customer testimonials, transparent product demonstrations, and responsive customer service. These initiatives can strengthen consumers' confidence and ultimately improve purchasing outcomes within increasingly competitive social commerce environments.

Despite its contributions, this study has several limitations. First, the research focused exclusively on Indonesian consumers who had experience using social commerce platforms, which may limit the generalizability of the findings to other countries or digital commerce contexts. Second, this study employed a cross-sectional research design that captured consumers' perceptions at a single point in time, limiting the ability to observe changes in purchasing behavior over time. Finally, the proposed model examined only Short Video Content, Brand Authenticity, Consumer Trust, and Purchase Intention. Future studies are encouraged to incorporate additional variables, such as electronic word-of-mouth, perceived value, social presence, influencer credibility, customer engagement, or impulse buying, to provide a more comprehensive understanding of consumer behavior in social commerce.

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