

THE EFFECT OF PARASOCIAL INTERACTION, FLOW, AND SOCIAL IDENTITY IN CROSS-BORDER E-COMMERCE VALUE CO-CREATION

Gengjin Xi¹, Min Chen-Hua² and Zheyun Zheng^{3,*}

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Abstract

This study investigates the relationships among parasocial interaction, user-generated content, flow experience, social identity, and value co-creation behavior in cross-border livestream shopping. A structured questionnaire was distributed to Chinese consumers who have used Thai e-commerce platforms, and 509 valid responses were analyzed using reliability tests, exploratory factor analysis, and structural equation modeling. The measurement instruments demonstrated strong reliability and validity. The structural model exhibited acceptable fit ($\chi^2/df = 2.441$, RMSEA = 0.054, CFI = 0.937, TLI = 0.930). Difference analyses revealed that gender significantly influenced parasocial interaction ($t = 2.832$, $p < 0.01$) and user-generated content ($t = 2.355$, $p < 0.05$), while monthly income and cross-border shopping experience produced variations in flow experience, social identity, and value co-creation behavior. Structural modeling showed that parasocial interaction positively predicted flow experience ($\beta = 0.358$, $p < 0.001$), which in turn strongly influenced social identity ($\beta = 0.412$, $p < 0.001$). Both user-generated content ($\beta = 0.224$, $p < 0.01$) and social identity ($\beta = 0.237$, $p < 0.001$) significantly contributed to value co-creation behavior. Flow experience also had a significant direct effect on value co-creation behavior ($\beta = 0.252$, $p < 0.001$). The findings highlight the psychological mechanisms through which Chinese consumers form engagement and co-create value on cross-cultural digital platforms.

Keywords: Parasocial Interaction, Social Identity, Value Co-creation Behavior, E-commerce

¹ Ph.D Student, Thai-Chinese International School of Management, University of The Thai Chamber of Commerce, Bangkok, Thailand

² Professor, Thai-Chinese International School of Management, University of The Thai Chamber of Commerce, Bangkok, Thailand

³ Assistant Professor, Thai-Chinese International School of Management, University of The Thai Chamber of Commerce, Bangkok, Thailand

* Corresponding author. E-mail: zheng_zhe@utcc.ac.th

Introduction

With the global expansion of the digital economy, cross-border e-commerce has become an important channel connecting countries and consumers, and Chinese consumers' online shopping activities in Southeast Asia, particularly Thailand, have grown rapidly (Ji et al, 2023). Local Thai platforms such as Lazada and Shopee have gained increasing penetration among Chinese users, creating a new consumption context that integrates cross-cultural interaction and digital shopping. In this process, consumers not only focus on products but also construct meaning through livestreaming, user-generated content, and platform communities, making cross-border e-commerce a relevant social and psychological phenomenon (Xiao et al, 2019).

Due to differences in language, culture, shopping habits, and trust mechanisms, Chinese consumers behave differently on Thai platforms compared with domestic platforms. Cross-cultural adaptation theory suggests that users in foreign cultural environments rely more on emotional security and social cues to build trust (Ward et al, 2001). As a result, Chinese users on Thai platforms tend to rely more on flow experience, community atmosphere, and interaction signals rather than solely on host attractiveness or brand preference (Ke & Wisaeng, 2025).

Parasocial interaction enhances users' emotional connection with livestream hosts, but existing studies mainly focus on single-cultural contexts, and its effectiveness in cross-cultural livestreaming remains unclear. User-generated content strengthens community engagement and trust (Gunawan, 2024), yet in cross-border settings, User-generated content may also serve as cultural translation and experience sharing, a topic that remains underexplored. Flow experience is a key psychological variable in digital consumption (Dong et al, 2023), but its role under unfamiliar cultural conditions has not been systematically examined. Social identity is crucial in unfamiliar environments (Rogers & Lea, 2025), but research has not clarified its formation within cross-border e-commerce communities. Value co-creation behavior is essential to platform ecosystems (Hein et al, 2019), yet cross-cultural co-creation paths still lack theoretical integration.

Although existing studies on parasocial interaction, user-generated content, immersion, social identity, and value co-creation have developed independently, their interactive mechanisms on cross-cultural digital platforms remain insufficiently validated. Specifically, in the context of Chinese consumers using Thai e-commerce platforms, current

literature cannot explain why users display different behavioral patterns, nor does it provide empirical testing using structural equation modeling. Therefore, this study proposes the following research objectives:

Objective 1: To examine group differences in the research variables across gender, monthly disposable income, and cross-border shopping experience.

Objective 2: To analyze the relationships among parasocial interaction, user-generated content, flow experience, social identity, and value co-creation behavior, and to validate the proposed structural model.

Methods and Materials

1. Research Sample This study surveyed Chinese consumers who reside in Thailand long-term or stay for short periods, focusing on their shopping behavior on local Thai e-commerce platforms such as Shopee, Lazada, and TikTok Shop. This section presents sample characteristics based on three demographic variables: gender, monthly disposable income, and cross-border shopping experience, to ensure the validity and explanatory power of the study in the context of cross-border e-commerce. A convenience sampling method combined with snowball sampling was employed to recruit participants. Respondents were required to have prior experience using Thai e-commerce platforms. Data were collected through an online questionnaire distributed via social media platforms.

Table 1 Results of Research Samples

VAR	Items	n	%
Gender	Male	245	48.1
	Female	264	51.9
Monthly Disposable Income	< 3,000	156	30.6
	3,000 – 7,000	110	21.6
	7,001 – 15,000	142	27.9
	> 15,000	101	19.8
Cross-Border Shopping Experience	Low	157	30.8
	Frequent	181	35.6
	Very rich	171	33.6
Total		509	100

A total of 509 valid responses were collected for this study (Table 1). The gender distribution of the sample was relatively balanced, with 48.1% male respondents and 51.9% female respondents. Regarding monthly disposable income, the sample covered a broad

range of income groups. The largest proportion of respondents (30.6%) reported having less than 3,000 THB per month, followed by 27.9% falling within the 7,001–15,000 THB bracket. Meanwhile, 21.6% reported a monthly disposable income between 3,000 and 7,000 THB, and 19.8% exceeded 15,000 THB. This distribution suggests that the sample includes participants from lower, middle, and higher-income groups, ensuring diversity in economic backgrounds.

In terms of cross-border shopping experience, respondents exhibited varied levels of involvement. Approximately 30.8% indicated having low experience in cross-border shopping, whereas 35.6% described their shopping experience as frequent. Another 33.6% reported possessing very rich experience, demonstrating that the sample includes novice, moderate, and highly experienced cross-border consumers.

2. Research Instruments A structured questionnaire was employed for data collection. The questionnaire consisted of two sections. The first section collected demographic information, including gender, monthly disposable income, and cross-border shopping experience. The second section measured the main research variables using validated scales. And all latent variables were measured using internationally validated scales, with necessary semantic adaptations made to fit the cross-border livestream shopping context. This research using the Parasocial Interaction Scale developed by Rubin et al (1985). This single-dimensional scale consists of ten items that effectively capture the pseudo-relational bond formed between viewers and livestream hosts, such as perceived closeness, companionship, and emotional involvement. User-generated content is based on the electronic word-of-mouth participation model proposed by Chu & Kim (2011), including three subdimensions, which are information seeking, opinion giving, and opinion passing, with a total of 9 items. This scale comprises three subdimensions, information seeking, opinion giving, and opinion passing. Flow experience, drawing on Koufaris (2002) online shopping flow experience scale. The scale includes four subdimensions, concentration, enjoyment, perceived control, and challenge, with a total of 16 items. Social identity. This study employs the organizational identification scale developed by Mael & Ashforth (1992), one of the most widely used identity measurement tools in global research. The scale is unidimensional with six items that assess users' psychological attachment, emotional connection, and sense of belonging to a livestream community, host cluster, or fan group. Value co-creation behavior. Given the relatively large number of items in Yi & Gong's (2013)

original scale, this study adopts the simplified value co-creation scale developed by Ranjan & Read (2016). The scale comprises two subdimensions, participation behavior and citizenship behavior, totaling 9 items. All items were measured using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

3. Data Analysis To verify the applicability of each measurement instrument in a cross-cultural context, the study conducted internal consistency analysis using Cronbach's α coefficients. The Kaiser Meyer Olkin measure and Bartlett's test of sphericity were employed to assess whether the data were suitable for factor analysis. Exploratory factor analysis was then applied to examine the underlying structure of each construct, focusing on factor loadings and communalities to evaluate the structural soundness of the measurement scales. To explore group differences across the research variables, independent-sample t-tests were conducted to compare the performance of different gender groups, while one-way ANOVA was used to examine differences among groups with varying levels of monthly disposable income and cross-border shopping experience. To analyze the structural relationships among the variables in the proposed research model, structural equation modeling served as the primary inferential method. Using AMOS and the maximum likelihood estimation approach, the study assessed model fit through multiple fit indices, including χ^2/df , RMSEA, GFI, CFI, and TLI, to determine whether the model met accepted statistical standards.

Results

To ensure the scientific rigor and measurement accuracy of this study, the reliability and validity of all research instruments were systematically examined prior to hypothesis testing (Table 2).

Table 2 Results of Exploratory Factor Analysis and Reliability Analysis

VAR	No. of items	Loading Factors	Communality	% of Variance	Cronbach α
PSI	10	0.659-0.949	0.435-0.901	52.214	0.898
UGC	UGC1	0.760-0.803	0.623-0.825	72.848	0.865
	UGC2	0.816-0.833	0.714-0.858		
	UGC3	0.738-0.803	0.618-0.837		
FE	FE1	0.697-0.824	0.566-0.843	65.749	0.887
	FE2	0.723-0.823	0.543-0.826		
	FE3	0.731-0.781	0.588-0.841		
	FE4	0.612-0.794	0.479-0.847		
SI	6	0.785-0.816	0.616-0.665	63.674	0.886
VCCB	VCCB1	0.761-0.826	0.604-0.835	69.844	0.831
	VCCB2	0.791-0.807	0.656-0.813		
	VCCB3	0.753-0.827	0.630-0.821		

PSI=Parasocial Interaction, UGC=User-Generated Content FE=Flow Experience, SI=Social Identity VCCB= Value Co-Creation Behavior.

This study conducted reliability and validity tests on five core measurement scales to verify their stability and applicability in the cross-cultural livestream e-commerce context. The reliability analysis showed that all scales and their subdimensions achieved Cronbach's α coefficients significantly above 0.7, indicating good internal consistency among items and demonstrating that the instruments can reliably capture consumers' psychological and behavioral characteristics in livestream shopping. The validity analysis further supported this result. All scales exhibited good or excellent KMO values, and the significance of Bartlett's test indicated that the data were suitable for factor analysis. In the exploratory factor analysis, parasocial interaction and social identity both presented a single-factor structure, while flow experience, user-generated content, and value co-creation behavior demonstrated multidimensional structures with clear item loadings and strong discriminant patterns. The cumulative variance explained for each construct met commonly accepted academic standards.

The structural model (Figure 1) was analyzed using the maximum likelihood estimation method. The value of χ^2/df was 1.977 (< 3), and the RMSEA=0.044. The GFI=0.922, NFI=0.906, TLI=0.945, and CFI=0.951, values were all above 0.80, the PNFI=0.805 and PGFI=0.759, values exceeded 0.70, indicating that all model fit indices reached acceptable levels.

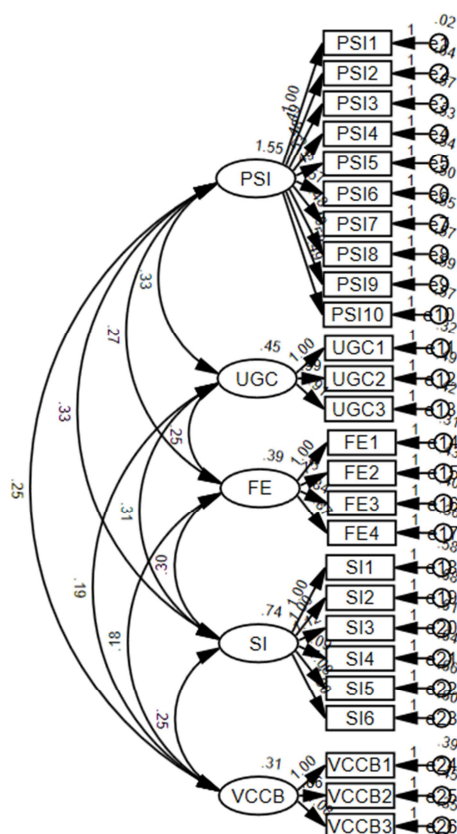


Figure 1 CFA Model

The results of confirmatory factor analysis (Table 3) indicated that all factor loadings of the measurement items were significant ($p < 0.001$), demonstrating good convergent validity of the measurement model. Specifically, the average variance extracted values all exceeding the recommended threshold of 0.50. The composite reliability values all above the acceptable threshold of 0.70.

The difference analysis reveals several meaningful patterns regarding how demographic and experiential factors shape Chinese consumers' psychological and behavioral responses on Thai cross-border livestream platforms. Gender, income, and cross-border shopping experience contribute to varying degrees of influence across the five key research variables (Table 4).

Table 3 Results of Confirmatory Factor Analysis

Scale	Items	Estimate	S.E.	C.R.	P	AVE	CR
Parasocial Interaction	PSI1	0.994				0.542	0.921
	PSI2	0.707	0.029	16.839	***		
	PSI3	0.724	0.028	17.543	***		
	PSI4	0.672	0.027	19.838	***		
	PSI5	0.636	0.027	18.1	***		
	PSI6	0.708	0.026	21.809	***		
	PSI7	0.727	0.027	17.677	***		
	PSI8	0.728	0.028	17.738	***		
	PSI9	0.683	0.028	20.437	***		
	PSI10	0.728	0.028	17.719	***		
User-Generated Content	UGC1	0.763				0.508	0.756
	UGC2	0.687	0.075	13.095	***		
	UGC3	0.686	0.07	13.09	***		
Flow Experience	FE1	0.746				0.505	0.803
	FE2	0.684	0.066	11.439	***		
	FE3	0.737	0.068	12.364	***		
	FE4	0.672	0.068	12.922	***		
Social Identity	SI1	0.749				0.564	0.886
	SI2	0.724	0.063	16.06	***		
	SI3	0.777	0.065	17.307	***		
	SI4	0.76	0.064	16.916	***		
	SI5	0.751	0.064	16.697	***		
	SI6	0.743	0.061	16.497	***		
Value Co-Creation Behavior	VCCB1	0.766				0.572	0.801
	VCCB2	0.784	0.087	9.952	***		
	VCCB3	0.718	0.099	10.96	***		

Gender differences emerged primarily in parasocial interaction and user-generated content. Male consumers exhibited significantly stronger parasocial interaction with livestream hosts ($M = 3.181$ vs. 2.999 , $t = 2.832$, $p = 0.005$), whereas female consumers demonstrated higher engagement in user-generated content related behaviors ($M = 3.362$ vs. 3.206 , $t = -2.355$, $p = 0.019$). Income differences were most pronounced in social identity. Consumers with monthly disposable income below 3,000 YUAN reported significantly lower social identity ($M = 3.537$) compared with all higher-income groups ($F = 3.446$, $p = 0.017$), indicating that economic security may strengthen one's sense of belonging in livestream communities. Flow experience showed marginal yet systematic differences, with lower-income users exhibiting weaker flow states. user-generated content and parasocial

interaction. Cross-border shopping experience generated the most complex pattern of differences, shopping experience influenced almost all variables in curvilinear or U-shaped ways. Users with low experience often showed stronger parasocial interaction ($M = 2.988$) and greater flow experience ($M = 3.408$) than frequent shoppers. Both novice and highly experienced consumers exhibited higher value co-creation behavior ($M = 3.490$ and $M = 3.491$) compared with the moderate-experience group ($M = 3.287$), as confirmed by a significant ANOVA ($F = 5.612$, $p = 0.004$). The user-generated content results followed a similar trend, with low-experience users scoring higher than very rich users in key subdimensions ($F = 8.027$, $p < 0.001$).

Table 4 Results of Difference Analysis

	PSI	UGC	FE	SI	VCCB
	M±SD	M±SD	M±SD	M±SD	M±SD
Male	3.181±0.671	3.206±0.783	3.337±0.618	3.745±0.931	3.414±0.679
Female	2.999±0.777	3.362±0.701	3.348±0.627	3.732±0.988	3.423±0.646
	t=2.832**	t=2.355*	t=0.217	t=0.155	t=0.153
< 3,000	3.076±0.684	3.328±0.699	3.242±0.736	3.537±1.111	3.444±0.602
3,000 – 7,000	2.981±0.903	3.307±0.731	3.434±0.519	3.872±0.835	3.486±0.556
7,001 – 15,000	3.116±0.697	3.269±0.792	3.354±0.596	3.818±0.864	3.306±0.827
> 15,000	3.177±0.642	3.228±0.768	3.389±0.553	3.792±0.931	3.469±0.575
	F=1.367	F=0.421	F=2.362*	F=3.446*	F=2.014
Low	2.988±0.835	3.377±0.634	3.408±0.505	3.830±0.889	3.490±0.611
Frequent	3.163±0.690	3.308±0.794	3.252±0.757	3.679±1.018	3.287±0.771
Very rich	3.097±0.669	3.182±0.777	3.378±0.550	3.716±0.959	3.491±0.552
	F=2.436	F=2.947	F=3.105*	F=1.113	F=5.612**

* $p < 0.05$, ** $p < 0.01$; PSI=Parasocial Interaction, UGC=User-Generated Content FE=Flow Experience, SI=Social Identity VCCB= Value Co-Creation Behavior.

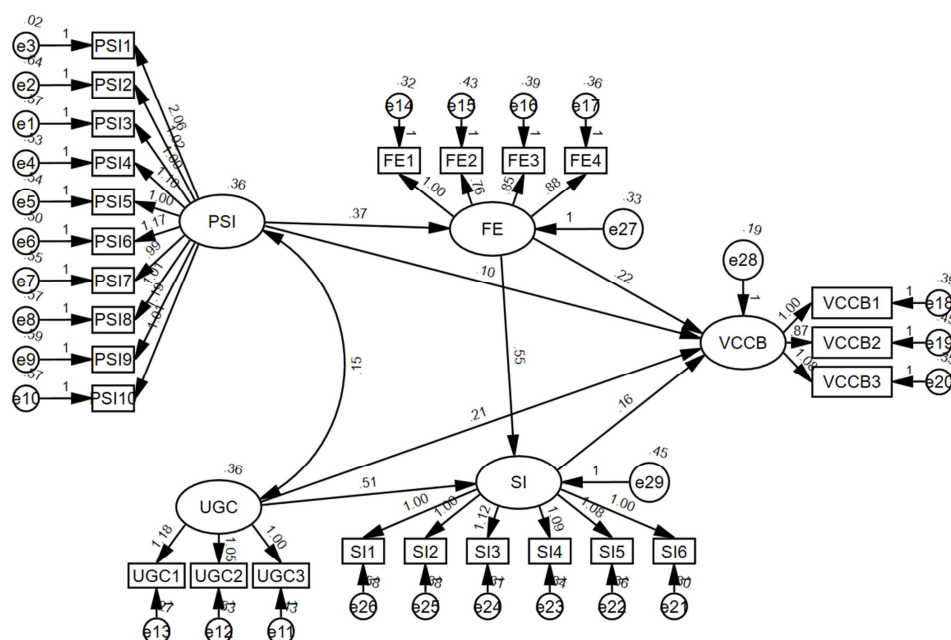
Table 5 presents the Pearson correlation matrix for all latent variables in the study, providing preliminary evidence for examining the relationships proposed in the theoretical model. The results show that parasocial interaction, user-generated content, flow experience, social identity, and value co-creation behavior are all significantly and positively correlated ($p < 0.01$).

Table 5 Results of Difference Analysis

VAR	PSI	UGC	FE	SI	VCCB
PSI	1				
UGC	.310**	1			
FE	.279**	.457**	1		
SI	.290**	.435**	.453**	1	
VCCB	.293**	.363**	.376**	.399**	1

** p < 0.01; PSI=Parasocial Interaction, UGC=User-Generated Content, FE=Flow Experience, SI=Social Identity VCCB=Value Co-Creation Behavior.

This study used AMOS to test the model and its goodness of fit, and the structural model is shown in Figure 1.

**Figure 2** Result of SEM

The structural model was analyzed using the maximum likelihood method, the value of χ^2/df is 2.441, the RMSEA is 0.054. the GFI (0.9912), NFI (0.892), TLI (0.930), and CFI (0.937) values are all above 0.8, and the PNFI (0.799) and PGFI (0.756) values are above 0.7, indicating that all fit indices fall within acceptable levels.

The path coefficient table (Table 6) presents the results of the structural equation model, showing the verification of the research hypotheses. The analysis indicates that most of the path relationships are statistically significant ($p < 0.001$), with standardized coefficients generally at a moderate level, suggesting substantial effects among the variables. In the key paths, flow experience functions as a central mediating variable, being positively influenced

by parasocial interaction ($\beta = 0.358$) and strongly driving social identity ($\beta = 0.412$). User-generated content participation not only has a direct positive effect on value co-creation behavior but also exerts an indirect effect through social identity.

Table 6 Results of Model Fit

	Path		B	β	S.E.	C.R.	P
FE	<-	PSI	0.361	0.358	0.055	6.554	***
SI	<-	UGC	0.51	0.366	0.075	6.793	***
SI	<-	FE	0.554	0.412	0.0737	7.559	***
VCCB	<-	FE	0.222	0.252	0.062	3.561	***
VCCB	<-	PSI	0.098	0.11	0.052	1.886	0.039
VCCB	<-	UGC	0.205	0.224	0.064	3.217	0.001
VCCB	<-	SI	0.156	0.237	0.046	3.393	***
PSI	<->	UGC	0.148	0.406	0.023	6.451	***

*** $p < 0.001$; PSI=Parasocial Interaction, UGC=User-Generated Content, FE=Flow Experience, SI=Social Identity VCCB=Value Co-Creation Behavior.

Discussion

The findings of this study reveal that the strong influence of parasocial interaction on flow experience aligns with recent evidence suggesting that perceived social presence is crucial for reducing uncertainty in digital consumption environments with heightened cultural unfamiliarity. Studies conducted on livestream commerce have shown that parasocial bonds increase trust and emotional safety, enabling users to process information more efficiently in unfamiliar contexts (Sokolova & Kefi, 2020). In this study, Chinese consumers on Thai platforms experience immersion more easily when they feel emotionally connected to livestream hosts. This suggests that parasocial mechanisms serve as adaptive tools for navigating foreign digital ecosystems. However, the limited direct effect of parasocial interaction on value co creation behavior indicates that emotional bonds alone cannot fully motivate users to contribute actively. This nuance echoes recent findings that parasociality enhances affective engagement but requires complementary cognitive or relational drivers to translate into cooperative actions (Hartmann & Goldhoorn, 2011).

Flow experience plays a central mediating role between parasocial processes and social identity. Recent research highlights that immersion enhances cognitive absorption and emotional alignment, which facilitates community belonging even in culturally diverse online spaces (Gorini et al, 2011). The present findings support this view by showing that

highly flow experiences allow users to temporarily suspend cultural distance and integrate themselves into the platform community. However, flow is sensitive to linguistic fatigue, cultural cues and interface unfamiliarity, which means that disruptions can weaken the identity formation process. This dependence indicates that cross border platform identity formation is more fragile than in domestic contexts and requires sustained experiential consistency to remain effective.

Social identity emerged as a strong predictor of value co-creation behavior, consistent with recent evidence that belongingness motivates cooperative behaviors in digital communities. Empirical studies have demonstrated that identification with online groups enhances willingness to assist others, provide feedback and promote shared knowledge (Kuo & Hou, 2017). In the present cross-cultural context, identity appears to play an even more critical role. Chinese consumers rely on community belonging as a stabilizing mechanism when interacting on Thai platforms where institutional familiarity is limited. However, the formation of identity is strongly influenced by experiential factors such as immersion and interactive quality. This interdependence suggests that if platform experiences deteriorate, identity driven co creation may diminish rapidly, indicating a potential weakness in sustaining long term user contribution in cross border markets.

User-generated content showed significant direct and indirect effects on value co-creation behavior. Recent studies emphasize that UGC is not only informational but also relational, helping users construct shared meaning in diverse cultural settings (Ho & Lu, 2022). In this study, user-generated content functions as a bridge between information processing and community formation. Chinese consumers who actively seek, share and pass information are more likely to engage in co-creative behaviors and feel a sense of community belonging. At the same time, the nonlinear pattern revealed in the difference analysis challenges assumptions about experience. Highly experienced users sometimes reduce their reliance on community knowledge and contribute less frequently, which mirrors findings that experienced consumers increasingly rely on personal heuristics rather than communal orientation (Wang et al, 2021).

The joint influence of flow experience, UGC participation and social identity on value co creation supports recent theoretical arguments that co creation requires psychological engagement, informational involvement and relational embeddedness simultaneously (Yen et al, 2020). In the cross-border environment, users must overcome

cultural discontinuity and trust uncertainty before contributing meaningfully to platform value creation. This implies that high promotional intensity or content volume alone cannot guarantee co creation. Instead, platforms must cultivate layered engagement that integrates emotional, cognitive and social dimensions.

The difference analysis reinforces that demographic and experiential characteristics moderate psychological mechanisms. Gender based differences in parasocial interaction and user-generated content participation support recent findings that males tend to engage more emotionally with hosts while females contribute more informationally (Jen-Hung & Yi-Chun, 2010). Income related variations in social identity suggest that economic stability may influence users' willingness to immerse themselves in foreign digital communities. The U-shaped pattern of experience on value co creation matches recent observations that both novice and expert users are more motivated to contribute, while mid-level users show reduced psychological involvement (Dhaigude & Mohan, 2023). This pattern challenges linear assumptions about experiential growth and highlights the complexity of cross border consumer adaptation.

Conclusion and Suggestions

The study concludes that parasocial interaction serves as an important emotional anchor for users navigating cross cultural contexts. It enhances immersive experience by reducing uncertainty and strengthening perceived social presence, a pattern consistent with recent findings that influencers can help stabilize consumer decision making in diverse environments (Sokolova & Kefi, 2020). Immersive experience emerged as the central mediator of the model and strongly predicted social identity. This suggests that when users feel deeply absorbed in livestream content they become more willing to view themselves as members of the platform community. Social identity exerted the strongest influence on value co creation behavior, indicating that belonging is a fundamental prerequisite for users to offer assistance, contribute content and engage in collaborative actions. User-generated content further reinforced co creation both directly and indirectly, highlighting the importance of information sharing and mutual support in cross border platforms. The difference analysis adds nuance by showing that demographic and experiential factors shape the operation of these mechanisms.

These findings underscore that psychological adaptation, social belonging and interactive participation must be understood in an integrated manner. Cross border digital

environments require users to overcome cultural distance and trust uncertainty before they participate meaningfully. This study provides empirical evidence that experiential quality, community identity and participatory intention jointly shape the behavior of Chinese consumers on Thai platforms.

Based on these conclusions, platforms should strengthen parasocial experiences by improving livestream presentation quality, host authenticity and interactive responsiveness. This can help reduce cultural uncertainty and enhance emotional stability for users from different backgrounds. Second, immersive experience should be enhanced through smoother interfaces, reduced language barriers and localized visual cues. Consistent experiential flow is essential for promoting psychological involvement and reducing cross cultural fatigue.

Social identity should be cultivated through community building. This can be achieved by encouraging subgroup formation among users with similar linguistic or cultural backgrounds, promoting peer sharing and highlighting collective achievements. Research shows that identity based belonging increases willingness to contribute within online communities (Kuo & Hou, 2017). Platforms should encourage user-generated content through reward mechanisms, clear contribution pathways and visible feedback loops. User-generated content is not only informational but also relational, and its presence helps users to construct a shared understanding in unfamiliar digital spaces.

Cross border platforms should design differentiated engagement strategies for users at varying experience levels. Novice users may need guidance and reassurance, while highly experienced users may require advanced features and recognition. Moderately experienced users may benefit from renewed engagement pathways to prevent disengagement. Tailoring platform supports the adaptive stage of the user can help sustain long term participation and strengthen co creation behaviors.

Future research could further explore the dynamic mechanisms underlying cross-border consumer behavior by adopting longitudinal designs to examine changes in user engagement and value co-creation over time. Future studies also could incorporate multi-source data, such as behavioral logs or platform analytics, to complement self-reported survey data and reduce potential common method bias. Comparative studies across different cultural contexts or platform types could help validate the generalizability of the proposed model.

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