

Uncovering the Antecedents of Online Purchase Behavior in Digital Consumers: The Roles of Co-Creation and Social Media Brand Interactivity

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ARTICLE INFO	ABSTRACT
Keywords: co-creation, social media brand interactivity, online purchase behavior, service-dominant logic, digital consumers DOI: 10.22437/v960ts82 Received: March 17, 2025 Reviewed: April 20, 2025 Accepted: May 10, 2025	<i>This study aims to uncover the antecedents of online purchase behavior among digital consumers by examining the roles of co-creation and social media brand interactivity, and by comparing their relative influence. Grounded in Service-Dominant Logic and customer engagement theory, a quantitative cross-sectional survey was conducted with 231 active social commerce users in Indonesia. Multiple regression analysis reveals that both co-creation ($\beta = 0.601$, $p < 0.001$) and social media brand interactivity ($\beta = 0.245$, $p < 0.001$) significantly and positively predict online purchase behavior, jointly explaining 60.3% of its variance. Importantly, co-creation exerts a substantially stronger effect, more than double that of interactivity. These findings demonstrate that while interactive brand communication provides the necessary relational infrastructure, it is the deeper consumer involvement in value co-creation actively seeking, sharing, and contributing to brand narratives that serves as the dominant driver of purchase decisions. The study advances digital consumer behavior theory by empirically distinguishing between interactive communication and collaborative value formation, and offers practical guidance for marketers to prioritize co-creation strategies over mere interactive presence to effectively stimulate online purchasing.</i>

1. Introduction

Digital transformation has reshaped the architecture of consumer decision-making, especially in environments where brand communication, social interaction, and transaction processes converge on online platforms (Scheinbaum, 2012; Khosrow-Pour, 2019). In contemporary digital markets, consumers no longer merely receive information from firms; instead, they actively search, evaluate, respond, share, and co-construct brand-related meanings in highly interactive environments that influence behavioral outcomes, including purchase behavior (Scheinbaum, 2012; Brodie et al., 2013; Khosrow-Pour, 2019).

The growing relevance of online purchase behavior is closely tied to the broader evolution of digital consumer behavior. (Scheinbaum, 2012) argued that social media, online advertising, and online shopping have fundamentally changed how consumers think, feel, and act in market environments, highlighting the centrality of digitally mediated experiences in shaping consumer responses. This suggests that online purchase behavior should not be understood solely as an outcome of individual preference or product evaluation, but also as a

consequence of interactions that shape consumers' perceptions, attitudes, and decisions. In digital contexts, consumers are influenced not only by product attributes and price cues, but also by the quality of online interactions, social participation, responsiveness of brands, and the extent to which they feel involved in value creation (Brodie et al., 2013; Khosrow-Pour, 2019).

A strong theoretical foundation for understanding this shift is provided by Service-Dominant Logic, which reframes exchange by emphasizing service, resource integration, and value co-creation rather than the unilateral delivery of value from firms to customers (S. Vargo & Lusch, 2018). This perspective recognizes that value emerges through use, interaction, and collaboration among multiple actors in a service ecosystem, positioning consumers as active resource integrators who contribute knowledge, attention, feedback, and social interaction to the value creation process. Consequently, digital platforms that facilitate interaction and participation are not peripheral to marketing; they are central to how value is co-created and how purchase behavior is formed.

From this theoretical standpoint, co-creation becomes an especially relevant antecedent of online purchase behavior. Co-creation reflects the consumer's active contribution to the formation of value through participation, dialogue, interaction, recommendation, feedback, and collaborative meaning-making (S. Vargo & Lusch, 2018). Recent empirical work shows that online shopping experience and participation in brand-related activities foster value co-creation behavior, which in turn leads to more favorable purchase-related outcomes (Sanaji et al., 2023; Ma & Lu, 2024). Similarly, (Tajvidi et al., 2020) found that social commerce information sharing, social support, and relationship quality directly and indirectly promote brand co-creation, illustrating how digital interaction translates into co-created value and stronger purchase intentions. These findings indicate that co-creation is not merely a relational concept but a behavioral mechanism that can shape online purchase responses in social commerce and social media environments.

The role of co-creation is closely linked to contemporary scholarship on customer engagement. (Brodie et al., 2017) highlight that technology and social media have redefined the ways customers connect with brands and how engagement should be conceptualized and measured in dynamic market conditions. Engagement captures the depth of consumers' cognitive, emotional, and behavioral investment in brand-related interactions, making it a useful bridge between co-creation and observable behavior. (Katsifaraki & Theodosiou, 2024) further show that service-dominant logic strategic orientations drive customer engagement in online retailing, reinforcing the idea that interaction and resource integration are essential for sustaining meaningful consumer-brand relationships. When co-creation and engagement are present together, consumers are more likely to move from passive observation toward active behavioral involvement, including online purchasing.

Alongside co-creation, social media brand interactivity represents another important antecedent of online purchase behavior. Social media has evolved into a real-time relational infrastructure that enables brands to maintain two-way communication with consumers. Interactivity in this environment refers to responsiveness, reciprocal exchange, conversational ability, and the degree to which consumers perceive that brands are accessible and willing to interact meaningfully (Brodie et al., 2017; Khosrow-Pour, 2019). Empirical findings support the impact of interactivity on purchase-related outcomes: (Onofrei et al., 2022) demonstrated that consumer-to-consumer social media interactions influence purchase intention and behavioral engagement through source credibility, homophily, and content quality, while (Jiang et al., 2024) showed that interactivity in social media marketing positively affects purchase intention via social presence. These studies suggest that interactivity functions not merely as a communication feature but as a behavioral driver that shapes how consumers respond to social media stimuli.

The broader social commerce literature also underscores the importance of interactive features and social mechanisms for purchase intention. (Hanaysha, 2022) found that social media marketing features significantly affect consumers' purchase decisions, (Akram et al., 2021) reported that hedonic and utilitarian motivations drive online purchase intention in social commerce platforms, and (Dincer & Dincer, 2023) showed that social commerce mechanisms consistently correlate with purchase intention across multiple studies. (Sintia et al., 2023) further identified trust, attitude, and perceived usefulness as significant predictors of purchase intention in social commerce, highlighting the role of psychological and technological factors in shaping digital purchasing decisions. Together, these findings support the view that online purchase behavior emerges from a broader ecosystem of interactive, social, and motivational influences rather than from isolated promotional exposure.

The co-creation perspective continues to gain empirical support. (Sanaji et al., 2023) confirmed that online shopping experience fosters value co-creation behavior and leads to favorable outcomes, while (Ma & Lu, 2024) demonstrated that value co-creation behavior in user-generated content communities significantly influences consumers' purchase intention. Research by (Tajvidi et al., 2020) and related work on social networks marketing, value co-creation, and consumer purchase behavior show that co-creation is deeply embedded in social commerce environments and can be measured as an antecedent of both attitudinal and behavioural responses (Alalwan, 2018; Tajvidi et al., 2020). These studies collectively underline that co-creation is a plausible predictor of online purchase behavior in digital consumer contexts.

This issue is academically important because many firms invest heavily in social media presence and social commerce initiatives, yet not all interactive activity produces meaningful purchasing outcomes. Meta-analytic work by (Wang & Shahzad, 2024) shows that social, technological, and motivational dimensions of social commerce significantly shape consumer purchase intentions, but the strength of these effects varies across contexts. A clearer understanding of which relational mechanisms—such as co-creation and brand interactivity—matter most is therefore necessary for extending digital consumer behavior theory and refining explanatory models of online purchase behavior. Although prior studies have linked interaction, engagement, social commerce, and online buying, the present topic remains valuable because it explicitly combines a strong grand theory foundation with a focused empirical model centred on co-creation and social media brand interactivity (Brodie et al., 2017; S. Vargo & Lusch, 2018).

Based on these arguments, the title *Uncovering the Antecedents of Online Purchase Behavior in Digital Consumers: The Roles of Co-Creation and Social Media Brand Interactivity* is theoretically and empirically justified. It reflects the transition from traditional firm-centered communication to a more interactive and participatory market logic, where consumer behavior is shaped through ongoing digital exchange (S. L. Vargo & Lusch, 2004a; Scheinbaum, 2012). Grounded in Service-Dominant Logic and supported by engagement and online consumer behavior literature, the study is well positioned to explain how co-creation and social media brand interactivity influence online purchase behavior in contemporary digital environments (Brodie et al., 2017; S. Vargo & Lusch, 2018).

Building on the background above, the study is designed to address the following research questions:

1. How does co-creation influence online purchase behavior among digital consumers?
2. How does social media brand interactivity influence online purchase behavior among digital consumers?
3. To what extent do co-creation and social media brand interactivity simultaneously explain online purchase behavior among digital consumers?

4. Which antecedent exerts a stronger influence on online purchase behavior in digital consumer settings: co-creation or social media brand interactivity?

These questions are aligned with empirical findings that link social media interactions, value co-creation, engagement, and social commerce mechanisms to purchase intention and consumer behaviour in digital contexts (Onofrei et al., 2022; Sanaji et al., 2023; Jiang et al., 2024; Ma & Lu, 2024; Wang & Shahzad, 2024).

2. Literature Review

The present study is grounded primarily in Service-Dominant Logic (SDL), customer engagement theory, and social commerce research. SDL reframes marketing exchange as a service-centric process in which value is co-created through resource integration and interaction among multiple actors in a service ecosystem, rather than delivered unilaterally by firms to passive consumers (S. L. Vargo & Lusch, 2004b; S. Vargo & Lusch, 2018). Within this perspective, consumers are understood as operant resource integrators whose knowledge, attention, feedback, and social participation contribute to value formation.

Customer engagement theory complements SDL by conceptualizing engagement as consumers' cognitive, emotional, and behavioral investment in interactive brand relationships, especially in technology-enabled environments (Brodie et al., 2017). In social commerce and social media contexts, engagement manifests in liking, sharing, commenting, co-creating content, and participating in brand communities, all of which have been linked to purchase-related outcomes. Social commerce research further emphasizes the role of social interaction, social presence, trust, and value co-creation as key drivers of purchase intention in digitally mediated markets (Scheinbaum, 2012; Wang & Shahzad, 2024).

Within this theoretical frame, co-creation and social media brand interactivity are positioned as two central antecedents of online purchase behavior in digital consumers. SDL provides the conceptual basis for co-creation, while customer engagement and social commerce literatures underpin the importance of interactive brand communication for purchase behavior.

2.1 Co-Creation

Co-creation refers to customers' active participation in the creation of value through interactions, dialogue, feedback, recommendation, and collaborative activities with firms and other consumers. SDL explicitly places co-creation at the heart of marketing, arguing that value emerges through the joint integration of resources and competencies by firms and customers (Lusch & Vargo, 2006; Vargo & Lusch, 2018). In digital environments, co-creation becomes particularly salient because social media, online communities, and user-generated content platforms lower participation barriers and enable consumers to contribute ideas, opinions, and experiences at scale (Close Scheinbaum, 2012; Khosrow-Pour, 2018).

From an SDL perspective, co-creation behavior can be seen as a manifestation of customers' engagement in the value formation process, reflecting both attitudinal and behavioral involvement. As customers perceive themselves as contributors rather than mere recipients, their sense of psychological ownership, relational closeness, and perceived relevance of the brand increases, which in turn can shape downstream behaviors such as purchase intention and purchase actions.

Recent studies have examined co-creation in online shopping and social commerce settings. (Sanaji et al., 2023) found that online shopping experience significantly influences

customer value co-creation behavior, which is associated with positive consequences such as satisfaction and loyalty in an e-commerce context. (Ma & Lu, 2024) investigated value co-creation behavior in user-generated content communities and demonstrated that co-creation positively affects consumers' purchase intention, highlighting the importance of co-creation in communities where consumers actively produce and share content.

Earlier work by (Tajvidi et al., 2020) showed that social commerce information sharing, social support, and relationship quality directly and indirectly enhance brand co-creation, suggesting that co-creation is deeply embedded in social commerce dynamics and can drive brand-related outcomes. Studies on social value co-creation activities in social media advertising similarly indicate that co-creation-oriented campaigns can foster positive attitudes and purchase intentions by involving consumers in socially responsible initiatives (e.g., value co-creation through social media ads).

Additional evidence comes from research on social media marketing and value co-creation. (Cheung et al., 2021) found that social media marketing activities contribute to co-creation and engagement, (Meiyi et al., 2023) highlighted the role of social media-based co-creation in enhancing consumer value and relational strength. A recent study on fashion brands showed that social media marketing positively impacts brand trust, brand loyalty, and value co-creation intentions, reinforcing the role of co-creation in strengthening brand relationships and influencing behavioral outcomes (Su et al., 2021; Sohaib & Han, 2023).

Collectively, these studies indicate that co-creation is a robust antecedent of purchase-related outcomes, particularly in digital contexts where consumers actively participate in social and informational exchanges.

2.2 Social media brand interactivity

Social media brand interactivity captures the degree to which brand-related communication on social platforms allows for responsive, reciprocal, and conversational exchange between brands and consumers. It includes features such as reply, comment, live chat, interactive advertising, and other mechanisms that enable two-way communication and mutual influence (Scheinbaum, 2012; Brodie et al., 2017). From the perspective of social presence and social capital theories, interactivity enhances perceptions of closeness, responsiveness, and relational embeddedness, which can strengthen trust and purchase intention (Scheinbaum, 2012; Brodie et al., 2017; Onofrei et al., 2022; Gutierrez et al., 2023; Zhang & Zhang, 2023).

SDL also supports the importance of interactivity by conceptualizing value co-creation as interaction-based; interactive brand environments provide the relational context in which resource integration and co-creation occur (Lusch & Vargo, 2014; S. Vargo & Lusch, 2018). When brands actively engage consumers through interactive content, responses, and conversations, they create opportunities for co-creation and deepen customer engagement, which can ultimately nudge consumers toward purchase behavior.

(Onofrei et al., 2022) examined consumer-to-consumer social media interactions on platforms such as Facebook and Instagram and found that social media interactions influence perceived source credibility, homophily, content quality, and purchase intention; source and content factors also mediate the relationship between interactions and behavioral engagement. (Jiang et al., 2024) showed that interactivity in social media marketing positively affects customer purchase intention, with social presence mediating this relationship, thereby emphasizing the importance of interactive features in shaping consumers' buying responses.

Zhang and Zhang (2023) investigated brand social interaction from a social capital perspective and concluded that brand social interaction enhances purchase intention through the development of relational resources such as trust and commitment. (Mohammed Yousaf et

al., 2023) analysed social media interactive advertising in the UAE and found that interactive advertising is associated with brand loyalty, brand awareness, and purchase intention, confirming that interactive campaigns can positively influence consumers' intention to purchase digital lifestyle products.

Further evidence comes from research on consumer–brand interactions on social media. A study titled “Retailers, don't ignore me on social media! The importance of consumer-brand interactions in raising purchase intention - Privacy the Achilles heel showed that effective consumer–brand interactions, combined with appropriate privacy management, significantly raise purchase intention and that neglecting privacy can weaken the relationship between social media activities and purchase intention. These findings consistently support the idea that social media brand interactivity is a meaningful antecedent of purchase intention and behavioral engagement in digital markets (Gutierrez et al., 2023).

2.3 Online purchase behavior in social commerce

Online purchase behavior, in this study, refers to consumers' purchasing actions or strong behavioural tendencies to buy products or services through digital channels, especially social commerce and social media-based environments. Social commerce integrates social networking features with online shopping, allowing consumers to make buying decisions based on social interactions, recommendations, and shared experiences (Scheinbaum, 2012; Dincer & Dincer, 2023). Social commerce research highlights that purchase behavior is shaped by a combination of technological, social, and motivational factors, including social presence, social support, trust, perceived usefulness, and hedonic and utilitarian motivations (Akram et al., 2021; Wang & Shahzad, 2024).

From a theoretical perspective, social commerce aligns with SDL and engagement theory because it embeds purchase decisions within interactive, co-creative relationships and socially rich environments. Consumers in social commerce not only evaluate product attributes but also respond to social cues, community signals, and interactive features, making online purchase behavior a key outcome of this broader socio-technical system (Mou & Benyoucef, 2021; Guo & Li, 2022; Auliya et al., 2025).

(Akram et al., 2021) showed that hedonic and utilitarian motivations significantly influence online purchase intention in Chinese social commerce platforms, indicating that both emotional enjoyment and functional usefulness drive consumer decisions in social commerce. (Dincer & Dincer, 2023) conducted a bibliometric review and concluded that social commerce mechanisms, including social support, trust, and social presence, are consistently linked to purchase intention across the literature.

Several recent studies examine antecedents of social commerce purchase intention directly. (Charles & Kanani, 2025) identified key antecedents of social commerce purchase intention among Tanzanian social media users, while (Prihananto et al., 2025) and (Sintia et al., 2023) analysed characteristics and determinants of purchase intention in Indonesian social commerce, finding that trust, attitude, and perceived usefulness play significant roles in driving purchase intentions. Meta-analytic work by (Wang & Shahzad, 2024) further demonstrated that social, technological, and motivational dimensions of social commerce significantly shape consumer purchase intentions, underscoring the multi-dimensional nature of online purchase behavior.

These findings collectively support the view that online purchase behavior is a valid and theoretically grounded focal outcome for research on digital consumers, social media, and social commerce.

2.4. Hypotheses development

Co-creation and online purchase behavior (RQ1)

SDL and engagement theory suggest that when consumers actively participate in value co-creation, they develop stronger relational ties and higher levels of engagement, which can translate into favourable purchase-related outcomes (Lusch & Vargo, 2014; Brodie et al., 2017; S. Vargo & Lusch, 2018). Empirical studies show that value co-creation behavior in online shopping and user-generated content communities positively affects purchase intention and related behaviours (Tajvidi et al., 2020; Sanaji et al., 2023; Ma & Lu, 2024).

H1: Co-creation has a positive effect on online purchase behavior among digital consumers.

Social media brand interactivity and online purchase behavior (RQ2)

Research on social media interactions and interactive advertising indicates that interactivity enhances purchase intention by increasing social presence, source credibility, content quality, and relational closeness between consumers and brands (Onofrei et al., 2022; Mohammed Yousaf et al., 2023; Zhang & Zhang, 2023; Jiang et al., 2024) (Onofrei et al., 2022; Jiang et al., 2024; Zhang & Zhang, 2023; Yousaf et al., 2023). Effective consumer–brand interactions on social media also significantly raise purchase intention when privacy concerns are appropriately managed.

H2: Social media brand interactivity has a positive effect on online purchase behavior among digital consumers.

Joint effects of co-creation and interactivity (RQ3)

SDL conceptualizes value co-creation as interaction-based, and engagement theory underscores that interactive environments stimulate co-creation and behavioural responses ((Lusch & Vargo, 2014; Brodie et al., 2017; S. Vargo & Lusch, 2018). Empirical studies show that social media marketing and social commerce environments simultaneously foster co-creation and interactivity, both of which contribute to purchase intention and behavioural engagement (Akram et al., 2021; Cheung et al., 2021; Su et al., 2021; Hanaysha, 2022). It is therefore reasonable to expect that co-creation and social media brand interactivity jointly explain variance in online purchase behavior.

H3: Co-creation and social media brand interactivity jointly and significantly explain online purchase behavior among digital consumers.

Comparative strength of antecedents (RQ4)

Although both co-creation and interactivity are expected to influence online purchase behavior, co-creation may exert a stronger effect because it reflects deeper consumer involvement in value formation and relational exchange. Studies on value co-creation and social commerce suggest that co-creation can be a powerful driver of purchase intention, sometimes overshadowing more superficial communication features (Tajvidi et al., 2020; Su et al., 2021; Sanaji et al., 2023; Ma & Lu, 2024). At the same time, interactivity is a necessary but not sufficient condition; its impact may depend on whether interactive exchanges lead to meaningful co-creation and engagement (Onofrei et al., 2022; Zhang & Zhang, 2023; Jiang et al., 2024).

H4: Co-creation has a stronger positive effect on online purchase behavior than social media brand interactivity among digital consumers.

3. Research Methodology

The study employs a quantitative, cross-sectional survey design to test the effects of co-creation and social media brand interactivity on online purchase behavior among digital consumers. Co-creation and social media brand interactivity are treated as independent variables, while online purchase behavior is the dependent variable, in line with prior social commerce and social media research that uses survey-based measurement and regression analysis to examine digital consumer. Data were collected using an online questionnaire distributed via social media channels, instant messaging applications, and digital communities. After data cleaning and removal of incomplete responses, a total of 231 valid respondents were retained for analysis, which is adequate for multiple regression and reliability testing in exploratory consumer behavior research. All statistical analyses were conducted using SPSS.

The target population comprised digital consumers who actively use social media and social commerce platforms and have purchased products or services online within the last six months. To ensure relevance to the social commerce context, screening questions confirmed that respondents were at least 18 years old, regularly engaged with brand-related content on social media, and had experience purchasing products online. In addition to the main constructs, the questionnaire captured several socio-demographic and usage characteristics: respondents reported their highest level of education, monthly income, monthly expenditure, daily internet usage duration, weekly internet usage duration, and the online media most frequently used to search for information. These variables provide a detailed profile of the sample and allow exploration of how different socio-economic and usage patterns may relate to digital purchasing behavior, consistent with prior work that controls for demographic and usage characteristics in social commerce studies.

All latent variables were measured with multi-item Likert-type scales (1 = strongly disagree, 5 = strongly agree) adapted to the social media and social commerce context. Social media brand interactivity was operationalized through items capturing respondents' perceptions of the brand's responsiveness and interactive features on social media. Specifically, respondents indicated their agreement with statements such as "I can see other people's content, such as comments and product ratings, on social media," "I can share my opinion about a product on social media," and "In my view, a brand's social media design can attract consumers." These items reflect the extent to which respondents experience social media as an interactive environment where they can both observe and contribute content related to brands, aligning with prior measures of social media interactions and interactive advertising (Onofrei et al., 2022; Jiang et al., 2024).

Co-creation was measured as consumers' perceived participation in value formation through social media-based activities. To capture this construct, respondents rated their agreement with items such as "I am interested in requesting more information about a product via the contact provided on the brand's social media and then sharing that information," "After viewing a brand's social media, I feel driven to share content and information about the product," "There is a possibility that I will share content and opinions on social media after using a product," and "I want to use a product so that I can talk about it later." These items tap into the desire to seek information, to share experiences, and to co-produce value through social media by contributing content and opinions, which is consistent with SDL-based conceptualizations of value co-creation and empirical studies on co-creation in online shopping and user-generated content communities (Tajvidi et al., 2020; Sanaji et al., 2023; Ma & Lu, 2024).

Online purchase behavior was operationalized through items reflecting respondents' consideration and intention to buy products encountered via social media. Respondents indicated whether they agreed with statements such as "I consider buying products that are posted on social media," "I consider buying a product after seeing photos of the product on social media," "I feel that posts about a product on social media come to mind when I am about to shop," and "In my opinion, a product has appeal based on information on social media and this influences me to shop." These items capture both cognitive consideration and behavioural tendency to purchase, and are aligned with prior measures of purchase intention and behaviour in social commerce and social media settings (Akram et al., 2021; Dincer & Dincer, 2023; Wang & Shahzad, 2024).

Before hypothesis testing, the measurement properties of the scales were assessed in SPSS. Data screening included checks for missing values, outliers, and basic distributional characteristics. Internal consistency reliability was evaluated using Cronbach's alpha and corrected item-total correlations, with alpha values above 0.70 and item-total correlations above 0.30 considered acceptable in line with established guidelines. Exploratory factor analysis was conducted to verify that the interactivity, co-creation, and purchase behavior items each loaded onto their intended factors with satisfactory loadings and minimal cross-loading.

To address the four research questions and test hypotheses H1–H4, multiple linear regression analyses were performed. Online purchase behavior served as the dependent variable, while co-creation and social media brand interactivity were entered as predictors. The first set of models examined the direct effects of each antecedent on online purchase behavior, thereby testing H1 and H2. The overall model fit, assessed through R^2 , adjusted R^2 , and the F-statistic, was used to determine the extent to which co-creation and brand interactivity jointly explain variance in online purchase behavior, corresponding to H3. To evaluate H4, the standardized beta coefficients for co-creation and social media brand interactivity were compared; a significantly larger coefficient for co-creation, with both predictors statistically significant, would indicate that co-creation exerts a stronger influence on online purchase behavior than brand interactivity, consistent with prior findings that position co-creation as a powerful driver of purchase-related outcomes in social commerce and social media environments (Tajvidi et al., 2020; Sanaji et al., 2023; Ma & Lu, 2024). Where appropriate, demographic and usage variables (education level, income, expenditure, internet usage duration, and preferred online information sources) can be included as control variables to further refine the explanatory model and ensure that the observed effects of co-creation and interactivity are robust to socio-economic differences.

4. Findings

Before conducting the main analyses, the psychometric properties of the measurement instruments were examined. Item-level validity was assessed using corrected item-total correlations obtained from the reliability analysis, and all items for interactivity, co-creation, and purchased intention showed positive and sufficiently high correlations with their respective total scales (r values generally above 0.50), indicating that each item functions as a valid indicator of its underlying construct. Internal consistency reliability was then evaluated using Cronbach's alpha. The interactivity scale (three items) achieved an alpha of 0.857, the co-creation scale (four items) an alpha of 0.859, and the purchased intention scale (four items) an alpha of 0.780, all of which exceed commonly accepted thresholds for behavioural research and confirm that the instruments are reliable for measuring digital consumers' perceptions and behaviours. Accordingly, composite scores for each variable were computed and used in subsequent descriptive and inferential analyze.

The frequency distributions for categorical variables provide further insight into the socio-demographic and digital usage characteristics of the sample. With respect to gender, 59.7% of valid respondents are women and 40.3% are men, indicating a moderate female majority. In terms of occupation, the largest groups are civil servants, members of the armed forces or police, and students, accounting respectively for 39.4% and 35.1% of the sample. These are followed by private-sector employees (12.1%), entrepreneurs (5.6%), housewives (2.2%), unemployed respondents (0.9%), and other professional occupations such as teachers, doctors, and lecturers (3.5%). This composition suggests that the sample is dominated by individuals actively engaged in formal work or education, which may influence their patterns of social media use and online purchasing.

Considering educational level, most respondents hold an undergraduate degree or diploma (39.8%) or a postgraduate degree (35.5%), while the remaining 24.7% have completed senior secondary education. No valid cases fall into lower secondary, primary, or no formal schooling categories, reflecting a relatively high level of educational attainment across the sample. For monthly income, 31.2% of respondents report earning less than Rp 1,000,000, whereas 32.5% report income above Rp 5,000,000. The remainder are distributed across intermediate income brackets between Rp 1,000,000 and Rp 5,000,000, each category representing between 8.2% and 10.0% of the sample. A similar pattern emerges for monthly expenditure: 27.7% of respondents spend less than Rp 1,000,000 per month, 24.2% spend more than Rp 5,000,000, and the remaining respondents fall into intermediate expenditure ranges. These distributions indicate that the sample encompasses both lower and higher economic segments, with a notable share of respondents at the extremes of income and spending.

Regarding internet usage intensity, daily usage is high: only 9.5% of respondents use the internet for 1–3 hours per day, whereas 45.0% report 4–7 hours per day and 45.5% more than 7 hours per day. Weekly usage is even more intensive, with 87.9% of respondents indicating that they use the internet every day, and only a small minority reporting usage of 0–1 days, 2–3 days, or 4–6 days per week. This confirms that the sample primarily comprises heavy internet users, which is consistent with the study's focus on social media and social commerce.

Finally, the distribution of online media used to search for information reveals that Instagram is the most frequently used platform, chosen by 44.6% of respondents. Websites are used by 25.5% of respondents, YouTube by 15.2%, TikTok by 12.1%, and Facebook by 2.6%, while no respondent reported not using any online media as their primary information source. This dominance of visually oriented and socially rich platforms such as Instagram, TikTok, and YouTube underscores the relevance of examining co-creation and brand interactivity in social media environments and supports the theoretical focus on social commerce mechanisms in shaping online purchase behaviour.

4.1. Co-creation and online purchase behavior (RQ1, H1)

The bivariate correlation analysis shows that co-creation is strongly and positively associated with online purchase behavior. The correlation between Co-Creation and Purchased Intention is $r = 0.752$, $p < 0.001$, indicating that higher levels of co-creation are systematically accompanied by stronger online purchase tendencies among digital consumers. In the multiple regression model, Co-Creation remains a significant predictor after controlling for Interactivity, with a standardized coefficient of $\beta = 0.601$ ($t = 11.331$, $p < 0.001$). These results support H1

and answer RQ1, confirming that co-creation has a substantial positive effect on online purchase behavior.

This finding is fully consistent with Service-Dominant Logic (SDL), which reframes consumers as operant resource integrators who co-create value through interaction and collaboration rather than passively receiving value from firms. In the present study, co-creation captures behaviors such as seeking additional product information via social media, sharing product-related content and experiences, posting opinions after using products, and using products as material for future storytelling. When consumers engage in such activities, they enact the SDL view of value formation through joint resource integration. The strong impact of co-creation on purchase behavior extends prior evidence that value co-creation in online shopping and user-generated content communities leads to favorable outcomes such as satisfaction, loyalty, and purchase intention (Sanaji et al., 2023; Ma & Lu, 2024).

From a customer engagement perspective, co-creation can be interpreted as a behavioral expression of deep engagement, encompassing cognitive, affective, and behavioral investment in brand-related interactions. (Brodie et al., 2017) argue that engagement is a key bridge between interactive experiences and observable behavior. The strong correlation and regression coefficients found here suggest that when consumers see themselves as contributors to brand value, they are more likely to move from engaged interaction to actual purchase behavior.

Managerially, these results imply that firms should not treat co-creation as a peripheral or “nice-to-have” activity. Instead, social media and social commerce strategies should be explicitly designed to invite and facilitate co-creation—for example, by encouraging reviews and testimonials, running user-generated content campaigns, or providing platforms for collaborative product feedback. Such initiatives operationalize SDL’s emphasis on resource integration and are likely to yield stronger online purchase outcomes than strategies focused solely on one-way communication.

4.2 Social media brand interactivity and online purchase behavior (RQ2, H2)

Interactivity also shows a significant positive relationship with online purchase behavior. The correlation between Interactivity and Purchased Intention is $r = 0.616$, $p < 0.001$, indicating that higher perceived interactivity on social media is associated with stronger purchase tendencies. In the regression model, Interactivity has a standardized coefficient of $\beta = 0.245$ ($t = 4.610$, $p < 0.001$), remaining a significant predictor alongside Co-Creation. These results support H2 and answer RQ2, demonstrating that social media brand interactivity positively influences online purchase behavior.

This evidence reinforces the role of interactivity described in the introduction as a “real-time relational infrastructure” that enables two-way communication between brands and consumers. Interactivity in this study reflects perceptions that consumers can see others’ comments and ratings, share their own opinions, and experience attractive brand design on social media. Prior research has shown that such interactive features enhance social presence, source credibility, homophily, and perceived content quality, which in turn increase purchase intention (Onofrei et al., 2022; Jiang et al., 2024). The present results align with these findings, suggesting that interactivity is not merely a technical feature but a behavioral driver that shapes how consumers interpret and respond to social media stimuli.

SDL and engagement theory help explain this effect. SDL conceptualizes value co-creation as inherently interaction-based; interactive environments provide the relational context

in which resource integration and co-creation can occur. Customer engagement theory further suggests that interactive communication fosters emotional and behavioral investment. When brands reply to comments, provide opportunities for conversation, and design visually engaging social media experiences, they create the conditions under which engagement and co-creation can develop, ultimately influencing purchase behavior.

For managers, the implication is that brands must maintain interactive social media presences characterized by responsiveness and reciprocity. Features such as live chat, interactive Q&A sessions, polls, and rapid customer service responses can strengthen perceptions of interactivity and support purchase-related decisions. However, given that interactivity's effect is weaker than co-creation's, interactive efforts should be deliberately connected to co-creative activities (e.g., inviting feedback after interactive events, turning conversations into co-created stories) to maximize their influence on purchase behavior.

4.3 Joint effects of co-creation and interactivity on online purchase behavior (RQ3, H3)

When examined jointly, co-creation and interactivity explain a substantial proportion of variance in online purchase behavior. The multiple regression model yields $R = 0.776$, $R^2 = 0.603$, and Adjusted $R^2 = 0.599$, with $F(2, 228) = 173.052$, $p < 0.001$. Thus, approximately 60.3% of the variance in Purchased Intention is accounted for by the combination of Co-Creation and Interactivity. These results support H3 and answer RQ3, indicating that co-creation and social media brand interactivity jointly and significantly explain online purchase behavior among digital consumers.

This joint explanatory power illustrates the integrated theoretical framework outlined in your introduction and literature review. SDL emphasizes that value emerges through interaction and resource integration within service ecosystems; customer engagement theory foregrounds interactive, technology-enabled relationships as drivers of behavioral outcomes; and social commerce research documents how social presence, social support, trust, and value co-creation collectively shape purchase intention. The high R^2 in this study empirically demonstrates that online purchase behavior is indeed rooted in a broader ecosystem of social and technological influences rather than in isolated promotional exposure, echoing meta-analytic findings by (Wang & Shahzad, 2024).

In practical terms, these joint effects suggest that digital marketing strategies should treat co-creation and interactivity as complementary pillars. Focusing solely on one dimension—either interactive communication without co-creation opportunities or co-creation in low-interactivity environments—is unlikely to yield optimal results. Instead, brands should design social commerce experiences where interactive features naturally lead into co-creative processes: interactive product demonstrations followed by invitations to share experiences, responsive customer service that culminates in visible testimonials, or conversational campaigns that invite collaborative content production. Such strategies enact the service-centric logic of SDL and are supported by the present evidence that co-creation and interactivity together explain a large share of online purchase behavior.

4.4 Comparative strength of co-creation and interactivity (RQ4, H4)

A key contribution of this study lies in comparing the relative strength of co-creation and interactivity as antecedents of online purchase behavior. In the regression model, Co-Creation has a standardized coefficient of $\beta = 0.601$, while Interactivity has $\beta = 0.245$, with

both effects positive and highly significant. This pattern supports H4 and answers RQ4, indicating that co-creation exerts a stronger positive influence on online purchase behavior than social media brand interactivity in this digital consumer context.

This result provides empirical nuance to the theoretical arguments presented in the hypotheses development section. While both constructs are expected to influence purchase behavior, the literature suggests that co-creation may be more powerful because it reflects deeper consumer involvement in value formation and relational exchange. Studies on value co-creation in social commerce environments have repeatedly shown that co-creation drives purchase intention and loyalty, sometimes overshadowing more superficial communication features (Tajvidi et al., 2020; Su et al., 2021; Sanaji et al., 2023; Ma & Lu, 2024). The present findings confirm this expectation: interactivity appears necessary to create the relational infrastructure for engagement, but co-creation represents a more advanced stage in which consumers are fully involved in collaborative meaning-making and resource integration, and this deeper involvement has stronger behavioral consequences.

From the perspective of SDL, co-creation can be interpreted as a higher-order manifestation of service exchange, where consumers actively integrate their own resources—knowledge, attention, and social capital—into the brand's value proposition. Customer engagement theory similarly suggests that higher levels of engagement (e.g., co-creation rather than simple interaction) are more likely to produce behavioral outcomes such as purchase. Thus, the dominance of co-creation in the model sharpens theoretical understanding by empirically distinguishing between interactive communication and collaborative value formation.

Managerially, this comparative finding implies that while brands must maintain interactive social media presences, the ultimate strategic goal should be to shift consumers from interaction to co-creation. Interactive features should be viewed as stepping stones toward co-creative participation, not as end points. Campaigns that invite consumers to co-produce content, co-design offerings, or share experiences in ways that shape the brand's narrative are likely to have a greater impact on purchase behavior than campaigns that emphasize interactivity alone. In this sense, the study offers a clear practical message: in digital consumer markets shaped by social commerce and SDL, investing in co-creation capabilities is a more potent lever for driving online purchase behavior than simply increasing the volume of interactive communications.

5. Discussion

The strong positive association between co-creation and online purchase behavior, as evidenced by a high correlation ($r = 0.752$) and a substantial standardized regression coefficient ($\beta = 0.601$), underscores co-creation's role as a central behavioural mechanism in digital consumer markets. This finding confirms SDL's proposition that value emerges through the joint integration of resources and that consumers who actively participate in value creation develop stronger relational ties, deeper engagement, and more favourable behavioural outcomes.

In practical terms, the co-creation items in this study capture behaviours such as seeking additional information from brand social media, sharing product-related content, posting opinions and experiences, and using products as material for storytelling. These behaviours correspond closely to the co-creation processes highlighted in prior research, where online shopping experiences and participation in brand communities enhance value co-creation and lead to higher satisfaction, loyalty, and purchase intention (Tajvidi et al., 2020; Sanaji et al., 2023; Ma & Lu, 2024). The present results extend this stream of work by confirming that co-

creation is not only associated with attitudinal outcomes but also strongly predicts actual purchase-related behaviour in a social commerce environment.

Theoretically, this reinforces the connection between SDL and customer engagement theory. Engagement, as conceptualized by (Brodie et al., 2017) involves cognitive, emotional, and behavioral investment in brand-related interactions. Co-creation can be seen as an advanced form of engagement in which consumers invest not only attention and emotion but also creative and social resources. The strong impact of co-creation on purchase behavior suggests that engagement-related constructs should be modelled not only as mediators between experiences and attitudes but also as direct drivers of behavior in digital markets.

Managerially, these findings imply that firms seeking to increase online purchases should systematically cultivate co-creation. Strategies that invite consumers to generate content, share experiences, provide feedback, and participate in collaborative campaigns are likely to be more effective than those that focus solely on providing information. Co-creation should be treated as an integral element of digital strategy, supported by platform design, community management, and incentive structures that recognise and amplify consumer contributions.

The positive and significant effect of social media brand interactivity on online purchase behavior ($r = 0.616$; $\beta = 0.245$) confirms that interactivity remains an important antecedent, even though its impact is weaker than that of co-creation. This result aligns with prior studies showing that interactive features—comments, replies, live chats, and interactive advertising—enhance social presence, source credibility, and perceived content quality, thereby increasing purchase intention (Onofrei et al., 2022; Jiang et al., 2024).

Within the SDL framework, interactivity can be interpreted as the relational infrastructure that makes co-creation possible. Interactive environments provide the context in which consumers can engage in dialogue, receive responses, and experience brands as accessible and responsive actors in the service ecosystem. Customer engagement theory similarly suggests that interactive communication is a key condition for engagement to develop; without interactivity, there would be limited opportunity for consumers to invest emotionally and behaviorally in the relationship.

This study supports this interpretation. Interactivity, as operationalized in this study, encompasses perceptions of visibility of others' posts and ratings, opportunities to share opinions, and attractive social media design. These features do not in themselves constitute co-creation, but they create the conditions for co-creative behaviors to emerge and be sustained. The significant yet smaller effect of interactivity suggests that interactive features are necessary but not sufficient: they provide a foundation upon which co-creation and deeper engagement can build.

For practitioners, this means that brands need to maintain interactive social media presences characterized by responsiveness, reciprocity, and conversational capacity. However, interaction should be strategically linked to co-creation initiatives. Simply increasing the volume of interactive posts without inviting consumer participation in value formation may improve engagement metrics but will not fully translate into stronger purchase behavior. Effective digital strategies should therefore view interactivity as an enabler and channel it toward co-creation.

The high R^2 of 0.603 in the regression model demonstrates that co-creation and interactivity together explain a large proportion of variance in online purchase behavior. This finding empirically supports the integrated theoretical framework developed in the study. SDL,

engagement theory, and social commerce research all suggest that purchase decisions in digital environments are shaped by a constellation of social, technological, and relational factors. The present results show that two key relational mechanisms—co-creation and interactivity—are sufficient to account for much of the variation in purchase behavior in the sampled population.

This joint explanatory power is particularly meaningful in light of meta-analytic evidence that social commerce mechanisms such as social presence, social support, trust, and value co-creation significantly influence purchase intentions but vary in strength across contexts (Wang & Shahzad, 2024). By focusing on co-creation and interactivity, the current study offers a parsimonious model that still captures the core relational dynamics of social commerce. Co-creation subsumes aspects of value participation and collaborative meaning-making, while interactivity represents the communicative and experiential dimension of social media platforms.

Managerially, the implication is that firms can achieve substantial explanatory and predictive power regarding online purchase behavior by focusing on these two constructs. Rather than attempting to optimize a long list of disconnected social commerce features, practitioners can prioritize building interactive, co-creative environments that foster resource integration and engagement. Such an approach is both theoretically grounded and empirically supported by the present findings.

The comparison of standardized coefficients ($\beta = 0.601$ for co-creation versus $\beta = 0.245$ for interactivity) reveals that co-creation exerts more than double the effect of interactivity on online purchase behavior. This result adds nuance to existing theories by empirically distinguishing between levels of consumer involvement. Interactivity represents the ability to communicate and respond; co-creation represents the willingness to collaborate and contribute to value formation.

SDL, in emphasizing value co-creation, implicitly acknowledges different levels of consumer participation. The present findings suggest that models of digital consumer behaviour should explicitly separate interactive communication from collaborative value formation and assign greater predictive weight to the latter when explaining purchase outcomes. Engagement theory also benefits from this distinction: while interactivity may initiate engagement, co-creation appears to embody a deeper form of engagement that is more strongly associated with behavior.

Practically, the dominance of co-creation implies that firms should view interactive features as stepping stones rather than endpoints. Strategies that remain at the level of interactive advertising, comment replies, or basic social media presence will generate some impact, but the greatest influence on purchase behavior will be achieved when consumers are invited into co-creation processes. Campaigns that encourage content co-production, story sharing, and collaborative initiatives are likely to yield stronger behavioral responses than those that emphasize interactivity alone.

Overall, the study contributes to the literature in several ways. First, it empirically validates a model that combines SDL, customer engagement theory, and social commerce research by showing that co-creation and interactivity jointly and differentially shape online purchase behavior. Second, it demonstrates that co-creation is not only an attitudinal or relational construct but a robust behavioral mechanism with direct effects on purchase behavior, thereby extending prior work that has mainly linked co-creation to satisfaction and loyalty. Third, it clarifies the role of social media brand interactivity as an enabling condition for co-creation and engagement rather than as an equally strong driver of purchase behavior.

In doing so, the study responds to calls in the literature for more fine-grained understanding of which relational mechanisms matter most in digital marketing and social commerce. It shows that investments in digital presence should be evaluated not only in terms of reach and interactivity, but also in terms of their capacity to foster co-creation and deeper engagement. Future research can build on these findings by examining how different types of co-creation (e.g., idea co-creation versus content co-creation) vary in their impact on purchase behavior, and by exploring boundary conditions such as product category, platform characteristics, and cultural context that might moderate the effects observed here.

6. Conclusion

This study uncovers the antecedents of online purchase behavior in digital consumers by identifying co-creation and social media brand interactivity as two significant yet differentially powerful drivers. In direct answer to the first research question, co-creation emerges as a strong positive antecedent, confirming that when consumers actively seek product information, share experiences, post opinions, and treat products as conversational resources, their purchase likelihood increases substantially. Addressing the second question, social media brand interactivity also functions as a positive antecedent, although its effect is markedly weaker, indicating that interactive features such as visible peer content, opinion-sharing affordances, and attractive brand design facilitate purchasing primarily by providing the relational infrastructure within which deeper engagement can develop. With respect to the third question, these two antecedents jointly explain a substantial 60.3% of the variance in online purchase behavior, demonstrating that digital purchasing arises from an integrated ecosystem in which interactive platforms enable and amplify co-creative participation rather than from isolated promotional exposure. Answering the fourth question, the comparative analysis reveals that co-creation is the stronger antecedent, exerting more than double the influence of interactivity on purchase behavior. This finding empirically confirms that while interactivity serves as a necessary enabling condition, it is the deeper consumer involvement in collaborative value formation that functions as the dominant antecedent of online purchase outcomes. The study thus refines the Service-Dominant Logic and customer engagement perspectives by distinguishing interaction-based communication from resource-integrating co-creation and by establishing their relative importance in shaping digitally mediated consumer behavior.

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