THE INFLUENCE OF LIVE STREAMING COMMERCE ON PURCHASE INTENTION FOR BEAUTY PRODUCTS IN SHOPEE E-COMMERCE

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| Keywords: |  | *Abstrac*t |  |
| *live streaming, e-commerce, purchase intention, trust, and product quality uncertainty* |  | *As technology advances rapidly worldwide, including in Indonesia, the impact on marketing has led individuals and groups to shift their strategies to online marketing via e-commerce. Shopee has become a popular e-commerce platform among Indonesians. In facing the digital era, Shopee has adopted various innovative marketing strategies, including the use of live streaming to enhance consumer engagement and facilitate online transactions through direct interaction with sellers. This study aims to investigate the influence of live streaming commerce on purchase intention for beauty products in Shopee e-commerce, with trust, product fit uncertainty, and product quality uncertainty as mediating variables. The focus is on two signals from live streaming broadcasters to consumers: physical characteristics and value similarity, which can reduce product uncertainty and increase consumer trust. This descriptive (causal) study employs a quantitative research approach, involving Shopee users in Indonesia who watched live streaming of beauty products in the last six months. We collected data from 400 registered respondents through a Google Form survey with predetermined criteria and analyzed it using SEM and Smart PLS. We found that physical and value similarities between consumers and broadcasters significantly influence product quality uncertainty and trust. High trust in the broadcaster reduces product quality uncertainty and increases purchase intention. Product fit uncertainty also has a negative impact on purchase intention. The lower the consumers' uncertainty about product fit and quality, the higher their purchase intention.* |  |
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INTRODUCTION

The development of information technology has a significant impact on human life around the world, both in developed and developing countries such as Indonesia. The increase in internet usage in Indonesia is driven by the progress of digital infrastructure that continues to grow (Dewi, 2022).Based on data reported (Statista, 2023) Indonesia is ranked fourth as the country with the most internet users in the world at 212.9 million users. This figure covers about 77% of Indonesia's overall population, which amounted to 276.4 million people at the beginning of this year. It is known that there was an increase of 5.44% compared to the previous year, in January 2022, the number of internet users in this country reached 202 million people (Annur, 2023).

The development of technology that continues to increase at this time certainly affects the development of *online* business through *e-commerce* (Ginting & Harahap, 2022). Because of the rapid development of technology, it has an impact on the world of marketing which makes every individual or group change their way of marketing (Yacub & Mustajab, 2020). The emergence of *e-commerce* in Indonesia has made business people change their marketing and sales systems from conventional *offline* marketing to *digital* marketing, namely *online.* When shopping via *e-commerce,* consumers get the convenience of shopping without having to leave the house or face travel difficulties so that it is more flexible. Consumers can easily get the desired products through *e-commerce platforms*, and not only as buyers, but also have the ability to sell or buy goods (Marcel & Rusli, in Setiawan & Ruslim, 2023).

Based on data reported (Statista, 2023) Shopee became the *e-commerce platform of* choice for Indonesians based on a survey in 2023, the Shopee Indonesia *platform* received as many as 124.9 million visits per month, which is the highest number overall in the country with the highest number of visits in Asia. As the most popular e-commerce platform in Indonesia, Shopee continues to experience an increase in the number of visitors from 2018 to 2021. This increase shows that the purcahse intention of consumers at Shopee is very high. It is also known that one of the trending products that dominate the world of *e-commerce* and *commerce platforms* today is beauty products. Based on data reported by Statista (2023), *cosmetics and body care* products are in third place with a percentage of 42% in the category of *online* products most purchased by Indonesians. This proves that *cosmetics products* have a smaller number of enthusiasts when compared to *fashion* products, namely *clothing* and *shoes.*

One of the most popular features used to market products digitally is *live streaming commerce.* In recent years, *live streaming commerce* has experienced significant growth around the world, including in Indonesia. This is due to the development of technology and widespread internet access. Based on data reported in Databoks, 2022 Shopee is one of the *platforms* that is widely used to sell *live streaming* in Indonesia. In the Shopee 9.9 *Big Sale* campaign in 2023, Shopee *Live* succeeded in increasing product sales more than 30 times and the number of viewers increased more than 7 times at the peak of the campaign compared to normal days. It is known based on data reported by Katadata.co.id that *live shopping* users at Shopee reached 83.4%. Furthermore, the second rank is occupied by TikTok with a percentage of 42.2%. And, the next rank is occupied by Instagram and Tokopedia with a percentage of 34.1%. Followed by 2023, Shopee *live* became the most widely used *live streaming* feature by Indonesians reaching 61%, thus outperforming its competitors, namely Tiktok *live* 25%, Tokopedia Play 4% and LazLive 2%.

Before the emergence of *live streaming* features, limited features in *e-commerce* caused by technological constraints were one of the factors that contributed to product uncertainty. This is due to the lack of interaction between consumers and products (Chen et al. 2022). So that some consumers who have shopped on the Shopee *platform* experience uncertainty regarding product suitability. The main obstacle to online purchases is *product uncertainty* or what can be called product uncertainty, *product uncertainty is* related to *product quality uncertainty* and *product fit uncertainty* which is due to a lack of information when shopping on *e-commerce platforms* so that consumers have difficulty ensuring product fit and product quality (Lu & Cheng, 2021).

This research is a replication of a previous study, conducted by Lu & Cheng (2021 where this research was conducted on several live streaming commerce platforms in China by examining *experience goods* using 2 categories, namely *fashion* products and cosmetic products. This study reveals that some consumers choose to buy based on the quality and features of the product itself, while others are more influenced by the *host/broadcasters* during *live streaming*. There are two main routes in this purchase decision: the *product-centered route* and the *social-interaction route.* On the *product-centered* route, the *broadcaster* conducts *vicarious product trials,* which is directly trying the product to be represented to consumers in *real-time*. In the second route, the *social-interaction* route, the focus is on social interaction where the relationship between the broadcaster and the consumer in *live streaming* plays a key role. Broadcasters build trust through social interactions, which can directly influence consumers' purchase intentions (Park & Lin, in Lu & Cheng, 2021).

LITERATURE REVIEW

*Digital Marketing*

*Digital Marketing* can be explained as a strategy to achieve marketing goals by utilizing digital media, data, and technology (Chaffey & Chadwick, 2022: 5). According to Kotler et al. (2017: 45), the *American Marketing Association* (AMA) defines digital marketing as the practice of marketing products or services using digital technology, primarily via the internet, including cell phones, image-based advertising, and other digital media.

*Live Streaming*

### *Live streaming* is a medium that allows the recording and broadcasting of sound and images in *real time* using one or more communication technologies, this transmission allows the audience to feel their presence directly in an event or situation (Chen & Lin, 2018). *Live streaming* has several features*,* namely *real-time communication, product interactivity, perceived authenticity,* and *convenience of product search.* This is a form of *synchronous* communication on *live streaming* that creates new functionality features where during *live streaming customers* can see products in *real-time* (Chen et al,. 2022).

### *E-Commerce*

### According to Charlesworth (2018: 163) *e-commerce* is a term often used to describe any business conducted online including sales, marketing, recruitment, and logistics. *E-commerce is* used to describe an important online business strategy. It is a crucial part of driving the company's digital transformation by providing customers with a very convenient way to find out, compare, and buy goods and use services (Kotler et al., 2017: 9).

### *Purchase Intention*

*Purchase* intention is the attitude or behavior of individuals who have the desire to purchase a product because they like, are aware of, and are interested in the product. This is based on the belief that the product provides benefits recognized by consumers (Priansa, 2017: 164). There are two things that can affect *purchase intention* in consumers, namely consumer memories of product brands, and things related to decision-making plans when faced with a purchase situation (Juliantari & Yas, 2019).

### *Trust*

Trust is the willingness of a company or organization to rely on its business partners, which depends on a number of *interpersonal* and *interorganizational* factors, such as *perceived competence, integrity, honesty and benevolence (*Kotler & Keller, 2016: 225). Trust can be interpreted as a party's belief in the actions of another party who performs certain actions, where this belief can be maintained without always being monitored or controlled by the other party (Dwidienawati et al., 2020).

*Value Similarity*

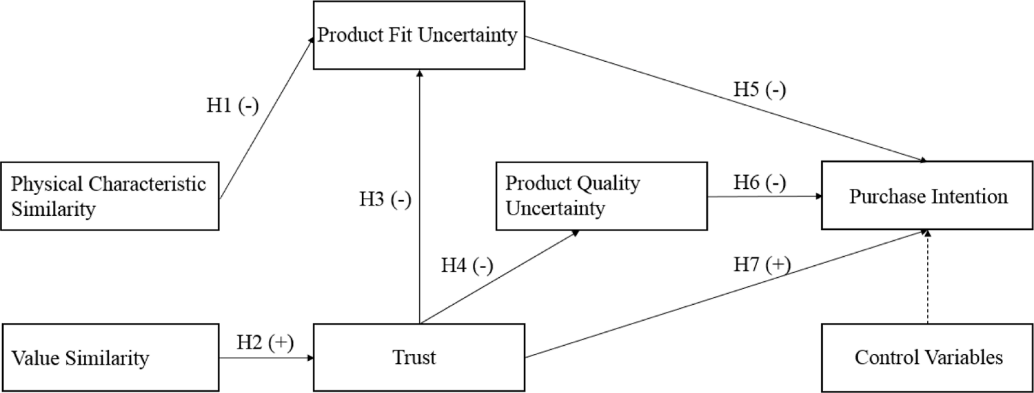
*Value Similarity* is the similarity value that consumers feel towards the seller or product. Value similarity helps them judge whether the broadcaster is worth trusting or not, as the principle of similarity appeal states that people trust those who have similar attitudes to them (Lu & Chen, 2021). *Value similarity* reflects the extent to which the values held by consumers are similar to the values voiced or represented by the broadcaster or product. This value similarity can influence consumers' perceptions of the trust and relationships built during *live streaming* (Lu & Chen, 2021).

*Product Uncertainty*

*Product* uncertainty can be defined as the lack of information available to consumers so that they cannot assess the extent to which product attributes match their preferences. This often occurs when consumers do not have sufficient information to evaluate products *online* (Lu & Chen, 2021). In this context, consumers may not have enough data or knowledge to assess the extent to which the product attributes match their preferences or needs. This is often an obstacle in the buying process, especially in *online* environments where direct access to products is limited. *Product uncertainty is* also closely related to *product fit uncertainty* and *product quality uncertainty*, because the attributes in product uncertainty are product quality and fit (Lu et al., 2016).

*Framework of Thought* and Research Hypothesis

Figure 1. Framework of Thought



Source: (Adopted from Lu & Chen, 2021)

## Research Hypothesis:

H1: *Physical Characteristic Similarity* perceived by consumers with broadcasters has a negative and significant effect on *Product Fit Uncertainty.*

H2: *Value similarity* perceived by consumers with broadcasters has a positive and significant effect on *Trust*

H3: Consumer *trust* in broadcasters has a negative and significant effect on *Product Fit Uncertainty.*

H4: Consumer *trust* in broadcasters has a negative and significant effect on *Product Quality Uncertainty.*

H5: *Product Fit Uncertainty* perceived by consumers has a negative and significant effect on *Purchase Intention.*

H6: *Product Quality Uncertainty* perceived by consumers has a negative and significant effect on *Purchase Intention.*

H7: Consumer *trust* in broadcasters has a positive effect on *Purchase Intention.*

RESEARCH METHODS

In this study, the method used was quantitative, with descriptive and causal objectives to measure and explain the relationship between variables. The type of investigation is correlational, without data intervention, and is conducted cross-sectionally. The unit of analysis is an individual that includes Shopee users who have engaged in live commerce activities and watched live streaming of beauty products on Shopee. There are two operationalizations of variables in the study, including independent variables, namely *Physical characteristic similarity* and *value similarity.* And the *dependent* variable is *Purchase intention, Trust, Product fit uncertainty, Product quality uncertainty.*

The population of this study includes all Shopee *platform* users in Indonesia who are involved in *live commerce* activities and have watched *live streaming of* beauty products on Shopee. The sample for this study was taken using a *non-probability sampling* technique*,* where not all populations have the same opportunity to be selected as a sample. In this study, the sample was calculated using the Bernoulli formula with a 95% confidence level and a 5% error rate, resulting in 385 and rounded up to 400 respondents. Data collection was also carried out using an online questionnaire via google form which was then distributed via social media such as Instagram, WhatsApp, and Line.

This research also uses primary data and secondary data. Primary data was obtained from respondents through a questionnaire designed to efficiently collect quantitative data. Meanwhile, secondary data was obtained from pre-existing sources, such as scientific journals, books, and websites. Primary data collection was conducted to gain an in-depth understanding of the research topic, while secondary data was used to support and complement the information obtained from primary data.

Data Analysis Technique

Structural equation modeling (SEM) is a statistical method used to model and estimate the relationship between interrelated variables, either as dependent, independent, or mediating variables (Hair et al., 2022). SEM takes into account measurement error in indicators, which is important to ensure accurate estimation results. Evaluation of the measurement model (*outer model*) includes convergent validity tests through *outer loading* and *average variance extracted* (AVE), discriminant validity tests with *Heterotrait-monotrait ratio* (HTMT) and *Fornell-Larcker*, and reliability tests using *composite reliability*.

Evaluation of the structural model (*inner model*) uses five approaches: *Path Coefficient*, coefficient of determination (R-Square), *effect size* (F-Square), *predictive relevance* (Q-Square), and model fit. *Path coefficient* measures the direction and strength of the relationship between variables, with the coefficient of determination measuring the effect of exogenous latent variables on endogenous. *Effect size* assesses the impact of independent variables, *predictive relevance* evaluates the predictive relevance of the model, and model fit validates the overall suitability of the model. Descriptive analysis techniques are used to characterize the data without drawing further conclusions, while hypothesis testing examines the relationship between constructs by looking at the path coefficient, P-Values, and T-Values.

Table 1. Respondent Characteristics

*Demographic Variable Category* *Percentage*

*Gender Male 19.5%*

*Female 80,5%*

|  |  |  |
| --- | --- | --- |
| *Age* | 16-21 | 26,3% |
|  | 22-27 | 60,3% |
|  | 28-34 | 12% |
|  | > 35 | 1,5% |
| *Education Level* | SMP | 3,8% |
|  | HIGH SCHOOL | 45,5% |
|  | Diploma | 10,7% |
|  | S1 | 38,2% |
|  | S2 | 1,5% |
|  | More | 0 |
| *Job* | Student | 42% |
|  | Private Employee | 33% |
|  | Civil Servant | 11,7% |
|  | Entrepreneur | 7,5% |
|  | More | 5,8% |

*Source:* Author's Processed Data Using SmartPLS 4 (2024)

RESULTS AND DISCUSSION

*Outer Model*

## Outer model testing itself is carried out to measure the validity and reliability of the model with two stages, namely the validity test with stages, namely HTMT and Forner-Larcker. Meanwhile, the reliability test looks at the Composite Reliability which consists of Cronbach's alpha and composite reliability to measure reliability. According to Hair et al. (2022), discriminant validity is a test that explains the extent to which a construct is truly different from other constructs according to empirical standards. Discriminant Validity implies that the construct is unique. In testing discriminant validity, there are three assessments carried out, namely by calculating the Heterotrait-monotrait ratio (HTMT) and forner-larcker. Based on table 2 of the loading factor test results and the AVE value below, it shows that the outer loading value is> 0.70 and each variable has an AVE value> 0.50. In addition, all Cronbach's Alpha and Composite reliability indicators on each variable have a value> 0.70, so all indicators in this study can be considered valid and reliable. Therefore, all variables meet the requirements and can be considered a valid and appropriate instrument for use in this study.

Table 2. Test Results Outer Loading, AVE, Cronbach's Alpha, Composite Reliability

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Indicator | *Outer Loading* | *AVE* | *Cronbach's alpha* | *Composite*  *Reliability* |
| *Perceived Physical*  *Characteristic Similarity*  *(PPCS)* | PPCS1 | 0.879 | 0.781 | 0.860 | 0.865 |
| PPCS2 | 0.902 |
| PPCS3 | 0.870 |
| *Perceived Value Similarity*  *(PVS)* | PVS1 | 0.945 | 0.889 | 0.875 | 0.876 |
| PVS2 | 0.941 |
| *Perceived Trust*  *(PT)* | PT1 | 0.903 | 0.843 | 0.907 | 0.908 |
| PT2 | 0.925 |
| PT3 | 0.926 |
| *Perceived Product Quality Uncertainty*  *(PPQU)* | PPQU1 | 0.929 | 0.870 | 0.925 | 0.925 |
| PPQU2 | 0.948 |
| PPQU3 | 0.921 |
| *Perceived*  *Product Fit*  *Uncertainty*  *(PPFU)* | PPFU1 | 0.925 | 0.845 | 0.909 | 0.914 |
| PPFU2 | 0.919 |
| PPFU3 | 0.914 |
| *Purchase*  *Intention*  *(PI)* | PI1 | 0.893 |  | 0.849 | 0.850 |
| PI2 | 0.853 |
| PI3 | 0.882 |

*Source:* Author's Processed Data Using SmartPLS 4 (2024)

*Discriminant validity* assessment using the *Heterotrait-monotrait ratio* (HTMT) is to evaluate *discriminant validity* between constructs contained in the research model. HTMT here aims to measure whether the measured constructs are indeed different from one another (Hair et al., 2022). Based on Table 3, the *Heterotrait-Monotrait Ratio* (HTMT) test results show that all HTMT values are <0.900. This indicates good *discriminant validity* between constructs, which means that the measured constructs are indeed different from each other.

Table 3. HTMT Test Results

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Purchase*  *Intention* | *Perceived Physical*  *Characteristic Similarity* | *Perceived*  *Product Fit*  *Uncertainty* | *Perceived Product Quality Uncertainty* | *Perceived Trust* | *Perceived Value Similarity* |
| PI |  |  |  |  |  |  |
| PPPCS | 0.631 |  |  |  |  |  |
| PPFU | 0.680 | 0.693 |  |  |  |  |
| PPQU | 0.764 | 0.599 | 0.603 |  |  |  |
| PT | 0.725 | 0.787 | 0.744 | 0.701 |  |  |
| PVS | 0.666 | 0.753 | 0.701 | 0.588 | 0.881 |  |

*Source:* Author's Processed Data Using SmartPLS 4 (2024)

*The discriminant validity* assessment uses *Fornell-Larcker*, which is to compare the square root of the AVE *(Average Variance Extracted*) value with the correlation between latent variables. To meet the *discriminant validity* criteria, the square root of the AVE for each construct must be greater than the correlation of that construct with other constructs (Hair et al., 2022). Based on Table 4, the AVE value of each construct is greater than the correlation between constructs, so the *discriminant validity* criteria have been met.

Table 4. Forner Larcker Test Results

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Purchase*  *Intention* | *Perceived Physical*  *Characteristic Similarity* | *Perceived*  *Product Fit*  *Uncertainty* | *Perceived Product Quality Uncertainty* | *Perceived Trust* | *Perceived Value Similarity* |
| PI | 0.876 |  |  |  |  |  |
| PPPCS | 0.540 | 0.884 |  |  |  |  |
| PPFU | 0.601 | 0.617 | 0.919 |  |  |  |
| PPQU | 0.678 | 0.536 | 0.555 | 0.933 |  |  |
| PT | 0.637 | 0.697 | 0.676 | 0.643 | 0.918 |  |
| PVS | 0.574 | 0.656 | 0.625 | 0.529 | 0.785 | 0.943 |

*Source:* Author's Processed Data Using SmartPLS 4 (2024)

*Inner Model*

Next, the *inner model* test is used to determine how much influence the independent variable has on the dependent variable (Hair et al., 2022). In this study, there are several test stages such as the *R-square* test explained as follows.

Table 5. R-Square Test Results

|  |  |
| --- | --- |
| Variables | *R-square* |
| *Purchase Intention (PI)* | 0.554 |
| *Perceived Product Fit Uncertainty (PPFU)* | 0.498 |
| *Perceived Product Quality Uncertainty (PPQU)* | 0.414 |
| *Perceived*  *Trust (PT)* | 0.617 |

*Source:* Author's Processed Data Using SmartPLS 4 (2024)

According to Hair et al., (2022: 195), has a value ranging from 0 to 1 with a level close to 1 indicating that the independent variable is getting better at explaining the dependent variable. According to Chin (1998), there are three classifications of *R-Square,* namely when the *R-Square* value is 0.19 (low), 0.33 (moderate), and 0.67 (high). In Table 5 above, it is found that all endogenous variables are included in the moderate effect.

*Hypothesis Test*

Hypothesis testing is a testing stage that explains whether the hypothesis that has been made previously is rejected or accepted. Table 6 below explains the *path coefficient* values, *P-Values,* and *T-Values*. A positive *path coefficient* value in hypothesis testing indicates a positive effect of the independent variable on the dependent. Meanwhile, for the *P-Values value, it* is said that our value is less than the 5% (0.05) significance level and the *T-Value>* 1.65 indicates a significant influence between variables. The results of the hypothesis test calculation can also be seen in Table 6. with calculations using SmartPLS 4 as follows.

Table 6. Hypothesis Test Results

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Hypothesis | Influence  Variables | Path  Coefficient | T-Statistic | P-Value | Results |
| H1 | *Physical Characteristic Similarity -> Product Fit Uncertainty* | 0.282 | 3.588 | 0.000 | H1 Supported |
| H2 | *Value Similarity -> Trust* | 0.785 | 23.372 | 0.000 | H2 Supported |
| H3 | *Trust -> Product Fit Uncertainty* | 0.480 | 5.795 | 0.000 | H3 Supported |
| H4 | *Trust -> Product Quality Uncertainty* | 0.643 | 13.304 | 0.000 | H4 Supported |
| H5 | *Product Fit Uncertainty -> Purchase Intention* | 0.222 | 2.614 | 0.004 | H5 Supported |
| H6 | *Product Quality Uncertainty -> Purchase Intention* | 0.411 | 6.009 | 0.000 | H6 Supported |
| H7 | *Trust -> Purchase Intention* | 0.223 | 2.901 | 0.002 | H7 Supported |

*Source:* Author's Processed Data Using SmartPLS 4 (2024)

CONCLUSIONS AND SUGGESTIONS

## Conclusion

1. The relationship between the *Value similarity* variable and the *Trust* variable has a positive and most significant effect. This means that the higher the level of value similarity that consumers feel with the *broadcaster*, the greater the consumer trust in the *broadcaster* when watching *live streaming of* beauty products in Shopee *e-commerce*.
2. The relationship between the *Trust variable* and the *Product Quality Uncertainty* variable has a negative and most significant effect. This means that the higher the level of consumer trust in the broadcaster, the more uncertainty consumers feel about the quality of the product displayed during live streaming.
3. The relationship between the *Trust variable* and the *Product Fit Uncertainty* variable has a negative and significant effect. This means that the higher the level of consumer trust in the broadcaster, the more uncertainty consumers feel about the fit of the product displayed during live streaming.
4. The relationship between the *Product Quality Uncertainty variable and the Purchase Intention* variable has a negative and significant effect. This means that the lower the level of consumer uncertainty about the quality of the product displayed during live streaming, the higher the consumer's intention to make a purchase.
5. The relationship between the *Physical Characteristic Similarity variable and the Product Fit Uncertainty* variable has a negative and significant effect. This means that the higher the similarity of physical characteristics that consumers perceive with the broadcaster, the more it reduces consumer uncertainty about the fit of the product with their preferences and needs.
6. The relationship between the *Trust* variable and the *Purchase Intention* variable has a positive and significant effect. This means that the higher the level of trust felt by consumers towards the broadcaster, the higher the consumer's intention to make a purchase.
7. The relationship between the *Product Fit Uncertainty variable and the Purchase Intention* variable has a negative and significant effect. This means that the lower the level of consumer uncertainty about the suitability of the product displayed during live streaming, the higher the consumer's intention to make a purchase.

*Advice*

Theoretically, future research is suggested for the development of digital marketing theory, should focus and explore more deeply on how *Physical Characteristic Similarity* and *Value Similarity* can affect other variables such as trust and product uncertainty in various industry contexts. Future research can also expand the understanding of the dynamics of live streaming commerce by considering additional variables or combining other equally relevant theories or variables such as *Real-time Communication, Customer Engagement, Perceived Enjoyment* and others. It is also recommended to obtain more complete research results related to this research topic, even by using different populations and samples.

Practically speaking, companies like shopee, need to maximize the use of *live streaming platforms* to increase interaction with consumers. Especially for the *broadcaster* (broadcaster) *of the official account of* Shopee *e-commerce* beauty products. It is important to demonstrate common values in practice when hosting *live streaming* sessions, so as to strengthen consumer trust in them such as holding a *Briefing,* to educate the *broadcaster* about the product, brand values, and how to convey information effectively. As well as reducing product quality uncertainty by providing detailed *(real-time*) product demonstrations during *live streaming* sessions and integrating reviews from consumers. The results of this study can also be utilized by cosmetic brands or businesses in Indonesia, individuals who work as *live streaming* broadcasters specifically for cosmetic products, and Shopee *e-commerce* management as input to develop *live streaming* features as a strategy to increase cosmetic sales in the future.

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