

Unveiling nexus between live streaming, trust, and fashion products purchase decision in Indonesian e-commerce

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ABSTRACT

Purpose — *This research aims to investigate the impact of live streaming on purchase decisions and the mediating role of trust.*

Method — *This research adopts a quantitative approach and utilizes Structural Equation Modeling (SEM) along with AMOS 24 statistical software for data analysis. The data were gathered through a questionnaire, employing a purposive sampling technique with 210 respondents.*

Result — *The results of this research indicate that both live streaming and trust exert a positive and significant impact on purchase decisions. Additionally, live streaming demonstrates a positive and significant influence on trust. Trust is identified as a mediator between live streaming and purchase decisions.*

Novelty — *This research centers on examining the role of live streaming in shaping purchase decisions for fashion products in Indonesian e-commerce. Unlike previous studies that primarily explore the impact of live streaming on social media, this research expands its scope by conducting a comprehensive analysis of its overall influence on purchasing decisions.*

Keywords: *live streaming, purchase decision, trust, e-commerce*

INTRODUCTION

The digital era has fundamentally transformed the way humans interact, communicate, and engage in shopping activities. Technological advancements have made shopping more convenient and practical, shifting from the traditional need to physically visit a store to the simplicity of accessing an e-commerce application. E-commerce, aimed at facilitating transactions between sellers and buyers, has experienced significant global growth, including in Indonesia, offering consumers numerous benefits and conveniences in online transactions (Abdullah et al., 2023; Nabila et al., 2023).

The impact of e-commerce on the economy is substantial, generating job opportunities and improving people's welfare. Among the innovative features in e-commerce, live streaming has emerged as a notable trend (Yin, 2020). According to a June 2022 survey by JakPat, 83.7% of the Indonesian population has engaged in online shopping through live streaming, with a particular focus on fashion products. Additionally, 55% of viewers have made purchases directly from live streaming sessions (Annur, 2022). Live streaming in e-commerce involves real-time video streaming, incorporating entertainment and group chats to promote and sell products via live video, providing potential consumers with an up-close look at products and enhancing the online shopping experience (Lo et al., 2022; Tan et al., 2023).

Live streaming, as a marketing tool, has proven to be both popular and effective for e-commerce platforms, fostering interactive, informative, and in-depth online shopping experiences. It addresses the uncertainty consumers often face when shopping online by allowing them to see products directly and envision their usage. This builds trust and enables sellers to showcase their products convincingly. Furthermore, live streaming facilitates direct interaction between



consumers and sellers, promoting a transparent exchange of product information (Daroch et al., 2021; Dong et al., 2023).

Live streaming operates as a form of real-time online communication, involving the simultaneous collection, release, and consumption of video information over the Internet. Streamers, the individuals presenting live streaming content, create high-quality virtual experiences, enabling consumers to engage directly in various activities, such as product sales processes, interactive Q&A sessions, and live product exhibitions (Chandrruangphen et al., 2022; Song & Liu, 2021). In e-commerce and marketing strategies, live streaming holds a central role, seamlessly combining entertainment and sales through features like live product purchases, time-limited price offers, and real-time communication. This creates a shopping experience that mirrors a physical store visit but can be enjoyed from the comfort of one's home (G. H. W. Liu et al., 2021; Qing & Jin, 2022).

Consumer trust in products plays a pivotal role in the success of live streaming businesses, as it fosters solid relationships with consumers and enhances sales (Moriuchi, 2021; Zhao et al., 2019). Trust is manifested in consumers' belief that a product is of high quality, reliable, and meets their expectations (Sharma, 2021). Particularly crucial in the purchase decision phase, where consumers evaluate and choose products or services, trust guides this decision-making process by influencing considerations related to fulfilling their needs (Hanaysha, 2018; Hartanto et al., 2022). Live streaming emerges as a powerful tool in this context, visually presenting products and establishing a deep trust relationship with consumers through real-time interaction.

Numerous studies have explored the dynamics of live streaming, consumer trust, and purchase decisions, yielding diverse perspectives. Some studies affirm the significant influence of live streaming on purchase decisions (Amin & Fikriyah, 2023; Kurniastuti et al., 2022; Saputra & Fadhilah, 2022), while others present conflicting results suggesting no direct effect on purchase decisions (Maslucha & Ajizah, 2023). Similarly, the impact of live streaming on trust varies, with some studies supporting a positive influence (Saputra & Fadhilah, 2022) and others asserting no direct correlation (Juliana, 2023). Consumer trust, in turn, emerges as a critical factor influencing purchase decisions, affecting customers' intention to watch and subsequently purchase (Chandrruangphen et al., 2022).

Research on the mediating role of consumer trust in purchase decisions has also produced conflicting findings, with some studies suggesting no indirect effect (Juliana, 2023) and others affirming that live streaming can positively impact both consumer trust and purchase decisions (Saputra & Fadhilah, 2022). This underscores the need for further exploration to comprehensively understand the intricate interplay between live streaming, purchase decisions, and consumer trust.

This study uniquely focuses on the live streaming variable as a novel phenomenon in online shopping within Indonesian e-commerce. It takes a comprehensive approach to analyze the overarching role of live streaming in shaping purchase decisions, with a particular emphasis on trust as a mediator in the relationship between live streaming and purchase decisions. Given the significant variation in previous research results, this study is essential for a deeper understanding of the intricate dynamics among live streaming, trust, and purchase decisions, particularly within the landscape of e-commerce in Indonesia.

METHOD

The analysis utilizes Structural Equation Modeling (SEM) and AMOS 24 statistical tools. The sample size comprises 210 respondents selected through purposive sampling, based on the following criteria: 1) Indonesian citizenship, 2) Minimum age of 17 years, 3) Have made at least two purchases of Erigo fashion products on Shopee Live in the last two months.

The research questionnaire includes six items related to live streaming, drawing inspiration from previous studies by (Ma et al., 2022) and (Qin et al., 2023). Trust is assessed using four items,

referencing (Chandrruangphen et al., 2022; Lu & Chen, 2021; Ma et al., 2022). Purchase Decision is measured using six items, with references to (Amron et al., 2018; Cuong, 2021) and (Hanaysha, 2018).

Hypotheses development

Live streaming and purchase decision

Live streaming revolutionizes the way consumers interact with sellers, enabling swift and convenient purchases through smartphones (Refasa et al., 2023). This dynamic interaction fosters a personalized and engaging shopping experience, potentially enhancing purchase decisions. Moreover, live streaming introduces a novel avenue for consumers to navigate purchase choices, with streamers serving as influential intermediaries who shape decisions through live product displays and immediate feedback. Consequently, live streaming not only expedites transactions but also emerges as a platform that enhances the purchase decision-making process by integrating direct interaction and influencer impact (Qing & Jin, 2022).

H1: Live streaming influences purchase decision

Live streaming and trust

Live streaming plays a crucial role in establishing and reinforcing trust, serving as a key mechanism in mitigating the complexities and social vulnerabilities often associated with the e-commerce landscape (Lu & Chen, 2021). Within the domain of live streaming shopping, the connection viewers establish with a streamer becomes a foundation for trust, leading them to follow the streamer and, in many cases, make purchases based on the streamer's recommendations (Li et al., 2021).

Consumers who trust the streamer are more inclined to purchase products endorsed by them, driven by the belief that these products are of high quality and aligned with their needs (Dai & Cui, 2022; Lu & Chen, 2021). The degree of consumer trust in a product reflects their confidence that the features, quality, and post-sales service of the showcased products align with the descriptions provided by the live streamer (Wongkitrungrueng & Assarut, 2020).

H2: Live streaming influences trust

Trust and purchase decision

Trust stands as a fundamental element influencing purchasing decisions (Hidayat et al., 2021; Wu & Huang, 2023). When consumers possess confidence and trust in a product, they are more inclined to seriously consider and, ultimately, make a purchase. The presence of trust has the potential to bolster consumers' intention to engage in online shopping, spurring increased shopping behavior (J. Wang et al., 2022). Trust, in this context, plays a pivotal role in enriching information exchange, thereby affecting purchase intent. The level of trust emerges as a key determinant driving positive consumer attitudes in online shopping, ultimately shaping behavioral intent.

H3: Trust influences purchase decision

Trust as mediator of live streaming on purchase decision

During live streaming, the interactive nature of the platform allows consumers to visually assess products and gather information, facilitating consistent purchasing decisions by mitigating risks and bolstering confidence (Chandrruangphen et al., 2022). Trust in both the seller and the product is cultivated through perceived customer interactions and the credibility of information disseminated during live streaming events (F. Liu et al., 2022). In the context of live streaming e-

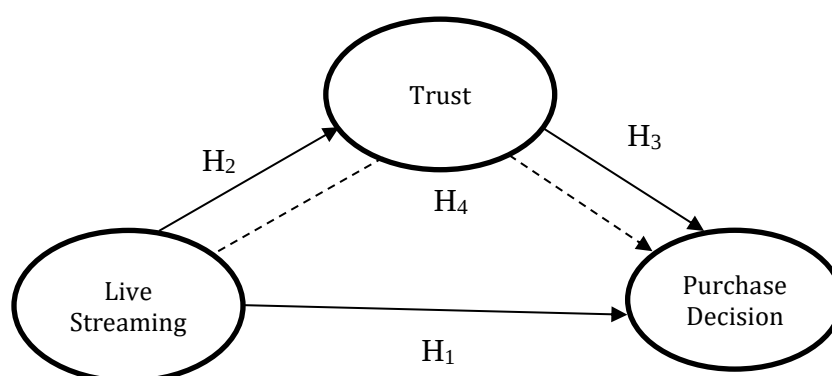
commerce, trust in information providers is crucial, given the absence of physical product inspection or testing by users. Consumers generally perceive trust as confidence in transactions with the seller and trust in the transaction platform, which employs innovative technology (Qing & Jin, 2022).

Through unwavering trust, live streaming experiences have the potential to significantly impact purchase decisions (Wu & Huang, 2023). Recognizing the pivotal role of trust in live streaming commerce and implementing strategies to build consumer trust can empower businesses to effectively leverage live streaming as a tool to enhance purchase decisions.

H4: Live streaming influences purchase decision through trust

From the foregoing description, we can derive the conceptual framework as follows:

Figure 1. Research framework



Source: Own compilation (2023)

RESULT AND DISCUSSION

Respondent characteristics

Table 1 presents the demographic characteristics of the 210 participants in the study. The respondents are predominantly female (54.83%), reside in Kalimantan (46.7%), and fall within the age range of 17-25 years (67.1%). A majority of participants have completed high school education (56.7%), are students (49%), earn less than IDR 2,000,000 (35.2%), spend less than 30 minutes watching live streaming (71.4%), engage in shopping approximately 2 times (61.9%), and have an average spending of less than IDR 300,000 (49.5%).

Table 1. Characteristics of respondents

Category	Item	f	%
Gender	Male	95	45,2%
	Female	115	54,8%
	Total	210	100%
Domicile	Sumatra	12	5,7%
	Jawa	70	33,3%
	Kalimantan	98	46,7%
	Sulawesi	17	8,1%
	Papua	6	2,9%

	Bali	7	3,3%
	Total	210	100%
Age	17-25 Year	141	67,1%
	26-42 Year	66	31,4%
	43-58 Year	3	1,4%
	>59 Year	0	0,0%
	Total	210	100%
	Elementary School	0	0,0%
	Junior High School	5	2,4%
	Senior High School	119	56,7%
	Diploma (D1, D2, D3)	24	11,4%
	Bachelor (S1)	59	28,1%
	Master (S2)	3	1,4%
	Doctorate (S3)	0	0,0%
	Total	210	100%
Occupation	Students	3	1,4%
	Collage students	103	49,0%
	Employees	57	27,1%
	Entrepreneurs	35	16,7%
	and others	12	5,7%
	Total	210	100%
Income	<IDR 2.000.000	74	35,2%
	IDR 2.000.000 – IDR 4.000.000	69	32,9%
	IDR 4.000.000 – IDR 6.000.000	49	23,3%
	IDR 8.000.000 – IDR 10.000.000	15	7,1%
	>IDR 10.000.000	3	1,4%
	Total	210	100%
The amount of time spent watching live streaming of Erigo Fashion products on Shopee Live	< 30 minutes	150	71,4%
	30 minutes to 1 hour	53	25,2%
	> 1 hour	7	3,3%
	Total	210	100%
How many times have you shopped for Erigo fashion products during the few times you watched live streaming on Shopee Live?	2 times	130	61,9%
	3 times	64	30,5%
	5 times to 10 times	15	7,1%
	More than 10 times	1	0,5%
	Total	210	100%
What is the average cost incurred when shopping for Erigo fashion products while watching live streaming on Shopee Live?	<IDR 300.000	104	49,5%
	IDR 300.000 – IDR 500.000	84	40,0%
	IDR 500.000 – IDR 1.000.000	19	9,0%
	IDR 1.000.000 – IDR 2.000.000	3	1,4%
	>IDR 2.000.000	0	0,0%
	Total	210	100%

Source: Processed data (2023)

Measurement models

The reliability and validity testing of the research indicators was conducted using data analysis with AMOS 24 software.

Table 2. Measurement models

	Item	SLF	CR	AVE
Live Streaming	I am interested in live streaming on Shopee Live, which has interesting content, especially those related to Erigo fashion products.	0.671	0.892	0.581
	The streamers actively answered questions about Erigo fashion products on Shopee Live.	0.596		
	The streamers have in-depth knowledge of Erigo fashion products offered on Shopee Live.	0.521		
	The Shopee Live allowed me to get precious information on how to use Erigo fashion products.	0.627		
	I feel happy to share my experience on Shopee Live, especially when there are Erigo fashion products that caught my attention.	0.629		
	I spent much time with other viewers on Shopee Live for Erigo fashion products.	0.639		
Trust	I believe the Erigo fashion products I receive will be the same as the ones shown on the Shopee Live.	0.590	0.860	0.606
	I consider Erigo fashion product streamer on Shopee Live to have integrity.	0.613		
	I believe in the information provided by Erigo fashion product during the Shopee Live.	0.623		
	I believe the Erigo fashion products recommended on Shopee Live are of high quality.	0.626		
Purchase Decision	I am confident I made the right decision when purchasing Erigo fashion products on Shopee Live.	0.611	0.887	0.568
	I tend to buy Erigo fashion products without hesitation on Shopee Live.	0.678		
	I have purchased Erigo fashion products several times on Shopee Live.	0.681		
	I will repeat purchases of Erigo fashion products on Shopee Live in the future.	0.733		
	I would still purchase Erigo fashion products on Shopee Live, even if there are promotions on other channels.	0.683		
	I positively recommend Erigo fashion products on Shopee Live to others.	0.659		

Source: Processed data (2023)

Table 2 illustrates the validity and reliability of all research indicators. The Standardized Loading Factor (SLF) values for the indicator variables in the comprehensive model consistently exceed 0.50, confirming the effective measurement of the intended constructs by these indicators. Furthermore, the Average Variance Extracted (AVE) values for all instrument indicators surpass 0.50, and the Construct Reliability (CR) values exceed 0.70, providing additional validation for the robustness of the measurement model. This indicates the reliability and consistent measurement of the research constructs by the research instrument.

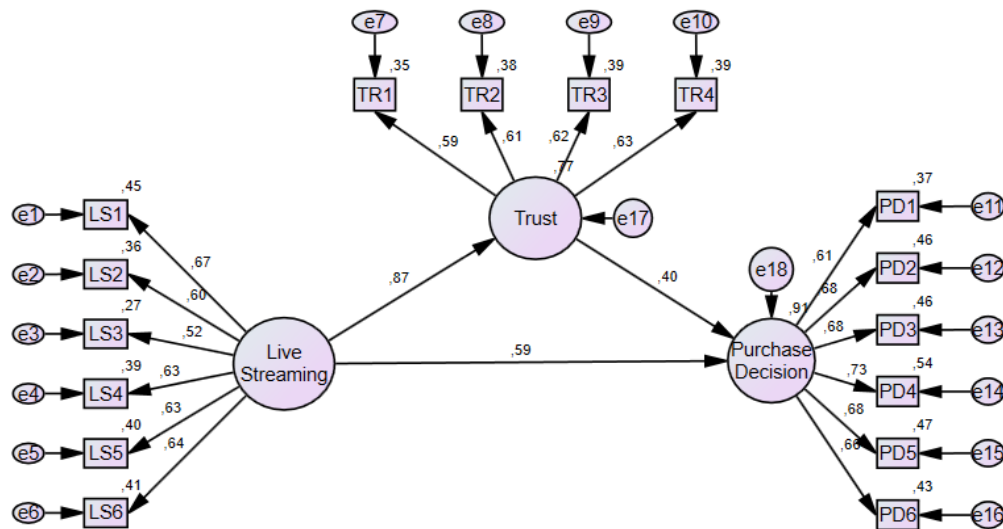
Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Result	
CMIN/DF	≤ 3.00	2.116	Good fit
RMSEA	≤ 0.08	0.073	Good fit
RMR	≤ 0.05	0.027	Good fit
GFI	≥ 0.90	0.885	Bad fit
TLI	≥ 0.90	0.892	Bad fit
IFI	≥ 0.90	0.910	Good fit
CFI	≥ 0.90	0.909	Good fit
NFI	≥ 0.90	0.842	Bad fit

Source: Processed data (2023)

Table 3 displays the outcomes of the model fit test, indicating that the model meets the acceptable criteria and is considered a good fit. According to F. Hair Jr. et al. (2014), a research model is considered fit and acceptable if three to four measurements achieve a good fit or meet the cutoff value. In this study, five measurements demonstrate a good fit, supporting the acceptance of the model as a good fit.

Hypotheses testing

Figure 2. Full model testing

Source: Processed data (2023)

The results of investigating relationships between variables within the research framework established in this study are presented as follows.

Table 4. Hypothesis testing

	Path		Estimate	S.E.	C.R.	P
H1	Live Streaming	---> Purchase Decision	0.532	0.177	3.011	0.003
H2	Live Streaming	---> Trust	0.760	0.111	6.848	***
H3	Trust	---> Purchase Decision	0.413	0.202	2.046	0.041

Source: Processed data (2023)

According to Table 4, live streaming exhibits a positive and significant impact on purchase decisions, as evidenced by a t-value of 3.011, surpassing 1.96, and a significance of 0.003, which is less than 0.05. This indicates that live streaming has a significant influence on purchase decisions for Erigo fashion products on Shopee Live, supporting the acceptance of the second hypothesis. Furthermore, there is a positive and significant impact of live streaming on trust, as indicated by a t-value of 6.848, exceeding 1.96, and a significance of 0.000, less than 0.05. Consequently, the third hypothesis is also accepted. Trust is shown to positively and significantly influence purchase decisions, with a t-value of 2.046, greater than 1.96, and a significance of 0.041, less than 0.05.

Table 5. Sobel test – significance of mediation

	Sobel test statistic	Two-tailed probability
Live Streaming ---> Trust ----> Purchase Decision	2.20860445	0.02720217

Source: Processed data (2023)

Discussion

The study's findings highlight a significant and positive impact of live streaming on purchasing decisions for Erigo fashion products on Shopee Live. This implies that live streaming effectively encourages consumers to make product purchases, playing a crucial role in promoting Erigo fashion products and influencing positive purchasing decisions. The engaging live streaming experience captures consumer interest, stimulating a desire to purchase the product. Live streaming emerges as an effective marketing strategy, enhancing product appeal and guiding consumers towards positive purchasing choices. These results are consistent with prior research (Amin & Fikriyah, 2023; Kurniastuti et al., 2022; Saputra & Fadhilah, 2022) and diverge from others (Maslucha & Ajizah, 2023).

A significant and positive correlation is identified between live streaming and trust in Erigo fashion products on Shopee Live. This suggests that live streaming successfully builds or enhances consumer trust in Erigo fashion products offered through the Shopee Live platform. The direct interaction with the product through live streaming creates a deeper engagement, reinforcing the relationship between the seller and consumers and fostering trust in the product. Thus, live streaming proves to be a valuable strategy for increasing consumer trust and establishing long-term relationships. These findings align with previous research (Saputra & Fadhilah, 2022) and differ from the findings of Juliana (2023).

The research also establishes that trust significantly and positively influences purchase decisions for Erigo fashion products on Shopee Live. This underscores the influential role of trust as a crucial factor in shaping purchasing decisions for Erigo fashion products. Trust instills a sense of comfort in the buying process, instilling confidence that decisions will align with expectations. High levels of trust in a seller or product contribute to increased consumer comfort in making purchases and may lead to repeat purchases. Thus, building and maintaining trust emerges as a long-term investment essential for the sustainability and growth of a product and seller, ultimately boosting purchasing decisions and sales. Previous research has consistently shown that consumer trust in live streaming significantly impacts purchase decisions and intention

(Chen, 2022; Juliana, 2023; Lu & Chen, 2021; J. Wang et al., 2022) for watching and subsequently buying (Chandrruangphen et al., 2022).

Moreover, trust is identified as a mediator between live streaming and purchase decisions for Erigo fashion products on Shopee Live. While live streaming directly enhances purchase decisions, consumer trust serves as a crucial factor influencing these decisions. Live streaming enables consumers to view Erigo fashion products in real-time, listen to product descriptions, and interact with broadcasters or hosts, expediting purchase decisions. However, trust in the information, seller, and product quality presented during live streaming acts as a mediator between the live streaming experience and purchase decisions. In summary, the level of trust held by consumers determines the extent of live streaming's influence on purchase decisions. Businesses are urged to leverage live streaming to bolster consumer trust continually and maximize purchase decisions.

CONCLUSION

This research addresses the interplay between live streaming, trust, and purchase decisions regarding Erigo fashion products on Shopee Live Indonesia. The findings affirm that live streaming significantly impacts purchasing decisions for Erigo fashion products on Shopee Live, with trust serving as a crucial mediator. This emphasizes the pivotal role of building trust in the live streaming process, ultimately influencing consumer purchase decisions.

The study provides valuable insights for e-commerce companies and product sellers aiming to enhance their live streaming experiences. Companies utilizing the live streaming feature can establish themselves as trustworthy sellers by offering accurate and honest information about their products. Providing precise information helps consumers comprehend the product and make well-informed purchasing decisions, contributing to the establishment of consumer trust in the company. By recognizing the significance of trust, companies can strategically optimize live streaming to fortify relationships with consumers and elevate purchase decisions.

For future research endeavors, expanding the scope of this study to encompass live streaming across various product categories could provide a more comprehensive understanding of its impact in the e-commerce context. Additionally, researchers might explore other relevant mediating factors that could play significant roles in the relationship between live streaming, trust, and purchase decisions within the consumer shopping journey.

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