



THE INFLUENCE OF LIVE STREAMING SHOPPING FEATURE ON PURCHASE INTENTION FOR LOCAL BEAUTY BRAND THROUGH EMOTIONAL FACTORS IN THE S-O-R MODEL

PENGARUH FITUR *LIVE STREAMING SHOPPING* TERHADAP *PURCHASE INTENTION* PADA MEREK KECANTIKAN LOKAL MELALUI *EMOTIONAL FACTORS* PADA MODEL S-O-R

Kadiva Dwilia Rosadiputri ^{1*} Indira Rachmawati ^{2*}

¹Magister Management Program, Department of Economic & Business, Telkom University

Email: kadivadwilia98@gmail.com ^{1*} indirarachmawati@telkomuniversity.ac.id ^{2*}

*email Koresponden: kadivadwilia98@gmail.com

DOI: <https://doi.org/10.62567/micjo.v2i3.1076>

Article info:

Submitted: 09/07/25

Accepted: 31/07/25

Published: 31/07/25

Abstract

The phenomenon of online shopping has driven business players to be more innovative in promoting their products on existing digital platforms. There is a technological innovation that allows online businesses to showcase and demonstrate their products in real-time, known as live streaming shopping. TikTok has become one of the popular social-commerce platforms with beauty content within its application. This study aims to better understand the influence of TikTok live streaming shopping on the purchase intention of the local beauty brand through emotional factors. We applied the S-O-R (Stimulus, Organism, Response) model, with influencer credibility variables added to the emotional factors in the S-O-R model. Data were collected from 300 respondents who registered through a Google Form survey with predetermined criteria. PLS-SEM using Smart PLS was chosen for data analysis. The study revealed that attraction, cognitive assimilation, and influencer credibility mediate the relationship between real-time interaction, shopping guidance, visibility, media richness, and consumer purchase intention. Therefore, live streaming shopping through emotional factors significantly influences consumers' purchase intention. This research found that the enrichment of material living standards has transformed people's purely demand-oriented shopping style. This study result help enterprises to better apply live streaming more effectively and expanding channels promotion strategies.

Keywords : TikTok Live Streaming Shopping, Purchase Intention, S-O-R Model



Abstrak

Fenomena belanja daring telah mendorong para pelaku usaha untuk lebih inovatif dalam mempromosikan produk mereka melalui berbagai platform digital yang tersedia. Salah satu inovasi teknologi yang memungkinkan pelaku bisnis daring untuk menampilkan dan mendemonstrasikan produk secara langsung adalah fitur live streaming shopping. TikTok telah menjadi salah satu platform social commerce yang populer dengan konten kecantikan di dalam aplikasinya. Penelitian ini bertujuan untuk memahami pengaruh live streaming shopping TikTok terhadap niat beli konsumen pada merek kecantikan lokal melalui faktor emosional. Penelitian ini menggunakan pendekatan model S-O-R (Stimulus–Organism–Response), dengan menambahkan variabel kredibilitas influencer ke dalam faktor emosional pada model tersebut. Data dikumpulkan dari 300 responden yang memenuhi kriteria dan mengisi survei melalui Google Form. Analisis data dilakukan menggunakan metode PLS-SEM dengan bantuan perangkat lunak Smart PLS. Hasil penelitian menunjukkan bahwa ketertarikan (attraction), asimilasi kognitif, dan kredibilitas influencer memediasi hubungan antara interaksi waktu nyata (real-time interaction), panduan belanja, visibilitas, kekayaan media (media richness), dan niat beli konsumen. Dengan demikian, live streaming shopping melalui faktor emosional berpengaruh secara signifikan terhadap niat beli konsumen. Penelitian ini juga menemukan bahwa peningkatan standar hidup material telah mengubah gaya belanja masyarakat yang sebelumnya hanya berorientasi pada kebutuhan menjadi lebih kompleks. Hasil penelitian ini diharapkan dapat membantu pelaku usaha dalam menerapkan strategi live streaming secara lebih efektif serta memperluas saluran promosi mereka.

Kata Kunci : Live Streaming Shopping TikTok, Niat Beli, Model S-O-R

1. INTRODUCTION

The phenomenon of online shopping has engendered heightened competitive dynamics within the realm of business. Consumers employing mobile phones have metamorphosed into an imperative expectancy that entrepreneurs must duly satiate. According to Statista's 2023 report, mobile phones have significantly contributed to 71% of retail traffic and generated 61% of online shopping orders. Consequently, projections for global retail mobile commerce sales in the year 2024 approximate an attainment of nearly \$4.5 trillion, constituting a substantial 69.9% proportion of the total retail e-commerce sales. Presently, technological innovations have emerged that enable online business entities to showcase and demonstrate their products in real-time. This trend, known as live streaming shopping, involves entrepreneurs promoting their products through live broadcast content. The Opinion Poll survey conducted by Databoks in the period of July 4, 2022, revealed that 83.7% of the Indonesian populace has engaged with live streaming shopping features in online retail. Statista Southeast Asia SEA e-commerce survey of 2022 revealed that business entities in Indonesia employ an average of two channels for live streaming, with TikTok occupying the foremost position at 27.5%, followed by Shopee at 26.5%. This feature aligns remarkably well with societal needs in terms of seeking information and inspiration for shopping, while also providing a comprehensive understanding of products offered by business entities to consumers. Kompas noted that sales of local skincare brands during the April to June 2022 period amounted to Rp292.4 billion, with a transaction count



of 3.8 million. When TikTok users find themselves intrigued by presented content and promotions, they develop a purchase intention. During live streaming shopping, consumers not only gain product information from streamers but also comprehensively grasp the behaviors and ethics of fellow consumers through a string of words in the comment section (Lu and Chen, 2021). This enhances the shopping experience, bringing consumers closer to the pleasure of demand stimulation rather than actual demand, thus stimulating purchase intention (Lim and Ayyagari, 2018). Furthermore, (Sun et al., 2019) discovered that the technological features in live streaming shopping have a positive impact on consumer purchase intention. During live streaming shopping, consumers not only gain product information from streamers but also comprehensively grasp the behaviors and ethics of fellow consumers through a string of words in the comment section (Lu and Chen, 2021). Based on purchasing data from online platforms in the Bandung area obtained from W Beauty's Marketing and Sales department, it has been found that sales are relatively low in the social media and e-commerce categories, including on the TikTok platform. However, TikTok still holds significant influence in the realm of social media and e-commerce. In terms of followers and views on the TikTok platform, Wardah competes fairly well with two of its competitors, namely SW Beauty and SO Beauty. Amidst the increasing competition in TikTok marketing, W Beauty must formulate precise marketing strategies to harness the potential of the live streaming shopping feature on TikTok. This involves a comprehensive understanding of the factors that drive consumers to engage in live streaming shopping, the factors that trigger shifts in consumers' cognitive and emotional perspectives, and how ultimately businesses can influence consumer responses towards making purchases or transactions. Seeing the fact that TikTok is becoming a popular social media, local skincare brands have started using TikTok for their marketing strategy. This is increasing marketing competition on TikTok (Azizah, Gunawan, & Sinansari, 2021). As recommendations and online reviews, it is interesting to study the influence of Tiktok's live streaming shopping feature on purchase intention for local beauty brand through emotional factors in the S-O-R model. The aim is to help business players better understand the benefit of live streaming shopping's phenomenon in marketing efforts.

a. *Live Streaming Shopping*

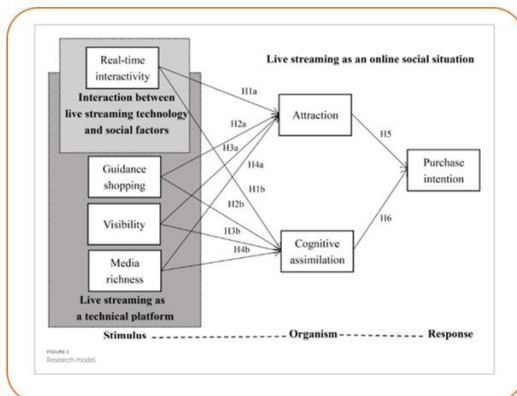
Several marketing mix and sales approaches proposed by scholars involve leveraging online influencers on live streaming platforms to retain, engage, and acquire existing customers (Hu and Chaudhry, 2020). Digital marketing on social media facilitates seamless communication through the platform itself, cultivating consumer purchase intent (Pradiani, 2017). Live streaming shopping is defined as the real-time delivery of e-commerce transactions via streaming platforms, creating a highly interactive virtual space for both streamers and consumers (Chandrruangphen et al., 2022). Live streaming shopping has transformed similarly to the information exchange in online shopping. The application of live streaming shopping technology amalgamates social media functionalities with online shopping, enabling streamers and viewers to exchange information in real-time interactions (Wong et al., 2021). Such marketing content is of paramount importance in bridging brands with their target markets. Thus, for a marketer, utilizing live streaming shopping to enhance sales, all facets of live streaming shopping, including seller interactivity, ambiance, courtesy, humor, timing, and alignment with trends, must be optimized for its efficacy.



b. S-O-R Model

The Stimulus-Organism-Response (S-O-R) model comprises three components: stimuli from internal and external environments, the state of the organism, and their behavioral response (Mehrabian & Russel, 1974). (Zhang et al., 2014) applied the S-O-R model to social commerce research, exploring the influence of technical characteristics (stimuli) in social commerce on customer virtual experiences (organism) and customer participation intentions (response). In the context of live streaming shopping research, scholars have adopted the S-O-R model to investigate the relationship between stimuli in the live streaming environment and resulting behaviors. (Xu et al., 2020) discovered that stimuli in the live streaming environment have a direct impact on customers' internal states and subsequently influence customer behaviors. In the context of live streaming shopping, the S-O-R model aligns with the researcher's needs. This model can encapsulate the stimuli in live streaming shopping research, allowing researchers to encapsulate the relevant factors that influence it in a more enriched and comprehensive perspective (Donovan, 1994; Chan et al., 2017).

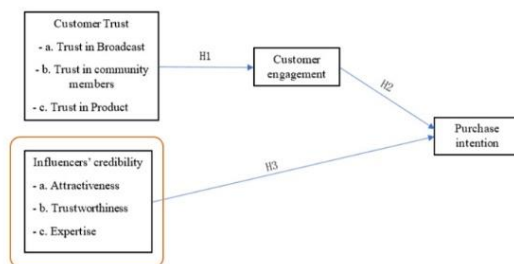
Figure 3: Model Live Streaming as an Online Social Situation



This research initially adopted the S-O-R model by Mehrabian & Russel, 1974 in (Dong et al 2023), as shown in Fig. 3. The S-O-R model was adopted to explore the relationship between stimuli in the live streaming environment and resulting behaviors. This model can assist researchers in assessing the impact of environmental stimuli on the inner states (cognitive and emotional) of consumers during live streaming shopping, as well as how these stimuli influence consumer

behaviors (Dong et al., 2023). Although studies examining factors influencing consumer purchase intentions from various aspects have been extensively conducted, there remains a dearth of discussion regarding the influence of emotional tendencies on purchase intentions and consumer decision-making (Kong et al., 2019).

Figure 4: Model Exploring The Role of Influencers on Purchase Intention



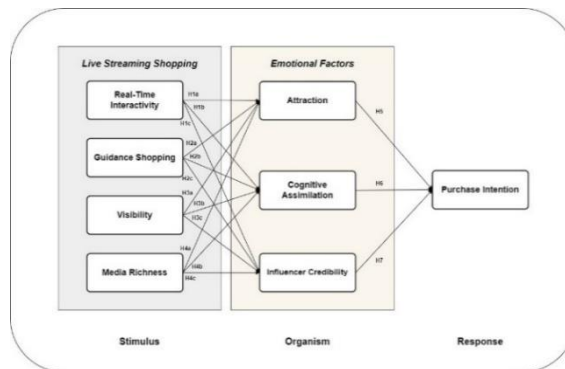
Lin et al. (2022) developed a research model as illustrated in Fig. 4, wherein this study elucidates the impact of customer trust and influencer credibility on customer engagement, subsequently influencing purchase intention. The study's findings reveal a highly significant positive correlation between purchase intention and influencer

credibility. The beauty brand's focus on the influencer facet aligns with these research outcomes. The researchers introduced the influencer credibility variable into the



Organism category within the employed model, as it epitomizes consumers' internal states, which comprise the virtual customer experience (Dong et al., 2023).

Figure 5: Research Model



Prior research encompassed theoretical concepts and literature testing utilized to construct a conceptual framework. Preceding studies referenced unveil the existence of independent variables influencing the dependent variable, namely purchase intention. Figure 5 illustrates the conceptual framework employed to explore several variables categorized based on the S-O-R model (stimulus, organism, response). The

Stimulus variables encompass real-time interactivity, guidance shopping, visibility, and media richness. Organism variables encompass attraction, cognitive assimilation, and influencer credibility. Lastly, the Response variable comprises purchase intention.

c. *Hypothesis*

Real-time Interactivity, Attraction, Cognitive Assimilation, Influencer Credibility

H1a: Real-time Interactivity has a direct positive and significant influence on Attraction.

H1b: Real-time Interactivity has a direct positive and significant influence on Cognitive Assimilation.

H1c: Real-time Interactivity has a direct positive and significant influence on Influencer Credibility.

Guidance Shopping, Attraction, Cognitive Assimilation, Influencer Credibility

H2a: Guidance Shopping has a direct positive and significant influence on Attraction.

H2b: Guidance Shopping has a direct positive and significant influence on Cognitive Assimilation.

H2c: Guidance Shopping has a direct positive and significant influence on Influencer Credibility.

Visibility, Attraction, Cognitive Assimilation, Influencer Credibility

H3a: Visibility has a direct positive and significant influence on Attraction.

H3b: Visibility has a direct positive and significant influence on Cognitive Assimilation.

H3c: Visibility has a direct positive and significant influence on Influencer Credibility.

Media Richness, Attraction, Cognitive Assimilation, Influencer Credibility

H4a: Media Richness has a direct positive and significant influence on Attraction.

H4b: Media Richness has a direct positive and significant influence on Cognitive Assimilation.

H4c: Media Richness has a direct positive and significant influence on Influencer Credibility.

Attraction, Cognitive Assimilation, Influencer Credibility, Purchase Intention

H5: Attraction has a direct positive and significant influence on Purchase Intention.

H6: Cognitive Assimilation has a direct positive and significant influence on Purchase Intention.



H7: Influencer Credibility has a direct positive and significant influence on Purchase Intention.

2. RESEARCH METHOD

Based on the purpose of the research, this research uses a descriptive causal with quantitative method approach. The research strategy for this study is a survey strategy, which means the data collection used a questionnaire to gather quantitative data from the respondents. The measurement scale used the Likert scale (1 as strongly disagree to 5 as strongly agree). This research is using nonprobability sampling technique with purposive sampling because the respondents' characteristics are focused and specified so the samples can better represent the relevant information for this research. To determine the sample size, the authors applied the Lemeshow formula and used a significance level of 5%.

This study collected primary data from respondents using questionnaires. Data collection was carried out by distributing questionnaires to live streaming shopping viewers who are also followers of the official TikTok account of Beauty Local Brand in the Greater Bandung area. The questionnaire was structured as a Google Form and distributed online through Telegram, WhatsApp, and Instagram during the period of July 1 to 15, 2023. Additionally, secondary data were obtained from various pre-existing sources other than the primary source (Triliantanto, 2020:135). Local Beauty Brand followers on TikTok have been chosen as the population, which resulted in the minimum sample size of 269 responses. The characteristics of the samples are Indonesian TikTok users (on daily basis) that know and have ever saw live streaming shopping Local Beauty Brand contents on TikTok, and follow Local Beauty Brand on TikTok. To conduct this research, a sample size of 300 respondents was collected. The characteristics of the respondents were discussed in Table 1.

TABLE 1. Respondence Characteristic Majority

Demographic Variable	Category	Percentage
Gender	Female	76%
Age	20 - 30	44,7%
Education	Bachelor	47%
Live Streaming Shopping Experience	4 – 6 months	23%
Monthly Income	<Rp2.000.000	41,7%
Number of Live Streaming Shopping per Month	1 - 3	32,3%

Subsequently, the researcher generated a tabulation of values or a frequency distribution table, an activity which, according to Sukestiyarno (2014), involves grouping data according to specific interval boundaries. The proportions of the total respondents for each variable were discussed in table 2.

TABLE 2. Descriptive Result

Variable	Percentage	Category
<i>Real-Time Interactivity</i>	76%	Very High
<i>Guidance Shopping</i>	86,13%	Very High
<i>Visibility</i>	82,98%	High
<i>Media Richness</i>	82,29%	High
<i>Attraction</i>	82,38%	High



<i>Cognitive Assimilation</i>	85,93%	Very High
<i>Influencer Credibility</i>	83,33%	High
<i>Purchase Intention</i>	81,27%	High

Data were analyzed using SmartPLS 3.2.9 software to analyze the data needs to steps, namely Measurement Model Evaluation, and Structural Model Evaluation. In the outer model assessment, testing was conducted to evaluate the validity and reliability of the model. Measurement parameters carried out encompass convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. Meanwhile, the inner model assessment was performed to obtain predictions of relationships among variables.

Model Evaluation

The evaluation of the measurement or outer model is used to assess the validity and reliability of a particular model (Eka & Indira, 2019). Convergent validity is considered satisfactory if the outer loading values are ≥ 0.7 . Meanwhile, the Average Variance Extracted (AVE) value reflects the extent to which manifest variables represent their latent constructs. A higher AVE indicates that manifest variables better represent their latent constructs. Convergent validity is deemed adequate when the AVE value is ≥ 0.5 . Reliability assessment can be observed through the composite reliability values, which should exceed 0.7, and the Cronbach's alpha values, which should exceed 0.6. Based on Table 3, it can be observed that all composite reliability values are above 0.8 and Cronbach's alpha values are above 0.7. Consequently, all variables in this study are considered reliable.

TABLE 3. Outer Loading, VIF, AVE, Cronbach's Alpha, Composite Reliability

Variabel	Indikator	Outer Loading	VIF	AVE	CA	CR
<i>Real-Time Interactivity</i>	RI1	0,784	1,499	0,612	0,790	0,863
	RI2	0,782	1,563			
	RI3	0,766	1,603			
	RI4	0,798	1,603			
<i>Guidance Shopping</i>	GS1	0,807	1,749	0,632	0,806	0,873
	GS2	0,828	1,760			
	GS3	0,774	1,559			
	GS4	0,771	1,522			
<i>Visibility</i>	VI1	0,767	1,529	0,609	0,786	0,862
	VI2	0,807	1,677			
	VI3	0,770	1,475			
	VI4	0,778	1,554			
<i>Media Richness</i>	MR1	0,843	1,684	0,669	0,754	0,858
	MR2	0,792	1,563			
	MR3	0,818	1,401			
<i>Attraction</i>	AT1	0,754	1,464	0,574	0,752	0,843
	AT2	0,771	1,434			
	AT3	0,737	1,375			
	AT4	0,767	1,462			



<i>Cognitive Assimilation</i>	CA1	0,844	1,615			
	CA2	0,789	1,494	0,649	0,729	0,847
	CA3	0,782	1,327			
<i>Influencer Credibility</i>	IC1	0,843	1,713			
	IC2	0,833	1,666	0,698	0,783	0,874
	IC3	0,829	1,545			
<i>Purchase Intention</i>	PI1	0,853	1,756			
	PI2	0,848	1,735	0,721	0,807	0,886
	PI3	0,847	1,757			

The evaluation of cross-loading values is conducted by examining the outer loading values of each indicator, which should have higher values indicating that each indicator correlates most strongly with its own latent construct rather than other latent constructs (Vinzi et al., 2010). The results of the Discriminant Validity Test (Cross-Loading Values) demonstrate that the largest cross-loading values align with the construct they form. Subsequent evaluation is then performed by comparing the square root of the AVE (Average Variance Extracted) for each construct, which should be greater than the AVE of other constructs (Hair, J.F., Hult, G.T.M., Ringle, C.M., and Sarstedt, 2014). The square root of the AVE for each dimension holds the highest value within their respective constructs. Thus, it can be concluded that there are no issues with the Fornell-Larcker criterion. HTMT is an alternative method recommended for assessing discriminant validity. The measurement model is deemed to possess adequate discriminant validity when the HTMT value is <0.90 (Gold et al., 2001). Based on Table 4, the HTMT values for each inter-construct correlation are <0.90, indicating that this research model demonstrates a strong level of validity.

TABLE 4. HTMT

	RI	GS	VI	MR	AT	CA	IC	PI
RI		0,653		0,509	0,554	0,634	0,429	0,501
GS					0,652	0,642		
VI	0,578	0,616		0,624	0,552	0,690	0,726	0,775
MR		0,513			0,548	0,528	0,495	
AT								
CA					0,519			
IC		0,558			0,487	0,682		
PI		0,553		0,620	0,560	0,560	0,606	

Structural Model Evaluation

The results of the structural model are examined based on the significance of all path estimations. The predictive strength of the structural model can be observed through R^2 , which provides insight into the variance of the endogenous variable that can be explained by the exogenous variable, indicating the level of influence. Additionally, the values of Q^2 and model fit are considered. An R-Square value of 0.67 is deemed substantial, while 0.33 is considered moderate, and 0.19 is classified as weak (Hair, 2017). The value of predictive relevance (Q^2) is >0. Based on these results, it can be inferred that the existing variables possess predictive relevance, indicating their reusability under the same measurement



conditions or assumptions. Next, the model fit results are assessed using indicators such as SRMR (Standardized Root Mean Residual) and NIF (Normal Fit Index) to determine whether the model is accurate and suitable for use. The table above shows an SRMR value of 0.072, categorized as good according to the criterion that SRMR values should be <0.08 . The NFI value of 0.736 falls into the good category as it lies between 0.00 and 1.00. Based on the SRMR and NIF results, it can be concluded that the research model is a valid and suitable one for utilization.

TABLE 5. R-Square and Q-Square

Variable	<i>R-Square</i>	<i>Q²</i>
<i>Attraction</i>	0,342	0,184
<i>Cognitive Assimilation</i>	0,390	0,235
<i>Influencer Credibility</i>	0,369	0,250
<i>Purchase Intention</i>	0,332	0,229

TABLE 5. Model Fit

<i>Model Fit</i>	<i>Result</i>
SRMR	0,072
NFI	0,736

3. RESULT AND DISCUSSION

Hypothesis testing was conducted to ascertain whether there exists a significant influence between the independent variables, namely real-time interactivity, guidance shopping, visibility, media richness, attraction, cognitive assimilation, and influencer credibility, on the dependent variable, purchase intention. The significance of the predictive model was evaluated in the structural model testing by examining the values of path coefficients, t-values, and p-values between the independent variables and the dependent variable in the generated table, as follows:

TABLE 6. Hypothesis Result

Hipotesis	Variable	Path Coefficient	T-Statistic	P-Value	Result
H1a	RI -> AT	0,145	2,357	0,009	Accepted
H1b	RI -> CA	0,212	3,620	0,000	Accepted
H1c	RI -> IC	0,006	0,116	0,454	Rejected
H2a	GS -> AT	0,303	4,804	0,000	Accepted
H2b	GS -> CA	0,200	3,262	0,001	Accepted
H2c	GS -> IC	0,193	2,679	0,004	Accepted
H3a	VI -> AT	0,128	1,904	0,029	Accepted
H3b	VI -> CA	0,283	3,446	0,000	Accepted
H3c	VI -> IC	0,426	4,752	0,000	Accepted
H4a	MR -> AT	0,171	2,712	0,003	Accepted
H4b	MR -> CA	0,098	1,668	0,048	Accepted
H4c	MR -> IC	0,099	1,416	0,079	Rejected
H5	AT -> PI	0,259	4,320	0,000	Accepted
H6	CA -> PI	0,181	2,747	0,003	Accepted



H7	IC -> PI	0,291	4,371	0,000	Accepted
----	----------	-------	-------	-------	----------

This study employed a significance level of 5%. Therefore, if the t-value is greater than 1.65 and the p-value is less than 0.05, the hypothesis is accepted, indicating a significant relationship between the tested variables.

Real-Time Interactivity

The factor of real-time interactivity influences consumer purchase intention through two emotional factors, namely attraction and cognitive assimilation. However, the real-time interactivity factor does not affect consumer purchase intention through influencer credibility. This contrasts with the findings of a previous study on live streaming shopping by Dong et al., 2023, which asserted that direct interaction is an effective means to strengthen the emotional bond between buyers and sellers, enhancing consumer attraction to live streaming shopping. Nevertheless, real-time interactivity does not have a significant impact on cognitive assimilation. This is due to consumers interacting with other viewers while engaging with streamers, resulting in conflicting and confusing cognitive inputs from various sources. Furthermore, earlier research discussed that streamers often introduce various products in a short timeframe, rendering them unable to address consumer inquiries effectively through their interactions. In the previous study, the subjects were chosen from various streaming applications with a wide array of brand types. However, this research concentrates on beauty brands within a specific platform, TikTok. The scheduled daily streaming prompts consumers to intentionally follow live streams with prior knowledge of the brand and products. Thus, brief interactions with streamers do not pose an issue, serving as a confirmation process for the perceptions they hold. Additionally, real-time interactivity does not affect influencer credibility. Several potential reasons account for this outcome, as influencer credibility is defined through factors of attractiveness, trust, and expertise. Direct communication within a short time frame does not effectively cultivate consumer perceptions of the credibility of influencers acting as streamers in live streaming shopping. The emotional aspect of consumer influencer credibility is developed over a longer duration. In the context of real-time interactivity, consumers primarily seek streamers who facilitate smooth and effective communication.

Guidance Shopping



The guidance shopping factor influences consumer purchase intention through all emotional factors, namely attraction, cognitive assimilation, and influencer credibility. This is notably different from the findings of a previous study on live streaming shopping by Dong et al., 2023, which indicated that guidance shopping has a positive correlation with cognitive assimilation but lacks a significant positive effect on attractiveness. This can be attributed to the fact that consumers choose live streaming shopping after having already determined the suitable products for themselves. Streamers merely instill confidence in their choices. However, in this current study, the chosen subject is beauty brands, where the offered products often come in bundling packages. As a result, the information and directions provided by streamers, combined with more affordable pricing, pique consumers' interest in products that were not previously their preferences. Moreover, guidance shopping significantly affects influencer credibility. This is due to IT affordance perspective, where guidance shopping offers consumers personalized product recommendations based on their needs and preferences. Both parties collaboratively address issues arising from the consumer shopping process through more extensive exchange, thereby better fulfilling their needs. Subsequently, through the provision of guidance shopping to consumers, the relationship between streamers and viewers grows closer (Dong et al., 2023). With effective information exchange, consumers develop a high level of trust in the credibility of influencers to guide and assist them throughout the shopping process.

Visibility

The visibility factor influences Beauty Brand's consumer purchase intention through all emotional factors, namely attraction, cognitive assimilation, and influencer credibility. This contrasts with the findings of a previous study on live streaming shopping by Dong et al., 2023, which stated that visibility significantly affects cognitive assimilation but lacks a significant positive impact on attraction. Consumers process and organize the content they view to deepen their own cognition or enhance their previous perceptions (Sun et al., 2019). Drawing consumers' attention at first glance is challenging due to changes in information dissemination methods; main content often features dynamic effects. Audiences need to invest a considerable amount of time and energy to gather information about commodities, which leads to the dispersion of consumer attention. However, in this current study, the chosen subject focuses on beauty brands where daily live streaming showcases various demonstrations or makeup usage tutorials featuring different influencers. The process within the visibility factor becomes more appealing because consumers receive emotionally closer interactions. Thus, visibility significantly influences attraction. Furthermore, from a social commerce perspective, visual perception is the easiest way for consumers to obtain product information. Product visibility is effective in reducing consumers' perceived risks and uncertainties about products (Dong and Wang, 2018). By providing clear and visually appealing information, alongside streamers presenting entertainingly visualized demonstrations, viewers feel a sense of engagement. Additionally, utilizing both major and minor influencers in makeup demonstration or tutorial processes nurtures trust and confidence in the credibility of influencers who are experts in their field.

Media Richness

The media richness factor influences consumer purchase intention through two emotional factors, namely attraction and cognitive assimilation. However, the media richness factor does not affect consumer purchase intention through influencer credibility.



This aligns with the findings of a previous study on live streaming shopping by Dong et al., 2023, which stated that media richness has a significantly positive impact on attractiveness and cognitive assimilation. In live streaming shopping, the business-consumer interaction benefits from media that is rich in expression and information. Streamers can convey product information through text, images, and videos. Similarly, viewers can express their thoughts using the richness of these media (Shao et al., 2020). The TikTok application utilized by Beauty Brand provides this media richness, which is easily accessible to both parties. Diverse media information satisfies consumer curiosity, reduces uncertainty, and enhances the allure of live streaming shopping. The greater the information derived from comprehensive and rich features, the quicker and more comprehensive the formation of consumer knowledge about products, thereby enhancing consumer understanding of the products. However, media richness does not have a significant positive impact on influencer credibility. This is because from an IT affordance perspective, media richness represents a technical feature that sets online live streaming shopping apart as a significant characteristic of the e-commerce model. Live streaming integrates all expressions of media information, providing consumers with a richer source of information and communication facilities with streamers and other consumers (Dong et al., 2023). Thus, the media richness factor focuses on the reliability of the application and is not directly related to the perceived credibility of influencers by users of the application.

Attraction, Cognitive assimilation, and Influencer Credibility on Purchase Intention

Live streaming shopping, represented by several factors including real-time interactivity, guidance shopping, visibility, and media richness, is mediated by emotional factors such as attractiveness, cognitive assimilation, and influencer credibility towards purchase intention. This allows us to comprehend the influence of live streaming shopping on consumer purchase intention through emotional factors within the S-O-R model. The results of Hypotheses H5, H6, and H7 indicate that attraction, cognitive assimilation, and influencer credibility significantly influence purchase intention.

This aligns with the findings of previous studies on live streaming shopping by Dong et al., 2023, and Lin & Nuangjamnong, 2022, which assert that attraction, cognitive assimilation, and influencer credibility have a significant positive impact on consumer purchase intention. Emotional connections formed through interactions are often more robust than solitary text-based communications, providing consumers with a sense of social presence. Attraction stands as the advantage of live streaming shopping over other social business models (Dong et al., 2023). Within the realm of entertainment, live streaming shopping caters to both the shopping and entertainment needs of consumers.

Online live streaming alleviates consumer uncertainty in the shopping process by presenting a wealth of product information. This, in turn, enhances consumer cognition towards products in a more comprehensive manner. This cognition emerges after consumers engage with live streaming shopping. Research results indicate that consumer cognitive assimilation is a crucial prerequisite for influencing their behaviour. Cognitive assimilation, grounded in information acquisition, shapes subsequent consumer social distribution and significantly impacts their desire to consume products (Dong et al., 2023).

Furthermore, purchase intention is significantly influenced by influencer credibility in TikTok's live streaming shopping. The impact of influencers on social commerce yields positive effects, particularly due to consumer attraction leading to purchase intention (Lin & Nuangjamnong, 2022). Additionally, influencer credibility introduces shifts in product



meaning and match, thereby bolstering purchase intention (Lim et al., 2017). Consumer interest and trust in influencers who are experts in their field in still confidence in product consumption. Consequently, companies should pay greater attention to the expertise of influencers used in live streaming to captivate a larger audience and generate more sales, while also ensuring the impact of influencer presence.

Attraction, cognitive assimilation, and influencer credibility mediate the relationship between real-time interactivity, guidance shopping, visibility, and media richness towards the purchase intention of beauty brand consumers using the TikTok live streaming shopping feature. The live streaming shopping mode captures consumer attention with its distinct characteristics. Consumers shape their cognition through live streaming shopping information acquisition. This cognition is significantly influenced by technical and social factors in the live streaming shopping mode. The employment of influencers also influences consumer trust and belief in the credibility of influencers engaged in live streaming. Ultimately, attractiveness, cognitive assimilation, and influencer credibility alter the social and technical factor influence on consumer purchase intention to a certain extent.

4. CONCLUSION

The findings of this study can serve as a reference for similar research on the phenomenon of live streaming shopping. This study introduces consumer emotions and reaffirms that consumers' emotional attitudes during the live streaming shopping process greatly influence their final purchase decisions. This research also expands the theoretical application of Information Technology (IT) Affordance and Social Interaction theories in the context of live streaming shopping. However, for future research on the live streaming shopping process, the incorporation of IT Affordance theory, media richness, and social interaction can be further extended and added to the live streaming shopping factors, thus enriching the study of IT Affordance and social interaction theories in subsequent live streaming shopping processes.

The outcomes of this research can assist companies in utilizing live streaming shopping technology more effectively and broadening their channels and product promotion strategies. Based on the research findings, companies can focus on all the factors of live streaming shopping, including real-time interactivity, guidance shopping, visibility, and media richness. However, in addition to selecting the streaming platform and strategically placing products during the live streaming process, companies should pay particular attention to the selection of influencers who become streamers in live streaming shopping. Since streamers play a crucial role in three factors: real-time interactivity, guidance shopping, and visibility, the choice of streamers/influencers who are trustworthy, attractive, and credible or experts in their field is essential. Consequently, viewers will be attracted to the products, acquire a good understanding of the products and brands, and believe in the credibility of the influencer. Through this process, it ultimately supports the overall impact of live streaming shopping factors on consumer purchase intention, thereby boosting the company's sales.



5. REFERENCES

- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021, February 4). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355-374. <https://www.emerald.com/insight/20596014.htm>
- Azizah, L., Gunawan, J., & Sinansari, P. (2021). Pengaruh Pemasaran Media Sosial TikTok terhadap Kesadaran Merek dan Minat Beli Produk Kosmetik di Indonesia. *Jurnal Teknik ITS*, 10(2), A438eA443.
- Balaban, D., & Mustăţea, M. (2019). Users' Perspective on the Credibility of Social Media Influencers in Romania and Germany. *Romanian Journal of Communication and Public Relations*, 21(1). <https://doi.org/10.21018/rjcpr.2019.1.269>
- Chan, T., Cheung, C., & Lee, Z. (2017). *The State of Online Impuls Buying Research: a literature analysis*. *Inf. Manag.* 54, 204 – 217. Doi: 10.1016/j.im.2016.06.001.
- Chandruangphen, E., Assarut, N., and Sinthupinyo, S. (2022). *The Effect of Live Streaming Attributes on Consumer Trust and Shopping Intentions for Fashion Clothing*. *Cogent Business and Management*, 9(1). DOI: <https://doi.org/10.1080/23311975.2022.2034238>.
- Compas. (2022). *10 Brand Skincare Terlaris di e-commerce*. [Online]. Tersedia: <https://compas.co.id/article/brand-skincare-lokal-terlaris/>. (12 Maret 2023).
- Databoks. (2022). *Fitur Belanja Online Lewat Siaran Langsung*. [Online]. Tersedia: <https://databoks.katadata.co.id/datapublish/2022/07/06/>. (12 Maret 2023).
- Databoks. (2023). *Sarana Live Shopping yang digunakan Responden Asia Tenggara 2022*. [Online]. Tersedia: <https://databoks.katadata.co.id/datapublish/2023/01/18/lampaui-tiktok-shopee-jadi-sarana-live-shopping-favorit-di-asean>. (12 Maret 2023).
- Databoks. (2023). *10 Negara dengan Jumlah Pengguna TikTok Terbanyak di Dunia*. [Online]. Tersedia: <https://databoks.katadata.co.id/datapublish/2023/02/27/indonesia-sabet-posisi-kedua-sebagai-negara-pengguna-tiktok-terbanyak-di-dunia-pada-awal-2023>. (12 Maret 2023).
- Dong, X., and Wang, T. (2018). *Social tie formation in Chinese online social commerce: the role of IT affordances*. *Int. J. Inf. Manag.* 42, 49–64. doi: 10.1016/j.ijinfomgt.2018.06.002.
- Eka Latifah Anggraini, Indira Rachmawati. (2019). *Analysis Factors Influencing the Adoption of Mobile Payment Using the UTAUT2 Model (A Case Study of OVO in Indonesia)*. *International Journal of Scientific Research and Engineering Development*, ISSN : 2581-7175.
- Gold, A., Malhotra, A., & Segars, A. (2001). *Knowledge management: An organizational capabilities perspective*. *Journal of Management Information Systems*, 18(1), 185–214.
- Hair, et al. (2014). *Multivariate Data Analysis, New International Edition*. New Jersey: Pearson.
- Hair, J.F. et al. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Los Angeles: Sage Publications.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung. PT Refika Aditama.
- Kong, Y., Wang, Y., Haiji, S., and Featherman, M. (2019). *In sharing economy we trust: examining the effect of social and technical enablers on millennials' Trust in Sharing Commerce*. *Comput. Hum. Behav.* 17:105993
- Kotler & Armstrong. 2016. *Principles of Marketing Sixteenth Edition Global Edition*. England. Pearson Education Limited.
- Kotler, P & Keller, K.L. (2016). *Management Marketing*. England. Pearson Education Limited.
- Lim, J & Ayyagari, R. (2018). *Investigating The Determinants of Telepresence in The E-commerce Setting*. *Comput. Hum. Behv.* 85, 360 – 371. Doi: 10.1016/j.chb.2018.04.024.
- Lu, B & Chen, Z. (2021). *Live Streaming Commerce and Consumers Purchase Intention: an Uncertainty Reduction Perspective*. *Inf. Manag.* 58:103509. Doi: 10.1016/j.im.2021.103509.
- Shen, X.-L., Li, Y.-J., Sun, Y., Chen, Z., and Wang, F. (2019). *Understanding the role of technology attractionness in promoting social commerce engagement: moderating effect of personal interest*. *Inf. Manag.* 56, 294–305. doi: 10.1016/j.im.2018.09.006
- Sukestiyarno. (2014). *Statistika Dasar*. Yogyakarta: Andi.
- Sun, Y., Shao, X., Li, X., Gue, Y, and Nie, K. (2019). *How live streaming influences purchase intentions in social commerce: an IT affordance perspective*. *Electron. Commer. Res. Appl.* 37:100886. Dui: 10.1016/j.elerao.2019.100886.



- Trisliatanto, D. A. (2020). *Metodologi Penelitian Panduan Lengkap Penelitian dengan Mudah*. Yogyakarta: ANDI.
- Vinzi, W.E. et al. (2010). *Handbook of Partial Least Square: Concepts Methods and Application*. Germany: Springer.
- Venkatesh, V., & Davis, F. (2000). *A theoretical extension of the technology acceptance model: four longitudinal field studies*. Management Science, 46(2), 186-204.
- Wang, Y., and Yu, C. (2017). *Social interaction-based consumer decision-making model in social commerce: the role of word of mouth and observational learning*. Int. J. Inf. Manag. 37, 179–189. doi: 10.1016/j.ijinfomgt.2015.11.005.
- What is Influencer Marketing? | Read The Ultimate Guide. (2015, February 6). TapInfluence. Retrieved April 11, 2023, from <https://www.tapinfluence.com/blog-what-is-influencermarketing>
- Wong, R. Y. M., Cheung, C. M. K., Xiao, B., & Thatcher, J. B. (2021). *Standing up or Standing by: Understanding bystanders' proactive reporting responses to social media harassment*. Inf. Syst. Res. 32, 561 – 581. Doi: 10.1287/isre.2020.0983.
- Xu, X, Wu, J.-H., and Li, Q. (2020). *What drives cunsomer shopping behaviour in live streaming commerce?*, J Electron Commer. Res. 21, 144-167.
- Xueyan Dong, Xu Liu, & Xuan Xiao. (2023). *Understanding The Influencing Mechanism of Users Participation in Live Streaming Shopping: a socio-technical perspective*. Doi: 10.3389/fpsyg.2022.1082981.
- Zhang, H., Lu, Y., Gupta, S., and Zhao, L. (2014). *What Motivates Customers to Participate in Social Commerce? The impact of technological environments and virtual customer experience*. Inf. Manag. 51, 1017 – 1030. Doi: 101016/j.im.2014.07.005