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## **The Influence of Live Streaming Commerce on Purchase Intention Based on The Stimulus-Organism-Response (SOR) Framework of Aerostreet Live Stream Consumers in Shopee E-Commerce**

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***Abstract:***

*This research aims to explore how live streaming commerce influences purchase intention based on the stimulus-organism-response (SOR) framework for Aerostreet live stream consumers on Shopee e-commerce. This research develops a research model based on SOR theory to examine how the characteristics of live streaming commerce impact consumer behavioral responses, namely purchase intention. Sampling used a purposive sampling technique through a questionnaire with a sample of 200 respondents. Respondents who met these requirements were then analyzed using the SPSS version 20 program. The results of this study showed that interactivity had a positive and significant effect on trust, visualization had a positive and significant effect on trust, entertainment had a positive and significant effect on trust, professionalization had a positive and significant effect on trust, trust has a positive and significant effect on purchase intention and live streaming commerce has a positive effect on purchase intention.*

**Keywords:** *Live Streaming Commerce, Trust, Purchase Intention*

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### **1. Introduction**

E-commerce as a product sales medium is currently increasingly popular and has become an important part of consumers' lives. One of the e-commerce that is most popular with young people today is Shopee e-commerce. Shopee e-commerce is an online shopping application that offers various products to meet people's needs such as fashion, household appliances and so on (Saidani et al., 2019). Shopee has now succeeded in growing rapidly to outperform its competitors and even occupy the position with the highest number of visits for several consecutive quarters (Putri & Rinova, 2024). Based on data from Ahdiat (2024), Shopee e-commerce visitors in Indonesia have experienced a surge in the number of visitors throughout 2023. During January-December 2023, Shopee cumulatively achieved around 2.3 billion visits, far surpassing its competitors such as Tokopedia, Lazada, Blibli and Bukalapak. In the same period, Tokopedia received around 1.2 billion visits, Lazada 762.4 million visits,

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Blibli 337.4 million visits, and Bukalapak 168.2 million visits. As e-commerce dominates the highest number of visitors, of course many sellers offer their products on Shopee e-commerce. One of the brands that offers its products on Shopee e-commerce is the local fashion brand Aerostreet. Aerostreet is a shoe and apparel brand from Klaten, Central Java which was founded by Adhitya Caesarico. Aerostreet products sell various types of fashion, including shoes, outerwear, sandals, t-shirts, trousers, shorts and others, targeting consumers from various groups such as men and women (Mardiani et al., 2024).

Recently, with the development of e-commerce, a new style has emerged called “live streaming e-commerce” (Tian et al., 2023). The live streaming feature is used to increase consumer purchase intention. Live streaming shopping is a part of electronic commerce that provides internet users with a new way to purchase goods and services directly and immediately (Lin et al., 2023). Live streaming commerce impacts consumer behavior and marketing in this way can influence consumer purchasing intentions. Purchase intention is the consumer's desire to carry out purchasing activities as consumer behavior that appears as a response (Kotler & Keller, 2016). Not only that, trust plays an important role in live streaming trading. Trust refers to the extent of positive consumer acceptance of the streamer, platform and product (Liu & Zhang, 2024).

In Shopee e-commerce, there is a “Shopee Live” feature which allows consumers to watch product-related content and interact with sellers. Consumers can communicate directly in real time to find out more about the product and buy it directly. The Aerostreet brand started joining the Shopee e-commerce platform in 2019 and is currently using the live streaming feature to promote its products. However, based on the results of observations, there is a low number of live streaming viewers for the Aerostreet official Shop account on e-commerce Shopee. On May 25 2024, there were only 185 viewers and on May 29 2024 there were 128 viewers, far from the number of Aerostreet brand followers, namely 2.7 million followers. It can be seen from the information on the live streaming session that there is an imbalance between the number of viewers and the number of followers of the Aerostreet brand. This means that interest in watching the Aerostreet brand's live stream tends to be lower than that of the shop's followers. This indicates that purchase intention for live streaming of the Aerostreet brand on Shopee e-commerce tends to be low. In this research, purchase intention refers to the possibility of consumer behavior to purchase products during live streaming of the Aerostreet brand on Shopee e-commerce. Factors that influence purchase intention are live streaming commerce and trust. Live streaming commerce has four characteristics, including interactivity, visualization, entertainment and professionalization. These four characteristics will influence the purchase intention variable.

This research develops the SOR theory model proposed by Mehrabian and Russell. The stimulus-organism-response (SOR) theory shows that external stimuli (S) can influence an individual's behavioral response (R) through the individual's internal cognitive state (O) (Mehrabian & Russell, 1974). The characteristics of live streaming commerce which consist of interactivity, visualization, entertainment, and

professionalization will act as external environmental stimuli (stimulus) where each external stimulus can cause an emotional reaction in consumers, namely trust (organism), which in turn encourages individual behavioral responses, namely consumer purchase intention (response).

Based on the description above, it can be seen that there is a problem that occurs with the Aerostreet brand, namely that followers of this brand have less intention to watch live streaming, indicating that purchase intention during live streaming sessions is very low. Therefore, this research aims to test the effect of live streaming commerce on purchase intention based on the stimulus-organism-response (SOR) framework on Aerostreet live stream consumers on Shopee e-commerce using SOR Theory.

## **2. Theoretical Background**

**Live streaming commerce:** Live streaming commerce is an innovative expansion of the conventional online shopping model that allows customers to participate in various entertainment activities, get information about products and interact with other people in real time (Xue et al., 2020 ; Xu et al., 2023). According to Apasrawirote & Yawised (2022). Terms live streaming refers to digital media that is broadcast online online real time to convey a message to a specific target audience.

**Interactivity:** Interactivity is the extent to which two or more communication parties can act on each other on communication media and on messages and the extent to which these influences are synchronized (Xue et al., 2020). In the live streaming shopping environment, interactivity is a form of direct communication between streamers and consumers (Zhong et al., 2022). Timely interactions also contribute to a high level of trust in the streamer among viewers and timely interactions also allow viewers to understand the product better and generate trust in the streamer (Tian et al., 2023). Research findings by Zhong et al., (2022) ; Lv et al., (2022) reveal that interaction has a positive and significant effect on trust.

**Visualization:** In live streaming, the visualization referred to is that the streamer can display the product in all directions, including trying the product directly (Xue et al., 2020), so that consumers can see product details and even feel like they are there directly (Wongkitrungrueng & Assarut, 2020). Visualization involves a streamer's ability to visually present products and services in real time, providing an in-depth and engaging view of the items being offered (Xue et al., 2020). Research conducted by Maulidina & Hidayati (2023) found that visualization has a positive and significant effect on trust. Ma et al., (2022) also revealed that visualization has a positive and significant effect on trust.

**Entertainment:** Entertainment is the extent to which an experience is considered enjoyable and interesting (Wongkitrungrueng & Assarut, 2020). The sensations experienced by customers have the potential to increase their perception of the merchant's authenticity and benevolence, thereby increasing perceived trustworthiness and shopping presence and ultimately motivating their propensity to

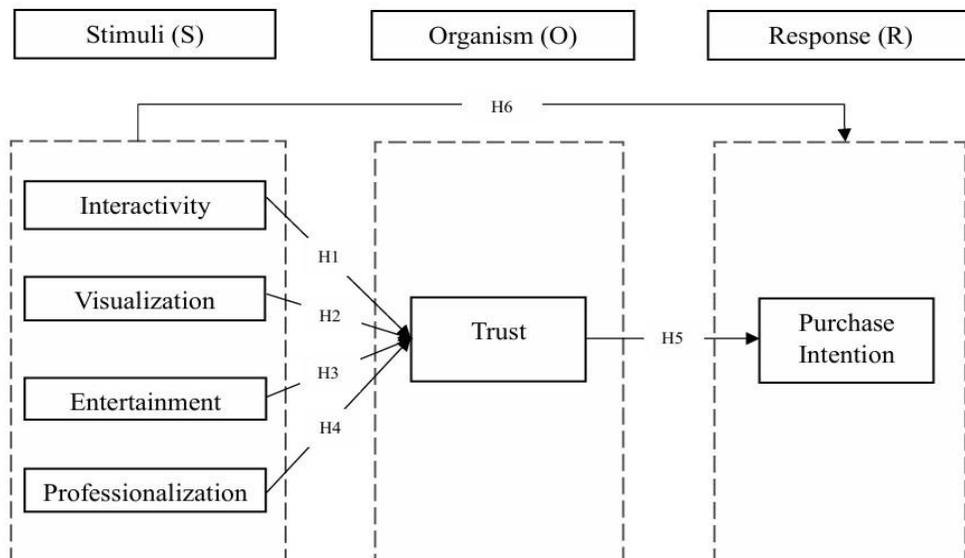
make a purchase (Li et al., 2023). Ma et al., (2022) ; W. Zhang et al., (2023) research findings reveal that entertainment has a positive and significant effect on trust.

**Professionalization:** Professionalization is the streamer's ability to know the product well, provide relevant and accurate information about the product (Zhong et al., 2022). Research conducted by (Az Zahra & Chairy, 2023) revealed that professionalization has a positive and significant effect on trust.

**Trust:** In the e-commerce live streaming process, trust refers to the extent of consumers' positive acceptance of the streamer, platform, and product (Liu & Zhang, 2024). Research by Wang et al., (2022) shows that the higher consumer trust in online influencers/streamers, the more profitable it will be in increasing consumer purchase intention on live streaming. Tian et al., (2023); Che Wel et al., (2023) reveals that trust has a positive and significant effect on purchase intention.

**Purchase Intention:** Purchase intention is defined as the consumer's possibility of buying a product (Ali et al., 2020). According to Y. Zhang et al., (2023) Purchase intention refers to consumers' awareness of their intention to purchase a product before the actual purchase action, which indicates that this awareness precedes the purchase action. Suryaningtiyas et al., (2024) revealed in their research that interactivity, visualization, entertainment, and professionalization have a positive effect on purchase intention.

### Research Hypothesis



*Live Streaming Commerce*

**Figure 1. Conceptual Framework**

The hypothesis in this research is formulated using relevant theories from previous studies. The hypotheses are detailed as follows:

**H1:** Interactivity has a positive and significant effect on trust

- H2:** Visualization has a positive and significant effect on trust  
**H3:** Entertainment has a positive and significant effect on trust  
**H4:** Professionalization has a positive and significant effect on trust  
**H5:** Trust has a positive and significant effect on purchase intention  
**H6:** Live streaming commerce has a positive and significant effect on purchase intention.

### 3. Methodology

This research uses a quantitative approach and the data used is primary data where the data comes from respondents' answers to the questionnaire that has been given. The number of samples in this study was 200 respondents, namely Aerostreet followers who had watched Aerostreet live streaming on Shopee e-commerce. The research was then analyzed using SPSS version 20 software.

### 4. Empirical Findings/Result

#### Validity test

Validity tests are used to evaluate whether data is valid or not. Data is said to be valid if the r-count value is greater than r-table ( $r\text{-count} > r\text{-table}$ ). The r-table value in this study is taken from the formula  $df = n - 2$ , where n is the number of samples. The df value =  $200 - 2 = 198$ , so the r-table value is 0.1388.

**Table 1. Validity Test Results**

Variable	Instrument Items	R-Count	R-Table	Information
Interactivity (IN)	IN1	0,702	0,1388	Valid
	IN2	0,705	0,1388	Valid
	IN3	0,701	0,1388	Valid
	IN4	0,739	0,1388	Valid
Visualization (VI)	VI1	0,775	0,1388	Valid
	VI2	0,703	0,1388	Valid
	VI3	0,790	0,1388	Valid
Entertainment (ENT)	ENT1	0,816	0,1388	Valid
	ENT2	0,701	0,1388	Valid
	ENT3	0,764	0,1388	Valid
Professionalization (PR)	PR1	0,785	0,1388	Valid
	PR2	0,707	0,1388	Valid
	PR3	0,778	0,1388	Valid
Trust (TR)	TR1	0,764	0,1388	Valid
	TR2	0,718	0,1388	Valid
	TR3	0,761	0,1388	Valid
Purchase Intention (PI)	PI1	0,848	0,1388	Valid
	PI2	0,701	0,1388	Valid
	PI3	0,797	0,1388	Valid

Source: 2024 processed original data

Based on table 1 of the validity test results, all instrument items have an r-count value greater than the r-table ( $r\text{-count} > r\text{-table}$ ). So it can be concluded that all the questions in this research are declared valid and suitable for use as research material.

### Reliability Test

Reliability testing is used to determine the consistency of measuring instruments (questionnaires). The reliability test is measured by looking at the Cronbach's Alpha value. Data is considered reliable if the value of Cronbach's Alpha is greater than 0.60 (Cronbach's Alpha  $> 0.60$ ).

**Table 2. Reliability Test Results**

Variable	Reliability Value	Standar d	Information
Interactivity	0,675	0,6	Reliable
Visualization	0,621		Reliable
Entertainment	0,633		Reliable
Professionalization	0,625		Reliable
Trust	0,603		Reliable
Purchase Intention	0,681		Reliable

Source: 2024 processed original data

Based on table 2, the results of the reliability test state that the Cronbach's Alpha value for each variable is greater than 0.60 (Cronbach's Alpha  $> 0.60$ ). So it can be concluded that the data in this study has proven to be reliable.

### Hypothesis Testing

#### T test

The T test is used to measure the influence of the independent variable on the dependent variable partially. A hypothesis can be accepted if the t-count value  $> t\text{-table}$  and the significance value  $< 0.05$ .

**Table 3. Results of the T Test**

Model	Coefficients <sup>a</sup>				t	Say.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1	(Constant)	4.590	.474		9.691	.000
	Interactivity	.090	.024	.178	3.792	.000
	Visualization	.284	.027	.480	10.413	.000
	Entertainment	.201	.028	.340	7.273	.000
	Professionalization	.057	.027	.095	2.124	.035

a. Dependent Variable: Trust

Source: 2024 processed original data

**Table 4. Results of the T Test**

Model		Coefficients <sup>a</sup>			t	Say.
		Unstandardized Coefficients		Standardized		
		B	Std. Error	Coefficients Beta		
1	(Constant)	6.599	.556		11.876	.000
	Trust	.150	.033	.282	4.542	.000

a. Dependent Variable: Purchase Intention

Source: 2024 processed original data

Based on tables 3 and 4 T test results (table Coefficients) states that:

- 1) The t-calculated value of the interactivity variable is 3.792 which is greater than the t-table value of 1.65275 with a significance level obtained of 0.000 which is smaller than 0.05. So it can be concluded that the interactivity variable has a positive and significant effect on trust.
- 2) The calculated t-value of the visualization variable is 10.413 which is greater than the t-table value of 1.65275 with a significance level obtained of 0.000 which is smaller than 0.05. So it can be concluded that the visualization variable has a positive and significant effect on trust.
- 3) The t-calculated value of the entertainment variable is 7.273 which is greater than the t-table value of 1.65275 with a significance level obtained of 0.000 which is smaller than 0.05. So it can be concluded that the entertainment variable has a positive and significant effect on trust.
- 4) The t-calculated value of the professionalization variable is 2.124 which is greater than the t-table value of 1.65275 with a significance level obtained of 0.035 which is smaller than 0.05. So it can be concluded that the professionalization variable has a positive and significant effect on trust.
- 5) The t-calculated value of the trust variable is 4.542 which is greater than the t-table value of 1.65275 with a significance level obtained of 0.000 which is smaller than 0.05. So it can be concluded that the trust variable has a positive and significant effect on purchase intention.

### F Test

The F test is used to measure the impact of independent variables together (simultaneously) on the dependent variable. A hypothesis can be accepted if the F-count value > F-table and the significance value < 0.05.

**Table 5. Results of the F Test**

Model		ANOVA <sup>a</sup>			F	Say.
		Sum of Squares	df	Mean Square		
1	Regression	40.664	4	10.166	33.264	.000 <sub>b</sub>
	Residual	59.594	195	.306		
	Total	100.258	199			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Professionalization, Entertainment, Visualization, Interactivity

Source: 2024 processed original data

Based on table 5 of the F test results, it states that the F-calculated value of 33.264 is greater than the F-table value of 2.261 with a significance level obtained of 0.000 which is smaller than 0.05, so it can be concluded that the variable live streaming

commerce (interactivity, visualization, entertainment, professionalization) simultaneously influence purchase intention.

## 5. Discussion

First, based on the research results the first hypothesis testing regarding the effect of interactivity on trust is based on the T test results listed in table 3. These results prove that the T-count value is greater than the T-table ( $3.792 > 1.65275$ ) with the significance value obtained smaller than 0.05 ( $0.000 < 0.05$ ). This interprets that interactivity has a positive and significant influence on trust, so the first hypothesis (H1) is accepted. This means that the higher the interactivity displayed during live streaming, such as answering comments and communicating well, the higher the viewer's perception of trust in the live streaming. The results of this research are consistent with previous research conducted by Zhong et al., (2022) which revealed that interaction has a positive and significant effect on trust. Where, the research results show that interaction plays an important role in increasing a person's trust in live streaming shopping. The findings of Lv et al., (2022) also show that the interactions displayed on live streaming will influence viewers' perceptions of trust. Second, based on research result the second hypothesis testing regarding the effect of visualization on trust is based on the T test results listed in table 3. These results prove that the T-count value is greater than the T-table ( $10.413 > 1.65275$ ) with the significance value obtained being greater. smaller than 0.05 ( $0.000 < 0.05$ ). This interprets that visualization has a positive and significant influence on trust, so the second hypothesis (H2) is accepted. This means that the better the live streaming can visualize the product and reduce ambiguity and uncertainty about the product, the more confident and confident viewers will be in the live streaming. The results of this research are consistent with previous research conducted by (Maulidina & Hidayati, 2023) which revealed that visualization has a positive effect on trust. The findings of Ma et al., (2022) also show that visualization has the greatest influence on trust. This can reduce product ambiguity and risks perceived by consumers through direct product visualization (L. Zhang et al., 2023).

Third, based on research result the third hypothesis testing regarding the effect of entertainment on trust is based on the T test results listed in table 3. These results prove that the T-count value is greater than the T-table ( $7.273 > 1.65275$ ) with the significance value obtained being greater. smaller than 0.05 ( $0.000 < 0.05$ ). This interprets that entertainment has a positive and significant influence on trust, so the third hypothesis (H3) is accepted. This means that the better the live streaming streamer is at creating a fun and interesting experience for viewers, the stronger the emotional bond they will build, namely the level of trust in the live streaming. The results of this research are consistent with previous research conducted by Ma et al., (2022) which revealed that entertainment has a positive and significant effect on trust. The findings of W. Zhang et al., (2023) also show that entertainment has a positive and significant effect on trust.

Fourth, based on research result the fourth hypothesis testing regarding the effect of professionalization on trust is based on the T test results listed in table 3. These results prove that the T-count value is greater than the T-table ( $2.124 > 1.65275$ ) with the significance value obtained being greater. smaller than 0.05 ( $0.035 < 0.05$ ). This interprets that professionalization has a positive and significant influence on trust, so the fourth hypothesis (H4) is accepted. This means that the better the level of professionalization knowledge of a live streaming streamer, the more viewers will trust the live streaming streamer. The results of this research are consistent with previous research conducted by Az Zahra & Chairy, (2023) which revealed that professionalization has a positive and significant effect on trust.

Fifth, based on research result the fifth hypothesis testing regarding the effect of trust on purchase intention based on the T test results listed in table 4. These results prove that the T-count value is greater than the T-table ( $4.542 > 1.65275$ ) with the significance value obtained smaller than 0.05 ( $0.000 < 0.05$ ). This interprets that trust has a positive and significant influence on purchase intention, so the fifth hypothesis (H5) is accepted. This means that the higher the viewer's trust in live streaming, the more profitable it will be in increasing consumer purchase intention on live streaming. The results of this study are consistent with previous research conducted by Tian et al., (2023) which revealed that trust was proven to have a positive effect on purchase intention. The findings of Che Wel et al., (2023) also show that trust plays an important role in driving live streaming consumer purchase intention.

Finally, based on research result the sixth hypothesis testing regarding the effect of live streaming commerce (interactivity, visualization, entertainment, professionalization) on purchase intention based on the F test results listed in table 5. These results prove that the calculated F-value is greater than the F-table ( $33.264 > 2.261$ ) with the significance value obtained being smaller than 0.05 ( $0.000 < 0.05$ ). This interprets that live streaming commerce simultaneously has a positive and significant influence on purchase intention, so the sixth hypothesis (H6) is accepted. This means that the better a live streaming streamer creates interactivity, visualization, entertainment and professionalization, the more it can increase purchase intention. The results of this research are consistent with previous research conducted by Suryaningtiyas et al., (2024) which revealed that interactivity, visualization, entertainment, and professionalization had a positive effect on purchase intention

## **6. Conclusions**

This research concludes that interactivity, visualization, entertainment, and professionalization positively and significantly influence consumer trust in Aerostreet live streams on Shopee e-commerce. Simultaneously, live streaming commerce has a positive and significant effect on purchase intention in Aerostreet live stream consumers on Shopee e-commerce. To take advantage of the findings of this research, the Aerostreet brand must focus on which factors of live streaming commerce. The better the live streaming streamer creates interactivity, visualization, entertainment and professionalization, the more these factors contribute to the creation of a positive live streaming experience so that it can increase viewers' willingness to make purchase

intentions. Apart from that, this effort will increase viewers' perception of trust in streamers. This research also emphasizes the importance of streamers in building good communication with viewers during live streaming so that in the end it can increase purchase intention during live streaming. The researcher also hopes that future researchers can explore variables such as informativeness, authenticity or other variables related to live streaming to produce data that can be compared with the results of this research. Research is more interesting if it can compare with other e-commerce live streaming so that it can expand understanding of how live streaming can influence product sales in the current era.

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