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Does Live Streaming Feature Increase Consumer's Trust on Online Shopping?

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Abstract: Live streaming in e-commerce has become the latest trend in the world of online shopping. Live streaming is effective and successful in influencing online shopping decisions in e-commerce, market places and social media, especially in China. The purpose of this study is to empirically prove the influence of live streaming experience to online shopping decisions on social media through trust. The urgency of this research is the phenomenon of a new shopping experience with live streaming on social media which is expected to increase trust for shopping on social media. This study will use primary data by distributing questionnaires to 100 users of the live streaming feature on social media who are domiciled in Palembang with non-probability sampling technique. This study is using Path analysis with SPSS. The results show that the experience of live streaming in online shopping on social media can influence consumers' online shopping decisions through trust.

Keywords: Live Streaming; Experience; Trust; Online Behavior

Introduction

The government urges the public to reduce their outdoor activities unless necessary and implemented Work from Home (WFH) policy since the Covid-19 pandemic hit Indonesia. This policy has created a new behavior where consumers prefer to shop from home rather than directly to the store. This shopping behavior from offline to online has encouraged sellers to approach consumers by using online media as a distribution channel that can help them increase their sales.

Trust is a factor that can influence online purchasing decisions (Rosa, Iisnawati, & Daud, 2018). Trust is an important issue in shopping decisions especially social media such as

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Instagram (Che, Cheung, & Thadani, 2017). Social media is a media provided to interact with friends, communities and others, but now social media is widely used for trading. Online transactions through social media has potential risk for fraud because social media does not have payment and protection system for consumer's transactions like e-commerce or marketplace. Reports of fraud while shopping in social media often occur. Regarding to this matter, it would be necessary to increase the consumer's trust to online store in social media in order to influence consumer's purchase decisions.

Social media such as Facebook currently provide market place facilities for shopping. Live streaming on social media is one of the facilities that can connect sellers and buyers in cyberspace directly. This feature is very helpful for sellers to approach consumers during the pandemic. The unedited and error-prone real time display makes live streaming look more natural and real to consumers so as to create an experience, interaction, and trust between sellers and buyers.

Figure 1. **Live Streaming on Facebook**

The live streaming feature has become a trend in online shopping in China. Some things that can be learned from the success of selling with live streaming in China are educating consumers about the products being sold, being entertaining, providing attractive offers such as coupons and encouraging buyers to interact with each other (Galit, 2020)). The social experience of online shopping is enhanced when it is broadcast live by popular celebrities in China. These celebrities educate potential buyers with product demonstrations and answer audience questions directly during live streaming.

Social media is actually not a media intended for selling transaction different from e-commerce whose application is intended for selling transactions. Social media such as Facebook or Instagram does not have any special payment menu on the application as we can find in e-commerce which is intended for buying and selling transactions. So that, protection for consumer transactions becomes weak in social media. The weak of transaction protection systems in social media can lead to the risk of fraud. Based on data of The Australian Competition and Consumer Commission (ACCC), 231 online shopping scams were reported in 2015 and 10.2% of them were conducted via social media. Cyber

Security in Malaysia also reported 51.6% frauds including online shopping in 2014. According to data from the Ministry of Communication and Information of Indonesia, 115,756 cases of online shopping fraud were reported (CNN, 2021)

Social media then provides a live streaming feature to increase consumer confidence or trust. Costumers experience during live streaming could influence the customer trust both to seller and the product they sell (Dewobroto & Enrica, 2020). Consumer trust could increase consumer's confidence and improve their online purchase decisions which can later have a good impact on online sales. Trust was found as a factor that can influence online purchasing decisions (Rosa et al., 2018), (Rasidi & Monika Tiarawati, 2021). The success of sales through live streaming using popular celebrities such as in China, may be an example of the efforts made to increase online sales. This study will empirically prove how much influence the live streaming experience of consumers on increasing consumer confidence and then influence consumer decisions in online shopping on social media. The results of this study are expected to be input for companies to help increase sales through social media.

Literature Review

This research will develop the science of marketing management, especially consumer behavior in decision making. Consumer decision making occurs through several stages of the process. It starts with need recognition, information search and evaluation of alternatives (Schiffman; Leon; & Kanuk; Leslie Lazar, 2008). Online trust and experience are factors that can influence consumer decisions to shop online in e-commerce and market places (Rosa et al., 2018). Several studies related to the live streaming experience have been carried out by several researchers, which can be seen in Table 1 below:

Table 1. **Previous Research**

No.	Tittle	Analysis Technic	Result
1.	The dynamic effect of interactivity on customer engagement behavior through tie strength: Evidence from live streaming commerce platforms	Text mining method	Streamers' authenticity, attitudinal similarity and customer response capability enhance intimacy perceived by online viewers, leading to viewers' online engagement (Kang, Lu, Guo, & Li, 2021)
2.	Live Streaming Commerce: Uses and Gratifications Approach to Understanding Consumers' Motivations	Linier Regression	Substitutability of personal examination was associated with the general watching scenario and product search scenario, while enjoyment of interaction was associated with the internet celebrity scenario. Trend setting was associated with all scenarios but need for community was insignificant with all scenarios. (Cai & Wohn, 2019)
3.	Consumer Purchase Decision in Instagram Stores: The Role of Consumer Trust	Partial Least Squares (PLS) technique	Perceived benevolence, perceived integrity, and KOL endorsement were found to be significant factors affecting consumer trust in Instagram stores, and trust was found to have a strong relationship with consumer purchase intention. (Che et al., 2017)

4.	How can live streamers enhance viewer engagement in eCommerce streaming	PLS using SmartPLS 3.3.2	streamers' authenticity, attitudinal similarity and customer response capability enhance intimacy perceived by online viewers, leading to viewers' online engagement. (Liu, Sun, & Lee, 2021)
6.	Chinese affective platform economies: dating, live streaming, and performative labor on Blued	Observation and Interview	Sexually affective data flows increasingly constitute key corporate assets with which Blued attracts venture capital. This analysis of live streamers and their viewers extends understandings of dating apps in two ways. (Wang, 2020)
5.	You Watch, You Give, and You Engage: A Study of Live Streaming Practices in China	Factor Analysis	Different categories of content that was broadcasted and how varying aspects of this content engaged viewers. We also gained insight into the role reward systems and fan group-chat play in engaging users, while also finding evidence that both viewers and streamers desire deeper channels and mechanisms for interaction in addition to the commenting, gifting, and fan groups that are available today. (Lu, Xia, Heo, & Wigdor, 2018)
7.	The role of live streaming in building consumer trust and engagement with social commerce sellers	PLS-SEM	Symbolic value is found to have a direct and indirect effect via trust in sellers on customer engagement, while utilitarian and hedonic values are shown to affect customer engagement indirectly through customer trust in products and trust in sellers sequentially. (Wongkitrungrueng & Assarut, 2020)
8.	Analysis of online shopping transactions during the Covid-19 pandemic	Distribution frequency	The increase in the use of e-commerce was seen in the first quarter of 2020, and continued to increase in the second quarter by 38% to date. (Rakhmawati, Permana, Reyhan, & Rafli, 2021)

Decision-making

In the early stages of the decision-making process, consumers need to recognize their needs and then consumers will look for alternative information on their choice and then evaluate which alternative is the best for the consumer. At the evaluation stage of the alternative model of the decision-making process (Schiffman; Leon; & Kanuk; Leslie Lazar, 2008), consumers need a lot of information that can help them to make considerations in the process of evaluating the alternative choices they have. During the alternative evaluation process, consumers will face conditions of uncertainty and the possibility of negative consequences that will be received after buying goods/services. In the uncertainty stage, consumers need a lot of information about the product they want. When consumers are at this stage, the company must be able to provide the right information about its products through effective marketing communication media. Utilizing the live streaming feature on social media such as Facebook and Instagram can help companies provide

information about products. When the information received by consumers during live streaming is complete and accurate, of course, consumers will be motivated to enter the decision-making process stage. Consumers who have bought this product of course also have certain experiences when using the product. This experience can encourage consumers to decide to shop online.

Experience to Trust
The experience felt by potential buyers when watching live streaming can increase their trust in sellers who are offering their products. Error-prone, non-editable live broadcasts can increase a potential buyer's trust in the seller and the products that sells. Online shopping experience found could affect the consumer trust (Rosa et al., 2018), (Dewobroto & Enrica, 2020). Based on that, hypothesis could be formed as follow:
H1 : Live Streaming Experience (X) has a significant effect on Consumer Trust (Y)
Proposition:
The higher the pleasant live streaming experience felt by consumers, the higher the level of consumer confidence

Trust to Online Shopping Decisions
Consumer trust in buyers is very important, because online shopping is very vulnerable to fraud. The problem that often occurs when shopping online is that the items ordered do not match the items received, some customers are cheated when shopping online. Trust was found as a factor that influences consumer decisions to shop online (Rosa et al., 2018), (Rasidi & Monika Tiarawati, 2021). Based on that, hypothesis could be formed as follow:
H2 : Trust (Y) has a significant effect on Online Shopping Decisions (Z)
Proposition:
The higher the level of consumer confidence, the more confident consumers will decide to shop online

Experience with online shopping decisions
The pleasant experience felt when watching live streaming can encourage potential buyers to buy the product directly. Online shopping experience can affect consumers' online shopping decisions in directly. Based on that, hypothesis could be formed as follow:
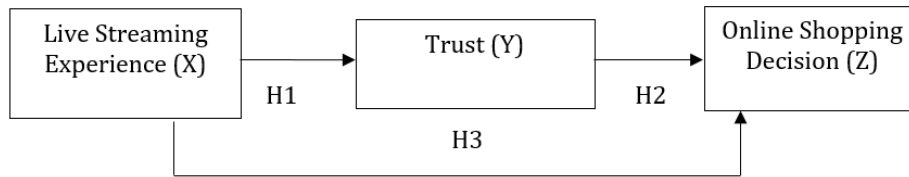H3:Live Streaming Experience (X) has significant effect on Online Shopping Decisions (Z)
Proposition:
The higher the pleasant live streaming experience felt by consumers, the stronger the decision to shop online.

Research Framework
Based on the background and relevant previous research, the research framework can be described as follows:

Figure 2. **Research Framework**

The hypotheses made in this study include:
H1 : Live Streaming Experience (X) has a significant effect on Consumer Trust (Y)
H2 : Trust (Y) has a significant effect on Online Shopping Decisions (Z)
H3 : Live Streaming Experience (X) has a significant effect on Online Shopping Decisions (Z)

Methods

The scope of this research only covers issues of live streaming experience, trust and online purchase decisions. This study uses primary data by distributing 100 questionnaires to social media users who live in Palembang, South Sumatra. The object of this research is the live streaming feature on social media used by people in Palembang, South Sumatra.
The population in this study is consumer who use social media to shop. The population is large and unknown, so this study only uses samples taken from the population. The number of samples for multivariate research is determined as much as 25 times from the independent variables (Fedinand, 2014). The minimum number of samples for path analysis is 100 samples (Sarwono, 2011). The independent variables in this study were 2 variables, so number of samples only 25 x 2 = 50 samples. This number does not meet the minimum number of samples for path analysis, so the number of samples taken in this study is 100 samples.

Sampling using non-probability sampling with convenience sampling technique where researchers can use anyone to become a respondent as long as it meets the characteristics of the respondent. The criteria for respondents from this study are to have one of the social media with live streaming features on their smartphone and have shopped on social media during live streaming. Measurement of answers from respondents is done by giving a scale level or measurement value using a numerical scale containing the numbers 1 to 5 where each pole has a consistent positive and negative pole. This ordinal data will be transformed into ratio data using the RASCH Model. The RASCH model can solve the data interval problem by applying logarithms to the odd ratio function. RASCH Model can transform ordinal data into ratio data

Table 3. **Variable Operational Definition**

Variable	Description	Code	Indicators	Reference
Live Streaming Experience (X)	The level of experience that consumers feel when watching live streaming	X_1 X_2 X_3 X_4 X_5	Personalization Entertainment Accurate product information Authentic Interaction	Adopted from, (Burke, 2002); (Mathwick, Malhotra, & Rigdon, 2001) (Parasuraman & Zinkhan, 2002)
Trust (Y)	The level of consumer trust in sellers on online shopping/E-Commerce sites with live streaming, where sellers are trusted to have reliability and integrity	Y_1 Y_2 Y_3	Capability/reliability Integrity Generosity	(Morgan & Hunt, 1994); (Lee & Song, 2013)
Online Purchase Decision (Z)	Consumer decisions to shop online through stages to consumer reactions after consumption	Z_1 Z_2 Z_3	Intention to shop online Planning to shop online Willing to shop online	(Nguyen & Bug, 2016)

Analysis Technique

The analytical technique used in this research is path analysis. Path analysis is an extension of multiple linear regression that allows analysis of more complex models. This technique is used to prove the relationship between variables in the study. In this study, there is 1 independent variable, namely live streaming experience, 1 intermediate variable, namely trust and 1 dependent variable, namely online shopping decisions. Research with intervening variables like this can be measured using path analysis. Here is the path diagram:

Figure 3. **Path Model**
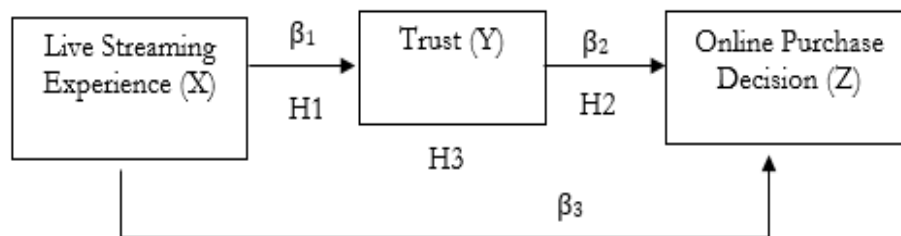
Remark:
X = live streaming experience
Y = Trust
Z = Online Purchase Decision

The structural equation for the path above is as follows:

Y= $_1$ X + e$_1$ ……………………..(Equation 1)
Z= $_3$ X + $_2$ Y + e$_2$………………(Equation 2)

Findings

Research has been conducted on 100 respondents who use social media to shop with the following characteristics of respondents:

Table 4. **Profile Respondent**

Characteristic	Categories	Frequency	%
Gender	Female	66	66%
	Male	34	34%
	Total	**100**	**100%**
Age	15-24 y.o	65	65%
	35-49 y.o	22	22%
	25-34 y.o	8	8%
	50-64 y.o	4	4%
	<15 y.o	1	1%
	Total	**100**	**100%**
Occupation	Student	63	63%
	ASN/BUMD/BUMN	17	17%
	Private Employee/journalists/Entrepreneur	10	10%
	House wife/Job Seeker	8	8%
	Doctor/Lecturer	2	2%
	Total	**100**	**100%**

Source: Research Survey, 2021

The respondent profile of this study was dominated by the female as much as 66% and the rest were male respondents. The respondent's domicile comes from Palembang, South Sumatra. Most of the respondents were young between 15-24 years old, namely 65%, followed by respondents aged 35-49 years as much as 22%, 25-34 years as much as 8%, then 50-64 years as much as 4%, the remaining 1% was under 15 years old. Respondents in this study were dominated by students (63%) and followed by ASN/BUMD/BUMN employees, namely 17%, private employees/journalists/ entrepreneurs as much as 10%, housewives/jobseekers as much as 8% and professionals such as doctors and lecturers as much as 2%.

The research survey was also conducted by providing descriptive questions to respondents regarding their experiences and opinions regarding the live streaming feature on social media, as follows:

Table 5. **Live Streaming Behavior**

No.	Online Behavior	Description	%
1.	The live streaming feature on social media platforms which often use for online shopping	Instagram	75%
		Facebook	20%
		Tiktok	3%
		Twitter	1%
		Youtube	1%
2.	Products/services often purchased via live streaming	Clothes	62%
		Furniture	6%
		Electronics	9%
		Cosmetics	7%
		Bags and Accessories	8%
		Food & Beverage	2%
		Stationery & Fancies	2%
		Hobbies/ DIY	4%
3	Product/service which suitable to be presented by selebgram/public figure	Agro/flower	2%
		Stationery & Fancies	1%
		Food & Beverage	2%
		Clothes	52%
		Electronics	7%
		Cosmetics	24%
		Shoes, Bags and Accessories	12%
4	Main reason for live streaming shopping via social media	Special Discount	23%
		Special Price	31%
		Convincing	13%
		Limited item	5%
		Entertaining	5%
		Interactive communication	15%
		Meet the celebrity/Public Figure directly via live streaming	2%
		Gift away	5%
		Due to pandemic reason	1%
5	Second reason for live streaming shopping via social media	Special Discount	19%
		Special Price	16%
		Convincing	16%
		Limited item	14%
		Entertaining	6%
		Interactive communication	17%
		Meet the celebrity/Public Figure directly via live streaming	2%
		Gift away	10%
6	Third reason for live streaming shopping via social media	Special Discount	12%
		Special Price	15%
		Convincing	16%
		Limited item	19%
		Entertaining	5%
		Interactive communication	13%
		Meet the celebrity/Public Figure directly via live streaming	2%

		Gift away	15%
		Games and Challenge	3%
7.	Live streaming by celebrities/artists/public figures more convincing than ordinary people (online shop owners /employees)	Yes	42%
		No	11%
		Equal	47%

Source: Research Survey, 2021

Data Analysist

The instrument test was carried out at the beginning of the data analysis. Based on the statistical summary data obtained through the RASCH program, it shows that the Cronchbach's Alpha value is 0.90, which means that the interaction between the respondents and the questions as a whole is very good because the value is > 0.8. The value of person reliability of 0.84 indicates that the consistency of the answers from the respondents is good because the value is between 0.81-0.90. The item reliability value of 0.96 indicates that the quality of the statement items from the questionnaire is special because the value is > 0.94. Data Summary statistics can be seen through the following table:

Table 6. **Summary Statistic Model Rasch**

Cronbach Alpha (KR-20) Person Raw Score "TEST" Reliability	0.90
Person Reliability	0.84
Item Reliability	0.96

Source : output winstep, 2021

Path I Analysis:

In path I, the relationship between the variables analyzed is the Live Streaming Experience variable (X) on Trust (Y). Based on the results of linear regression, it is known that the R Square value is as follows:

Table 7. **R and R Square**

Model	R	R Square
1	0,949	0,901

Source: Output Model Summary, 2021

Based on the output of SPSS 22, the coefficient values obtained are:

Table 8. **Coefficient Value**

Model	Standardized Coefficients	Sig.
	Beta	
Constant		
X	0.949	0.000

Source: Data Output , 2021

Path II Analysis:

In path II, the relationship between the variables analyzed is the Live Streaming Experience (X) and Trust (Y) variables on the Purchase Decision variable (Z). Based on the results of linear regression, it is known that the R Square value is as follows:

Table 9. **R and R Square**

Model	R	R Square
1	0,928	0,861

Source*: Output Model Summary, 2021*

Coefficient Value for the path II

Table 10. **Coefficient Value**

| Model	Standardized Coefficients	Sig.
	B	
Constant		
X	0.334	0.007
Y	0.605	0.000

Source: Data Output , 2021

Coefficient Path Model I

The next step is to calculate the path coefficients of model I and model II. Based on the coefficient value, it is known that the significance value of Live Streaming Experience (X) is 0.000. The coefficient value shows a value smaller than 0.05 which proves that the variable has a significant influence on Y. The R Square value of 0.901 indicates that the X variable can explain the Y variable by 90.1%.

The e1 value of this path is e1= 1-0.901 = 0.099

Figure 4. **Coefficient Path I**
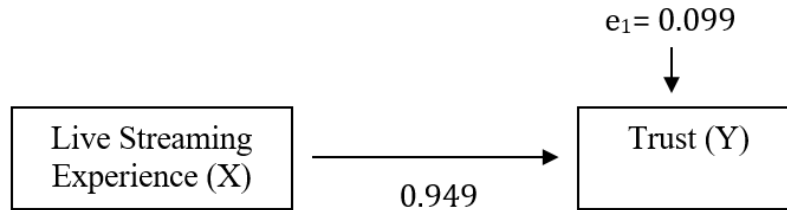
Coefficient Path II

Based on the coefficient value of model II, it is known that the significance value of Trust (Y) on Purchase Decision (Z) is 0.000 where the value is smaller than 0.05. This value proves that Trust (Y) has a significant influence on Z. The R Square value in this model II is 0.861, this indicates that the Live Streaming Experience (X) and Trust (Y) variables can explain the Purchase Decision (Z) variable of 86.1% .

The e2 value of this path is e2= 1-0.861 = 0.139

Figure 5. **Coefficient Path II**
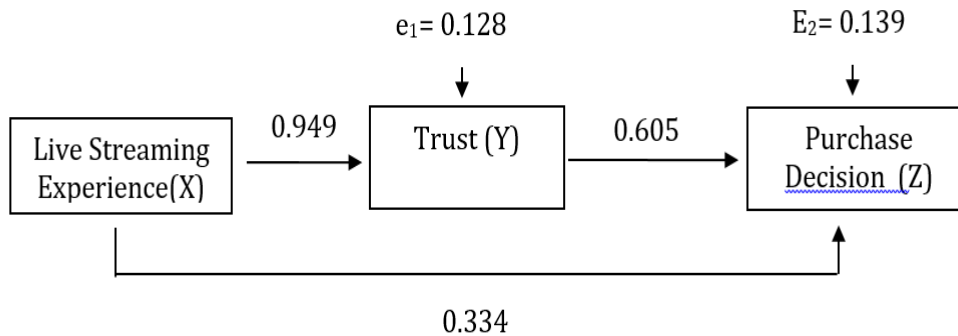
H_1 stated that live streaming experience has a significant effect on trust. From the output results, it is known that the significance value of the Live Streaming Experience (X) variable is 0.000 which is <0.05. This means that the hypothesis H1 is accepted, where it is stated that the Live Streaming Experience (X) has a significant effect on Consumer Trust (Y).
H_2 stated that trust has a significant effect on online shopping decisions. Trust variable (Y) has significance value 0.007 which is < from 0.05. This means that hypothesis H2 is accepted. The results of this study prove that Trust (Y) has a significant influence on Online Shopping Decisions (Z).

H3 stated that live streaming experience has a significant effect on online shopping decisions. The significance value of trust variable (Y) is 0.007 which is < from 0.05. This value indicates that the hypothesis H2 is accepted. The results of this study prove that live streaming experience (X) has a significant influence on online shopping decisions (Z).

Discussion

The results of the path coefficient calculation show that the direct influence given by Live Streaming Experience (X) on Online Shopping Decisions is 0.334. Meanwhile, the indirect effect of Live Streaming Experience (X) on Online Shopping Decisions through Trust (Y) are:

Beta value X Y multiplied by beta value Y Z = 0.949 x 0.605 = 0.574

Based on these calculations, it can be seen that the direct influence of the live streaming experience on consumer decisions to shop online is positive although smaller than the indirect effect. These finding prove that live streaming experience could influence the online purchase decision. These results prove that indirectly the live streaming experience through trust has a significant influence on online shopping decisions. Live streaming experience with utilitarian and hedonic values could affected consumers trust to seller and products (Wongkitrungrueng & Assarut, 2020). Trust has a significant effect on purchase decision. The higher the consumer trust in seller, which is reflected through the competence, benevolence and integrity of seller, the higher the consumer purchase decision (Mahliza, 2020).

This research has found that live streaming in Instagram is the most popular feature for the respondent to do online shopping. This is a possible thing because Instagram has recently become the most popular S-Commerce site among young people (Che et al., 2017). Recently, S-Commerce is new paradigm in online shopping. S-commerce defined as a subset of electronic trading that uses SNSs to facilitate social interactions among customers and vendors (Che et al., 2017). Seller promotes their products and services through the social media. When consumers interest with the products or service they will contact the storeowner using messaging apps, such as WhatsApp or Line and make their payment transaction outside the application. Due to this process, consumer trust has become a critical issue for their decision to purchase on Instagram.

Key Opinion Leader (KOL) endorsement were found to be significant factors affecting consumer trust in Instagram stores (Che et al., 2017). Based on this research, clothe is the suitable product that should be presented by celebrity /public figure on live streaming/public figure. Most of the respondent buy clothes while live streaming in social media.

From this research, it's also found that the other factor that encourage respondents to shop via live streaming in social media is because the seller gives them special price. Special discount and limited items offered also become the next reason for the respondent to shop via live streaming in social media. Other research also found that most of their respondent watch live streaming to relax, other respondents are being attracted by certain streamer. Killing time, making more friends, communicating with others and sharing life, sharing their point of view, finding a community, or desiring to gain new knowledge were also reported as important motivations for watching live streams.

Conclusion

Live streaming experience through trust has a significant influence on online shopping decisions. It can be concluded that consumers' decisions to shop online can be improved

through the use of live streaming features on social media. The live streaming experience is proven to increase consumer confidence which ultimately increases their confidence in deciding to shop via social media. Online shop owners on social media can start trying to use this live streaming feature because it has been empirically proven to increase consumer confidence to buy the product offered. Existing social media can also continue to improve application features by providing a real picture experience of the products offered in the social media.

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