



Factors Affecting Skincare Purchase Intention During E-Commerce Live Streaming

Ravanel Avaryl^{1*} and Nurrani Kusumawati²

^{1,2} Institut Teknologi Bandung, Bandung, Indonesia

ravanel_avaryl@sbm-itb.ac.id

*Corresponding author

Abstract. E-commerce has transformed the beauty industry by providing customers with abundant content and information hosted by Key Opinion Leaders (KOLs) as the main anchor to guide their purchasing decisions. This research investigates several factors in live-streaming e-commerce on customers' perception of value, trust, and purchase intentions for skincare products. While live shopping is popular, it has not yet become the dominant platform for buying beauty products, creating trust issues for online skincare purchases in Indonesia. The study adopts a comprehensive approach, combining qualitative and quantitative analyses. Qualitative data will be analysed using NVivo software with automated coding, while quantitative data will be examined using the Partial Least Squares Structural Equation Modelling (PLS-SEM) method. The research targets skincare enthusiasts experienced in live streaming, with a minimum of 12 respondents for qualitative analysis and 200 respondents for quantitative analysis. Additional variables, including brand preference and price promotion, will be explored qualitatively and further analysed quantitatively along with e-commerce live streaming, KOL presence, perceived value, perceived trust, and purchase intention variables. The findings will emphasize the significant influence of KOLs in e-commerce live streaming, shaping customers' perceived value, trust, and purchase intentions for skincare products. It is recommended that e-commerce sellers leverage KOLs in their live streaming features to enhance customers' desire to purchase skincare products. This research contributes to understanding the role of various factors in live streaming e-commerce and offers guidance for refining strategies and maximizing the potential of live streaming platforms in the dynamic beauty industry.

Keywords: E-Commerce, Key Opinion Leader, Live Streaming, Purchase Intention, Skincare.

1 INTRODUCTION

E-commerce has witnessed significant growth in Indonesia and is now widely recognized as an integral part of customers' daily lives. Due to advancements in technology and the impact of the Covid-19 pandemic, which restricted physical interactions, customers have increasingly shifted towards digital platforms for their

shopping needs. To enhance the shopping experience, many brands are leveraging Key Opinion Leaders (KOLs) in their live shopping events. KOLs hold influence over purchasing decisions by utilizing their personal qualities and informal networks to sway customers' opinions or actions. McKinsey predicts a rise in live shopping collaborations with micro- and nano-influencers, who maintain close relationships with their communities, offer affordability, and boast high engagement rates and credibility (Solano, 2022).

Customers now feel more comfortable purchasing beauty products online, including those that typically require trial and error. Online retailers face the challenge of replicating the tactile experience of "touch-and-feel" in the virtual realm. However, technology and the influence of social media have mitigated this challenge. E-commerce has evolved beyond simple transactions, offering customers extensive content before finalizing their purchases. Live streaming in e-commerce, particularly in the beauty industry, allows live streamers to interact with viewers, sharing their impressions of products and providing detailed real-time information about production, usage instructions, and more (Wongkitrungrueng, 2020). The authenticity, visibility, and interactivity of live broadcasts bring customers closer to freshly produced goods, both in terms of space and time. Consequently, it is intriguing to examine how these features of live streaming impact customers' intention to purchase products.

The potential of live shopping in the beauty industry lies in the intimate engagement and product immersion it offers. The channels used by customers and brands are rapidly evolving, with significant value at stake (Conferwith, 2022). However, live shopping has not yet become the primary platform for purchasing beauty products, as 56% of Indonesian customers have made purchases through live shopping (Ipsos, 2022). This indicates that despite their growing popularity, live streaming features require further investigation in e-commerce research to ensure their sustainable growth. Preliminary research shows that 86.8% of respondents do not consider live shopping as their first choice for purchasing skincare products, as they require more deliberation before making beauty product purchases on live streaming platforms.

With numerous skincare products flooding the market and an abundance of advertisements promising flawless complexions, potential customers often feel overwhelmed. Additionally, customers face difficulties in identifying trustworthy skincare sellers on online platforms, as there are numerous accounts with limited information. This hesitation in establishing trust and value among Indonesian customers, particularly when purchasing skincare products online, creates challenges. If a transaction takes place during a live streaming session on an e-commerce platform and the customer encounters fraudulent sellers with no resolution, they may subsequently hold the e-commerce platform accountable for neglecting their rights. However, the influence of live broadcast features on customers' purchase intentions for fresh products, through perceived value and trust, remains unclear. Therefore, this research aims to analyse the factors that can build value and trust in customers, influencing their intention to buy skincare products through live streaming e-commerce.

2 LITERATURE REVIEW

In conducting a comprehensive literature review, it is imperative to explore the state-of-the-art in the field to accentuate the novelty and significance of one's research. A meticulous examination of existing scholarly works and research findings serves as the foundation for identifying the gaps in current knowledge.

2.1 E-Commerce

E-commerce, also referred to as electronic commerce or e-business, is the exchange of goods and services via electronic communications. Through online retailers and marketplaces, ecommerce has developed to make it simpler to find and buy products. Through a simple and straightforward product display, direct broadcast of e-commerce enables users to truly comprehend and master information about a product or brand (Su, 2019).

2.2 Live Streaming

The term "live streaming" describes the features and functions that enable in-the-moment communication by heavily utilizing text, sound, and image. Additionally, live streaming enables the delivery of reliable information to customers from a variety of perspectives, enabling them to clearly evaluate the performance of products. (Guo et al., 2021). Live streaming e-commerce can therefore promote a more interactive, real, and visual shopping experience, attracting more potential customers and increasing the customer's propensity to purchase (M. Li et al., 2022).

2.3 Key Opinion Leader

Key Opinion Leader (KOL) was generally defined as the small group of individuals with significant influence in a particular field (Godey et al., 2016). This topic will typically be related to the brand's products in some way, or at the very least, be interesting to the types of consumers who might be interested in those products (Werner Geysler, 2022). To capitalize on their influence and reach a larger audience, many brands decide to work with KOLs to gain the awareness of their product which will be converted into customer's needs.

2.4 Perceived Trust

(Chung & Kwon, 2009) proposed trust as a feeling of security and willingness to depend on someone or something. The term "trust" in the context of e-commerce refers to a positive outlook and expectation regarding the goodwill and capacity of trading partners or platforms to carry out their committed obligations (Dong et al., 2022).

2.5 Perceived Value

In the context of a live streaming, perceived value can be defined as the general perception and assessment of the goods or services by viewers based on their prior subjective impressions of the product during the live broadcast (Yin & Qiu, 2021). Meanwhile, (Jones et al., 2006) also proposed that perceived value is divided into utility and hedonic value.

2.6 Purchase Intention

The willingness of a customer to buy a particular good or service is referred to as purchase intent. Purchase intention, the dependent variable, is affected by both internal and external factors (Morwitz et al., 2007). Purchase intentions are a sign of a respondent's attitude toward making a purchase or using a service. Purchase intentions can be used to gauge a new distribution channel's effectiveness, and managers can use that information to determine which consumer groups and regions it should target (Peña-García et al., 2020).

2.7 Hypothesis Development

2.7.1. E-commerce Live Streaming and Perceived Value

Previous research conducted by (Song et al., 2022) stated that E-commerce live streaming which divided into several elements such as visibility and interactivity could increase the customer's perceived value. Strengthen with the statement from (Shang et al., 2023), consumers' perceived value came more from product-related influences (price or quality) while participating in e-commerce live streaming. The proposed hypothesis is as follows:

H1: E-commerce Live Streaming has positive influence on Skincare Perceived Value.

2.7.2 E-commerce Live Streaming and Perceived Trust

Shows that background fitting (comprised of both product-background fit and anchor-background fit) positively affect consumer cognitive process (perceived trust and perceived value) where perceived trust is mainly affected by anchor-background fit (Shang et al., 2023). Live streaming enables sellers to provide customers with a comprehensive view of the product's features, lowering the risk associated with product purchases and boosting customer trust (Song et al., 2022). Supported with the study from (Lin et al., 2021) that shows perceived trust plays a key role in consumer purchases of fresh products which has a greater impact on consumers' willingness to buy. The proposed hypothesis is as follows:

H2: E-commerce Live Streaming has positive influence on Skincare Perceived Trust.

2.7.3 Key Opinion Leader's Presence and Perceived Value.

Research conducted by (Dr. Ghulam Rasool Lakhan et al., 2021) concluded that key opinion leaders positively influence customer's value which divided into perceived functional value and perceived emotional value. Added by another research that shows homogeneity in key opinion leaders could influence the perceived emotional value (Zhou & Tong, 2022) such as pleasure emotion, arousal emotion, emotional trust, and admiration emotion (Meng et al., 2021). The proposed hypothesis is as follows:

H3: Key Opinion Leader's Presence has positive influence on Skincare Perceived Value.

2.7.4 Key Opinion Leader's Presence and Perceived Trust

In the context of real-time live streaming e-commerce, the consumers' trust in the product is influenced by the professionalism, authority, and popularity of the anchor (Dr. Ghulam Rasool Lakhan et al., 2021). Opinion leaders connects customer with merchant through a live experience. With this method, customers will have more information available to them thanks to live online commerce resulting a greater level of product trust. The proposed hypothesis is as follows:

H4: Key Opinion Leader's Presence has positive influence on Skincare Perceived Trust.

2.7.5 Perceived Value and Perceived Trust towards Purchase Intention.

(Y. Li & Peng, 2021) stated that perceived practical value and hedonic value positively affect consumers' willingness to buy. This statement is completed with another research conducted by (Song et al., 2022) that shows not only perceived value that affects customer willingness to buy, but so does perceived trust. Different perspective stated by (Shang et al., 2023), customer's pleasure was promoted more by perceived value than by perceived trust. Although there are different perspectives, both perceived value and perceived trust play important roles in affecting customer's intention to buy product. The proposed hypotheses are as follows:

H5: Perceived Value has positive influence on Skincare Purchase Intention.

H6: Perceived Trust has positive influence on Skincare Purchase Intention.

2.7.6 Key Opinion Leader's Presence towards Purchase Intention.

Customer's perceptions of interest are positively and significantly impacted by their sense of social existence (Su, 2019). Validated with the perception of key opinion leaders as an external stimulus which make consumers feel the body and finally stimulate consumers' willingness to act (Song et al., 2022). Moreover, the streamer is the key opinion leader and salesperson who controls the entire live broadcast and influences the consumer's purchasing decisions. Therefore, trust in the streamer has a greater impact on continuous purchase intention than trust in the product (Wu & Huang, 2023). The proposed hypothesis is as follows:

H7: Key Opinion Leader's Presence has positive influence on Skincare Purchase Intention.

2.7.7 Conceptual Framework

In this study, researcher includes several variables which generated from many studies conducted by (Song et al., 2022), (Wu & Huang, 2023), and (Su, 2019). Specifically, e-commerce live streaming and key opinion leader’s presence will act as an external stimulus that promotes customers’ intention to purchase skincare product. Since this study main objective is to identify how is the variable predicted could affect customers’ intention to purchase skincare and which variable that significantly affecting the skincare purchase intention, the researcher want to highlight the predicted variable through perceived value and perceived trust as mediating variable. The research model will be verified by means of the experiments in the following sections.

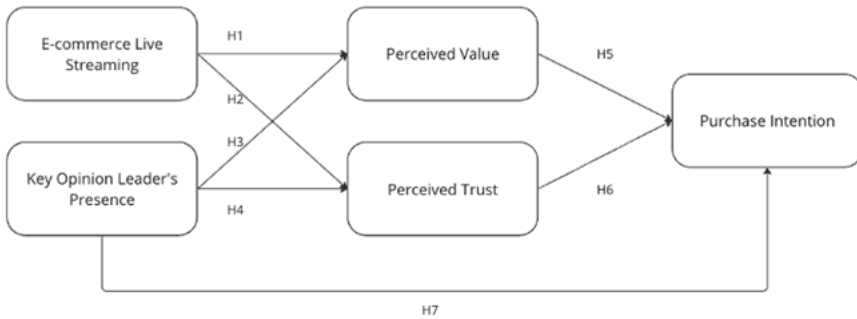


Fig. 1. Conceptual Framework (Song, et al., 2022; Wu & Huang., 2023; Su.,2019)

3 RESEARCH METHODOLOGY

The research begins with identification of a problem regarding the low conversion rate of online shopping method that is still occurred in Indonesia. Regarding the skincare industries, there is still a hesitation in creating a purchase intention within Indonesian market through online platform. Through the problem, this research aims to examine the influencing factor of live streaming commerce could penetrate the perceived value and trust in Indonesian market to reach the skincare purchase intention. This research is strengthened with literature review that is conducted after problem identification to discuss and compare from prior studies and papers. Then, hypothesis development is presented, where variables are defined and examined along with the theories and framework that support them. After constructing the hypotheses, the data collection will be provided by using several methods and continued with the analysis also discussion. The data collection will be done by conducting the interview first then followed by spreading the survey to desired respondent since the interview result could affect the development of questionnaire. Due to the integration of the advantages of both methods, mixed methods can help you obtain a more comprehensive picture than a standalone quantitative or qualitative study (Tegan George, 2021; van Teijlingen & Hundley, 2002).

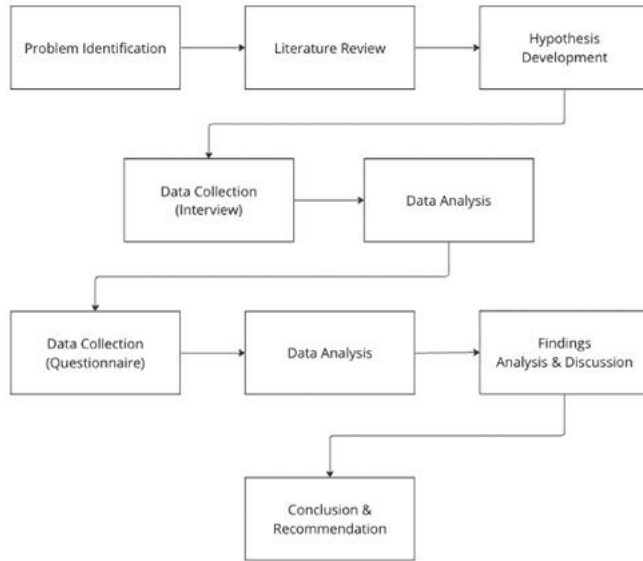


Fig. 2. Research Flowchart

Therefore, this research will use mixed method by combining quantitative and qualitative in which conducting survey is meant for the quantitative research, completed with in-depth interview regarding KOL and e-commerce live streaming as the qualitative research to add the contextualization regarding richer detail. This semi-structured interview includes several questions as the main framework for gaining the pertinent insight. Additional follow-up questions regarding the study may be asked as the interview goes on to elicit more information from the informant. It has previously been recommended that qualitative studies require a minimum sample size of at least 12 to reach data saturation (Vasileiou et al., 2018), therefore minimum of 12 respondents are the desired response rate. In response to the informant's statement, follow-up questions are naturally asked to give the informant a less biased understanding. Lastly, the interview will be done in Bahasa Indonesia to minimize misinterpretation on informants' answers. The list of questions is stated below.

Table 1. Interview Question

No	Questions
1	Could you please share your experience using the Live Shopping feature on Tokopedia or Shopee?
2	In your opinion, what factors motivate you to use the Live Shopping feature?
3	How was your experience purchasing skincare products through Live Shopping?

- 4 What considerations do you have when buying skincare products online?
 - 5 Do you believe the presence of Key Opinion Leaders (KOLs) can influence someone to shop through Live Shopping?
 - 6 What specific characteristics do you expect KOLs to have in order to influence your skincare purchase during Live Streaming?
 - 7 Do you think trust in E-Commerce platforms or KOLs is necessary before having the intention to buy skincare products during live streaming?
 - 8 Do you think perceived value in E-Commerce platforms or KOLs is necessary before having the intention to buy skincare products during live streaming?
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The interview will be analyzed by using automated coding using NVivo application to avoid misinterpretation and will be validated through data triangulation from netnography, interview, and literature review. Meanwhile, a questionnaire with a list of questions and spaces for respondents' responses will be used. The Google Form platform will be used in this study's questionnaires because it makes it simpler for researchers to find relevant responses and can be completed quickly, especially during semi-quarantined periods. The survey will ask multiple-choice questions about sociodemographic and behavioral information as well as constructed measured questions using a Likert scale. Strong disagreement for number (1) and strong agreement for number (5) are the options available in the study measured using the Likert Scale. For this study, questions from earlier studies on related subjects were used. As a means of facilitating better understanding among respondents, questions were also translated into Bahasa Indonesia.

Table 2. Demo-Behavioral Questionnaire

No	Variable	Indicator	Label
1	Demographic	Age	18-20
			20-23
			24-27
		Gender	Male
			Female
		Domicile	Bandung
			Jakarta

			Bogor	
			Depok	
			Tangerang	
			Bekasi	
			Outside Bandung & Jabodetabek	
		Occupation	Student	
			Employee	
			Entrepreneur	
			Other	
2	Behavioral	Have you ever used e-commerce live streaming feature? (Tokopedia Play or Shopee Live)	Yes	
			No	
		Have you ever bought skincare through e-commerce live streaming platform?	Yes	
			No	
		How many times do you use live streaming platform in a week?	1-2	times
			3-4	times
			>4 times	

Table 3. Quantitative Questionnaire Design

No	Variable	Dimension	Label	Indicator	Source
1	E-Commerce Live Streaming	Visibility	EL1	In the live streaming room, I can see the appearance characteristics of skincare products	(Song et al., 2022)
			EL2	In the live streaming room, I can learn about the skincare products	
			EL3	The live room provided visual scenes to help me	

					understand the details of the product	
			Interactivity	EL4	I think the live streamer can actively respond to the viewers' questions during the live streaming	
				EL5	During the live streaming, I can communicate product related questions with the streamer or other viewers	
				EL6	I think the live streaming platform provides a good communication platform between customers and sellers	
			Authenticity	EL7	During the live streaming, the streamer will display the skincare products from multiple angles	
				EL8	The streamer's detailed introduction to skincare products brings the sense of authenticity	
2	Key Opinion Leader's Presence	Social Presence		KL1	I can make sense of the KOL's attitudes by interacting with them in live streaming	(M. Li et al., 2022)
				KL2	There is a sense of human touch when I communicate with the KOL in live streaming.	
				KL3	Communication with the KOL in the live streaming is warm.	
		Attractiveness		KL4	I think the KOL in live streaming have a good taste	(Ha & Lam, 2016)
				KL5	I think that the KOL in live streaming have an appealing appearance	
				KL6	I think that the KOL makes me attracted to	

		Trustworthiness	KL7	watch the live streaming I think that the KOL provides reliable source of information.	
			KL8	I think that the KOL has experience in using the brand.	
3	Perceived Value	Utility	PV1	Watching live streams of skincare product is helpful for me	(Song et al., 2022)
			PV2	Watching live streams of skincare product is practical for me	
			PV3	Shopping on the live streaming platform made me feel convenient	
		Pleasure	PV4	Watching live streams of skincare product is fun	
			PV5	Watching the live stream of skincare products makes me feel good	
			PV6	Watching the live stream of skincare products made me feel relaxed	
4	Perceived Trust	Trust in Streamer	PT1	I believe the streamer is well-meaning and will consider the basic interests of the customer.	(Wu & Huang, 2023)
			PT2	I am comfortable buying the skincare products recommended by the streamer.	
			PT3	I believe that the skincare product	

			recommended by the streamer are useful to the desired customer.
	Trust in Product	PT4	I consider the quality of the skincare products sold during the live streaming to be reliable.
		PT5	I believe the product received was the same as the one demonstrated on the live streaming
		PT6	I believe I will be very happy with the skincare product I receive.
5	Purchase Intention	PI1	E-commerce live streaming is a big help to my buying behaviour (Song et al., 2022; Wu & Huang, 2023)
		PI2	I am willing to look for my favourite skincare products in the live streaming platform
		PI3	I would like to buy skincare products after watching the live streaming
		PI4	I plan to continue to follow this e-commerce live in the future.

The data will be analyzed by using PLS-SEM method. At the end, this paper will provide the overall conclusion from the research and recommendation for further studies.

4 RESULT / FINDING

4.1 Qualitative Research Result

According to the interview, it is demonstrably true that the respondent's statement regarding her intention to purchase skincare products made brand preference and price promotion as additional variables that fully qualified the data saturation criteria. Thus, brand preference and price promotion is added as a variable to be examined through quantitative means. The data has the same results for each variable, and it is valid to use these variables as additional variables for the hypothesis development process, according to validation data with triangulation on the previous table. Therefore, the additional hypothesis is stated below:

H8: Price Promotion has positive influence on Perceived Value

H9: Brand Preference has positive influence on Skincare Purchase Intention

The researcher will also update the conceptual framework now that the hypothesis has been formed.

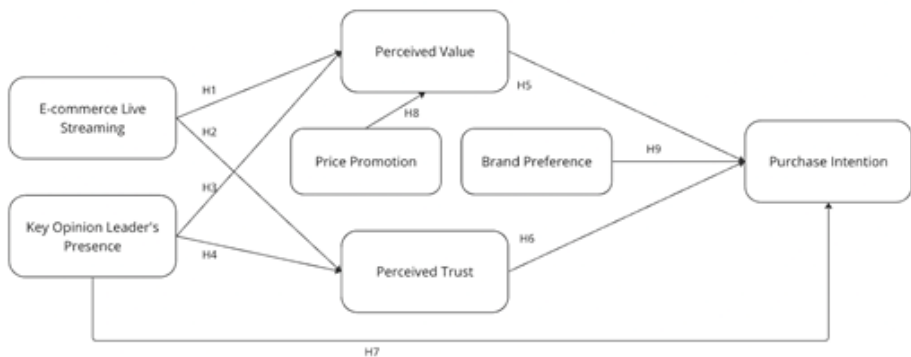


Fig. 3. Updated Theoretical Framework

(Song et al., 2022), (Wu & Huang, 2023), (Su, 2019), (Anantasiska et al., 2022), (Ho et al., 2022)

In order to make this research more informative, the researcher adds a number of variables based on the findings of qualitative data and applying data validation with the triangulation data source method. As a result, the researcher has updated the theoretical framework that will be used to analyze the influence variable that will be used to predict how the customers' intention to purchase skincare may be affected by the KOL's presence during live streaming. Moreover, the researcher also added additional indicators according to the previous findings which are honesty in KOL's presence and impulsivity in e-commerce live streaming from the interview result. The researcher will carry out the remaining research using a quantitative approach method considering the revised hypothesis and theoretical framework. The researcher will also update the questionnaire design to reflect the addition of the variables.

Table 4. Updated Demo-Behavioral Questionnaire

No	Variable	Indicator	Label
1	Demographic	Age	18-20
			20-23
			24-27
		Gender	Male
			Female
		Domicile	Bandung
			Jakarta
			Bogor
			Depok
			Tangerang
Occupation	Bekasi		
	Outside Bandung & Jabodetabek		
		Student	

			Employee
			Entrepreneur
			Other
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2	Behavioral	Have you ever used e-commerce live streaming feature?	Yes
		(Tokopedia Play or Shopee Live)	No
		Have you ever bought skincare through e-commerce live streaming platform?	Yes
			No
		How many times do you use live streaming platform in a week?	1-2 times 3-4 times >4 times
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Table 5. Updated Quantitative Questionnaire

No	Variable	Dimension	Label	Indicator	Source
1	E-Commerce Live Streaming	Visibility	EL1	In the live streaming room, I can see the appearance characteristics of skincare products	(Song et al., 2022)
			EL2	In the live streaming room, I can learn about the skincare products	
			EL3	The live room provided visual scenes to help me understand the details of the product	

Interactivity	EL4	I think the live streamer can actively respond to the viewers' questions during the live streaming
	EL5	During the live streaming, I can communicate product related questions with the streamer or other viewers
	EL6	I think the live streaming platform provides a good communication platform between customers and sellers
Authenticity	EL7	During the live streaming, the streamer will display the skincare products from multiple angles
	EL8	The streamer's detailed introduction to skincare products brings the sense of authenticity
Impulsivity	EL9	Through live streaming, I felt a sudden urge and spontaneously to perform an action that is different from regular behavior.
	EL10	Through live streaming, I feel a psychological conflict and try to balance between immediate need satisfaction and long-term consequences from the purchase

2 Key Opinion Leader's Presence	Social Presence	KL1	I can make sense of the KOL's attitudes by interacting with them in live streaming (M. Li et al., 2022)
		KL2	There is a sense of human touch when I communicate with the KOL in live streaming.
		KL3	Communication with the KOL in the live streaming is warm.
	Attractiveness	KL4	I think the KOL in live streaming have a good taste (Ha & Lam, 2016)

			KL5	I think that the KOL in live streaming have an appealing appearance	
			KL6	I think that the KOL makes me attracted to watch the live streaming	
	Trustworthiness		KL7	I think that the KOL provides reliable source of information.	
			KL8	I think that the KOL has experience in using the brand.	
	Honesty		KL9	I think that the KOL provides an honest information regarding the product	
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3 Perceived Value	Utility		PV1	Watching live streams of (Song et al., 2022)	
				skincare product is helpful for me to gain the information about the product	
			PV2	Watching live streams of skincare product is practical for me since the features are integrated	
	Pleasure		PV3	Watching live streams of skincare product brings an entertainment for me	
			PV4	Watching the live stream of skincare products makes me feel relaxed and comfort	
<hr/>					
4 Perceived Trust	Trust in Streamer		PT1	I believe the streamer is well-meaning and will consider the basic interests of the customer. (Wu & Huang, 2023)	
			PT2	I am comfortable buying the skincare products recommended by the streamer.	
			PT3	I believe that the skincare product recommended by the streamer are useful to the desired customer.	
	Trust in Product		PT4	I consider the quality of the skincare products sold during the live streaming to be reliable.	
			PT5	I believe the product received was the same as the one	

			demonstrated on the live streaming
		PT6	I believe I will be very happy with the skincare product I receive.
5	Brand Preference	BP1	Although other companies have the same features, I prefer to buy on that platform (Anantasisk et al., 2022)
		BP2	Even though there are better companies than Shopee, I will choose to buy at Shopee
		BP3	I consider this platform to be superior to other competing brands
6	Price Promotion	PP1	Host offer discounts on products (Ho et al., 2022)
		PP2	Discounted prices are only available during live streaming session
		PP3	Live streaming provides some promotional activities (e.g., free gift with purchase, free shipping, buy one get one free, limited time flash sales)
7	Purchase Intention	PI1	E-commerce live streaming is a big help to my buying behaviour (Song et al., 2022; Wu & Huang, 2023)
		PI2	I am willing to look for my favourite skincare products in the live streaming platform
		PI3	I would like to buy skincare products after watching the live streaming
		PI4	I plan to continue to follow this e-commerce live in the future.

4.2 Quantitative Research Result

The result shows approximately equal usage on the 2 platforms which are Shopee Live with the amount of 107 respondents and Tokopedia Play with the amount of 106 respondents. Based on this result, the researcher will dig more about the research topic

by comparing between the two platforms to gain more specific result and comparison on the sample's behavior.

Table 6. Hypothesis Testing for Shopee Live Users

		Shopee Live				
Hypothesis	Structural Path	Path Coefficient	T Statistic	P Values	Result	
H1	E-Commerce Streaming -> Perceived Value	0.346	3.829	0	Positive Impact, Accepted	
H2	E-Commerce Streaming -> Perceived Trust	0.227	2.498	0.013	Positive Impact, Accepted	
H3	KOLs Presence -> Perceived Value	0.334	3.963	0	Positive Impact, Accepted	
H4	KOLs Presence -> Perceived Trust	0.602	7.309	0	Positive Impact, Accepted	
H5	Perceived Value-> Purchase Intention	0.284	3.007	0.003	Positive Impact, Accepted	
H6	Perceived Trust -> Purchase Intention	0.189	2.072	0.038	Positive Impact, Accepted	
H7	KOLs Presence -> Purchase Intention	0.341	2.993	0.003	Positive Impact, Accepted	
H8	Price Promotion -> Perceived Value	0.225	2.408	0.016	Positive Impact, Accepted	
H9	Brand Preference -> Purchase Intention	0.16	2.17	0.03	Positive Impact, Accepted	

Table 7. Hypothesis Testing for Tokopedia Play Users

		Tokopedia Play				
Hypothesis	Structural Path	Path Coefficient	T Statistic	P Values	Result	
H1	E-Commerce Streaming -> Perceived Value	0.264	3.026	0.002	Positive Impact, Accepted	
H2	E-Commerce Streaming -> Perceived Trust	0.224	3.01	0.003	Positive Impact, Accepted	
H3	KOLs Presence -> Perceived Value	0.439	5.542	0	Positive Impact, Accepted	
H4	KOLs Presence -> Perceived Trust	0.628	10.066	0	Positive Impact, Accepted	
H5	Perceived Value -> Purchase Intention	0.195	2.074	0.038	Positive Impact, Accepted	

H6	Perceived Trust -> Purchase Intention	0.1	1.2	0.23	Positive Impact, Rejected
H7	KOLs Presence -> Purchase Intention	0.452	4.142	0	Positive Impact, Accepted
H8	Price Promotion -> Perceived Value	0.224	3.01	0.022	Positive Impact, Accepted
H9	Brand Preference - > Purchase Intention	0.17	2.276	0.023	Positive Impact, Accepted

5 DISCUSSION

According to the survey result, e-commerce live streaming positively influences perceived value and trust as the mediating variable to create the skincare purchase intention through several indicators. By looking at the PLS analysis for each of the platforms which are Shopee Live and Tokopedia Play, e-commerce live streaming's path coefficient shows a positive number which indicating that e-commerce live streaming that focusing on visibility, interactivity, authenticity, and impulsivity have a positive influence on perceived trust and value on both platforms. KOL's presence also positively influences perceived trust and perceived value in creating skincare purchase intention through several indicators. According to PLS method, the path coefficient shows a positive number which indicating that KOL's Presence that focusing on social presence, attractiveness, trustworthiness, and honesty have a positive influence on perceived value. Moreover, opinion leaders connect customer with merchant through a live experience. With this method, customers will have more information available to them thanks to live online commerce resulting a greater level of product trust. Strengthen with the findings from interview that shows the importance of having a suitable KOL precisely KOL that runs in the beauty industry to create a more trustworthy information regarding skincare product. The presence of KOLs during e-commerce live streaming plays a crucial role in shaping customer behavior. Their endorsements, reviews, and collaborations generate excitement, influence purchasing decisions, and create anticipation among customers. The influence of KOLs' presence and recommendations demonstrates the power they hold in driving customer interest and engagement during e-commerce live streaming events. To conclude, this is how effective KOL's presence during e-commerce live streaming affect Indonesian customers' intention to purchase skincare products.

In contrast, both mediating variable (perceived value and trust) are significantly influencing customers' purchase intention only in Shopee Live since Tokopedia Play users are focusing on the perceived value that could influence the skincare purchase intention. The interview results that show Tokopedia Play users tend to concentrate on the pre-determined skincare that the customers already have experience using the product show the difference perspective in this platform. Customers tend to seek as much information as they can about hosts and skincare products when using Shopee Live, in contrast. According to the interview, customers' positive feedback on websites like Shopee Live demonstrates their confidence in finding good deals. Moreover, there

is price promotion that become an additional variable that positively influence perceived value.

The different result on each platform is strengthen with the hypothesis of how brand preference is positively influencing customers' purchase intention. Apart from the accepted result from PLS method, this is a result of brand preference which refers to customers' propensity to favor one brand over rivals to have their purchase intentions reflect favorably on the chosen brand. Prior experiences, which are closely related to purchasing decisions, may influence a brand's preference. This review is consistent with the results of the interviews, which indicate that customers' purchasing decisions are influenced by brand reputation. The decision to purchase skincare requires additional thought from the customer's perspective. Since most respondents are already familiar with the skincare brand, choosing the best online retailer to buy skincare products becomes the top priority before moving on to the product information. To conclude, this is how e-commerce live streaming affect Indonesian customers' intention to purchase skincare products during the session.

6 CONCLUSION AND RECOMMENDATION

In terms of how independent variables impact perceived value, it appears that the presence of Key Opinion Leaders (KOLs) has a more significant influence compared to e-commerce live streaming itself and price promotions. In Tokopedia Play, the presence of KOLs has a moderate effect on perceived value, while in Shopee Live, the effect is relatively smaller. This suggests that KOLs in Tokopedia Play are successful in creating a sense of need among their target audience. These findings align with the interviews conducted, which revealed that Tokopedia Play users primarily search for specific skincare products they already require, rather than experimenting with new ones. Regarding perceived trust, both e-commerce live streaming and KOLs contribute equally to building trust on both platforms, although the influence of KOLs in Tokopedia Play is slightly stronger due to the characteristics of the hosts during live streaming. Moving on to purchase intention for skincare products, it is significantly influenced by perceived trust, perceived value, and brand preference in Shopee Live, with perceived value playing the most crucial role. In contrast, purchase intention in Tokopedia Play is primarily affected by perceived value and brand preference, with both variables being equally important. This distinction is reinforced by the interviews, as Tokopedia Play users tend to focus on predetermined skincare products that they already have experience using, while Shopee Live customers seek as much information as possible to establish trust in both the hosts and the skincare products. Positive customer experiences shared on platforms like Shopee Live further demonstrate their trust in finding affordable products, as revealed during the interviews. At the end, these are several recommendations to the stakeholders that is contributed in this research.

6.1 Beauty Product Resellers in Shopee

The research findings suggest that having Key Opinion Leaders (KOLs) participate in live streaming events for skincare products can positively influence customers' intention to make a purchase. Therefore, it is recommended to partner with relevant KOLs who are actively engaged in live streaming within the skincare industry. When these KOLs endorse and demonstrate products during the live streams, it significantly enhances the trustworthiness and perceived value of the resellers. This aligns with the findings that highlight the importance of product knowledge in gaining trust from both sellers and products. Additionally, it is beneficial to create exclusive offers and promotions specifically for customers who make purchases during e-commerce live streams. This approach encourages viewers to take immediate action and increases their perception of value for the products being sold. Collaborating with brands to negotiate exclusive discounts for the audience can further enhance this strategy. Lastly, it is crucial for resellers to actively engage with customers during the live streams by promptly responding to comments and inquiries. This demonstrates a strong commitment to customer service and helps build trust with potential buyers. Providing accurate and helpful information about the skincare products being sold is also essential in fostering trust. By partnering with relevant KOLs, offering exclusive promotions, and actively engaging with customers, resellers can leverage the impact of KOL presence during e-commerce live streaming to enhance perceived value and trust, ultimately boosting their skincare purchase intention.

6.2 Beauty Product Resellers in Tokopedia

Different with Shopee, Tokopedia resellers can make the most of the features and tools provided by Tokopedia to enhance their e-commerce live streaming experience. They can effectively showcase skincare products by using product tags, banners, and carousel displays. It's important to optimize the product descriptions and images to attract potential buyers. In this case, the focus is more on how the perceived value of the products positively influences purchase intention rather than solely relying on trust. By utilizing these features, Tokopedia users who are interested in skincare will feel a sense of urgency to purchase products that meet their personal needs. Furthermore, resellers can encourage customers to leave reviews and ratings after they have made a purchase from their store. Positive reviews and high ratings play a significant role in enhancing the perceived value and trustworthiness of the skincare products.

6.3 Marketers in Beauty Industry

For marketers in the beauty industry, it is crucial to navigate the world of e-commerce live streaming effectively. To begin with, it is essential to identify relevant Key Opinion Leaders (KOLs) and influencers who have a strong presence in this space and align with the brand's values and target audience. Collaborating with these influential individuals during live streams can significantly promote the skincare products. It's important to conduct thorough research to evaluate their engagement rates, credibility,

and audience demographics before forming partnerships. Moreover, equally important is providing the KOLs with comprehensive product knowledge and training. Educating them about the skincare products, their benefits, and key ingredients will enable them to effectively communicate the value and advantages during live streams. This not only enhances their credibility but also establishes trustworthiness in their recommendations among viewers. To gauge the effectiveness of the e-commerce live streaming campaigns, continuous monitoring and analysis are vital. Keep a close eye on key metrics such as customer engagement, conversion rates, and purchase intention. This data provides valuable insights into the impact of KOL presence on perceived value and trust. Based on these insights, make necessary adjustments to the strategies to optimize results and improve overall performance.

6.4 Future Research

This research focuses specifically on e-commerce platforms like Shopee and Tokopedia. However, it is suggested to explore the impact of KOL presence during live streaming on perceived trust and value in generating customer purchase intention across different e-commerce platforms that offer live streaming features. Additionally, future studies could delve into assessing various product segments sold within e-commerce since this research only focusing on skincare products. Furthermore, there is a recommendation to expand the scope beyond the limitations of the population and sample. This study solely assesses the Indonesian population and sample, making it valid only within the context of Indonesia. It is acknowledged that this limitation can be addressed in future research, allowing for broader insights and applicability.

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