



Enhancing Purchase Intention Through Live Streaming and Microinfluencer Synergy: A Case of Local Fashion Brands

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Abstract. In the fluid universe of e-commerce, the need to comprehend how customers interact with new social media marketing techniques has never been more essential. This fact leads to this study, which aims to explore the impact of live streaming and micro-influencer endorsement on consumers' purchase intentions toward a local fashion brand called Portegoods, especially in the context of engagement platform in TikTok. By using the approach of quantitative research, data were obtained through structured questionnaires from all 128 participants who have followed or come into contact with Portegoods on TikTok. The employed measurements were valid and reliable, as the assumed research tools were statistically reliable and fit for examination. The multiple linear regression model shows that the live streaming and micro-influencer variables had a significant impact on purchase intention when being considered one by one or all together. These results demonstrate that real-time interaction and genuine influencer marketing must be integrated in digital strategies to increase consumer intentions. In theoretical terms, we contribute to the literature in the domain of digital marketing effectiveness by integrating types of emotional support and influencer into one common predictive framework. Implication: The findings provide practical evidence of interest to local brands who would like to learn how the digital marketplace influences customer engagement and conversion in an era of heightened competition.

Keywords: Live Streaming, Microinfluencer, Purchase Intention, Social Media Marketing, Digital commerce.

1 Introduction

The digitalisation of marketing has evolved significantly with the proliferation of social media and the integration of live-streaming technologies into e-commerce ecosystems [1]. Among these, TikTok has emerged as the dominant platform, offering an interactive space where entertainment, community engagement, and commerce converge [2, 3]. In particular, TikTok's live streaming feature has transformed how brands communicate product value in real time, allowing for immediate consumer interaction, emotional resonance, and impulse-driven purchasing [4]. This trend has catalysed a

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paradigm shift in marketing communication, particularly in consumer goods sectors such as fashion and footwear [5, 6].

The role of microinfluencers has garnered increasing academic and practical interest [7]. Unlike celebrity endorsements, microinfluencers, defined as individuals with a modest but highly engaged follower base, are perceived as more relatable and trustworthy by their audience [7]. Their authenticity enhances message credibility, making them effective agents of influence in purchase decision-making [8]. Microinfluencer marketing can significantly increase consumer trust and purchase intention, particularly among younger digitally native demographics [9].

In Indonesia, one notable case illustrating the intersection of these trends is Portegoods, a domestic footwear brand that has gained sudden prominence through the strategic utilization of TikTok live streaming and microinfluencer partnerships. Portegoods adopts an “*Amati–Tiru–Modifikasi*” (Observe–Imitate–Modify) design approach, drawing visual and stylistic inspiration from globally recognised footwear brands such as Dr. Martens and Clarks [10]. However, instead of competing for legacy, Portegoods differentiates itself through local relevance, accessible pricing, and immersive digital engagement via TikTok live sessions hosted by relatable microinfluencers [11].

Despite this growing phenomenon, the academic literature remains limited in exploring how microinfluencer-led live streaming impacts consumer purchase intention, particularly in the context of emerging local brands in Southeast Asia. Prior studies have primarily focused on the effectiveness of celebrity endorsements [12] and macro-influencer campaigns in shaping brand attitudes and engagement metrics [13]. While these studies demonstrate the persuasive power of influencer marketing in general, they often overlook the interactive, real-time dynamics of live-streaming environments and the nuanced role of micro-influencers in fostering consumer trust and immediacy. Existing research has largely centred on celebrity endorsements or general influencer marketing, leaving a critical gap regarding the dynamics between livestreamed marketing content, microinfluencer engagement, and consumer behavioural outcomes, especially in markets characterised by cultural hybridisation and rapid platform adoption, such as Indonesia [9].

This gap in the literature presents an opportunity to explore the unique dynamics of microinfluencer-led live streaming in shaping consumer behaviour towards emerging local brands. By examining the case of Portegoods and similar brands in Indonesia, researchers can gain insights into how real-time, interactive marketing strategies influence purchase intentions in culturally hybrid markets. Such research could potentially uncover new theoretical frameworks that account for the interplay between digital engagement, local relevance, and consumer trust in the context of live-streamed microinfluencer marketing.

This study specifically aims to:

1. Investigate the individual effect of live streaming on purchase intention;
2. Analyze the influence of microinfluencer endorsements, and;
3. Evaluate the combined impact of both factors in shaping consumer behavioral responses.

The contributions of this study are twofold. Theoretically, this research extends the discourse on digital marketing effectiveness by integrating platform interactivity and influencer typologies into a unified framework. Practically, it offers empirical insights for local brands aiming to compete in a saturated market through adaptive digital strategies. This study enhances the understanding of how strategic platform usage, particularly the synergistic use of live streaming and micro-influencers, can cultivate consumer engagement and drive purchase intention in the digital economy.

2 Literature Review

2.1 Live Streaming in Digital Marketing

Live streaming has emerged as a key innovation in interactive marketing, offering realtime communication between brands and consumers [14]. Unlike traditional static content, live streaming facilitates synchronous interaction, allowing consumers to ask questions, see product demonstrations, and engage in two-way communication that enhances trust and emotional connections [15]. According to [16], live streaming fosters a sense of urgency and social presence, which increases purchase likelihood, particularly in impulse-driven product categories, such as fashion. In the context of ecommerce, TikTok's integration of live shopping features has redefined consumer engagement by merging entertainment and instant purchasing behaviors [17]. This is especially effective in stimulating purchase intention due to the "See Now, Buy Now" 'sculture among young digital consumers [18]. The convergence of social media and ecommerce through live streaming has created a powerful synergy that capitalizes on the fear of missing out (FOMO) among consumers. This phenomenon is particularly pronounced on platforms like TikTok, where the ephemeral nature of content aligns with the transient availability of products during live shopping events [20]. As a result, brands are increasingly investing in influencer partnerships and developing sophisticated live streaming strategies to create immersive shopping experiences that blur the lines between entertainment and commerce [21].

H1: Live streaming has a positive influence on consumers' purchase intentions toward portegoods.

2.2 Microinfluencers

Microinfluencers are social media users who generally have 1,000 to 100,000 followers and maintain high levels of engagement as well as perceived authenticity with their audience members [18]. The benefits of working with micro-influencers compared to macro or celebrity influencers are perceived as having a less intimidating image, more trust and tighter alignment to a specific interest area [7]. Such ability can be used to increase the reliability and benefit of advertisements/product recommendations [19]. Trust is the determinant of purchase intention in digital marketing [20]. It is also known that consumers are more likely to give attention to purchase advice provided by authentic and similar sources [21]. Lou and Yuan [24] indicate that compared to macroinfluencers, micro-influencers can effectively enhance consumer trust which leads to

"purchase intention". Microinfluencers also have a greater impact on consumer behavior than just trust-building because their content usually has greater appeal to niche target audiences. The alignment with niche interests enables a more accurate market segmentation and customised marketing. In addition, it's also cost-effective to collaborate with microinfluencers which are desirable for brands wanting to gain more from their social media marketing investment [22].

H2: Microinfluencers have a positive influence on consumers purchase intentions toward porte goods.

2.3 Synergistic Effect of Live Streaming and Microinfluencers

Although live streaming and microinfluencers individually contribute to consumer engagement, their combination may produce a synergistic effect. Live streaming enables real-time interaction, while microinfluencers provide authenticity and niche appeals that resonate with specific consumer segments. When microinfluencers host livestreaming sessions, they bring their audience into a space of simultaneous entertainment, social proof, and product demonstration [14].

Minister found that live-streamed influencer marketing has a stronger impact on purchase intention when the influencer is perceived as credible and relatable attributes commonly associated with microinfluencers. This suggests a compounding effect, wherein both marketing elements reinforce one another to drive stronger consumer responses. This synergy can lead to increased trust and engagement, as viewers feel more connected to the microinfluencer and the products they promote. The real-time nature of live streaming allows for immediate feedback and questions, creating a dynamic and interactive shopping experience [22]. Furthermore, the combination of live streaming and microinfluencers can potentially result in higher conversion rates and brand loyalty, as consumers are more likely to act on recommendations from relatable figures in an immersive environment.

H3: The interaction effect of live streaming and microinfluencer endorsement is more positively related to consumer purchase intention than the impact of either factors.

3 Research Methodology

The research design of this study is a quantitative research methodology, using a descriptive-verbatim one to examine the effect of live streaming and microinfluencers on consumer purchase intention toward Portegoods footwear products through TikTok. Data were collected from primary sources through an online questionnaire (Google Forms) developed in accordance with theoretical indicators of each variable.

The population of this study consisted of TikTok users in Makassar City who have watched live streaming by Portegoods and advertisements for the brand are delivered by micro-influences. The sampling technique used is non-probability sample, in particular taking purposive sample. One hundred and twenty eight women took part in this survey.

The live-streaming variable (X1) was measured using three indicators: sense of community, interactivity, and emotional support, which were assessed through five question items based on the framework of Qin et al. [23]. The microinfluencer variable (X2) was evaluated using four indicators: credibility, authenticity, attractiveness, and engagement, with eight question items adapted from [24]. Meanwhile, the purchase intention variable (Y) was measured using three indicators: interest in the product, intention to purchase, and likelihood of recommending the product, captured through six question items derived from [25].

The collected data was analyzed using SPSS. This study included tests of validity and reliability, classical assumption (normality, multicollinearity test and heteroscedasticity) tests and multiple linear regression analysis. Hypotheses were tested using partial tests (t-test) and simultaneous test (F-test), coupled with computing coefficient determination (R^2) to measure the model strength. The conceptual model and the relationship between research variables are reflected in the figure below.

Since the sample size is moderate and the data are not normally distributed, we used Structural Equation Modeling-Partial Least Squares (SEMPLS) algorithm which is appropriate for estimating complex models with multiple latent variables [2]. Methods The cross-sectional study design was chosen and primary data were obtained using structured questionnaires which were administered to the community members in the rural reasets serviced by the programs of development under TNI Manunggal.

The research framework encompasses three exogenous constructs Strategic Delivery and Public Trust as predictors, with Community Engagement serving as a mediating variable, and Public Satisfaction as the endogenous dependent construct. All constructs were measured reflectively using five indicators adapted from validated scales in prior literature [3, 4].

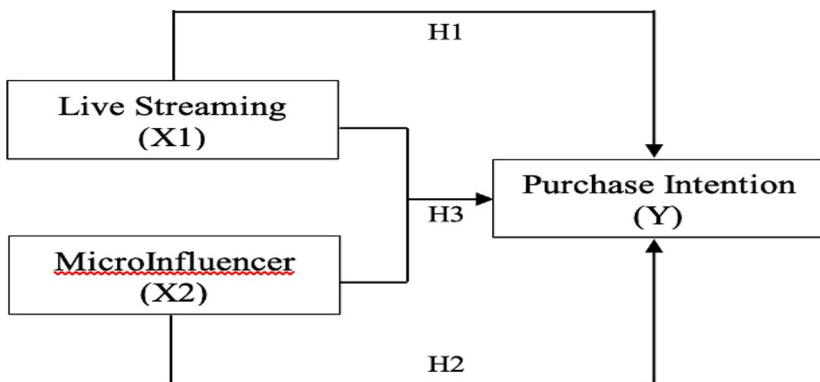


Fig. 1. Conceptual Framework

4 Result

4.1 Validity and Reliability Test

Table 1. Conceptual Framework

No	Item	Validitas			Reliabilitas	
		R Calculated	R Critical	Description	Cronbach's Alpha	Description
1	X1.1	0.703	0.3	Valid	0.712	
2	X1.2	0.726	0.3	Valid	0.71	
3	X1.3	0.741	0.3	Valid	0.713	Realiabel
4	X1.4	0.768	0.3	Valid	0.715	
5	X1.5	0.784	0.3	Valid	0.716	
6	X2.1	0.739	0.3	Valid	0.809	
7	X2.2	0.751	0.3	Valid	0.806	
8	X2.3	0.766	0.3	Valid	0.804	
9	X2.4	0.779	0.3	Valid	0.808	Realiabel
10	X2.5	0.733	0.3	Valid	0.805	
11	X2.6	0.794	0.3	Valid	0.803	
12	X2.7	0.728	0.3	Valid	0.802	
13	X2.8	0.715	0.3	Valid	0.800	
14	Y.1	0.705	0.3	Valid	0.798	
15	Y.2	0.722	0.3	Valid	0.796	
16	Y.3	0.732	0.3	Valid	0.797	Realiabel
17	Y.4	0.747	0.3	Valid	0.798	
18	Y.5	0.819	0.3	Valid	0.795	
19	Y.6	0.737	0.3	Valid	0.799	

Source: Primary data (2025)

The criterion-related validity of individual items was considered to check the degree to which each item is a good measure of what it is designed to measure. As seen in table 1, a sample of 19 items were tested, 5 items for Live Streaming (X1), 8 items for Microinfluencer (X2) and 6 items for Purchase Intention (Y). The tool's validity was determined by calculating Pearson's correlation coefficient (r-value) and the critical value used for this is 0.3. An item is valid if its correlation coefficient with threshold.

All the items in each variable were valid for further statistical analysis showed that all had r-values greater than 0.3. This was followed by a Reliability test to verify the internal consistency of each construct, using Cronbach's Alpha. If the Cronbach Alpha coefficient is greater than 0.6, then a construct is considered reliable. Regarding table 1, for the variable Live Streaming, alpha value from 0.710 to 0.716 was produced, for Microinfluencer-Alpha value ranges between 0.800 and 0.809; together with Purchase Intention Alpha of (from 0.795 to 0.799).

These results provide evidence that all measurement items, applied to this study are valid and reliable, which supports their appropriateness for testing hypotheses and regression analysis.

4.2 Multiple Linear Regression Analysis

Table 2. Results of Multiple Linear Regression Analysis

Model	Coefficients ^a				Sig.
	Unstandardized Coef- ficients		Standardized Coefficients		
	B	Std. Error	Beta	t	
(Constant)	16.431	1.215		13.524	.000
Live Streaming	.149	.048	.278	3.067	.002
Microinfluencer	.212	.046	.449	4.871	.001

Source: Primary data (2025)

From the findings of the multiple linear regression given above, the intercept term is 16.431. This means that when the level of independent variable (Live Streaming and Microinfelucner) is zero, then the value prediction for Purchase Intention will be 16.431 if the other variables remain constant.

The value of the regression coefficient of Live Streaming is 0.149, after controlling for other variables, a one-unit increase in Live Streaming leads to an increase in Purchase intention by 0.149.

The coefficient for the Microinfluencer factor is 0.212; that is, a one-unit change of impact by Microinfluencers corresponds to a 0.212 increase of Purchase intention under fixed effect of other variables.

4.3 t-Test Result

Table 3. t-Test Result

Variable	T _{test}	Sig.	Decision
Live Streaming	6.382	0.0061	Significant
Microinfluencer	7.735	0.0089	Significant

Source: Primary data (2025)

According to Table 3, the Live Streaming has a t-value of 6.382 and its significance level is 0.0061. Because the probability value is less than 0.05 and t statistics calculated is greater than critical t-table of 1.984 we can say that Live Streaming partially has significant on purchase intentions.

In contrast, the Microinfluencer variable has a t-value of 7.735 and significance level of 0.0089. Probability value is t-table value (1.984). As a result, Microinfluencer also partially influences purchase intentions.

4.4 F test Result

Table 4. Simultaneous Test (ANOVA)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	89.746	2	44.873	36.915	.000
Residual	120.128	97	1.239		
Total	209.874	99			

Source: Primary data (2025)

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), Microinfluencer, Live Streaming

The F-test tests whether the independent variables, taken together, have collective significance on the dependent variable. This p-value is to be compared with an alpha level ($\alpha = 0.05$). If $p < 0.05$, we can reject the null hypothesis (H_0) and interpret simultaneous impact of independent variables on dependent variable. If the p-value is bigger than 0.05, conversely, H_0 is retained and there is no significant effect in common.

Based on the results displayed in Table 4, a significance value is produced of .000, which is less than 0.05. This suggests that Live Streaming and Microinfluencer has a statistically significant simultaneous effect on Purchase Intention.

Therefore, the hypothesis stating that Live Streaming and Microinfluencer jointly influence Purchase Intention is accepted. This finding highlights the importance of integrating both variables in marketing strategies, as their combined presence can significantly enhance consumers' intention to purchase.

5 Discussion

5.1 The Influence of Live Streaming on Purchase Intention

As shown in Table 3, the t-value of Live Streaming is significant at .0061 which is significantly less than the alpha threshold of 0.05. It is also worth noting that the t-value of which Exceeds the critical value of t-table (1.984) > 4.552 giving evidence to conclude that Live Streaming Positively and significantly partial effect on Purchase Intension. This outcome corroborates the hypothesis that Live Streaming positively impacts consumer behavior in the digital domain, particularly in influencing Purchase Intention. The interactive and real-time characteristics of live streaming enable brands to demonstrate product usage, respond to inquiries directly, and foster a sense of urgency, all of which contribute to heightened purchase interest. This result is consistent with the findings of Intention [18, 26], who also identified a significant relationship between live streaming and Purchase Intention.

5.2 The Influence of Microinfluencer on Purchase Intention

Value of t-test value for the Microinfluencer = 7.735 which has significance level at $P=0.0089$, this is significantly less than the standard alpha 0. and our computed t-value exceeded the critical t-value. This result suggests that Microinfluencer marketing has a considerable partial effect on Purchase Intention.

The results further confirm the proposition of the importance of microinfluencers in forming consumers' attitude and intention due to their relatability, authenticity, and targeted reach audience. Microinfluencers often result in higher engagement and are considered more authentic, increasing their persuasiveness. This is consistent with purchase [12, 13], who found that microinfluencers highly influenced consumer purchase intention.

5.3 The Combined Effect of Live Streaming and Microinfluencer on Purchase Intention

Table 4 presents the results of the simultaneous F-test, which yields a value of 36.915 with a significance level of 0.000. This indicates that the combined influence of live streaming and microinfluencers on purchase intention is statistically significant. The findings demonstrate that the integration of real-time product exposure through live streaming and personalized endorsements from microinfluencers exerts a more substantial and persuasive impact on purchase intention than either strategy alone. The synergy between these two elements facilitates more targeted and emotionally resonant marketing efforts, effectively stimulating consumer interest and purchase intent.

6 Conclusion

This study concludes that both live streaming and microinfluencers significantly influence consumers' purchase intention toward Portegoods on TikTok. Microinfluencer endorsements exhibit a stronger individual effect than live streaming, which, although statistically significant, has a relatively smaller impact. However, when both strategies are implemented simultaneously, they create a powerful synergistic effect on consumer behavioral responses. This supports the theoretical premise that combining platform interactivity with appropriate influencer typology enhances digital marketing effectiveness. The findings affirm that an integrated use of interactive and trust-based communication strategies is essential to drive consumer engagement and purchase intention in the digital economy.

Building on these results, future research is encouraged to extend the model by incorporating moderating variables such as consumer demographics, product type, and perceived product quality, as well as examining other social media platforms beyond TikTok to capture platform-specific dynamics. Longitudinal or experimental designs, complemented by qualitative approaches, would provide deeper insights into causal relationships and consumer motivations. From a practical standpoint, Portegoods and similar local brands should adopt a dual strategy that simultaneously leverages live

streaming features and microinfluencer collaborations. Brands need to carefully select microinfluencers who align with their target audience and design real-time interactive sessions that enable consumers to engage, ask questions, and receive instant feedback. Strategic timing, consistent content, and platform-native creativity are crucial for sustaining interest, strengthening psychological connections with consumers, and ultimately fostering stronger purchase intentions and brand loyalty.

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