



# Enhancing Purchase Intentions in Online Shopping: A Case Study on Live Streaming, Credibility Of Celebrity Endorsement, and Perceived Benefits

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## ABSTRACT

Shopping face-to-face or live streaming has become a form of onlineshop that entrepreneurs use to demonstrate the usefulness of the products being sold, showcase products from various angles and perspectives, respond directly to consumers and carry out activities that can attract consumer buying intentions to make purchases while watching live streaming. The purpose of this study is to determine the impact between live streaming variables (X1), Credibility Of Celebrity Endorsement (X2), Perceived Benefits (X3) on Purchase Intention (Y). This research was conducted on the marketplace application. This study uses a survey method where primary data is obtained from questionnaire data. The sample was those who had shopped on live streaming which was taken randomly (random sampling) as many as 127 respondents. The data analysis method uses SEMPLS 3.0. The results prove that live streaming has a positive and significant impact on purchase intentions. Credibility of Celebrity Endorsement has a positive and significant influence on purchase intentions. Perceived Benefit has a positive and significant influence on purchase intentions.

## INTRODUCTION

At this time the development of technology is getting faster every year and along with the development of the business world, technology plays an important role in maintaining business operations. The development of the human lifestyle from time to time is growing. Most Indonesians, especially the millennial generation, have a hedonic attitude in living life. With the development of information technology, the current generation is younger to buy products such as clothes, food, skincare, makeup, and other products through marketplaces and other social networks. At this time, marketplace media, for example TiktokShop and Shopee, do more than

just post videos and sell goods. However, the two applications have tricks to support the increase in sales by utilizing features, namely by live streaming or including video links to their products. Not only that, the two applications provide convenience to customers by making transactions through TiktokShop and Shopee (Sa'adah et al., 2022) According to data from (Supriyanto et al., 2023) TikTok shop users in 2022 reached 92.2 million active people. Shopee as the most visited online marketplace in Indonesia reached 33.27 million visitors with users reaching 83.4 percent. TikTok in 2022 occupies the second position as social media with a percentage of 42.2 percent of total social media visitors. In this research, we focus on two popular Marketplace applications, namely TiktokShop and Shopee. TiktokShop is an application that combines Live Streaming features with E-Commerce, while Shopee is an E-Commerce platform that is already ranked the largest in Southeast Asia. Of the two applications, they offer unique and attractive shopping for consumers, relying on Live Streaming, Promotional Content, Credibility of Celebrity Endorsments, and Perceived Benefits as their main marketing strategies (Utami, 2022)

Based on data researched by the ninja van e-logistics survey on 316 sellers in Indonesia from January to June 2023, proving the results that Live Streaming is the most widely used with a percentage of 27.50% (Puspawati & Febrianta, 2023) One of the latest trends in the marketplace that influences customer behavior is live streaming, in this case the Marketplace can take advantage of the live streaming feature where many sellers start competing by reaching / reaching the appropriate target customers and with live streaming it is beneficial for buyers because it is easy to access anywhere. (Suhyar & Pratminingsih, 2023) And also through the live broadcast attribute which aims to facilitate communication between the streamer and customers who are against the product being marketed where the streamer shows the live streaming audience how the quality of the product is, the size, and the materials used in detail so that customers can get the goods they want and quality.

Credibility of Celebrity Endorsment cannot be separated from promotional content where sellers usually collaborate with content creators to increase customers. Marketing strategies using artists as brand or product endorsers are considered the most effective way to be able to increase market share, sales volume, and consumer trust, with the belief that celebrity endorsers must consider the level of popularity and character of celebrities who can represent product credibility, profession, expertise, trust, attractiveness and also add a tagline which is one of the slogans or phrases made by advertisers for celebrities in the verbal form of brand products that can motivate customers to buy them. (Pattipeilohy et al., 2019)

Then, when customers make purchases in the Marketplace. Customers will feel that they get various benefits when intending to buy from the marketplace (Yelvita, 2022). The advantages they enjoy are a process of searching for information on the TiktokShop and Marketplace applications, where the benefits they feel are that shopping does not need to leave the house but shopping through trusted applications and is more practical because it has security in shopping such as COD (Cash On Delivery), free shipping and price discounts (Juliana, 2023) Therefore, consumers feel that their needs have been achieved from these benefits. (Nurdiansah & Widyastuti, 2022) Given the many perceived benefits of customers, this also encourages customer behavior to form purchase intentions because customers assume that they believe that there is no application that provides attractive and attractive negotiations than other applications. (Fawahan, 2021) So that consumers do not switch to other applications because they believe that the TiktokShop and Shopee applications have perceived appreciation from customers. (Made et al., 2022) In this case, it aims to eliminate customer doubts and turn them into behavior that makes them believe that there will be guarantees in the application such as returning the goods. (Oktaviani et al., 2022) Therefore, this will increase customer intention to shop through the marketplace.

There are several previous studies that have discussed the variables that influence purchase intentions. The research conducted shows the results that live streaming live streaming has a positive and significant effect (Pongratte et al., 2023) However, there are different results studied by previous research which say that live streaming does not have a significant impact on purchase

intention (Pratama et al., 2023) From these two studies, it shows that there are different research results from the live streaming variable on purchase intention. Research conducted on the effect of celebrity credibility variables on purchase intention proves the result that celebrity credibility has a significant effect on purchase intention (Helbert & Ariawan, 2021) However, there are different results in the research carried out in previous studies stating that celebrity credibility has no significant effect on purchase intention (Wijaya & Sugiharto, 2015) From these two studies, it shows that there are different research results from celebrity credibility variables on purchase intention. Previous research that was studied regarding the effect of perceived benefits on purchase intention showed the result that perceived benefits had a significant effect on purchase intention (Evelina, 2022) Research conducted (Firmansyah et al., 2021) shows perceived benefits have negative results on purchase intention. Therefore, this study aims to fill this knowledge gap by examining the effect of Live Streaming, Credibility of Celebrity Endorsment and Perceived Benefit on Purchase Intention in these two applications.

In research that discusses purchase intention (Jokhu & Rahmawati, 2022) in this study reviews the effect of live streaming on purchase intention, the research gap lies in the independent variable which only has one variable, namely live streaming, while this study has more complex independent variables because there are three variables, namely live streaming, credibility of celebrity and perceived benefit. And there is a research gap / gap in which previous studies used SPSS data analysis while in this study using SmartPLS data analysis Then there is also a gap in research that discusses live streaming variables on consumer purchase intention (Juliana, 2023), a research gap is found in which previous researchers only discuss 2 variables, namely live streaming variables and perceived benefits to purchase intention and in this study added the variable credibility of celebrity. It can be concluded that the novelty of novelty in this study is to combine the variables of Live Streaming, Credibility of Celebrity, Perceived Benefit, and Purchase Intention.

## LITERATURE REVIEW

### Live Streaming

Live Streaming is described as a way of delivering marketplace transaction activities through a real-time streaming platform by making the virtual space a highly interactive opportunity for both streamers and consumers. However, live streaming shopping has its own characteristics such as simultaneity and authenticity. Live Streaming shows that the role of streaming media is to connect buyers and sellers in real-time by providing an immersive buying experience, which causes other interpersonal connections (Song & Liu, 2021). Live Streaming (X1) indicators based on the theory (Song & Liu, 2021) are: Attractiveness to the streamer, Streamer expertise in delivering the product, Availability of feedback / feedback between the audience and also the streamer, Accuracy during live broadcasts

According to (Pongratte et al., 2023) His study shows that live streaming has a positive influence on the purchase intention of live streaming users. If live streaming is interesting customers will be interested in buying. Another study (Guo et al., 2021) reinforces these findings by saying live streaming has a positive influence on purchase intentions. Live streaming becomes more accessible to the public will increase purchase intentions with authenticity, visualization and interactivity through live streaming can increase their purchases. In this case, it states that watching live streaming continuously can be beneficial. From this description, it can be said that live streaming is expected to affect purchase intention. Therefore, the hypothesis formulation is as follows:

*H1 : Live Streaming has a direct positive effect on Purchase Intention*

### **Credibility of Celebrity Endorsement**

Credibility of Celebrity Endorsement is called increasing the sales and/or value of a brand. Currently, manufacturers assume that celebrities are representations of people who are very influential on their brands, so they are willing to spend a lot of money to hire a celebrity as a brand endorser every year in the hope that the brand or product will get special attention from customers (Pattipeilohy et al., 2019). Indicators of Credibility Of Celebrity Endorsement (X2) according to (Utami, 2022) are: Having skills in messaging, having expertise in product knowledge, generating trust in the product.

Based on research by (Helbert & Ariawan, 2021) suggests that Credibility Of Celebrity Endorsement has a positive and significant impact on purchase intention. Proving that their customers tend to have higher purchase intentions if endorser trust is also high. This finding is reinforced by research conducted (Febriani & Cuandra, 2023) The high credibility of the recommender can lead to positive perceptions among consumers, so that in the end the intention to buy the product advertised by the recommender or purchase intention arises. Therefore, the following hypothesis is proposed:

H2 : Credibility of Celebrity Endorsement has a direct positive effect on Purchase Intention.

### **Perceived Benefits**

According to (Juliana, 2023) Perceived Benefits is a combination of physical features, service features, and technical support related to the intention to buy a product, goods and services. Based on (Fitryani et al., 2021) Perceived Benefit is a person who has confidence if the customer makes a purchase transaction. Based on (Kurniawan et al., 2022) describes that perceived benefit is the extent to which users believe that by using a recommended item they will obtain the properties enjoyed by users of that product. The indicators used in measuring perceived benefits used are as follows (Chan & Asni, 2022): Shopping at online stores makes it easy for me to buy various kinds of products, Shopping at online stores can be done at any time, Shopping at online stores can be done at home.

A study (Patria, 2021) proves that perceived benefits have a positive and significant impact on purchase intention. When someone buys the benefits that buyers feel are very important, these benefits include things like comfort, time and cost. This study is reinforced in research conducted by (Borrego, 2021) saying that perceived benefits have a positive impact on purchase intention. It can be said that benefits are defined as the level to which customers believe can improve their performance. When someone buys a product that allows them to complete tasks faster, they will have a positive reaction to the product. Perceived benefits result in purchase intention behavior resulting from customer satisfaction with the benefits they receive from using a particular product or system. As a result, the following hypothesis is proposed:

H3 : Perceived Benefit has a direct positive effect on Purchase Intention.

### **Purchase Intention**

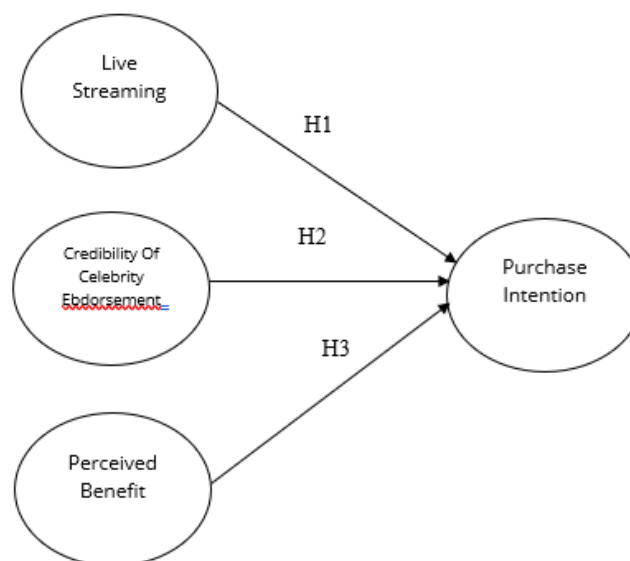
According to (Nur et al, 2023) Purchase intention is a customer tendency that aims to attract or take an action related to buying and selling through various stages and has a level of skill in buying certain goods, services and labels. (Jokhu & Rahmawati, 2022) In shopping activities, consumer purchase intentions are actions they have before they finally decide to buy the product or service they want. Buyer intentions refer to the possibility of consumers making purchasing decisions which are subjective results through evaluations carried out by consumers on related products. According to (Aditya, 2023) that purchase intention is an activity where consumers consider buying. If the customer has not made a decision to buy, but has a hunch to check out first. Purchasing intentions are different from purchases, in this situation consumers do not have to buy the product and still think about the quality of the product to be owned. Based on (Meliawati

et al., 2023) explains that purchase intention combines consumer interest and the possibility of buying a product. Indicators of Purchase Intention (Y) according to (Roshan & Sudiksa, 2019) are: Having an interest in finding information, always considering buying, having a desire to know, having an interest in trying to buy goods, having a desire to own them.

## METHODS

This study uses a quantitative causal approach, analyzing the causal relationship between independent variables such as live streaming, credibility of celebrity and perceived benefits with the dependent variable purchase intention. The population characteristics of this study are Tiktoshop and Shopee marketplace users who have shopped on live streaming. Respondents in this study are Tiktoshop and Shopee e-commerce customers who have shopped on Live Streaming (Siregar et al., 2023) Using non probability sampling with Random Sampling technique used for sampling, with a sample of 127 respondents. The data collection method in this study was a questionnaire and the scale used was a Likert scale which was used to measure attitudes and opinions which contained strongly disagree (sts), disagree (ts) less agree (ks), agree (s) and strongly agree (ss). (Studi et al., 2023).

**Figure 1. Conceptual Framework**



Based on the conceptual framework above (Figure 1), the hypothesis in this study is as follows:

- H1 : Live Streaming is thought to have a positive and significant effect on Purchase Intention in the Marketplace application.
- H2 : Credibility Of Celebrity Endorsement is thought to have a positive and significant effect on Purchase Intention in the Marketplace application.
- H3 : Perceived Benefit is thought to have a positive and significant effect on Purchase Intention in the Marketplace application.

## RESULTS AND DISCUSSION

Data analysis in this study was carried out using the PLS (Partial Least Squares) method with the help of SmartPLS software. The research data was obtained from the answers to 127 respondents' questionnaires from Tiktoshop and Shopee marketplace users who have shopped at Live Streaming with the characteristics of age, gender, occupation and domicile. Most of the respondents were dominated by women with a percentage of 69.3% and male respondents 30.7%. When we look at it in terms of age, most of the respondents are 18-24 years old with 79.0% and

25-35 years old comes second with 48%. Respondents also needed to fill in options for their occupation with more than half of the total respondents students 59.1 self-employed 16.5% freelance 28.6% and other 22.8%. Data analysis using SmartPLS which has two steps, the first is the outer model where a validity test is carried out which consists of (1) Convergent Validity Test with a standard loading factor value > 0.70 Average Variance Extraded (AVE) with an AVE cut off value > 0.50. Then continued (2) Discriminant Validity Test, with a standard reliability value > 0.70. The second stage is the inner model by looking at the R-Square value, if the R-Square value is 0.75, 0.50, 0.25, it can be concluded that the inner model is strong, moderate, and weak. Testing the fit of the model with the SRMR standard < 0.1. As well as hypothesis testing by looking at the calculation of the path coefficient by comparing the statistical T value > T table 1.96 (a 5%) which means that if the statistical T of each hypothesis is greater than T table, it can be declared accepted or proven.

**Table 1 Validity Test**

	Average Variance Extraded (AVE)	Description
<b>Credibility Of Celebrity Endorsement</b>	0,618	Valid
<b>Perceived Benefit</b>	0,760	Valid
<b>Purchase Intention</b>	0,651	Valid
<b>Live Streaming</b>	0,641	Valid

Table. 1 shows that the AVE value of the Direct Broadcast variable > 0.5, namely 0.641, the AVE value of the celebrity endorsement credibility variable > 0.5, namely 0.618, the AVE value of the perceived benefit variable > 0.5, namely 0.760 and the AVE value of the purchase intention variable > 0.5, namely 0.651. This shows that each variable can be said to be valid. And in table 2 in the form of loading factor, the value obtained by all indicators in each variable is > 0.70, which means that it meets the measurement requirements. This proves that each variable can be said to be valid.

**Table 2. Loading Factor**

	Credibility Of Celebrity Endorsement	Perceived Benefit	Purchase Intention	Live Streaming
<b>CCR1</b>	<b>0,704</b>			
<b>CCR2</b>	<b>0,827</b>			
<b>CCR3</b>	<b>0,838</b>			
<b>PB1</b>		<b>0,905</b>		
<b>PB2</b>		<b>0,894</b>		
<b>PB3</b>		<b>0,813</b>		
<b>PI1</b>			<b>0,848</b>	
<b>PI2</b>			<b>0,712</b>	
<b>PI3</b>			<b>0,789</b>	
<b>PI4</b>			<b>0,835</b>	
<b>PI5</b>			<b>0,844</b>	
<b>LS1</b>				<b>0,809</b>
<b>LS2</b>				<b>0,848</b>
<b>LS3</b>				<b>0,793</b>
<b>LS4</b>				<b>0,748</b>

**Table 3. Reliability Test**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Description</b>
<b>Credibility Of Celebrity Endorsement</b>	0,707	0,735	0,828	Reliabel
<b>Perceived Benefit</b>	0,843	0,867	0,905	Reliabel
<b>Purchase Intention</b>	0,865	0,869	0,903	Reliabel
<b>Live Streaming</b>	0,812	0,812	0,877	Reliabel

Table. 3 shows that the composite reliability value of the live broadcast variable > 0.70, which is 0.877, the celebrity endorsement credibility variable > 0.70, which is 0.828, the perceived benefit variable > 0.70, which is 0.905 and the purchase intention variable > 0.70, which is 0.903. This shows that all latent variables have good reliability in accordance with the required minimum limits.

**Table 4. Hypothesis Test**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>Credibility Of Celebrity Endorsement -&gt; Purchase Intention</b>	0,247	0,246	0,108	2,277	0,024
<b>Perceived Benefit -&gt; Purchase Intention</b>	0,230	0,211	0,076	3,027	0,003
<b>Live Streaming -&gt; Purchase Intention</b>	0,370	0,390	0,117	3,162	0,002

The results state that live streaming has a significant impact on purchase intention. This is evidenced in table 4 which proves that the t value of 3.162 is greater than the t table value of 1.965 and the p-value of 0.002 < 0.05. Furthermore, table 2 is a loading factor which is a proof of various variables by making indicators as parameters. In the indicator that states the live streaming feature applied by the streamer's attractiveness is able to be one of the factors that influence purchase intention. This also proves that the more live broadcasts that are aired can increase user purchase intentions in the Marketplace application, the more respondents feel that they can communicate directly with the live streamer, so from this consumers can ask in detail about the specifications on the goods, prices and advantages of the goods they want. Then, the market is also believed to be able to provide interesting video streaming because streaming has features that provide convenience for its users, such as having a shopping cart, so that users can directly transact directly. The Marketplace application also has coupons and free shipping discounts to help users avoid long-distance shipping costs when shopping in the Marketplace application. This is in accordance with the characteristics of the current generation, namely the age range of 18-25 years old with student status and including millennial children today. Live streaming is one of the fastest growing marketing strategies. Live streaming shopping on social commerce is a new form of online marketing method by integrating broadcasters, customers, and community members on social media in a live chat room to interact in real-time with the aim of demonstrating and selling a product (Guo et al., 2021) Sellers need clear information about the products they want to buy. This can be seen from celebrity endorsements where celebrity endorsements have a role to increase sales.

In table 4, the variable credibility of celebrity endorsement has a significant impact on the purchase intention of marketplace users. This is evidenced in table 4 which proves that the calculated t value of 2.277 is greater than the t table value of 1.965 and the p-value of 0.024 < 0.05. This study suggests that the credibility of celebrity endorsement is a factor that determines purchase intention because it is a medium to convince potential consumers to then be lured into

purchasing a product promoted for a celebrity. The variable credibility of celebrity endorsements that have good public speaking skills that are able to influence the minds of customers because celebrities are able to convey product messages well. Meanwhile, Celebrity Endorsement means one of the important factors in developing a business. The attractiveness of celebrities attracts the attention of communicating with customers and makes advertising attractive. Also, it adds to the trust of the customers. The credibility of a celebrity will be a factor in favor of customers understanding buying intentions when influencers have this trust a good relationship will result in good sales of the products they market. (Utami, 2022).

The results of the analysis state that the perceived benefit variable has a significant impact on purchase intention. This is evidenced in table 4 with a calculated t value of 3.027 greater than the t table value of 1.965 and a p value of 0.003 < 0.05. This study suggests that perceived benefits are a factor that determines purchase intention because they feel that shopping on the marketplace application makes it easier for them to transact and get the products they want. Respondents also feel confident with this application because product specifications can be seen when the streamer is live streaming. (Juliana, 2023). In the variable perceived benefits have a positive and significant impact on purchases, the interest between buyers and consumers and the benefits they get is very close. The benefits offered not only include the product or service itself but also include the simplicity, time, and cost required to use it. Therefore, in this case, it is because when someone feels the benefits of information search, they feel that their needs after information search have been met. Then they are bent to intend to buy (Patria, 2021).

## CONCLUSION

This study aims to measure how each variable such as live streaming, credibility of celebrity endorsement and perceived benefits affect purchase intention. The results of data analysis show that live streaming, credibility of celebrity endorsement and perceived benefits become a marketing strategy in increasing business sales by examining the factors that influence each variable. The results of this study can provide analysis as a recommendation in improving the quality of its business. The limitation of this study is that this study only uses data from the questionnaire results. Measuring data using a questionnaire has several weaknesses, including the inability of respondents to provide additional information because responses are limited to the items requested. In addition, respondents may respond to statements that are not in accordance with the actual situation. Outside of the study, researchers can deepen their study by adding variables that have the potential to strengthen the influence of purchase intention.

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