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Analysis of the Impact of Credibility, Attractiveness, and Influencer Content on Online Purchase Intention Through Live Streaming

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Abstract: The rapid development of the social commerce industry and live streaming marketing influences consumer behavior in making purchase decisions. This study aims to examine the effects of influencer credibility and customer attitudes on brand awareness, brand association, and online purchase intention. The research employs a structural equation modeling (SEM) approach with a quantitative method, based on theories of influencer credibility and customer perception. Data were collected through questionnaires distributed to respondents who are potential buyers via live streaming, totaling 277 participants. This research makes a theoretical contribution by expanding the understanding of the influence mechanism of influencer credibility in the context of live streaming commerce, which is still limited in previous literature. Practically, the findings can assist brands in designing more effective influencer marketing strategies to improve sales performance through live streaming platforms.

Keywords: Influencer Credibility, Customer Attitude, Brand Awareness, Brand Association, Online Purchase Intention, Social Commerce, Live Streaming Marketing.

INTRODUCTION

Indonesia, with a population of approximately 285 million, exhibits robust digital penetration, marked by a 0.8% annual growth (We Are Social, 2025). The nation boasts 356 million cellular mobile connections, suggesting widespread multiple device ownership, and 212 million internet users, accounting for 74.6% of the population (We Are Social, 2025). Social media engagement is equally impressive, with 143 million active users reflecting an 8.7% year-over-year increase, while 59.5% of the population resides in urban areas (We Are Social, 2025). This digital foundation has propelled Indonesia's e-commerce sector to become Southeast Asia's largest, achieving a Gross Merchandise Value (GMV) of $62 billion in 2024, projected to reach $100 billion by 2027 (Google et al., 2024). Platforms such as Shopee, Tokopedia, and Lazada have revolutionized consumer behavior through mobile-centric experiences, digital payments, and efficient logistics, with the COVID-19 pandemic accelerating adoption to 87% of Indonesians shopping online monthly (McKinsey, 2023).

The integration of social media further amplifies this growth, with 191.6 million users (69.3% of the population) spending an average of 3 hours and 42 minutes daily on platforms like TikTok, Instagram, and Facebook (DataReportal, 2024). TikTok, with 125 million active users, has pioneered social commerce, which now constitutes 44% of e-commerce transactions (ByteDance, 2024; Accenture, 2024). Live streaming commerce stands out as a transformative format, generating a $4.9 billion market with 58% annual growth, driven by real-time interactions, influencer collaborations, and exclusive deals that yield 10 times higher conversion rates than traditional e-commerce (Momentum Works, 2024; McKinsey, 2023).

Despite these advancements, Indonesia's online purchase intention lags behind regional peers, particularly for high-value categories like electronics. Per capita online spending is lower than in Thailand and Malaysia (Statista, 2024), with repeat purchase rates trailing the Philippines and Vietnam due to preferences for offline shopping in non-Jabodetabek regions (Google et al., 2023). Trust barriers are prominent: 62% of consumers hesitate due to product mismatch concerns (Jakpat, 2022), and only 30% feel comfortable buying high-value electronics online, compared to 45% in the Philippines and 40% in Vietnam (McKinsey, 2023). Cash-on-Delivery dominates 40% of transactions (BCG, 2023), versus less than 10% in Singapore, exacerbated by infrastructure gaps—online shopping interest is 30% lower outside Java due to logistics and internet limitations (Ministry of Tourism and Creative Economy & Central Statistics Agency, 2023). Digital literacy and trust in transactions stand at 68%, below Malaysia's 80% (World Bank, 2023).

Consumer surveys highlight key drivers in live shopping: promotions and demonstrations top attractions, followed by accessibility in navigation, search, procedures, and transactions (Katadata Insight Center, 2024). Hosts' friendliness and trustworthiness outweigh celebrity status, suggesting authentic connections prevail (Katadata Insight Center, 2024). However, interaction during live sessions remains low compared to traditional e-commerce activities like cart additions, discount searches, reviews, purchases, and browsing (Katadata Insight Center, 2024). Brand awareness is high, as consumers actively seek descriptions and specifications, reinforced by search features and host interactions (Katadata Insight Center, 2024). Positive associations stem from product stories, narratives, and local quality conveyed by hosts, bolstered by promotions, ease, and professional trust, fostering loyalty (Katadata Insight Center, 2024).

A paradox emerges in electronics: while five of the top ten TikTok Shop influencers in 2024 specialized in this category, only two ranked among top live streaming sellers, and electronics were absent from the top ten best-sellers (Kalodata, 2025). This disconnect highlights unresolved gaps in influencer marketing literature. Existing studies lack an integrated framework linking influencer traits (credibility, attractiveness, content) to customer attitudes, brand perceptions (awareness, association), and purchase intention for high-involvement categories like electronics in live streaming (e.g., no econometric validation with real sales data). Contextual barriers in Indonesia—40% COD dependency, 30% lower non-Java engagement, and 68% trust levels—amplify this void, as research aggregates categories or focuses on low-risk sectors like beauty/FMCG, failing to explain differential performance.

This study addresses the problem: despite Indonesia's e-commerce dominance, online purchase intention for electronics in live streaming lags due to unexamined mechanisms of influencer-driven attitudes shaping brand perceptions amid trust and infrastructure deficits. The objective is to investigate how influencer characteristics (credibility, attractiveness, marketing content) shape customer attitudes and subsequent brand perceptions (awareness, association), ultimately driving online purchase intention for electronics in Indonesia's live streaming commerce, accounting for documented barriers. Specific research questions include:

- Does influencer credibility in live streaming commerce positively influence customer attitude toward electronics products?

- Does influencer attractiveness in live streaming commerce positively influence customer attitude toward electronics products?
- Does influencer marketing content in live streaming commerce positively influence customer attitude toward electronics products?
- Does customer attitude derived from live streaming commerce positively influence brand awareness for electronics products?
- Does customer attitude derived from live streaming commerce positively influence brand association for electronics products?
- Does brand awareness in live streaming commerce positively influence online purchase intention for electronics products?
- Does brand association in live streaming commerce positively influence online purchase intention for electronics products?

By dissecting this pathway, the research elucidates why live streaming underperforms for electronics despite influencer investment, offering insights into overcoming regional stagnation.

Conceptual Framework and Hypotheses

This study modifies Macheka et al.'s (2023) model by replacing online reviews with influencer marketing content (better suited to live dynamics; Nielsen Indonesia, 2025) and brand loyalty with association (more relevant for electronics; Aaker, 1991), while excluding eWOM due to platform differences (82% decisions during streams; TikTok Indonesia, 2024). The framework examines sequential effects: influencer traits → customer attitude → brand perceptions → online purchase intention, accounting for Indonesia's trust barriers.

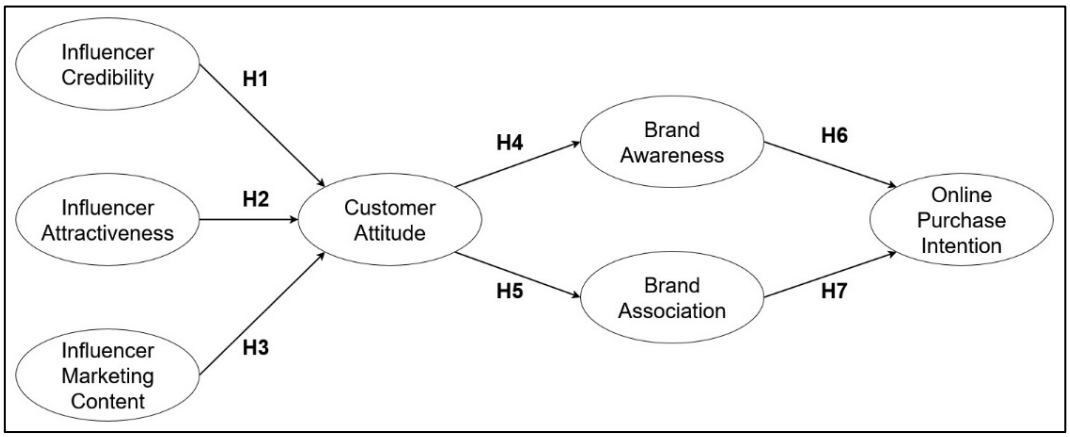

Figure 1: Research Framework

Hypotheses:

- H1: Influencer credibility positively influences customer attitude toward electronics.
- H2: Influencer attractiveness positively influences customer attitude toward electronics.
- H3: Influencer marketing content positively influences customer attitude toward electronics.
- H4: Customer attitude positively affects brand awareness for electronics.
- H5: Customer attitude positively affects brand association for electronics.
- H6: Brand awareness positively affects online purchase intention for electronics.
- H7: Brand association positively affects online purchase intention for electronics.

These hypotheses address the paradox of influencer prominence failing to convert electronics sales in Indonesia's $4.9B live streaming market (Momentum Works, 2024), offering theoretical advancements in dynamic digital contexts.

METHOD

Research Design

This study employed a quantitative research approach grounded in the positivist paradigm, emphasizing objective measurement and empirical verification of causal relationships between variables (Rehman & Alharthi, 2016). Following Kuhn (1962) and Guba and Lincoln (1988), positivism was selected to formulate and test hypotheses regarding influencer characteristics' impact on consumer behavior in live streaming commerce. The design combined descriptive and experimental elements within conclusive research, as defined by Malhotra (2010) and Zikmund (2013), to profile phenomena and establish causal linkages. Data were collected cross-sectionally in Jabodetabek, Indonesia, during 2025, aligning with the study's focus on current digital commerce trends.

Participants

The target population comprised Indonesian social media users who had made online purchases (Sugiyono, 2016; Arikunto, 2002; Nursalam, 2003). The sample was drawn from active live streaming commerce participants in Jabodetabek, specifically those who had purchased electronics and gadgets via platforms like TikTok Shop or Shopee Live (Sugiyono, 2021; Zikmund, 2013). Eligibility criteria required participants to have attended at least six live streaming sessions in the past six months and completed at least one electronics purchase, ensuring sustained engagement for reliable behavioral insights.

Sampling followed non-probability purposive techniques to select representative respondents sharing population characteristics. Based on Hair et al. (2022), a minimum sample size of 100-150 was targeted to support structural equation modeling, with each latent variable measured by 3-5 indicators. The final sample size was determined post-data collection to meet statistical power requirements.

Measures

The study included three independent variables (influencer credibility, attractiveness, and marketing content), three mediating variables (customer attitude, brand awareness, and association), and one dependent variable (online purchase intention), all as latent constructs. Indicators were adapted from prior research and measured using a 4-point forced-choice Likert scale (1 = Strongly Disagree to 4 = Strongly Agree) to minimize central tendency bias (Chyung et al., 2017; Dawes, 2008; Krosnick & Berent, 1993).

Procedure

Data were collected via an online questionnaire distributed through Google Forms (Arikunto, 2019; Sugiyono, 2019; Sekaran & Bougie, 2019). The instrument consisted of three sections: a cover letter explaining the study, respondent profile and screening questions, and statements measuring indicators. Respondents self-administered the survey, ensuring anonymity and voluntary participation. A pre-test with 30 participants validated the instrument (Sugiyono, 2017), followed by the main data collection targeting eligible users in Jabodetabek. Distribution leveraged social media and live commerce communities to reach the purposive sample.

Data Analysis

Analysis utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4 software, ideal for predictive models with non-normal data and small-to-medium samples (Hair et al., 2022; Sarstedt et al., 2022; Sarstedt et al., 2023). The process included:

Measurement Model Evaluation: Convergent validity (loadings > 0.70, AVE ≥ 0.50) and discriminant validity (Fornell-Larcker criterion, cross-loadings, HTMT < 0.85-0.90) (Hair et

al., 2022; Henseler et al., 2024; Kline, 2023). Reliability via composite reliability (> 0.70) and rho_A (Ghozali & Latan, 2015).

Descriptive Analysis: Summarized respondent profiles (percentages) and characteristics (means) using formulas for frequency distributions and averages (Allen et al., 2021; Field, 2023; Pallant, 2022).

Structural Model Evaluation: Assessed via R^2 (weak: 0.25-0.50, moderate: 0.50-0.75, strong: ≥ 0.75), GoF (small: 0.10-0.25, moderate: 0.25-0.36, large: ≥ 0.36), and predictive relevance (Q^2) (Hair et al., 2022; Henseler, 2020; Shmueli et al., 2023).

RESULTS AND DISCUSSION

Results

Respondent Characteristics

The final sample comprised 277 qualified respondents after screening 304 initial responses. Females represented 60.3% (n = 167), males 39.7% (n = 110). The majority were aged 13–28 years (69.7%, n = 193), followed by 29–44 years (25.6%, n = 71) and 45–59 years (4.7%, n = 13). Most resided in Java (90.3%, n = 250), with smaller groups from Sumatera (5.4%), Kalimantan (2.2%), Sulawesi (1.1%), and Papua (1.1%). Occupationally, students dominated (40.1%, n = 111), followed by private employees (30.0%, n = 83), civil servants (10.1%), entrepreneurs (10.8%), and others (9.0%). Unmarried respondents accounted for 59.9% (n = 166). Recent purchases on social commerce platforms occurred within 1 month for 40.1% (n = 111), 3 months for 30.7% (n = 85), 6 months for 19.5% (n = 54), and over 6 months for 9.7% (n = 27).

Descriptive Statistics of Variables

Variable means ranged from 3.296 to 3.354 on a 4-point scale, indicating generally positive responses. For influencer credibility, ICR2 (mean = 3.354) showed strongest agreement, ICR4 (mean = 3.296) the lowest. Similar patterns emerged for other variables, with standard deviations (0.678–0.765) suggesting moderate response variability.

Measurement Model

Convergent validity was established with outer loadings ≥ 0.70 (Wijanto, 2015) and AVE ≥ 0.50 (Hair et al., 2022). Composite reliability (CR) exceeded 0.70, and Cronbach's alpha > 0.70, confirming reliability. Discriminant validity was verified via Fornell-Larcker criterion and HTMT ratios < 0.85.

Table 1: Measurement Model

Construct	AVE	CR	Cronbach's α
Influencer Credibility	0.563	0.835	0.749
Influencer Attractiveness	0.549	0.830	0.736
Influencer Marketing Content	0.601	0.857	0.780
Customer Attitude	0.636	0.840	0.725
Brand Awareness	0.670	0.858	0.760
Brand Association	0.624	0.833	0.712
Online Purchase Intention	0.541	0.824	0.731

All indicators loaded significantly (t > 1.96), supporting the model's validity.

Structural Model

The model fit was acceptable (SRMR = 0.064 < 0.10; Hu & Bentler, 1999). R^2 values indicated explanatory power: customer attitude (R^2 = 0.285), brand awareness (R^2 = 0.118), brand association (R^2 = 0.137), online purchase intention (R^2 = 0.160).

Path coefficients and significance are shown below:

Tabel 2: Structural Model

Path	β	t	p
Credibility → Attitude	0.225	3.736	<0.001
Attractiveness → Attitude	0.264	4.572	<0.001
Content → Attitude	0.238	4.364	<0.001
Attitude → Awareness	0.343	6.164	<0.001
Attitude → Association	0.370	6.590	<0.001
Awareness → Intention	0.217	3.490	<0.001
Association → Intention	0.295	4.975	<0.001

All paths were positive and significant, supporting H1–H7. Indirect effects via mediators were also significant ($p < 0.05$), confirming sequential mediation.

Discussion

The results address the research problem: despite high influencer engagement in Indonesia's live streaming commerce, electronics purchase intentions lag due to unexamined pathways from influencer traits to brand perceptions amid trust barriers. All hypotheses were supported, elucidating these mechanisms.

Influencer credibility positively affects customer attitude (H1 supported; $\beta = 0.225$, $p < 0.001$), aligning with Social Impact Theory (Latané, 1981) where source strength (expertise, trustworthiness) enhances persuasion. Credibility positively influences attitude, crucial for high-involvement electronics where trust mitigates perceived risk (Martiningsih & Setyawan, 2022).

Attractiveness influences attitude (H2 supported; $\beta = 0.264$, $p < 0.001$), serving as a peripheral cue in persuasion (Wiedmann & von Mettenheim, 2021). This visual appeal fosters positive perceptions, contributing to 28.5% of attitude variance with other factors.

Marketing content positively impacts attitude (H3 supported; $\beta = 0.238$, $p < 0.001$), emphasizing authentic, engaging material that builds trust (Freberg et al., 2011; De Veirman et al., 2017). Quality content addresses consumer queries, enhancing evaluations in live streams.

Attitude affects brand awareness (H4 supported; $\beta = 0.343$, $p < 0.001$) and association (H5 supported; $\beta = 0.370$, $p < 0.001$), supporting cognitive processes where positive perceptions strengthen recall and mental links (Keller, 1993). Awareness and association explain 11.8% and 13.7% variance, respectively.

Awareness (H6 supported; $\beta = 0.217$, $p < 0.001$) and association (H7 supported; $\beta = 0.295$, $p < 0.001$) drive purchase intention, reducing risk in online electronics purchases (Keller, 2003). Together, they account for 16.0% of intention variance.

These findings resolve the paradox: influencer traits shape attitudes, which mediate brand perceptions to boost intentions, overcoming Indonesia's trust (68%) and infrastructure gaps. Indirect effects reinforce this pathway, advancing Meaning Transfer Model (McCracken, 1989) in digital contexts. Limitations include Jabodetabek focus; future research could explore non-Java regions or longitudinal designs. Practically, platforms should prioritize credible, attractive influencers with quality content to enhance electronics sales.

CONCLUSION

This analysis of influencer characteristics' influence on online purchase intention within Indonesia's live streaming commerce ecosystem reveals that credibility, attractiveness, and marketing content collectively foster positive customer attitudes toward electronics products, which in turn enhance brand awareness and associations, ultimately elevating purchase intentions. By addressing the core research objective of dissecting the sequential pathway from

influencer traits to behavioral outcomes amid regional trust and infrastructure challenges, the study demonstrates how these elements operate as interconnected drivers in a high-involvement category, where traditional e-commerce models fall short, thereby resolving the observed paradox of high influencer engagement yet low conversion rates for electronics in platforms like TikTok Shop and Shopee Live.

The empirical validation of this mediated framework contributes to consumer behavior science by integrating elements of the Theory of Planned Behavior and Meaning Transfer Model into a context-specific application for digital live commerce, offering a refined lens for predicting intentions in emerging markets where digital penetration reaches 74.6% but per capita online spending lags behind regional peers. This advancement equips marketing scholars and practitioners with a testable model that accounts for cultural nuances, such as Indonesia's preference for authentic, real-time interactions over scripted endorsements, thus enhancing the precision of strategies aimed at overcoming barriers like 68% digital trust levels and 30% lower engagement outside Java.

Furthermore, the findings improve interdisciplinary applications in digital marketing and behavioral economics by providing evidence-based insights into how algorithmic visibility and influencer-driven narratives can amplify brand recall and associations, reducing perceived risks and accelerating decision cycles in volatile online environments.

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