Factors Affecting Live Streaming Commerce Purchase Behavior

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Abstract: Online shopping provides various benefits to customers, but it has a fundamental limitation, which is direct interaction with the product. The growth of live streaming commerce (LSC) is a new way for people to reduce their concerns in online shopping. This study identifies the factors that can influence purchase intention in LSCs. The present study used a quantitative approach. The population of this study is all Indonesians who have shopped in LSC in which a sample of 102 respondents was obtained through online distribution of a questionnaire. The data was analyzed descriptively and through Partial Least Square Structural Equation Modelling (PLS-SEM). The results of this study show that physical characteristic similarity has a significant effect on product fit uncertainty. Value similarity has a significant effect on trust. Access to online information has a significant effect on trust but not purchase intention. Trust has a significant influence on product uncertainty and purchase intention. Likewise, product uncertainty has a significant effect on purchase intention. Price has a significant effect on hedonic motivation but not purchase intention. Hedonic motivation has no significant effect on purchase intention. E-commerce platforms and merchants who utilize LSCs can use the findings in this study to improve their business.

Keywords: Live streaming commerce, Product uncertainty, Purchase intention, TikTok

INTRODUCTION

Social media has taken over the world. It is used by almost everyone in the world regardless of background, making social media one of the technologies that will be very influential in this era (Appel et al., 2020). Social media has an important role in obtaining and disseminating information because social media users can create a message that can then be shared with the public at a low or even zero cost (Hruska & Maresova, 2020). Social media started to gain attention and attract millions of users due to the exponential growth of the internet and people's desire to get involved in today's technological development (Çebi Karaaslan, 2022; Tsimonis & Dimitriadis, 2014). The technological development of today, especially the internet, also sparks many other developments. One of the developments caused by the internet is the shift of shopping to the online environment (Alzoubi et al., 2022; Nanda et al., 2021).

This shift in shopping trends, in which shopping activities are more efficient and effective, alters the consumption patterns of shoppers and starts many new habits (Çebi Karaaslan, 2022; Moon et al., 2021; Santo & Marques, 2021). Technological trends such as social media and online shops are able to converge and create new trends such as social commerce, online second-hand shopping, and live-streaming commerce (Cheng et al., 2019; Padmavathy et al., 2019; Xu et al., 2020). Of the various trends enabled by technological convergence, there is a particular trend that is growing very rapidly lately: Live streaming commerce.

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Live streaming commerce (LSC) has considerable potential to provide customers with a more interactive and informative shopping experience (Kang et al., 2021; Wang et al., 2022; Xu et al., 2020). The shopping experience of LSC shoppers is enhanced by fun and stimulating features such as the live chat feature that allows customers to interact directly with sellers. These LSC features are very helpful for customers because they help them find out more about the product details and sometimes the usage (Guo et al., 2021; Wongkitrungrueng & Assarut, 2020). LSC can be observed on many different platforms, such as TikTok, Shopee, Instagram, and Facebook. LSC is not only used for transactional purposes but also used by companies or sellers to entertain the people who watch the live stream (Wongkitrungrueng & Assarut, 2020). The entertainment side of LSC is made possible by the LSC's platform nature of being a media-rich social media.

The live streamers (or hosts) are free to express their personalities while promoting their products, creating an environment where each host has their own style to attract viewers (Ardiansyah & Sinduwiatmo, 2023). Viewers who feel entertained will feel enjoyment while watching the host actively promoting their products, a feeling that is very difficult to replicate outside LSC interactions (Wongkitrungrueng & Assarut, 2020). Entertainment, which is generated naturally by the social nature of LSC, generates more engagement, which is indicated by the number of likes and live messages. The interaction between the host and viewers can make potential customers perceive that the host has a good reputation and can be trusted, which might generate purchase interest (Ardiansyah & Sinduwiatmo, 2023; Xu et al., 2022). Both small enterprises and big companies understand the strength of LSC as a tool to channel sales and create engagement, increasing the usage of LSC (Ming et al., 2021; Sun et al., 2020). Customers' interest pushes the growth of LSC, making LSC more competitive every day.

However, not all Indonesian customers are willing to put their trust in products that cannot be touched and felt directly, especially since fraud and scams are still prominent (Hidayat et al., 2021). When customers feel that they cannot interact directly with a product, doubts can exist within customers' minds (Lu & Chen, 2021; Santo & Marques, 2021). Customers may not be able to fully believe what an LSC host might say on a stream (Lu & Chen, 2021). Having doubts about the quality and appearance of a product shown by the host, potential customers may feel worried if the product does not look good when they use it (Kuswanto et al., 2019; Lu & Chen, 2021). Because of the novelty of LSC, risks associated with LSC might be evaluated more by potential customers compared to the already familiar forms of online shopping (e.g., e-commerce). Customers' fears and elevated perception risk, however, are not unwarranted since fraud also exists in LSC. Fraudulent merchants on LSC might deliver products that are not what the customers ordered (Wicaksono, 2022). Outside the scope of trust and risks or uncertainties, this study is also interested in expanding the impact of trust towards purchase intention. Other important constructs related to the behavioral and psychological aspects of interacting with LSC are also investigated in this study.

Product fit uncertainty arises when a customer does not get enough information to be used as an evaluative tool to see whether a product fits their personal needs (Hong & Pavlou, 2014). Product fit uncertainty is often felt when customers want to buy products that they are going to use or consume, such as

apparel, cosmetics, and accessories (Lu & Chen, 2021). Product fit uncertainty is relevant because customers have post-purchase behavior, where they have expectations of suitability and quality when purchasing a product (Hong & Pavlou, 2014) In LSC, physical characteristic similarity can reduce product fit uncertainty because of how most of the live streams are conducted, which is hosts trying the product during a live stream (Lu & Chen, 2021).

Hosts tend to share the values they have with viewers when doing live streams with the purpose of creating an image of closeness or relatedness with the viewers (Lu & Chen, 2021). A viewer will trust information conveyed by a trusted figure (Fu et al., 2018) Value similarity itself can be seen in verbal statements, actions, and a person's identity (Siegrist et al., 2000) Value similarity will be felt by viewers when they believe that a host can understand them; this perception will also form trust towards the host (Lu & Chen, 2021). Based on the principle of similarity-attraction, a viewer can evaluate a host by comparing the similarity value he has with the host (Lu & Chen, 2021).

In LSC, information is not acquired only through the host. Some platforms, such as TikTok, provide a feature that lists the product and its incorporating details in the form of a pop-up; this pop-up redirects the customer to a page similar to what online shops provide. Information about a product is an important aspect of online shopping due to the limitations of customers in physically evaluating the value of a product. Limitations in touching and seeing products directly make customers quite dependent on available product information. The ease of accessing product information will certainly provide other conveniences for customers to compare the quality of products from each seller (Vijayasarathy & Jones, 2000). The ease of accessing information and the existence of quality information is one of the reasons for making purchases online (Wolfinbarger & Gilly, 2001). Not only does it increase purchase intention, but the presence of high-quality information can also increase the trust of a customer (Khare et al., 2020).

A host has to fully understand their product; the delivery of good and clear information can foster trust and reduce the perceived uncertainty aspects of potential customers (Guo et al., 2021; Lu & Chen, 2021). When potential customers have strong trust, the host only needs to be more interactive to answer all concerns that are still being considered by potential customers (Hu & Chaudhry, 2020). However, customers might not trust the host completely because they understand that the host's main objective is to sell (Hu & Chaudhry, 2020). Therefore, a host must be able to try different ways to convince his customers, one of which is by conducting a demonstration of the use of a product (Lu & Chen, 2021).

Trust is an aspect that has a major influence on customers in determining customer behavior in online shopping, such as purchasing behavior and electronic word-of-mouth behavior (Guo et al., 2021) Trust has an important role in reducing the worry of a customer who cannot interact with a product directly. Therefore, a host must be able to gain the trust of customers by conveying information that is clear and in accordance with reality. This can create a positive perception from the customer's mind of the host, assuming that the host has good sales behavior (Román & Ruiz, 2005). When a host manages to gain the trust of its customers, then these customers have the potential to make purchases while promoting the product to those closest to them (Hajli, 2020).

Product Uncertainty is one of the most important aspects considered by customers to make purchases at online shops (Lu & Chen, 2021). Product uncertainty often arises due to a lack of information obtained by customers and concerns about the actual quality of the product (Lu & Chen, 2021). A customer must be able to ensure the quality of products online, and this can affect the satisfaction felt by customers (Luo et al., 2012) Therefore, customers have many considerations, and it is quite difficult to determine purchases in online shopping. Customers basically spend their money to buy a product, so they will be quite disappointed and dissatisfied if the desired product does not match their expectations (Forsythe et al., 2006) In the context of LSC, the same relationship might also appear.

When purchasing online, customers also develop satisfaction and emotional experiences (Santo & Marques, 2021). Hedonic motivation is one of the emotional experiences achieved by customers when they decide to try and buy a product that has never been owned before (Santo & Marques, 2021). Customers may suddenly buy products that are on sale, and this is because customers can feel emotional when hunting for cheap products and can find products that are on sale (Arnold & Reynolds, 2003). However, customers can also rationally consider price as one of the determinants when making a purchase. Purchase intention can be generated through the perception of customers who compare products of the same type and quality but at lower prices (Santo & Marques, 2021).

Previous study conducted by Lu and Chen (2021) showed that product uncertainty reduction and perceived trust influences customer purchase intention from LSC user in China. Another study conducted by Santo & Marques (2021) showed that hedonic motivation associated with the adventure of customer purchase intention in online shop. Thus, the purpose of this research aims to analyze what factors can influence the purchase intention of a customer in Indonesian LSC. This research merges two existing models of Live Streaming Commerce (LSC) to derive insights specific to Indonesia. Recognizing LSC's inherent dual role as both a sales medium and an entertainment source, our study offers a refined analysis of this duality, incorporating construct related to both the commercial aspect and the live streaming aspect. This new perspective not only adds to the current LSC academic discourse but also provides businesses with clearer strategies. It helps in understanding both the sales potential and entertainment value of LSC, shedding light on the diverse reasons Indonesian customer engage with it.

The hypothesis of this research is presented as follows: (H1) Customers' perceived physical characteristic similarity with the broadcaster negatively influenced their perceived product fit uncertainty; (H2) Customers' perceived value similarity with the broadcaster is positively related to their trust in the broadcaster; (H3) Access to online information has a positive influence on the intention to purchase online; (H4): Access to online information has a positive influence on online trust; (H5) Customer's perceived trust toward broadcasters is negatively related to their perceived product fit uncertainty; (H6) Customer's perceived trust toward broadcasters is negatively related to their perceived product quality uncertainty; (H7) Customer's perceived trust toward broadcasters is positively related to their purchase intention; (H8) Customer's perceived product fit uncertainty is negatively related to their purchase intention; (H9) Customer's perceived product quality uncertainty is negatively related to their purchase

intention; (H10) Online prices have a positive influence on the hedonic motivation of adventure; (H11) Online prices have a positive influence on the intention to purchase online; (H12) Customers' hedonic motivations of adventure have a positive influence on the intention to purchase online.

METHODS

Measures

In this study, a questionnaire survey that comprises two sections, one focusing on respondents' demographics and the other on main questions, was used. The demographic section aimed to collect information about participants' demographics and LSC usage behavior. The main questions comprised 28 items measuring nine distinct constructs. Each of these items was evaluated using a Likert scale ranging from "Strongly Disagree" to "Strongly Agree." The questions in this study were primarily adopted from studies that previously examined the interested constructs (Lu & Chen, 2021; Santo & Marques, 2021). The questionnaire items and their corresponding constructs are presented in Table 1.

Table 1. Questionnaire Items

Variable	Item	Question	Source
Hedonic motivation (HED)	HED 1	Shopping through Live Streaming Commerce is fun/stimulating/excites me.	Santo & Marques, 2021
	HED 2	I feel happy when I shop through Live Streaming Commerce.	
	HED 3	I shop through Live Streaming Commerce because it fits my lifestyle.	
Perception of price (PRI)	PRI 1	Shopping through Live Streaming Commerce saves me money.	
	PRI 2	Shopping through Live Streaming Commerce offers more price options compared to traditional markets/offline shops.	
	PRI 3	I find it easier to find discounts when shopping through Live Streaming Commerce.	
	PRI 4	When shopping through Live Streaming Commerce, I tend to spend less money.	
Access to information online (ACI)	ACI 1	It's easier for me to get information about products when shopping through Live Streaming Commerce.	
	ACI 2	I find it easier to compare product alternatives when shopping through Live Streaming Commerce.	
	ACI 3	Analyzing information about products during the buying process it will be easier when shopping through Live Streaming Commerce compared to traditional markets/offline shops.	

Variable	Item	Question	Source
		Shopping through Live Streaming	
	ACI 4	Commerce makes it easier for me to find products that interest me.	
Perceived characteristic similarity (PSC)	PCS 1	I feel that the host has similar physical characteristics/characteristics to me.	
	PCS 2	I have characteristics/physical characteristics that are similar to the host.	
	PCS 3	I find it difficult to find similarities in physical characteristics/characteristics with the host.	
Product quality uncertainty (PQU)	PQU 1	Recommendations from the host can help me to understand the characteristics/features of a product.	
	PQU 2	I am afraid that the product that I see in person will have a different appearance from that shown by the host.	
	PQU 3	I am not sure that the product recommended by the host will match and meet my expectations.	
Trust (TRS)	TRS 1	The host looks like an expert in assessing the product.	Lu & Chen, 2021
	TRS 2	The hosts will remember and consider my interests.	
	TRS 3	I consider this host to have integrity.	
Perceived value similarity (PVS)	PVS 1	I feel that the host has the same thoughts/points of view as me.	
	PVS 2	I feel that the host has the same goals as me.	
Product fit uncertainty (PFU)	PFU 1	I'm worried that the product the host recommended is not to my taste.	
	PFU 2	I feel the product the host recommended will suit my taste.	
	PFU 3	My concern about the suitability of a product is not reduced even though the host has provided recommendations.	
Purchase intention (PUR)	PUR 1	I am very likely to buy goods from the host.	
	PUR 2	I will consider purchasing products from the host in the future.	
	PUR 3	I intend to purchase the product from the host.	

Research Design

The research model for this study is in Figure 1. Furthermore, based on this conceptual framework, the hypothesis is presented as follows.

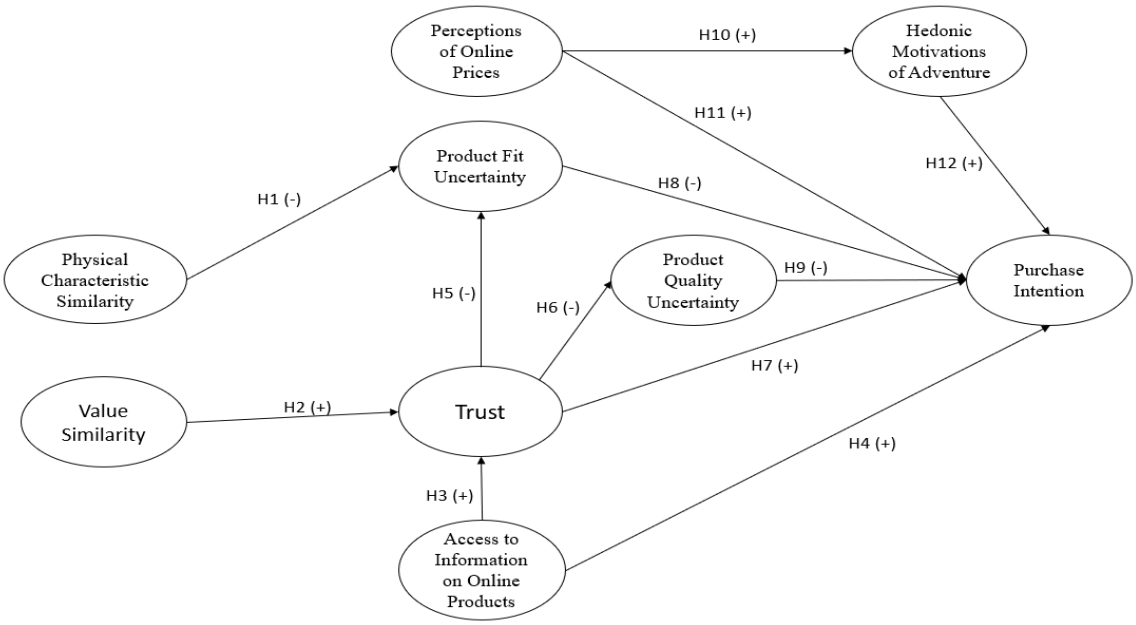

Figure 1. Conceptual Framework

Data Collection and Analysis

The survey was distributed online to users of LSC. The target population of this study is LSC users who have done at least one transaction on LSC. Google Forms was used to distribute the survey from April to June 2023. The sample obtained from distributing this survey was 102 respondents. This research refers to the sample-to-variable ratio to determine how many samples should be collected. According to (Hair et al., 2019), this research has fulfilled the minimum sample-to-variables ratio of 5:1, which is 60 samples. Hair (2019) also mentioned that a small sample size below 100 can still produce meaningful results using SEM-PLS. Google Forms helps reduce missing data by making sure respondents provide complete information through response validation. Two reversed-coded questions were used to improve the validity of the instrument by filtering out patterned responses.

We employed a non-probabilistic with convenient sampling method to select our sample. This is due to the unavailability of a comprehensive sampling frame. Since we lacked a comprehensive list of all population members, we opted for convenient sampling, which enabled data collection without requiring complete population information. This is also done by previous studies with similar situations, thus using the same procedure (Cuesta-Valiño et al., 2022; Mohan et al., 2015). A non-probabilistic sampling method, however, is still able to produce meaningful statistical inference (Memon et al., 2020). All data was collected voluntarily, as respondents could refuse to fill out the survey. The data was analyzed using partial least square structural equation modeling (PLS-SEM). PLS-SEM is fit when used to explore or extend existing structural framework, which is appropriate when used for the present study.

PLS-SEM, a widely recognized technique in our field of research, is known for its simultaneous assessment of theoretical constructs and relationships. PLS-SEM is particularly well-suited for our study, which aims at predictive modelling and theory building. This method's adaptability to estimate complex models influences our

ability to comprehensively understand the research context. We used SmartPLS software to assess our measurement model, using several measures such as factor loadings (>0.5) Cronbach's alpha (0.7), and average variance extracted (AVE) (>0.5). A bootstrapping procedure was conducted to obtain t-statistics which can be used as a basis for hypothesis acceptance or rejection. This rigorous approach strengthens the credibility and validity of this research.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 2 shows the demographics of the 102 respondents used in this study. There were 40 male respondents (39.2%), 60 female respondents (58.8%), and two respondents prefer not to answer (2.0%). In this study, the respondents are 21 years old on average. The latest education of the respondents in this study was diverse: 12 respondents are high school (11.8%), three respondents' latest educational level is vocational college (2.9%), and 87 respondents' latest educational level is undergraduates (85.3%). Looking at the occupation, ten respondents (9.8%) are employees, 83 respondents (81,4%) are students, six respondents (5.9%) are part-timers, and three respondents (2.9%) are doing business. Based on monthly income, 85 respondents (83.3%) have monthly income under IDR 5.000.000, 16 respondents (15.7%) have a monthly income ranging from IDR 5.000.000 to 10.000.000, and only one respondent (1.0%) having monthly income more than IDR 20.000.000.

Table 2. Data Description

No	Variable	Percentage
1. Gender	Male	39.2% (40)
	Female	58.8% (60)
	Prefer not to answer	2.0% (2)
2. Age	17 – 28 years old	97.0% (99)
	29 - 40 years old	2.0% (2)
	41 – 52 years old	1% (1)
3. Education Level	High school	11.8% (12)
	Vocational College	2.9% (3)
	Undergraduates	85.3% (87)
4. Profession	Employee	9.8% (10)
	Students	81.4% (83)
	Part-timer	5.9% (6)
	Doing business	2.9% (3)
5. Monthly Income	< IDR 5.000.000	83.3% (85)
	IDR 5.000.000-10.000.000	15.7% (16)
	> IDR 20.000.000	1.0 % (1)

Table 3 shows the usage behavior of the respondents. Most of the respondents have used LSC for more than six months (52%). The platform that is most popular among the respondents is TikTok (52.9%). Purchases made in LSC occur on average 1-5 times per month (87.3%). The majority of the respondents (56.9%) consider

discounts as the main reason why they use LSC. Lastly, fashion products are the most purchased category among the respondents, with 76 respondents purchasing fashion items from LSC.

Table 3. Live Streaming Commerce Usage

Usage Dimension	Variable	Percentage
LSC usage period	< 6 months	52.0% (53)
	< 8 months	12.7% (13)
	> 12 months	30.4% (31)
	10-12 months	4.9% (5)
Most used LSC platform	Facebook	2.9% (3)
	Instagram	19.6% (20)
	Shopee	19.6% (20)
	TikTok	52.9% (54)
	Tokopedia	3.9% (4)
	Twitch	1.0% (1)
How often the respondents use LSC	> 15 times/month	2.9% (3)
	1-5 times/month	87.3% (89)
	10-15 times/month	1.0% (1)
	6-10 times/month	8.8% (9)
The main reason for using LSC	Discounts	56.9% (58)
	Direct Interaction with Merchants	12.7% (13)
	Live live-streaming host is a public	1.0% (1)
	figure/popular person	11.8% (12)
	Recommended by the platform's algorithm	4.9% (5)
	Not wanting to visit offline stores	4.9% (5)
	Offer more products	6.9% (7)
	Convenience (time/effort)	1.0% (1)
	Convenient payments	
Product categories	Fashion	76
	Food and Beverages	21
	Cosmetic	29
	Skincare	38
	Furniture	8
	Sports	11
	Pets	4
	Toys	12
	Others (Mask)	1

Measurement Model Analysis

To test the validity of the constructs, several measures such as loadings, average variance extracted (AVE), Cronbach's alpha, and Composite Reliability were checked. As shown in Table 4, all latent variables have an AVE > 0.5 and composite reliability between 0.6 – 0.95. Some indicators, such as PRI 4, PQU 2, and PFU 3, have outer loadings lower than the specified standard of 0.5. Therefore, in this research. PRI 4, PQU 2, and PFU 3 variables are removed. Two constructs have Cronbach's alpha lower than 0.7 but higher than 0.5, and these constructs can be considered to still have moderate reliability (Certal et al., 2015).

Table 4. Convergent Validity

Latent Variable	Observed Variable	Outer Loadings	AVE	Composite Reliability	Cronbach's Alpha
HED	HED 1	0.841	0.737	0.893	0.819
	HED 2	0.933			
	HED 3	0.796			
PRI	PRI 1	0.723	0.660	0.853	0.747
	PRI 2	0.855			
	PRI 3	0.852			
ACI	ACI 1	0.776	0.630	0.871	0.805
	ACI 2	0.830			
	ACI 3	0,734			
	ACI 4	0.829			
PCS	PCS 1	0.911	0.715	0.881	0.822
	PCS 2	0.906			
	PCS 3	0.701			
PQU	PQU 1	0.883	0.707	0.828	0.591
	PQU 3	0.797			
TRS	TRS 1	0.766	0.632	0.838	0.710
	TRS 2	0.803			
	TRS 3	0.816			
PVS	PVS 1	0.852	0.690	0.816	0.551
	PVS 2	0.808			
PFU	PFU 1	0.756	0.720	0.836	0.637
	PFU 2	0.932			
PUR	PUR 1	0.906	0.696	0.872	0.779
	PUR 2	0.718			
	PUR 3	0.867			

Hypothesis Testing

A bootstrapping procedure with 1000 iterations was performed to test the path coefficient's statistical significance. Table 5 show the result of the hypothesis testing for the proposed hypotheses in this study. All hypotheses except ACI on PUR, PRI on PUR, and HED on PUR was accepted.

Table 5. Hypothesis Testing Result

	β	P-Values	Decision
PCS → PFU	-0.222	0.020	Accepted
PVS → TRS	0.419	0.000	Accepted
ACI → PUR	0.127	0.195	Rejected
ACI → TRS	0.391	0.000	Accepted
TRS → PFU	-0.473	0.000	Accepted
TRS → PQU	-0.514	0.000	Accepted
TRS → PUR	0.190	0.068	Accepted
PFU → PUR	-0.177	0.054	Accepted
PQU → PUR	-0.214	0.023	Accepted
PRI → HED	0.460	0.000	Accepted
PRI → PUR	0.147	0.111	Rejected
HED → PUR	0.120	0.121	Rejected

The test results show physical characteristic similarity had a significant negative effect on product fit uncertainty, and H1 is accepted (β = -0.222, p = 0.020). Perceived value similarity had a significant positive effect on trust, and H2 is (β = 0.419, p = 0.000). Access to online information had no effect on purchase intention directly in LSC (β = 0.127, p = 0.195); thus, H3 is rejected. However, access to online information had a significant positive effect on trust in customers (β = 0.391, p = 0.000), and H4 is accepted. Trust had a significant negative effect on perceived fit uncertainty (β = -0.473, p = 0.000) and perceived quality uncertainty (β = -0.514, p = 0.000). Therefore, both hypotheses from H5 and H6 are accepted. Trust had a significant positive effect on purchase intention; thus, H7 is accepted (β = 0.190, p = 0.068). Perceived fit uncertainty had a significant negative effect on purchase intention, and H8 is accepted (β = -0.177, and p = 0.054), as perceived quality uncertainty had a significant negative effect on purchase intention and H9 is accepted (β = -0.214, p = 0.023). Perception of online prices had a significant positive effect on hedonic motivation (β = 0.460, p = 0.000). Therefore, H10 is accepted. However, the perception of online price had no significant effect on purchase intention, and H11 is rejected (β = 0.147, p = 0.111). Hedonic motivation within the customer had no significant effect on purchase intention, and H12 was rejected (β = 0.120, p = 0.121). The final result is illustrated on Figure 1.

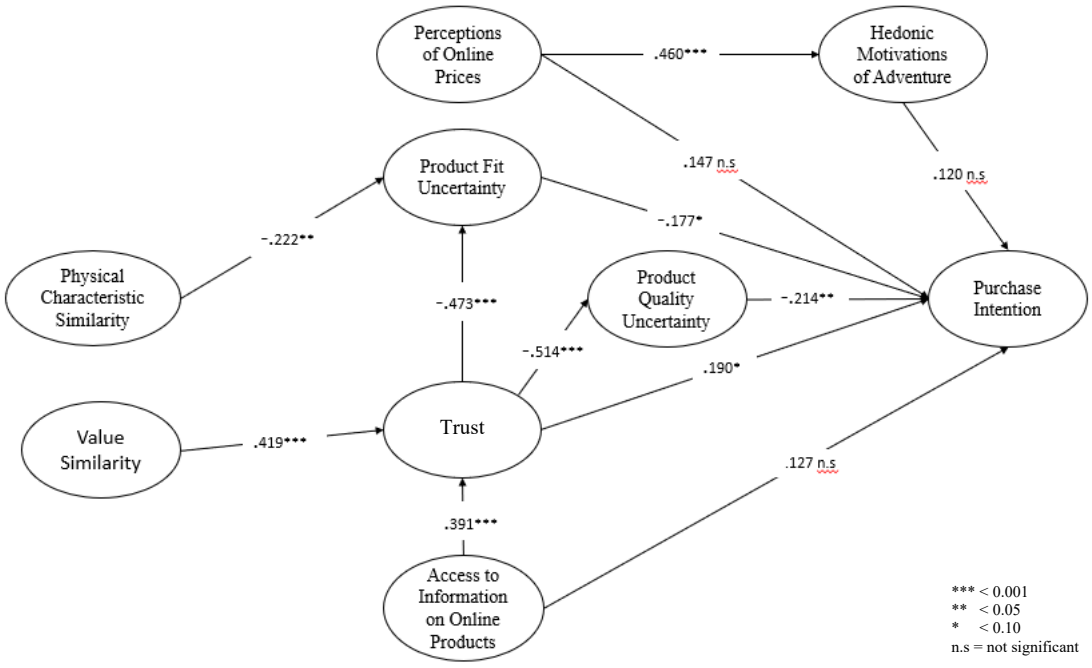

Figure 2. Hypothesis Testing Result

DISCUSSION

This research found that value similarity has a significant influence in increasing the trust of customers towards an LSC host. A customer can feel a shared similarity between their values and those owned by the host; when this happens, the customer's trust will be greater towards the host. For example, a customer who is interested in purchasing a trending piece of clothing will feel a value similarity when

they see that the hosts also dress in a way that matches the. When there is an alignment of values between the customer and the host, the customer will tend to trust the host more easily (Lu & Chen, 2021).

The present study also found that customers might first evaluate the physical characteristics of the host before making a purchase. When there is a physical characteristic similarity between the customer and the host, uncertainty felt by the customer regarding whether the product that will be purchased fits the customer or not will be reduced. The relationship between physical characteristic similarity and the reduced product fit uncertainty will also be amplified for experience products or products that are physically used by the customer (Lu & Chen, 2021). The product fit uncertainty was also found to be a significant predictor of purchase intention; when product fit uncertainty is decreasing, purchase intention will increase.

This study found that access to online information does not have any influence on purchase intention. Purchase intention in LSC is unaffected by whether information regarding the product is available or not. However, access to information has been found to influence trust instead. This finding is possible due to how the availability of information does not act as a good direct predictor of purchase intention since no matter how good a product information is, if the customer is not interested in the product itself, they would not buy the product. However, when information is easy to access or transparent, customers will perceive that the host or merchant does not have anything to hide and, thus, trust them more (Khare et al., 2020). In LSC, customers might focus more on the information acquired through the interaction with the host rather than the written product information on the platform.

Trust is also found to have a significant negative relationship with perceived quality uncertainty, having an effect size of -0.514; it is the relationship with the biggest effect size in this study. This finding is important because we can utilize this fact when choosing LSC as a distribution channel. Businesses should employ a host that is perceived to be trustworthy because this can reduce the perceived uncertainty of the quality of the products (Lu & Chen, 2021). Furthermore, the significant negative relationship between perceived quality uncertainty and purchase intention highlights the importance of delivering clear expectations of products.

Price was not found to be the determinant of LSC purchase intention, similar to what a previous study has also found. It is undeniable that most online shops offer lower prices than offline stores, but customers may still consider the quality to be obtained and the trust given that will be felt to be factors that drive the purchase intention itself, especially in the context of LSCs. (Kim & Eastin, 2011). This research also found that hedonic motivation does not have any effect on influencing purchase intention on LSC. In LSC, there is indeed an entertainment aspect, but apparently, this aspect is still not enough to encourage someone to make a purchase. Maybe most people can feel the entertainment aspect of LSC quite well, but the effect of the entertainment is only limited to making the audience entertained, and it does not encourage purchase intention.

CONCLUSION

Today, a growing number of shopping activities are being carried out through live streaming, namely Live Streaming Commerce (LSC). The presence of LSC offers a more interactive and informative shopping experience compared to the experience of online shopping in general. This study wants to see what factors can influence the purchase intention of a customer in Indonesian LSC since it is a new and unique form of online shopping that integrates many entertainment aspects. In this study, it was found that product uncertainty, which includes product fit uncertainty and product quality uncertainty, has a significant influence on customer purchase intention. Product uncertainty itself can be reduced by value similarity, physical characteristic similarity, and trust. On the other hand, this study also found that people's perception of price, access to information, and hedonic motivation in LSC do not have a direct influence on purchase intention. However, price and access to information influence trust significantly. This shows that in LSC, customers consider the quality and suitability of the products they buy and their shopping enjoyment rather than mere prices or information availability.

Since trust is found to be a strong factor in reducing product uncertainties, merchants and LSC platforms create an LSC environment that is trusted. For businesses that utilize LSC as a distribution channel, finding a live streaming host that can give the impression of trustworthiness will be integral to increasing the customer's purchase intention. A host must also be able to explain thoroughly the products that they sell and conduct product try-ons to demonstrate the product, and this will increase physical characteristics similarity, which reduces product fit uncertainty. A host that can provide an explanation of the shortcomings of the product might reduce uncertainty and increase trust.

In terms of the LSC platform, the improvement or addition of new features that can convince customers to buy on their platform is integral in creating trust. Features such as original guarantee and insurance will be useful to implement**.** Given that LSC has an entertainment element in it, merchants can take advantage of this by choosing a celebrity or influencer on social media as a host in LSC. Customers will find it easier to see the similarity in value between the product and the host in the LSC if the host is an influencer; this is because the influencer already has his own image and value that is easy to know and relate by the public through social media (Jin et al., 2019). Therefore, companies involved in LSC can use the results of this research as a step to increase their sales.

The results of this study show the relevant variables that can affect purchase intention in LSC. However, this study still has limitations, including geographical and demographical limitations. The present study focuses mainly on the LSC phenomenon in Indonesia, and the respondents of the present study are dominated by the younger generation with an average age of 21 years. This limitation is noted because age may also act as one of the influencing factors in purchase decisions (Kian et al., 2017). In this study, most of our respondents use TikTok as their main LSC platform. Different platforms have some differences which might influence the behavior of the user when purchasing a product. Future research should note these limitations, building studies that can also answer the previously unexplored aspect so that understanding of LSC can be advanced.

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