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The Effect of Live Streaming and Product Belief on Online Purchase Intention of Men's Skincare Products

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ABSTRACT

Objectives: This study aims examine the role of income level as a moderating variable in the effect of live streaming and product belief on online purchase intention of men's skincare on the TikTok application.

Methodology: This type of research is causal associative. The method used in this research is a survey sample. The population in this study were all young male consumers with an age range of 17-38 years. The sampling technique used purposive sampling. The analytical tool used is SmartPLS.

Finding: The results showed that live streaming and product belief have a positive and significant influence on online purchase intention. This shows that the more interesting and interactive the live streaming content presented, as well as the higher consumer confidence in the products offered, the greater the consumer's interest in making online purchases. In addition, this study also proves that income level is able to act as a moderating variable that strengthens the influence between live streaming and product belief on online purchase intention.

Conclusion: This study concludes that Live Streaming and Product Belief have a positive and significant influence on Online Purchase Intention. Live streaming has a stronger influence on consumers with lower income levels (< Rp. 3,000,000), while product belief has a stronger influence on consumers with higher income levels (> Rp. 3,000,000).

Keywords: Online Purchase Intention; Live Streaming; Product Belief.

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INTRODUCTION

Today, more and more men are realizing that appearance is no longer just a complement, but has become an important part of the modern lifestyle (Sayon et al., 2021). In the past, skincare products may not have been a priority, but now the awareness of the importance of skincare has encouraged many men to care more about the health of their skin (Magklaras et al., 2023). Responding to this trend, skincare companies are increasingly marketing male-specific products, seeing a huge opportunity in this change in consumer behavior (Pranata et al., 2023). The men's skincare industry has managed to maintain its image of masculinity despite the

stigma of how the use of skincare products can affect perceptions of male masculinity (Yaling, 2024).

The development of digital technology has driven a major transformation in consumer behavior, especially in online shopping activities. One innovation that is now widely used by businesses is the live streaming feature as an interactive marketing medium. The interactive nature of live streaming allows businesses to convey product information effectively, which can lead to higher consumer interest (Herlina & Wilujeng, 2024). In recent years, commerce through live streaming has experienced a significant growth spurt, with more and more merchants and brands using this platform to interact and build relationships with their consumers (Sun et al., 2019). As a new phenomenon, live streaming has received little research attention so far. Moreover, despite the growing popularity of live streaming shopping, very few studies have investigated how customers' purchase intention is affected by live streaming (Yu et al., 2018), especially in male consumers (Luo et al., 2023). Through live streaming, sellers can deliver live and real-time product information, answer consumer questions, and provide product demonstrations that can increase consumer purchasing interest (Suhyar & Pratminingsih, 2023). This phenomenon makes live streaming one of the effective marketing strategies in shaping online purchase intention.

Apart from the promotional media factor, product beliefs also play an important role in encouraging consumers to make purchases. When consumers have high confidence in the quality, benefits, and authenticity of the product, they tend to have a greater intention to make purchases online (Yang, 2020). This belief can be formed through various channels, such as personal experience, customer reviews, or viewing products in live streaming sessions. In the context of social media, Pasaribu et al., (2024) revealed that trust developed through social media interactions directly impacts consumer behavior, highlighting its importance in shaping purchasing decisions. Mahliza (2020) also revealed that trust in a product significantly affects consumer interest and purchasing decisions. Higher consumer trust correlates with an increased likelihood of making online purchases, highlighting the importance of trust in shaping consumer behavior in the context of e-commerce and s-commerce.

However, consumer decisions to buy are not only determined by marketing communication factors and product perceptions, but are also influenced by income levels. Income level can moderate the relationship between live streaming and product belief on online purchase intention. Consumers with higher income levels may be less sensitive to emotional or impulsive promotions, but focus more on value and product quality (Lionitan & Firdausy, 2023). In contrast, consumers with lower incomes are more likely to consider promotions offered directly in live streaming sessions. Given these dynamics, it is important to further examine how live streaming and product beliefs influence online purchase intention, and to what extent income level can moderate the relationship.

LITERATURE REVIEW

Stimulus-Organisme-Respons (SOR) Theory

The theory used in this study, to enrich and strengthen the proposed model is the Stimulus-Organism-Response (SOR) theory. This theory, first developed by Mehrabian and Russell in 1974, explains how an external stimulus (stimulus) influences an individual's internal processes (organism) that ultimately affect a person's behavioral responses. It includes factors such as cognitive and emotional processes, individual differences and situational variables that can

influence the internal state of the organism and ultimately shape the response. This framework is particularly useful in contexts such as marketing and consumer behavior, which help predict how different stimuli will impact consumer responses, such as purchase decisions or brand loyalty. In the context of the current study, the seller's activity (live streaming) can be considered a stimulus, and the consumer's actions, both immediate and delayed, can be considered a behavioral response. As such, SOR contributes to this research by helping to explain how consumers' affective states, in terms of attitudes, are influenced by various external factors, and therefore affect their behavioral responses.

Online Purchase Intention

Purchase intention is consumer behavior that arises in response to an object that describes the consumer's desire to make a purchase (Al Hafizi & Ali, 2021). Purchase intention is the desire to get a product or service that is in the mind of consumers in the long and short term (Sa'ait et al., 2016). This definition emphasizes that buying interest is not only a momentary desire but can also continue for a longer time. Furthermore, Harjanti (2021) adds that purchase intention reflects the tendency and readiness of consumers to make purchases, emphasizing the aspect of readiness in decision making. Purchase intention describes the perception and possibility of purchasing a product which can reflect loyalty to a brand. Consumer purchase intention can be influenced by various factors, such as demographic factors such as age, income level, gender, profession, and education are believed to have a relationship with purchase intention (Witek & Ku'zniar, 2020). In this study, researchers used indicators from Chen et al., (2017) namely possible to buy, intended to buy, and considered to buy.

Live Streaming

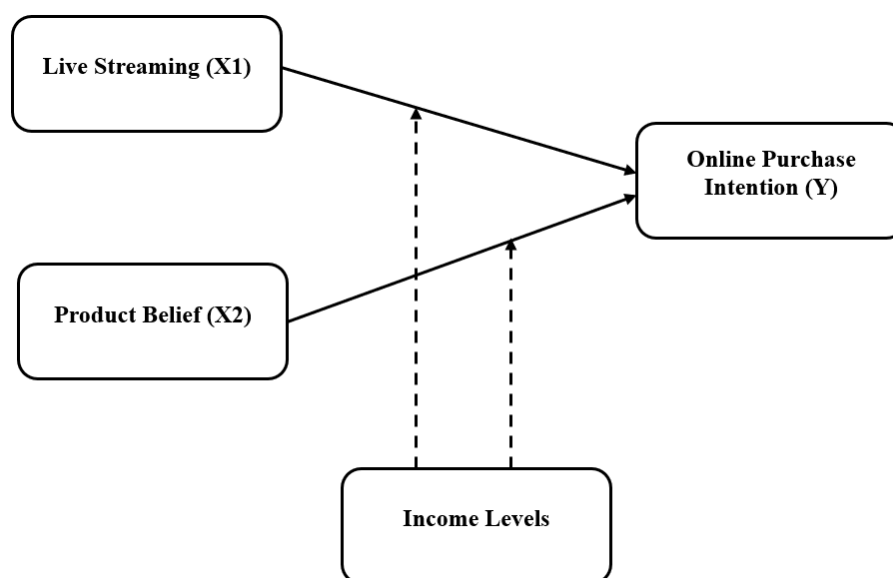
Live streaming is a technology that enables real-time recording and broadcasting of sound and images, utilizing various communication technologies to provide an experience as if the audience is present in person (Chen & Lin, 2018). The concept of live streaming selling, or direct selling through social media, is an evolution in media that offers exciting real-time interactions (Suhyar & Pratminingsih, 2023). Live streaming combines real-time video content with chat interaction, enabling users to broadcast and view live video streams while participating in synchronous chat discussions (Dang-Van et al., 2023). Live streaming has been shown to increase consumers' sense of presence and trust, which are important factors in influencing their purchase intention (Li et al., 2023). In this study, researchers used indicators from Fitryani et al., (2021) namely interaction, real-time, and promotional tools.

Product Belief

Product belief refers to a consumer's belief that the product will meet their expectations and perform as claimed (Pappas, 2016). Kim dan Peterson (2017) look at product belief from an online trust perspective, where they emphasize the importance of reputation, security, and service quality as an integral part of product trust. In the context of social media, Pasaribu et al., (2024) revealed that trust developed through social media interactions directly impacts consumer behavior, including its importance in forming purchasing decisions. Product beliefs that refer to consumer perceptions of the value and attributes of a product have been shown to have a positive relationship with purchase intentions (Imaningsih et al., 2024; Sumanjay &

Permana, 2025; Yang, 2020). In this study, researchers used indicators from Ballester et al., (2003) namely reliability and intentionality.

Figure 1. Research Framework



H1: Live Streaming has a positive and significant effect on Online Purchase Intention.

H2: Product Belief has a positive and significant effect on Online Purchase Intention.

H3: Income Level moderates the effect of Live Streaming on Online Purchase Intention.

H4: Income level moderates the effect of Product Belief on Online Purchase Intention.

METHOD

This research adopts a quantitative approach, which involves measuring and analyzing data using statistical methods. The population in this study refers to young male consumers with an age range of 17-38 years, referring to (Sulhaini et al., 2022), and knowing skincare products through Tiktok live streaming on the "BuyLocal" feature. The sample in this study amounted to 150. Sampling in this study was carried out using a non-probability sampling method. In this technique, sample selection is limited based on the criteria set by the researcher (Sekaran & Bougie, 2016). The purposive sampling technique is used because the sampling is taken with certain considerations or criteria that must be met, as for the criteria in this study are: 1) using the TikTok application, and 2) have seen live streaming specifically for skincare on TikTok. The data collection tool in this study used a questionnaire. The questionnaire in this study will be distributed electronically or online surveys through social media such as Whatsapp, Instagram, and others. Questions on the questionnaire are measured using a 1-7 semantic differential scale from strongly disagree to strongly agree. The questionnaire used is a closed questionnaire, where respondents can choose one answer from the existing question items. All existing data were analyzed using SmartPLS version 4 software.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics	Description	Total	Percent
Education	SMA/SMK	30	20%
	D3	24	16%
	S1	86	57,3%
	S2	10	6,7%
Jobs	Student	49	32,7%
	More	48	32%
	Private Employee	27	18%
	Self-employee	15	10%
	Civil Servant/TNI/POLRI	11	7,3%
Origin	Bali dan Nusa Tenggara	55	36,7%
	Java	42	28%
	Sumatera	23	15,3%
	Sulawesi	17	11,3%
	Kalimantan	13	8,7%
Income	< Rp. 3.000.000	83	55,3%
	> Rp. 3.000.000	67	44,7%

Validity and Reliability Test

Based on Table 2 below, it is known that the outer loading value for each statement item is > 0.5 (Hair et al., 2022). So, it can be concluded that the entire outer loadings value of each statement has described valid.

Table 2. Validity Test Results

Code	Statement Item	Outer Loading	Description
Live Streaming (X1)			
X1.1	TikTok live streaming feature gives me a sense of real communication interaction	0.692	Valid
X1.2	TikTok live streaming feature gives the feeling of being present in person	0.921	Valid
X1.3	The live streaming feature allows me to see the condition of the product in real time	0.958	Valid
X1.4	The live streaming feature is very effective for me to shop in real time	0.767	Valid

Code	Statement Item	Outer Loading	Description
X1.5	TikTok live streaming feature makes the negotiation process easier for me	0.951	Valid
X1.6	TikTok's live streaming feature makes it easy for me to find out about product promotions that are sold	0.902	Valid
Product Belief (X2)			
X2.1	I trust local skincare products because they fulfill my desires.	0.628	Valid
X2.2	I get good results after using local skincare products	0.948	Valid
X2.3	I trust local skincare brands because their safety is guaranteed.	0.915	Valid
X2.4	Local skincare products are responsible for product safety by providing consumer media	0.909	Valid
Online Purchase Intention (Y)			
Y.1	I hope to buy local skincare on TikTok live streaming	0.819	Valid
Y.2	I intend to buy local skincare on TikTok live streaming	0.839	Valid
Y.3	I consider buying local skincare while live streaming	0.871	Valid

Based on Table 3 below, it shows that the composite reliability value of all variables is greater than 0.7 (Hair et al., 2022). Thus the variables used in this study have met the composite reliability value and have a high level of reliability.

Table 3. Reliability Test Results

No	Variables	Composite Reliability	Cronbach's Alpha	Criteria
1	Live Streaming (X1)	0.963	0.935	Reliabel
3	Product Belief (Z)	0.916	0.874	Reliabel
4	Online Purchase Intention (Y)	0.799	0.797	Reliabel

Goodness-of-Fit Testing of the Inner Model

Based on Table 4 below, Online Purchase Intention (Y) has an R-Square of 0.749. This value shows that the construct variables of live streaming and product belief can explain the online purchase intention construct variable by 74.9%, while the other 25.1% is influenced by other factors that are not included in this research variable.

Table 4. Outer Results R-Square Value

	R Square	R Square Adjusted
Online Purchase Intention (Y)	0.749	0.746

Hypothesis Test

In hypothesis testing, this study uses several criteria that must be met, namely the original sample value, t-statistic value and probability value through bootstrapping in PLS. The results obtained are as follows:

Table 5. Interpretation of Hypothesis Test Results

	Influence between variables	Original Sample	T statistics	P values	Description
H1	Live Streaming → Online Purchase Intention	0.371	3.325	0.001	Significant
H2	Product Belief → Online Purchase Intention	0.530	5.046	0.000	Significant
H3a	Income Levels (<Rp. 3.000.000)*Live Streaming → Online Purchase Intention	0.414	2.376	0.018	Significant
H3b	Income Levels (>Rp. 3.000.000)*Live Streaming → Online Purchase Intention	0.259	2.124	0.034	Significant
H4a	Income Levels (<Rp. 3.000.000)*Product Belief → Online Purchase Intention	0.447	2.783	0.005	Significant
H4b	Income Levels (>Rp. 3.000.000)*Product Belief → Online Purchase Intention	0.695	6.086	0.000	Significant

The effect of live streaming variables on online purchase intention variables with a positive original sample value of 0.371. Then the t-statistic value is greater than 1.97 with a value of 3.325 and the p-value is less than 0.05 with a value of 0.001. This shows that the live streaming variable has a positive and significant influence on the online purchase intention variable, so Hypothesis 1 (H1) is accepted. Then, the effect of the product belief variable on the online purchase intention variable with a positive original sample value of 0.530. Then the t-statistic value is greater than 1.97 with a value of 5.046 and the p-value is less than 0.05 with a value of 0.000. This shows that the product belief variable has a positive and significant effect on the online purchase intention variable, so Hypothesis 2 (H2) is accepted.

The effect of live streaming variables on online purchase intention variables with moderation of income level on income, with positive original sample values of 0.414 and 0.259, respectively. Then the t-statistic value is greater than 1.97 with a value of 2.376 and 2.124 and a p-value smaller than 0.05 with a value of 0.018 and 0.034. This shows that income level is able to moderate the effect of live streaming variables on online purchase intention variables positively and significantly, so Hypothesis 3 (H3a and H3b) is accepted. Furthermore, the effect of product belief variables on online purchase intention variables with moderation of income level, with positive original sample values of 0.447 and 0.695, respectively. Then the t-statistic value is greater than 1.97 with a value of 2.783 and 6.086 and the p-value is smaller than 0.05 with a value of 0.005 and 0.000. This shows that the level of income is able to moderate the effect of product belief variables on online purchase intention variables positively and significantly, so Hypothesis 4 (H4a and H4b) is accepted.

Discussion

The Effect of Live Streaming on Online Purchase Intention

The results of the analysis show that Live Streaming has a positive and significant effect on Online Purchase Intention. This means that the more interesting and interactive the live

streaming content displayed by the skincare seller, the higher the consumer's intention to make an online purchase. Real-time interaction is a key factor that distinguishes live streaming from other types of marketing. With the live streaming feature, sellers can interact directly with the audience, answer questions, and show products in their actual state. This feature also increases consumers' sense of presence and trust, which is crucial in influencing their buying interest (Li et al., 2023). The interactivity that occurs in real time allows consumers to get to know the product and seller better, thus creating convenience in the shopping process (Alkhalifah, 2022).

The Effect of Product Belief on Online Purchase Intention

The results of the analysis show that product belief has a positive and significant influence on online purchase intention. This means that the higher consumers' trust in the product, the greater their tendency to buy the product online. This shows how important product belief is in shaping consumer purchasing decisions in the context of s-commerce, especially skincare products. Product belief refers to consumers' belief that the product they choose will meet their expectations and function according to the claims given by the seller (Pappas, 2016). In the world of e-commerce, this belief is key to driving online buying interest, because consumers cannot feel or see the product directly before buying. The results of this study are also in accordance with Imaningsih et al., (2024) and Sumanjay and Permana (2025) research which shows that consumer trust has a positive impact on consumer purchasing interest.

The Effect of Live Streaming on Online Purchase Intention with Moderation of Income Level

This study shows that the effect of live streaming on online purchase intention with moderation of income level shows a positive and significant effect. This means that the level of income is able to strengthen the influence of live streaming on online purchase intention. Based on the results of hypothesis testing, consumers with an income level of <Rp. 3000,000 show a higher influence than consumers with an income of >Rp. 3,000,000. Low-income consumers tend to be more influenced by visual stimulus and direct communication as displayed in live streaming. They may perceive the content as a reliable source of information and help them make decisions without having to seek additional information. Meanwhile, consumers with higher incomes may be more rational and critical, and have access to other sources of information outside of Live Streaming. This makes the direct influence of Live Streaming content on their purchase intention relatively lower than the low-income group.

The Effect of Product Belief on Online Purchase Intention with Moderation of Income Level

This study shows that the effect of product belief on online purchase intention with moderation of income level shows a positive and significant effect. This means that income level is able to strengthen the effect of live streaming on online purchase intention. Based on the results of hypothesis testing, consumers with an income level of > Rp. 3000,000 show a higher influence than consumers with an income of < Rp. 3,000,000. Consumers with higher incomes (> Rp. 3,000,000) have greater purchasing power, so that when they believe in the quality and benefits of the product, they are more ready and able to make purchases immediately. Conversely, consumers with lower incomes, despite having confidence in the product, may still be held back by economic limitations, so the intention to buy is not as strong as the higher income group.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that live streaming and product belief have a positive and significant influence on online purchase intention. This shows that the more interesting and interactive the live streaming content presented, as well as the higher consumer confidence in the products offered, the greater the consumer's interest in making online purchases. In addition, this study also proves that income level is able to act as a moderating variable that strengthens the influence between live streaming and product belief on Online Purchase Intention. Consumers with income levels below Rp. 3,000,000 show that the effect of live streaming on online purchase intention tends to be higher, because they are more responsive to visual and direct communication presented in live streaming. Meanwhile, consumers with income levels above Rp. 3,000,000 show that the influence of product belief on online purchase intention is more dominant, because they have greater purchasing power and tend to make purchases when they feel confident about the quality and benefits of the product. Overall, these findings emphasize the importance of a digital marketing strategy that focuses not only on information delivery media, but also on consumer segmentation based on income level and increasing trust in the products offered. Future research is expected to expand the scope of the analysis by comparing other demographic segments, such as gender, as a moderating variable. This is important considering that in this study, the respondents involved were only limited to male consumers, so the findings do not fully represent differences in consumer perceptions and behavior as a whole.

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