

Comparison of Consumer Purchase Decision Levels on Shopee Accounts That Use and Do Not Use Live Streaming

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ABSTRACT. The development of e-commerce in Indonesia, particularly through the Shopee platform, has driven significant changes in consumer shopping behavior. This study aims to analyze the comparison of consumer purchase decision levels between Shopee accounts that use the live streaming feature and those that do not. The research method employed is a comparative quantitative design, with a sample of active Shopee consumers obtained through stratified random sampling. Data were collected via an online questionnaire and analyzed using t-test and multiple regression. The results indicate that accounts using live streaming have a significantly higher purchase decision level, with an average score difference of 26.76 points. This conclusion underscores that the live streaming feature provides a competitive advantage in enhancing consumer purchase decisions, making it an effective marketing strategy within the e-commerce ecosystem. This study offers important insights for sellers and managers in designing more interactive and engaging marketing strategies.

Keyword: E-Commerce; Live Streaming; Purchase Decision.

JEL Classification: MM2

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INTRODUCTION

The development of e-commerce in Indonesia has been highly dynamic in recent years, making it one of the fastest-growing digital markets in Southeast Asia (Lestari, 2024). Shopee, in particular, stands out as the market share leader, contributing significantly to the national volume of online transactions (Lestari, 2024). Shopee leverages the increasing penetration of internet and mobile devices in Indonesia to expand its consumer reach and strengthen its marketplace ecosystem (Alamin, Missouri, Sutriawan, & Fathir, 2023). Moreover, the surge in e-commerce transactions is driven by shifts in consumer behavior, with more users transitioning from conventional shopping to online platforms due to convenience, time efficiency, and ease of access (Negara & Soesilowati, 2021). This phenomenon is reinforced by the assumption that Shopee is not merely a typical marketplace, but also an interactive digital ecosystem that fosters new innovations in marketing strategies, including the increasingly popular live streaming feature among sellers and buyers.

The shift in consumer shopping behavior from physical (offline) channels to online channels is one of the most significant impacts of digital technology evolution and the use of interactive media in the modern retail ecosystem. Recent studies show that digital technologies including high-speed internet, mobile devices, and e-commerce platforms provide unrestricted access across time and space, making it easier for consumers to shop anytime and anywhere (Yao et al, 2022). Furthermore, bibliometric analysis reveals that digital marketing and interactive media such as e-word-of-mouth, social recommendations, and algorithmic personalization play a crucial role in influencing the cognitive, emotional, and purchasing decisions of online consumers (Wahdiniawati et al, 2023). In the Indonesian context specifically, this transformation is supported by the growth of internet and smartphone penetration, as well as changing consumer preferences for convenience, time efficiency, and interactivity indicating that online shopping is not merely a channel substitution, but an evolution of consumer behavior increasingly tied to interactive platforms (Wahdiniawati et al, 2024). Within this framework, the phenomenon is not only important to understand from a marketing perspective, but also as a strategic foundation for designing platform features (such as live streaming and real-time interaction) that are becoming normalized in the e-commerce consumer experience.

The rise of live-streaming commerce marks a significant shift in digital marketing practices blending elements of entertainment, product demonstration, and direct interaction to create a real-time, highly interactive shopping experience. This format has been proven to enhance viewers' emotional engagement while accelerating the formation of cognitive trust in sellers through live demonstrations and instant responses to questions (Dong, 2022). Empirical research shows that the quality of information presentation, social presence, and telepresence during live broadcasts strengthen perceptions of credibility and reduce buyer uncertainty, thereby increasing the likelihood of conversion into purchase decisions (Huang, 2024). Additionally, studies exploring the role of streamers emphasize that a streamer's interaction orientation responsiveness, authenticity, and emotional resonance—mediates the relationship between platform stimuli and impulsive buying behavior. This highlights the dual role of live streaming as both an informational tool and an affective trigger in the consumer decision-making process (Wang, 2025). Practically, the combination of real-time interactivity, emotional engagement, and trust-building mechanisms positions live-streaming commerce not merely as an additional promotional channel, but as a new marketing strategy capable of creating a hybrid consumption experience merging the advantages

of direct product observation (similar to offline experiences) with the speed and scalability of digital platforms.

Competition among sellers on e-commerce platforms like Shopee is becoming increasingly intense, driven by the growing number of digital entrepreneurs and the ease of market access facilitated by mobile technology. In this highly competitive market environment, innovation in digital marketing strategies is a key success factor in attracting attention and maintaining consumer trust (Xu et al., 2020). Shopee, as one of the dominant platforms in Southeast Asia, faces challenges in ensuring product visibility and building long-term relationships between sellers and buyers amid the flood of online information and promotions (Phua, Jin, & Kim, 2023). One proven innovation is the live-streaming commerce feature, which enables real-time interaction between sellers and consumers, creating higher emotional engagement and enhancing seller credibility (Chen et al., 2023). Recent studies confirm that live-streaming commerce not only boosts user trust and engagement but also directly contributes to driving purchase decision conversions compared to accounts that do not use the feature (Li & Peng, 2022). Therefore, understanding the effectiveness of this feature in the context of e-commerce competition is crucial to explain how digital interactivity can shape consumer purchasing behavior more deeply and sustainably.

Although many sellers on platforms like Shopee have adopted the live streaming feature as a promotional channel, there remains a lack of understanding regarding the actual impact of this feature on consumer purchase decision levels. Empirical studies indicate that while live streaming can enhance user interactivity and trust, its effect on purchase decisions is often inconsistent or even negative in certain contexts, suggesting that sellers have not yet fully leveraged real-time interaction mechanisms strategically (Abidin & Sihite, 2024). On the other hand, there is a stark contrast in promotional strategies between accounts that use live streaming and those that rely solely on static content or conventional promotions. However, comparative research evaluating the effectiveness of these two groups in influencing purchase decisions within Indonesia's e-commerce ecosystem remains very limited (Salsabila & Ambarwati, 2024). This situation presents both academic and practical challenges: first, whether live streaming truly provides a competitive advantage in driving purchase decisions compared to conventional promotions; second, what factors differentiate the effectiveness among sellers; and third, how sellers and platforms can design live streaming strategies that demonstrably increase conversion rates. Therefore, this study aims to fill that empirical gap and offer strategic guidance for sellers to optimize the use of live streaming features.

Although many sellers on e-commerce platforms have now adopted live streaming commerce features, there remains a gap in understanding how significantly these features influence consumer purchase decisions. Recent empirical research indicates that real-time interaction between sellers (or streamers) and consumers during live streaming sessions can trigger impulsive purchases through mechanisms such as emotional arousal and reduced risk perception (Xie et al, 2024). On the other hand, live streaming replaces part of static promotions and passive content with more dynamic strategies. However, comparative studies that directly measure differences in purchase decision levels between accounts using live streaming and those not using the feature especially in the Indonesian context are still very rare (Wongkitrungrueng & Assarut, 2020). This situation presents challenges for sellers and platforms: how to design and accurately measure the effectiveness of live streaming as a marketing strategy, and under what conditions the strategy truly enhances purchase decisions compared to conventional promotional methods. The empirical gap highlights the need for research focused on the local Indonesian context using a comparative

approach between account types to provide strategic recommendations for e-commerce businesses.

Although several studies have explored the influence of live streaming commerce features on consumer behavior, most are limited to the variable of purchase intention and do not emphasize actual purchase decisions as the primary outcome. For example, research in China by Cho & Yang (2021) and Wu, Batool & Yang (2024) focused on purchase intention during live broadcasts without concretely measuring conversion into real purchases. Meanwhile, much of the research context centers on foreign markets such as China or general literature reviews, while the Indonesian market context—including platforms like Shopee remains relatively underexplored in comparative studies that directly contrast accounts using live streaming with those that do not. One study in Indonesia found an influence of live streaming on purchase decisions on Shopee among Gen Z (Zein & Ambarwati, 2023), but did not conduct an explicit comparison between the two account groups. The absence of such comparative studies reveals a critical research gap: how and to what extent live streaming features differently impact consumer purchase decisions compared to promotional strategies without live streaming, within Indonesia's unique demographic, cultural, and digital infrastructure context. Therefore, this study is aimed at closing that empirical gap through a comparative approach between account types on the Shopee platform to measure actual consumer decision-making.

Although many studies have explored the live streaming feature in e-commerce, most of them focus on purchase intention rather than directly on actual purchase decisions, resulting in a significant conceptual and empirical gap. For instance, the study by Liu, Zhang, & Chen (2022) highlights the influence of interactivity, authenticity, and flow experience on purchase intention in the context of tourism live streaming, but does not measure conversion into actual purchases. Furthermore, although the Asian e-commerce context has been widely researched, studies that specifically compare Shopee accounts using live streaming with those that do not within the Indonesian market remain very limited; most research relies on platforms in China or general platforms. A recent example, Tirtayani & Aghivirwiati (2025), examined the impact of live streaming on purchase decisions in Indonesia's local market but did not compare the two account types. Additionally, research that differentiates the effects of real-time interactivity and trust in the context of live streaming on purchase decisions is still rare, leaving the mechanisms by which live streaming distinguishes itself from conventional promotions inadequately explained. This condition highlights the need for comparative research between account types (live streaming vs non-live streaming) on the Shopee Indonesia platform, and one that also measures actual purchase decisions as the main outcome thus contributing both theoretical and practical insights to the digital marketing literature.

This study primarily aims to analyze and compare consumer purchase decision levels on Shopee accounts that utilize the live streaming feature versus those that do not, in order to determine the effectiveness of both promotional approaches. Furthermore, the research seeks to identify the factors that drive purchase decisions through live streaming interactions such as interactivity, emotional engagement, and seller credibility compared to conventional, less interactive promotional methods (Hanifah et al., 2024). Lastly, the study is directed toward providing empirical insights into the effectiveness of live commerce strategies in enhancing purchase decisions on the Shopee platform in Indonesia, thereby contributing not only theoretically but also practically for managers and e-commerce business actors in designing more targeted digital marketing strategies (Lestari et al., 2024). Thus, this research fills a gap in the literature regarding the effectiveness of

live streaming commerce in the Indonesian context and distinguishes its impact compared to non-interactive promotional methods.

This study positions itself as a comparative study that bridges the gap between digital consumer behavior research and the effectiveness of interactive features within the e-commerce ecosystem. Unlike most previous studies that focus on variables such as purchase intention or customer satisfaction, this research directly evaluates the differences in actual purchase decision levels between Shopee account users who utilize the live streaming feature and those who do not a relatively rare approach in current literature (Zhang, Huang, & Liu, 2023). Moreover, this study integrates perspectives from consumer behavior theory and digital engagement theory within the Indonesian context specifically on the Shopee platform thereby enhancing its contextual relevance and expanding theoretical frameworks that have predominantly been applied in foreign contexts (Xu et al., 2022). Thus, this research contributes not only empirically but also theoretically by linking the mechanisms of direct digital interaction with actual purchase decision outcomes in Indonesia's uniquely dynamic market environment.

This study presents a direct comparative approach between two account models those that use the live streaming feature and those that do not which remains rarely explored in Indonesia's e-commerce literature. Accordingly, the research also develops a purchase decision analysis model based on digital interactivity and real-time trust, which is highly relevant to the evolution of social commerce in the era of interactive platforms (Zein & Ambarwati, 2023). Furthermore, from a practical application perspective, this study offers valuable contributions for sellers and e-commerce platforms in designing live streaming-based marketing strategies that not only enhance purchase intention but also drive actual sales conversions, making it a strategic tool for improving sales performance (Abidin & Sihite, 2024). Ultimately, this research serves as one of the early empirical references assessing the effectiveness of features like Shopee Live on actual purchase decisions in the Indonesian market not merely consumer intention or perception thereby reinforcing the contextual and implementational relevance of the study.

METHODS

This study employs a quantitative comparative design to analyze the differences in consumer purchase decision levels between Shopee accounts that use the live streaming feature and those that do not. The research population consists of active Shopee consumers in Indonesia who have made purchases within the past six months. The sample is selected using stratified random sampling, with stratification based on age, shopping frequency, and product categories purchased, ensuring that the findings more accurately represent variations in consumer behavior. Data is collected through an online questionnaire measuring actual purchase decisions, levels of digital interactivity, and consumer trust in sellers, using a 5-point Likert scale. The data is then analyzed using comparative t-tests and multiple regression to assess differences in purchase decisions and identify influencing factors, while also evaluating the contribution of digital interactivity and real-time trust to purchase decisions across both account types. This approach enables the study to provide direct empirical evidence on the effectiveness of the live streaming feature in driving purchase conversions on the Shopee platform, while distinguishing it from conventional promotional strategies.

RESULT AND DISCUSSION

Table 1.1 Group Statistics

Group Statistics

	Kegiatan	N	Mean	Std. Deviation	Std. Error
Hasil Live atau Tidak	Live Streaming	50	89,4600	1,77523	,25105
	Non Live Streaming	50	62,7000	1,31320	,18571

Source: Authors' own work (2025)

Based on Table 1.1 Group Statistics, it can be explained that there are two respondent groups: those who participated in Live Streaming activities and those who did not (Non-Live Streaming), each consisting of 50 individuals. The average purchase decision score in the Live Streaming group is 89.46 with a standard deviation of 1.775, indicating that most respondents in this group have a high and relatively homogeneous level of purchase decision. Conversely, the Non-Live Streaming group has an average score of 62.70 with a standard deviation of 1.313, also showing consistency but at a lower level compared to the Live Streaming group. From this data, it is evident that participation in Live Streaming has a positive influence on purchase decisions, with a significant mean difference of approximately 26.76 points, suggesting that the Live Streaming strategy can enhance consumer interest and purchase decisions.

Table 1.2 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
Hasil Live atau Tidak	Equal variances assumed	5,501	,021	85,693	98	,000	26,76000	,31228	26,14029 27,37971
	Equal variances not assumed			85,693	90,269	,000	26,76000	,31228	26,13963 27,38037

Source: Authors' own work (2025)

Table 1.2 presents the results of an independent samples t-test comparing outcomes between Live Streaming and Non-Live Streaming activities. Based on Levene's Test for Equality of Variances, the F value is 5.501 with a significance level of 0.021 (less than 0.05), indicating that the variances between the two groups are not equal (equal variances not assumed). Therefore, the interpretation of the t-test results uses the second row of the table. The t-test result ($t = 85.693$; $df = 90.269$; $\text{Sig. (2-tailed)} = 0.000$) shows that the significance value is far below 0.05. Thus, there is a statistically significant difference between the outcomes of Live Streaming and Non-Live Streaming activities. The Mean Difference of 26.76 indicates that the average result for Live Streaming is 26.76 points higher than that of Non-Live Streaming. Additionally, the 95% Confidence Interval of the Difference ranges from 26.13963 to 27.38037, which does not include the value 0 further reinforcing the conclusion that the difference between the two groups is statistically significant. Overall, these test results demonstrate that Live Streaming activities yield significantly better outcomes compared to Non-Live Streaming activities.

CONCLUSION

This study successfully addresses the issue of comparing consumer purchase decision levels between Shopee accounts that utilize the live streaming feature and those that do not. The analysis results indicate that accounts using live streaming exhibit significantly higher purchase decision levels. However, the study has limitations, such as a restricted sample size and a focus on a single e-commerce platform. The managerial implications of these findings highlight the importance for sellers to optimize the use of live streaming as a marketing strategy that can enhance consumer engagement and trust. Recommendations for future research include further exploration of other variables influencing purchase decisions, as well as comparative studies across various e-commerce platforms to broaden the understanding of live streaming strategy effectiveness in a wider context.

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