

Building consumer trust through live streaming: A study of fashion purchase behavior

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ABSTRACT

In recent years, live streaming has emerged as a transformative force in the digital commerce landscape, particularly within the fashion industry. This study aims to analyze the effect of live streaming on consumer purchasing behavior, with trust as a mediating variable. This research uses a quantitative approach, with data collected through questionnaires distributed to 276 respondents in Gorontalo Province, who are active consumers in purchasing fashion products through live streaming services such as Shopee Live and TikTok Live. The analysis was carried out using SmartPLS 3 software to test the validity, reliability, and structural relationships between variables. The results reveal three key findings: (1) live streaming exerts a significant and positive direct influence on purchase decisions; (2) live streaming significantly enhances consumer trust; and (3) trust itself significantly predicts purchase decisions. These findings underscore the dual function of live streaming as both a transactional and relational tool in online shopping contexts. Theoretically, the study enriches the literature by integrating real-time interactive media into trust-based consumer behavior models. Practically, the findings offer strategic insights for digital marketers and e-commerce platforms seeking to optimize live streaming as a trust-building and conversion-enhancing mechanism. These findings strengthen previous literature and emphasize the importance of interaction quality in live streaming-based digital marketing strategies. This research provides strategic implications for fashion businesses to optimize live-streaming features in building customer trust.

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1. Introduction

The development of digital technology has revolutionized the way consumers interact and shop efficiently, a process that minimizes time and money. This encourages social trading factors to invest in innovative business models (Ko & Ho, 2024). One of the prominent innovations is the use of live streaming as a marketing tool that allows real-time interaction between sellers and consumers. Live streaming offers an interactive and immersive shopping experience, where consumers can see products directly, ask questions, and receive instant responses from sellers. This creates a greater sense of involvement and transparency than traditional marketing methods. Live streaming can attract consumers to buy their products (Liao, 2025), live streaming attributes such as product quality and price transparency influence consumer trust and intention to buy fashion products (Chandruangphen et al., 2022).

Currently, the live-streaming trend in e-commerce is growing. In Asia, platforms such as Shopee Live and TikTok Live have changed the way consumers interact with brands, especially in the fashion industry, which relies on visual experiences and personal trust (Februadi & Septiani, 2024). In Indonesia alone, 61% of Gen Z consumers stated that they prefer to buy fashion products after watching live broadcasts that feature reviews and direct interactions with sellers or influencers (Zein & Ambarwati, 2025). This trend shows a fundamental change in how consumers make decisions, while also emphasizing the importance of a deeper understanding of the process of building trust in an interactive digital context.

Although live streaming has great potential in building consumer trust and an increasing number of businesses are utilizing live streaming as a marketing strategy, there are still challenges in understanding the specific factors that influence its effectiveness. Several factors, such as brand trust and promotions, have dominated consumer purchasing decisions (Puspitarini et al., 2024). Most previous studies have only highlighted technical aspects such as video quality or broadcast duration (N. Chen & Yang, 2023; Ko & Ho, 2024), engaging content (A. Chen et al., 2024; Li & Santirojanakul, 2025), credibility, and interaction (Cui et al., 2024), while cognitive and affective aspects of consumers, such as trust, remain under-explored (Qing, 2025; Tirtayani & Aghivirwiati, 2025; Yang et al., 2025). Additionally, there is a gap in the literature regarding how live streaming influences consumer purchasing behavior across different market segments. Most previous studies have focused on Asian markets, such as China (Dai & Cui, 2022; Guo et al., 2021; Liu & Zhang, 2024) and Thailand (Li & Santirojanakul, 2025), while research in the Indonesian context remains limited.

The main issue raised in this study is how consumer trust is formed and acts as a mediating variable in the relationship between live streaming interactions and purchasing decisions for fashion products. In the context of digital marketing based on live streaming, consumers often face the risk of incomplete or manipulative information, making trust a key element in turning intent into actual purchases (Februadi & Septiani, 2024; Lay et al., 2024). It is not uncommon for the information presented to be hyperbolic, biased, or even manipulative for the sake of sales. This situation creates an information imbalance between sellers and buyers, ultimately increasing uncertainty and risk in the consumer decision-making process (Februadi & Septiani, 2024).

Consumer trust serves as the key to bridging this gap. However, trust is not built instantly; it is the result of an accumulated perception of the integrity, competence, and transparency of the information provider—in this case, the host or live streamer. Consumer trust is a crucial factor in purchase decisions, especially in a digital environment where consumers cannot physically touch or try the products. The challenge lies in how consumers can assess the credibility of the host and the authenticity of the product solely through a screen, without the sensory experiences offered by conventional shopping (Lay et al., 2024). Live streaming has been shown to be successful in promoting purchases (A. Chen et al., 2024; Iisnawati et al., 2022; Tirtayani & Aghivirwiati, 2025) and increasing consumer trust in both products and sellers through transparent, real-time interaction (Februadi & Septiani, 2024; Liu & Zhang, 2024; Yudha et al., 2022). Customers are much more likely to trust a product when they can see live product demonstrations, watch the host's impromptu reactions, and ask questions and get prompt answers. By acting as a bridge, this trust lessens the uncertainty that frequently permeates e-commerce transactions, especially in the fashion industry, where personal fit and visual judgment are crucial (Guo et al., 2021).

Few studies have thoroughly investigated the mediating mechanism of trust in the relationship between live streaming interaction and purchasing behavior, despite prior findings showing the positive effects of live streaming on trust and purchase behavior. This is especially true in the fashion industry, which has particularly distinctive characteristics. Fashion, as a high-involvement product, requires consumers to feel confident not only in the product itself, but also in the host, the brand, and the digital platform used. Therefore, this study is crucial for exploring the role of live streaming in building consumer trust and how that trust, in turn, influences the purchasing behavior of fashion products.

Furthermore, this study seeks to understand to what extent the visual aspect and emotional engagement of live streaming have a unique influence on the fashion industry compared to other product categories. Unlike other products, fashion is inherently tied to visual perception and emotional expression. Consumers need to see how the product fits, moves, and complements identity, making visual realism and emotional connection crucial for trust and decision-making.

In addition, trust is selected as the primary mediating variable in this research because it directly addresses the key uncertainty in live commerce: information asymmetry and product authenticity. Trust is the

prerequisite that allows perceived value to be accepted, engagement to be meaningful, and experience quality to be credible. Therefore, trust is not only central but foundational in the context of live-stream-based fashion purchasing decisions.

2. Research Method

The method used in this study is a quantitative approach, aiming to examine the relationships between variables objectively and measurably. The study was carried out in the province of Gorontalo. The questionnaire used to collect the data was created utilizing indicators of the study variables. The survey was given to 276 respondents, all of whom are active shoppers who have used live-streaming services on social media or other e-commerce platforms to buy fashion items online. With the requirement that respondents had made at least one live streaming purchase in the previous three months, purposive sampling was the sample strategy used. The SmartPLS 3 application was used to process the gathered data. In addition to analyzing the structural relationships between the variables in the research model, this method was utilized to test the validity and reliability of the research instruments.

The validation process was conducted through several stages of testing to ensure that each construct demonstrated adequate validity and reliability. In SmartPLS, the validity assessment comprises two main components: convergent validity and discriminant validity. Convergent validity was evaluated by examining the outer loading values of the indicators. A loading value between 0.50 and 0.60 is considered acceptable for demonstrating sufficient convergence of indicators to their respective latent constructs (Chin, 1998; J. F. Hair et al., 2019). Discriminant validity, on the other hand, was assessed by comparing the square root of the Average Variance Extracted (AVE) of each construct with the inter-construct correlations. A construct is said to have adequate discriminant validity if the square root of its AVE is greater than the correlation values with other constructs (Ghozali, 2021). Furthermore, construct reliability was tested using both Cronbach's Alpha and Composite Reliability. A minimum threshold value of ≥ 0.70 was used as the criterion to indicate high internal consistency reliability for each construct (J. Hair & Alamer, 2022). To ensure the measurability and construct validity of the variables used in this study, the development of indicators was based on prior scholarly research. The Live Streaming and Trust variables were developed based on the work of (Tian et al., 2023). The Purchase Decision variable refers to the classical consumer behavior model proposed by (Kotler & Armstrong, 2008).

3. Result and Discussion

In this study, the validity and reliability of the measurement tools were tested as part of the evaluation of the measurement model. The two main parts of validity testing in the SmartPLS framework are discriminant validity and convergent validity. Convergent validity is the degree of agreement between several indicators of a construct. As recommended by (Chin, 1998; J. F. Hair et al., 2019), an indicator is deemed to have appropriate convergent validity if its outer loading value surpasses the threshold of 0.50 to 0.60. According to this criterion, the observable variables are guaranteed to accurately reflect the corresponding latent constructs.

The degree to which a construct is actually different from other constructs in the model is evaluated by discriminant validity. As suggested by (Ghozali, 2021), discriminant validity is proven when the square root of the Average Variance Extracted (AVE) for each construct is greater than the inter-construct correlations. In contrast to other constructs in the model, this suggests that the construct shares a greater amount of variance with its indicators. The Cronbach's Alpha and Composite Reliability values were examined as part of the reliability testing process. Cronbach's Alpha and Composite Reliability scores must both be more than 0.70 for a build to be deemed reliable (J. Hair & Alamer, 2022). The items used to represent each latent construct are guaranteed to be internally consistent thanks to these measures.

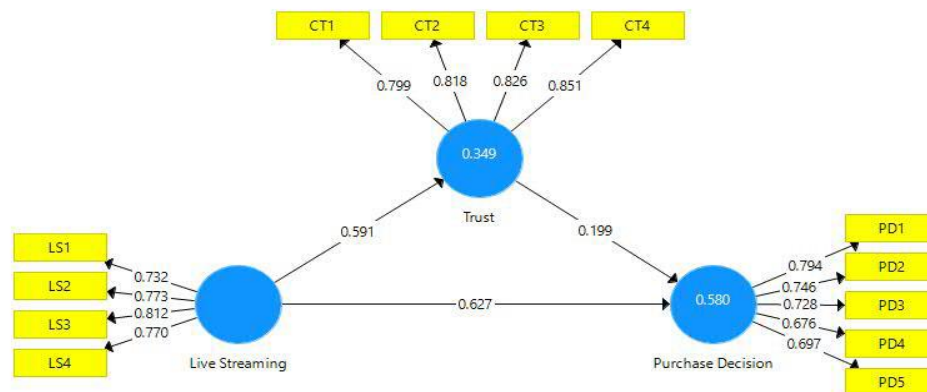


Figure 1. Outer model

Drawing from the findings depicted in the aforementioned figure, every indicator item exhibits outer loading values exceeding 0.50, fulfilling the minimal threshold suggested by (Chin, 1998; J. F. Hair et al., 2019). When the observable variables and their corresponding latent constructs share a significant amount of variation, the outer loading values fall within this acceptable range. In other words, the empirical dimensionality of the concept is supported since each item is adequately representative of the construct it is meant to measure. Since every indication is greater than the necessary loading value, it can be said that the measurement items utilized in this study meet the criteria for convergent validity.

Table 1. Discriminant validity

	Live Streaming	Purchase Decision	Trust
Live Streaming	0,772		
Purchase Decision	0,745	0,729	
Trust	0,591	0,570	0,824

The square root of each construct's Average Variance Extracted (AVE) is higher than the correlations between that construct and any other constructs in the model, according to the discriminant validity table above. Indicators for each variable included in this study meet the requirements for sufficient discriminant validity, according to this.

Table 2. Cronbach's alpha dan composite reliability

	Cronbach's Alpha	Composite Reliability
Live Streaming	0,774	0,855
Purchase Decision	0,779	0,850
Trust	0,842	0,894

For each construct, Cronbach's Alpha and Composite Reliability were used to evaluate the internal consistency reliability of the measurement tools. A construct is deemed to have acceptable reliability when both Cronbach's Alpha and Composite Reliability values are greater than the 0.70 threshold, which measures how well a set of items consistently reflects the underlying latent variable. As shown in Table 2, the Cronbach's Alpha and Composite Reliability values for all three of the study's constructs are above the 0.70 threshold, indicating that the measurement tools have a high degree of consistency. The variables included in this study have good reliability, according to these findings, which guarantees that the observed indicators reliably measure the desired constructs and uphold the measurement model's robustness.

Inner Model Measurement

The R-squared value, a measure of the model's goodness-of-fit, is examined in order to assess the structural model. R-squared values of 0.25 are regarded as weak, 0.5 as moderate, and 0.75 as substantial (J. F. Hair et al., 2019).

Table 3. R-square

	R Square
Purchase Decision	0,580
Trust	0,349

The R-squared value for the purchase decision variable is 0.580, as indicated in Table 3. According to this, the combined impact of trust and live streaming accounts for about 58% of the variation in purchase decisions. Other factors not included by the current model could be responsible for the remaining 42% of the variance. An R-square value of this size indicates a moderate to strong explanatory power, indicating that, in the context of live streaming commerce, the suggested predictors significantly influence consumers' online purchase decisions. Purchase decisions not only reflect the strength of the model but also imply that trust plays a crucial role, both as a direct variable and as a mediator between live streaming and purchasing decisions.

Additionally, the live streaming variable accounts for 34.9% of the variance in trust, according to the stated R-square value for the trust variable, which is 0.349. This finding suggests that live streaming features, such as real-time interaction, authenticity of product demonstration, and presenter credibility, have a meaningful impact on the development of consumer trust. Collectively, these results validate the structural paths hypothesized in the model and underscore the importance of live streaming as both a direct and indirect driver of consumer purchase behavior through the mediating role of trust. Live streaming is not merely a promotional tool, but also a medium for building relationships. When the audience is able to view products in real time, interact directly with the presenter, and assess credibility on the spot, trust is naturally developed. This indicates that the function of live streaming goes beyond directly influencing purchasing decisions it also serves as a mechanism for shaping an atmosphere of trust that indirectly drives consumer behavior.

Hypothesis Testing

The hypothesis testing in this study was conducted by examining the T-statistics and P-values associated with each proposed relationship within the structural model. A research hypothesis is considered to be supported if the T-statistic exceeds 1.96 and the corresponding P-value is less than 0.05, indicating statistical significance at the 5% level. Table 4 below presents the detailed results of the hypothesis testing, including the T-statistics and P-values for each hypothesized path. These values provide insights into the direct effects among the constructs, allowing for a comprehensive evaluation of the proposed theoretical framework.

Table 4. Hypothesis testing results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Live Streaming -> Purchase Decision	0,627	0,628	0,055	11,443	0,000
Live Streaming -> Trust	0,591	0,593	0,049	11,959	0,000
Trust -> Purchase Decision	0,199	0,201	0,054	3,690	0,000

The first hypothesis examines whether live streaming has a significant influence on purchase decisions. The results reveal that live streaming exerts a positive and statistically significant effect on consumers' purchase decisions, as indicated by a T-statistic value of 11.443 (greater than the critical value of 1.96) and a P-value of 0.000 (less than 0.05). These findings support the notion that the link is substantial and robust. This research implies that customers are more likely to be persuaded to buy from sellers whose live streaming activities are more regular and engaging. Live streaming makes it easier to communicate in real time, improves transparency, and provides immediate feedback—all of which help customers feel less risky and more confident about the product or provider. Additionally, the findings align with other research that emphasizes live streaming's function as a dynamic digital interaction that greatly influences consumers' purchasing decisions. Notably, studies by (A. Chein et al., 2024; Iisnawati et al., 2022; Tirtayani & Aghivirwati, 2025), also highlight how live streaming strengthens customer trust and engagement, which raises conversion rates and purchase intent.

The second hypothesis examines whether consumer trust is significantly impacted by live streaming. The findings show that live streaming has a positive and statistically significant impact on consumer trust, as indicated by a P-value of 0.000 (below the 0.05 significance level) and a T-statistic value of 11.959 (over the 1.96 threshold). A strong correlation between the two constructs is indicated by these values. This research suggests that consumers' trust in fashion products presented through live streaming platforms is greatly increased by the caliber and intensity of interactions provided by these platforms, such as transparency in the delivery of product information, real-time product demonstrations, and two-way communication between sellers and consumers. The authenticity and immediacy made possible by live broadcasting make shopping more believable and comforting, which in turn builds trust. These findings align with earlier research that has

emphasized live broadcasting as a powerful tool for fostering customer confidence. Real-time, transparent involvement during live commerce events is crucial for lowering uncertainty, boosting product credibility, and strengthening trust in the seller and the product, according to studies by (Feibruadi & Seiptiani, 2024; Liu & Zhang, 2024; Yudha et al., 2022).

Assessing if trust has a favorable and noteworthy impact on purchasing decisions is the third hypothesis in this research. The association is confirmed to be statistically significant by the results of the hypothesis test, which show a T-statistic value of 3.690 (higher than 1.96), and a P-value of 0.000 (less than 0.05). These results imply that consumer trust is a significant factor in determining what people decide to buy. An individual's likelihood of making a purchase increases with their level of trust in the goods, the brand, or the seller. Trust is an important tool for lowering perceived risk and boosting decision confidence in the online fashion retail industry, because customers are unable to physically inspect products. This finding supports earlier research by (Feibruadi & Seiptiani, 2024; Lay et al., 2024), which highlights the critical role that trust plays in converting customer intention into meaningful purchasing behavior. Long-term engagement and loyalty are increased when trust is present, in addition to mediating the relationship between marketing stimuli and consumer response.

Live streaming, as a digital marketing stimulus, creates consumer expectations; however, these expectations alone are not sufficient to convert intention into action unless mediated by perceptions of the seller's integrity and credibility. In this context, trust serves as a psychological bridge that enables consumers to interpret visual and verbal cues delivered through live streaming and translate them into a belief system that supports their purchasing decisions. Trust functions as a mechanism for reducing uncertainty. In digital environments, consumers lack direct control over product quality. Therefore, transparency, emotional engagement, and the authenticity displayed by the presenter serve as critical signals that shape consumer trust. Once trust is established, consumers feel safer and more confident in making purchasing decisions, even without the ability to physically touch or try the product. Thus, trust enhances the effectiveness of live streaming, yet it is not the sole pathway of influence. As such, it operates as a partial mediator rather than a full mediator in the relationship between live streaming and purchase decisions.

4. Conclusion

This study examined the causal connections between live streaming, customer trust, and buying behavior in the context of online fashion sales. The results show that live broadcasting influences purchasing behavior directly as well as indirectly through the development of trust. First, live streaming was confirmed to be a powerful real-time digital marketing tool by having a big and statistically significant impact on purchase decisions. Second, live streaming showed a favorable and significant effect on consumer trust, highlighting the importance of direct product engagement, openness, and interactivity in fostering trust in virtual environments. Finally, trust was found to be a crucial factor in determining decisions to buy, mediating the consumer's path from engagement to conversion. Given that sensory information and believability are usually evaluated through physical contact in high-involvement categories like fashion, these findings add to a more nuanced understanding of how real-time digital interaction technologies influence consumer behavior. According to the study, traditional retail cues can be replaced by virtual presence and perceived authenticity, supporting the changing paradigm.

Optimizing live streaming features in the fashion business is strategically important, as demonstrated by the study's practical consequences. Live streaming may be a potent tool to improve conversion rates and fortify customer connections by encouraging emotional engagement and boosting the seller's trustworthiness. It is important to recognize the study's limitations, even though it makes valuable contributions. The study's scope was restricted to consumers of fashion e-commerce within a particular cultural and geographic setting, which would limit its generalizability. The findings of this study are theoretically relevant to other product sectors in e-commerce, particularly those that rely heavily on perceived quality, such as cosmetics. However, generalizing the results to non-fashion sectors requires further validation, as the dynamics of perception, sensory needs, and emotional engagement may differ. Similarly, the characteristics of a region's digital culture influence how consumers build trust in online environments.

Future research could look at cross-cultural comparisons, the moderating impact of demographic factors (such as age and digital literacy), or the long-term behavioral changes in trust and how people buy as a result of live broadcasting. In addition, future research may be directed toward examining how trust formed

through live streaming experiences evolves over time and how it influences long-term customer loyalty. This includes observing the frequency of interactions, the quality of digital relationships, and the cumulative effects of expectations that are either met or unmet over the long term.

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