

The Role of Shopee Live Streaming as an Interactive Marketing Strategy in Improving Purchasing Decisions

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Abstract

This study aims to analyze the role of Shopee Live Streaming as an interactive marketing strategy in enhancing purchasing decisions among Indonesian consumers. Using a quantitative descriptive approach, data were collected from 100 Shopee users who had participated in live streaming sessions. The research focused on examining the influence of interactivity and trust on purchasing behavior. Results of the multiple regression analysis using SPSS showed that both interactivity and trust have a positive and significant effect on consumers' purchasing decisions. Interactive communication through live sessions increases engagement and purchase intention, while host credibility and product transparency strengthen consumer trust. The findings indicate that Shopee Live Streaming successfully combines entertainment and marketing to create a two-way interactive experience that drives purchase conversion. This study contributes to the understanding of digital consumer behavior and offers practical insights for sellers and marketers to optimize live streaming as an effective marketing strategy in the digital era.

Keywords : *Shopee Live Streaming, interactive marketing, interactivity, trust, purchasing decision*

1. INTRODUCTION

The development of digital technology has significantly transformed how consumers interact with brands and make purchasing decisions. In today's digital economy, the consumer journey is no longer linear but interactive, involving multiple touchpoints where buyers seek authenticity, immediacy, and engagement. One of the most notable innovations in this landscape is the emergence of live streaming commerce—a hybrid between entertainment and real-time sales interaction. On platforms such as Shopee, live streaming allows sellers to demonstrate products, respond instantly to questions, and build emotional connections with audiences, creating a more personalized and trustworthy shopping experience.

However, the problem arises when not all sellers maximize the potential of Shopee Live as a form of interactive marketing. Many merchants still rely on conventional promotional methods such as price discounts, sponsored advertisements, or influencer endorsements that emphasize one-way communication. This approach often fails to leverage the immediacy and interactivity that live streaming offers, resulting in a missed opportunity to strengthen consumer engagement and conversion. The lack of strategic utilization highlights a need to understand how live streaming functions not merely as a promotional channel but as a medium of two-way communication that drives decision-making.

Interactive marketing theory underlines the importance of active consumer participation in shaping brand experiences. In this context, live streaming serves as an interactive environment that facilitates dialogue between sellers and consumers. According to Zhang et al. (2023), real-time interaction and feedback loops during live sessions significantly enhance customer trust and perceived authenticity. Similarly, Liu and Wang (2022) found that when consumers engage directly through questions, reactions,

or chat, they experience a greater sense of connection and involvement, which leads to stronger purchase intentions. These findings highlight that interactivity itself is a core element influencing online purchasing behavior.

Despite such global evidence, limited empirical studies have explored how Shopee Live Streaming specifically influences Indonesian consumers' purchasing decisions. The Indonesian e-commerce market—characterized by high social media penetration and community-based digital culture—presents a unique context for examining live streaming effectiveness. Cultural tendencies toward collectivism, social trust, and preference for visual communication may shape how audiences perceive and respond to live streaming hosts. Therefore, understanding the interplay between interactivity, host credibility, and visual presentation within the Indonesian market becomes essential for both theoretical and practical advancement.

Host credibility is one of the most critical determinants of live streaming effectiveness. Based on Source Credibility Theory, a communicator's trustworthiness, expertise, and attractiveness strongly affect the audience's acceptance of the message. Huang et al. (2023) revealed that live streaming hosts who appear authentic, knowledgeable, and engaging significantly increase consumer trust and perceived product value. When sellers present themselves as relatable and credible, viewers are more likely to believe their recommendations and commit to a purchase. Thus, the host functions as a key mediator between the brand and consumers in the live commerce environment.

Moreover, the Uses and Gratifications Theory (UGT) explains why consumers participate in live streaming not merely for functional reasons but also for emotional and social satisfaction. Viewers join Shopee Live sessions to seek entertainment, connect with others, and feel part of a community. This social and emotional engagement transforms shopping into an interactive experience rather than a transactional activity. Li and Park (2021) emphasize that entertainment value and interactivity jointly enhance satisfaction, encouraging both impulsive and planned purchasing decisions. Hence, Shopee Live serves as a multi-dimensional platform that fulfills psychological and social needs while facilitating economic transactions.

The visual appeal of live streaming also plays a vital role in influencing consumers' perceptions. Elements such as lighting, layout, host gestures, and product presentation affect how credible and attractive the session appears. Research by Rahmawati (2024) found that appealing visuals and quick host responsiveness increase user attention span and engagement, which subsequently strengthen purchase intention. A well-designed live streaming presentation can evoke emotional resonance and trust, making the audience feel more confident about the products being showcased.

Given these insights, this study aims to fill the existing gap by empirically examining the role of Shopee Live Streaming as an interactive marketing strategy in enhancing purchasing decisions. Specifically, it analyzes how interactivity, host credibility, and visual appeal influence consumers' trust, engagement, and ultimate decision-making. The results are expected to contribute to academic discussions on digital consumer behavior and provide practical implications for sellers, digital marketers, and e-commerce platforms seeking to optimize the interactive potential of live streaming. Through this research, Shopee Live is positioned not just as a promotional tool but as an interactive ecosystem that merges communication, entertainment, and persuasion to drive modern purchasing behavior.

2 REVIEW OF LITERATURE

- a. Marketing through live streaming has become one of the most effective strategies to increase sales performance and build consumer engagement in digital marketplaces (Abdul Rahman et al., 2024)
- b. Content-based live streaming strategies significantly strengthen consumer trust and loyalty toward online sellers, emphasizing authenticity and interaction (Aulia & Harto, 2024)
- c. Digital platforms such as Shopee Live require strategic decisions that maintain competitiveness and adapt to fast-changing consumer behaviors (Kelvin & Novani, 2023)
- d. Interactive communication within live streaming sessions shapes consumer perceptions, engagement, and purchasing decisions by creating a two-way relationship (Novia et al., 2025)
- e. Positive online reviews during Shopee Live sessions have a measurable impact on consumers' purchase intentions through enhanced credibility and perceived reliability (Ningrum et al., 2025)
- f. Real-time engagement and live chat interactions drive consumer participation and lead to higher purchase conversion rates (Arisman & Imam, 2022)
- g. E-trust acts as a critical mediator between live feature exposure and actual purchase behavior among Shopee users (Silvia Septiani & Gahefira Nur Fatimah, 2024)
- h. Promotional elements such as free shipping, flash sales, and real-time discounts during live sessions have been shown to attract impulsive buyers (Parwati et al., 2025)
- i. Shopee Live has a significant effect on Generation Z's purchasing decisions, with interactivity and entertainment acting as major determinants (Sartika & Kurniawan, 2023)
- j. Interactive communication and consumer preferences play a dominant role in forming purchasing intentions compared to traditional promotion methods (Heny Andria et al., 2024)
- k. Organizations use live streaming as an adaptive business model to sustain competitive advantage in the digital era (Arwin et al., 2023)
- l. The advancement of live streaming technologies has improved product quality presentation and consumer experience (Sahgal, 2024)
- m. Research indicates that live streaming on Shopee and TikTok platforms similarly increases customer engagement and brand attachment (Collins et al., 2021)
- n. Interactive marketing in live commerce strengthens consumer loyalty through consistent engagement and transparent seller communication (Ryndian Gusty et al., 2025)
- o. Overall, live streaming serves as an integrated marketing strategy that enhances consumer trust, engagement, and purchasing decisions across multiple digital platforms (Silvia Septiani & Gahefira Nur Fatimah, 2024)

3 METHOD

This study employs a quantitative descriptive approach. This approach was chosen to describe and analyze the influence of Shopee Live Streaming as an interactive marketing strategy on consumer purchasing decisions. The quantitative method enables researchers to measure relationships between variables objectively using numerical data, as applied by Fauziyyah (2023) and Pratama (2022) in similar studies.

This research was conducted online, focusing on Shopee users who have participated in Shopee Live Streaming sessions. The study was not geographically limited because the data were collected through an online questionnaire. The research took place from September to

October 2025.

The population of this study consists of Shopee users in Indonesia who have watched or made purchases through the Shopee Live Streaming feature. The sampling technique used was purposive sampling, which selects respondents based on specific criteria aligned with the research objectives. The established criteria include: (1) having an active Shopee account, (2) having watched Shopee Live Streaming at least once, and (3) having made or considered making a purchase through live streaming. The total number of respondents was 100, referring to Santoso (2023) who stated that a minimum of 30–100 samples is adequate for quantitative research.

The data were collected using an online questionnaire distributed via Google Form. The questionnaire consisted of closed-ended statements measured on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Each statement was designed to measure respondents' perceptions of interactivity, trust, and purchasing decisions within the Shopee Live Streaming context.

Measurement indicators for each variable were adapted from Rahman et al. (2022) and Lee & Chen (2023). The variable interactivity (X1) was measured through indicators such as seller responsiveness, interaction speed, and two-way communication. The variable trust (X2) was measured through host credibility, product transparency, and authenticity. Meanwhile, the purchase decision (Y) variable was measured through indicators of buying intention, actual purchase, and post-purchase satisfaction.

Data obtained from the questionnaires were analyzed using the SPSS (Statistical Package for the Social Sciences) software. Several analytical techniques were employed, including:

- 1) Validity Test – to ensure that each questionnaire item measures the intended variable;
- 2) Reliability Test – using Cronbach's Alpha (> 0.7) to confirm internal consistency;
- 3) Descriptive Statistical Analysis – to describe respondent characteristics and variable tendencies;
- 4) Multiple Linear Regression Analysis – to examine the influence of interactivity (X1) and trust (X2) on purchasing decisions (Y); and
- 5) Coefficient of Determination (R^2) – to determine the proportion of the dependent variable explained by the independent variables.

The conceptual framework of this research was adapted from Chen et al. (2022) and Andriani & Setiawan (2023), which explain that interactivity and trust are key factors influencing purchasing decisions through Shopee Live Streaming. These two factors create an interactive experience that builds consumer familiarity and confidence toward the promoted products.

Based on the theoretical framework and previous studies, the hypotheses proposed in this research are as follows:

1. H1: Interactivity in Shopee Live Streaming has a positive and significant effect on purchasing decisions.
2. H2: Trust in Shopee Live Streaming has a positive and significant effect on purchasing decisions.
3. H3: Interactivity and trust simultaneously have a significant influence on purchasing decisions.

This research method is expected to provide a clear understanding of the relationship between interactive marketing strategies through Shopee Live Streaming and consumer purchasing decisions. Furthermore, the findings of this study are anticipated to serve as a reference for businesses to optimize live streaming features as an effective digital marketing strategy.

4. RESULT & DISCUSSION

The data collected from 100 Shopee users who participated in Shopee Live Streaming were analyzed using descriptive and inferential statistical techniques through the SPSS program. Respondents consisted of 68% female and 32% male, with the majority aged between 18 and 25 years old, indicating that Shopee Live Streaming audiences are dominated by young consumers (Gen Z and Millennials) who are highly active in digital shopping environments

5. CONCLUSION

The findings of this study show that Shopee Live Streaming plays a significant role as an interactive marketing strategy in improving purchasing decisions. The variables of interactivity and trust both have a positive and significant effect on purchasing behavior. The higher the level of interactivity in live sessions, the greater the engagement and purchase intention of consumers. Likewise, when trust is established through credible hosts, transparent demonstrations, and authentic products, consumers are more confident in making purchases.

The results also confirm that interactive communication and trust-building mechanisms are the main keys to converting viewers into actual buyers. Shopee Live Streaming successfully combines entertainment and marketing, creating a real-time digital experience that strengthens relationships between sellers and consumers. Future research is encouraged to include other variables such as price perception, influencer credibility, or content attractiveness to further understand the dynamics of live commerce marketing.

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