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DOES LIVE STREAM SELLING AFFECT CUSTOMER ENGAGEMENT AND PURCHASE INTENTION? THE SHOPEE LIVE PLATFORM CASE STUDY

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ABSTRACT

Manuscript type: *Empirical paper*

Research Aims: *The purpose of this paper is to investigate how customer shopping values (utilitarian, hedonic, and symbolic) influence customer trust, engagement, and purchase intention for live stream selling on e-commerce marketplace platforms.*

Design/methodology/approach: *The information was gathered online from 225 valid respondents. Respondents are Shopee users from Indonesia who have watched Shopee Live stream selling within the last two weeks. The data was analysed using Structural Equation Modelling (SEM) with LISREL 8.51.*

Research Findings: *The findings revealed that only symbolic value affects purchase intention, both directly and indirectly, whereas hedonic value affects purchase intention directly. Utilitarian value influences purchase intent indirectly through product trust and customer engagement.*

Theoretical Contribution/Originality: *This study adds to the body of knowledge about online commerce by expanding on previous research on live stream selling, particularly by small sellers on Indonesian e-commerce platforms.*

Practitioner/Policy Implication: *According to the findings of this study, small sellers doing Live Stream selling should focus on symbolic and hedonic value to increase customer purchase intention.*

Research limitation/Implications: *The study's respondents may only represent some of the population of Indonesian online shoppers. Future research could consider balancing the types of respondents. In addition to enhancing the insight, the research model could be expanded by including additional antecedents or moderators.*

Keywords: *customer engagement; customer trust; live stream selling; shopping value; purchase intention*

INTRODUCTION

In Indonesia, the use of online marketplaces for shopping has significantly increased since the COVID-19 pandemic. It has become a new 'normal' purchasing behaviour, especially for specific categories of goods such as fashion and groceries. The government's previous social distancing policies have encouraged Indonesian consumers to adopt online shopping platforms to meet their daily needs.

The online shopping industry in Indonesia has experienced significant expansion. Indonesian e-commerce grew 150% from USD 17.59 billion to USD 44.93 billion from 2019 to 2022 (Statista, 2023). The growth of online shopping has provided opportunities for small sellers to promote their goods or services through marketplaces, with small sellers dominating the marketplace.

Unlike established businesses with strict quality control, high customer trust, and return policies, purchasing from a small seller can be risky, particularly without a physical store. There is a chance that the customer will not receive the product, a counterfeit product, or a lower quality product. Customers tend to trust small sellers less than large sellers (Jarvenpaa et al., 2000; Lu et al., 2006). Some marketplaces use the Live stream selling feature to increase consumer trust and reduce uncertainty. Live stream selling demonstrates how a product is created and used, showcases product details, answers customer questions in real-time, attracts customers, and encourages immediate purchases (Lu et al., 2018). Since live-stream selling allows for real-time presence and interaction, it has the potential to improve shopping experiences, reduce uncertainty, and boost consumer trust in social commerce (Hajli, 2015).

Many of Indonesia's leading marketplaces, including Shopee, Tokopedia, and Lazada, currently utilise the Live stream selling feature. This study focuses explicitly on Shopee Live

from Shopee, particularly the Live stream selling of fashion products on Shopee Live. Childers, Car, Peck, and Carson (2002) argue that consumers make online purchases based on their shopping value. This study investigates whether the shopping values (utilitarian, hedonic, symbolic) of live stream selling customers affect their trust, customer engagement, and purchase intention. It determines which shopping values play a significant role in encouraging purchase intention.

LITERATURE REVIEW

Live stream selling and customer values

Live stream selling is a form of user-generated content where a seller-broadcaster streams real-time video content to promote a product sold online by the seller-broadcaster (Hamilton et al., 2014; Hu et al., 2017). During a live stream sale, the broadcaster can engage with viewers and comment in a shared chat room (Hamilton et al., 2014; Hu et al., 2017). This study focuses on the Live stream selling feature in e-commerce. The distinctive aspect of live-stream selling is that it allows consumers to interact with sellers in real-time, enhancing the immersive shopping experience and fostering interpersonal connections (Haimson & Tang, 2017; Wohn et al., 2018).

Livestream selling encompasses all three essential customer values: utilitarian, hedonic, and symbolic. These values shape the perception and interaction of customers within the livestream selling platform, offering a unique and captivating shopping experience (Wongkitrungrueng & Assarut, 2020). Each essential customer value will be explained in the following sections.

Utilitarian value

Previous studies have found that consumers purchase online based on utilitarian and hedonic values (Childers et al., 2002).

Utilitarian value refers to how a product or service meets consumer expectations. It is experienced when a consumption need has been fulfilled (Babin et al., 1994).

The utilitarian value of livestream selling is derived from its inherent convenience and efficiency. Customers appreciate the real-time engagement with sellers, allowing them to seek immediate assistance and receive prompt responses to their inquiries. This interactive feature streamlines the shopping process, enabling customers to find desired products swiftly. Livestreams further enhance the utilitarian aspect by providing cost-saving opportunities, exclusive discounts, and seamless online transactions.

Utilitarian value is more influenced by cognitive-driven, instrumental, and goal-oriented properties in online consumption (Strahilevitz & Myers, 1998). It primarily relates to the utility or functional outcomes derived from consumption (Voss et al., 2003). Utilitarian value is observed when customers find the specific product they are seeking (Babin et al., 1994), experience reduced spending of money, effort, and time (Rintamäki et al., 2006), and benefit from online convenience in terms of access, search, possession, and transaction (Seiders et al., 2000). Building upon the research conducted by Wongkitrungrueng & Assarut (2020), this study examines how utilitarian values relate to authenticity, responsiveness, and visualisation.

Hedonic value

Livestream selling goes beyond functional aspects and offers customers hedonic value. The captivating nature of live streams engages customers through creative presentations, interactive games, and exciting giveaways. Hedonic shopping value is experienced when a company can provide consumers with fantasy fulfilment, freedom, excitement, and increased positive emotions (Holbrook & Hirschman, 1982; Hirschman, 1983). These elements

contribute to an enjoyable and pleasurable shopping experience, creating a sense of excitement and providing a welcome escape from the monotony of everyday life. Customers become immersed in the dynamic environment of live streams, actively participating in activities and relishing visually appealing showcases.

Hedonic value is often associated with the level of playfulness consumers experience on a website (Jarvenpaa & Todd, 1997). Selling more enjoyable activities tends to have higher hedonic value during shopping. Enjoyment is the degree to which customers find the experience exciting, interesting, or pleasant (Moon & Kim, 2001). Consumers often perceive online shopping as an opportunity for diversion from their daily routine activities.

The image interactivity of online fashion sellers affects the emotional pleasure that may drive consumers to patronise online stores (Fiore et al., 2005). For fashion consumers, viewing sellers wearing clothes or showcasing them on mannequins can be fun and enjoyable, which helps alleviate boredom (Wongkitrungrueng & Assarut, 2020).

Obtaining a bargain from an online seller can make consumers feel they have overcome a challenge. The pleasure derived from bargain hunting is one of the factors that motivate consumers to shop online (Arnold & Reynolds, 2003). Shopee Live has already implemented discounts, store vouchers, and giveaways to attract consumers.

Regarding hedonic value, this study examines whether Shopee Live stream selling can deliver consumers an enjoyable, pleasant, and exciting shopping experience.

Symbolic value

Social factors play a significant role in social media shopping (De Vries & Carlson, 2014). Livestream selling holds symbolic value for customers. Customers establish social

connections through live streams and foster a sense of community. They are exposed to the seller's personality, gain insights into the opinions of other customers, and feel a sense of belonging to a larger group sharing common interests. Livestreams facilitate the formation of bonds and identification with the seller and other participants, enabling customers to interact with a diverse community of like-minded individuals. This social dimension adds depth to the shopping experience, allowing customers to assign social meaning to themselves, the seller, the product, and the broader live-streaming community.

Therefore, this study must also examine the social or symbolic value of online shopping. Shopping is a social activity that contributes to forming consumer social status, relationships, and identity (Firat & Venkatesh, 1993). It helps individuals achieve social integration (Hewer & Campbell, 1997).

Koo, Kim, and Lee (2008) found that personal values related to self-actualisation and social affiliation influence consumers' evaluations of online stores, which can lead to repeat patronage. Arnold and Reynolds (2003) discovered that some consumers consider socialising with other consumers as one of the reasons for engaging in online shopping. They derive social benefits from shopping interactions. The emergence of online communities has facilitated the transfer of social gifts from offline friends to online friends (Wolfenbarger & Gilly, 2001). Identification with a seller and other participants enhances consumer interaction and engagement in online shopping (Badrinarayanan et al., 2015) and may contribute to forming long-term relationships with the seller (Hu et al., 2017; Tuškej et al., 2013).

Shopping activities can reshape consumer perceptions of themselves and their capabilities in the marketplace (Crawford, 1992; Sandikci

& Holt, 1998). As Live stream selling is still a relatively new feature in online shopping or not commonly used, consumers who engage in Live stream selling may perceive themselves as innovative. Innovativeness is one factor that influences consumers' adoption of new products (Midgley & Dowling, 1978).

In this study, we anticipate that Live stream selling will deliver symbolic value, as consumers can assign social meaning to themselves, the seller, the product, and other viewers.

Customer trust

Customer trust is a fundamental factor that can significantly influence long-term consumer behaviour and purchase intention (Lee et al., 2011). It can be concluded that customer trust in the product/service and the seller can significantly impact customer purchase attitude, ultimately driving their actual behaviour (Harris & Goode, 2010). Trust is defined as the belief that the other party in an economic transaction will behave ethically, socially appropriately and not act opportunistically (Gefen et al., 2003; Hwang & Kim, 2007).

Online trust relates to consumers' perception of a website's competence to provide truthful information, deliver on expectations, the firm's good intentions, and their favourable impression of its service system (Bart et al., 2005). Consumer trust in online commerce can refer to trust in several entities, including the firm, the seller, the product, and the market (Komiak & Benbasat, 2004).

This study will examine trust in the sellers and trust in the product. Trust in the sellers is defined as the belief that the sellers are trustworthy, deliver excellent service, and do not take unfair advantage of customers (Lu et al., 2010). Trust in the product is related to the customer's belief that it will fulfil their expectations, function as advertised, and meet

the promoted appearance (Lee & Lee, 2005; Pappas, 2016).

We expect customers to perceive shopping value (utilitarian, hedonic, symbolic) through Live stream selling, leading to consumer trust in the seller and product. Therefore, we posit:

H1a: The utilitarian value of Live stream selling positively influences customers' trust in the seller.

H1b: The utilitarian value of Live stream selling positively influences customers' trust in the product.

Trust from the affective dimension refers to trust based on emotions about the partner's characteristics (Hansen et al., 2002) and the relationship between the consumer and the seller (Kim & Park, 2013). In Live stream selling, sellers often promote their products through games and giveaways, offering customers a novel experience and the opportunity to interact with the seller. Enjoying the seller's presentation could enhance customer feelings and foster emotional bonding. Yahia et al. (2018) argued that the online commerce vendor's hedonic efforts positively influence consumer trust in the vendor. Therefore, we posit:

H2a: The hedonic value of Live stream selling positively influences customers' trust in the seller.

H2b: The hedonic value of Live stream selling positively influences customers' trust in the product.

Seller likeability can enhance consumer trust in the seller (Nicholson et al., 2001) and perceived similarity (Crosby et al., 1990; Johnson & Grayson, 2005; Ziegler & Golbeck, 2007). Seller likeability might depend on the seller's level of response, care, concern, and having a similar background as the customers, such as remembering their preferences and having the same taste. Online communities

also have a significant influence on consumers' trust. Once an online community or group likes or trusts a product or a firm, it can encourage others to develop the same trust. Live stream selling allows consumers to evaluate the seller's personality and observe other consumers' opinions about the seller and the product. We hypothesise that consumers' perceived symbolic value can enhance trust in the seller and the product. Thus, we posit:

H3a: The symbolic value of Live stream selling positively influences customers' trust in the seller.

H3b: The symbolic value of Live stream selling positively influences customers' trust in the product.

The seller and product are among the most critical factors consumers assess in an e-commerce transaction. Trust in the seller and the product can influence each other. Since a product is one element of the marketing mix, trust in the product precedes trust in the seller. Thus, we propose:

H4: Customers' trust in the product positively influences their trust in the seller.

Customer engagement

Engagement refers to a relationship between two parties (Vivek et al., 2018; Dessart et al., 2016). Consumers are engaged with a party (e.g., a firm), which may help bond a psychological relationship that promotes customer repurchase behaviour, sharing intention, and a long connection with the party (Hapsari et al., 2016). One of the most important things a firm benefits from in e-commerce is customer engagement (Sashi, 2012). Customer engagement has been variously referred to as a state of mind related to behaviour and psychological process. Customer engagement is related to the emotional connection between customers and the brand (Moliner et al., 2018). It can be defined as behavioural implications that

describe the degree of user's participation, investment, and effort in e-commerce activities (Shen et al., 2019), such as subscribing to the anchor and willingness to recommend and share the information. Previous research found that shopping value (utilitarian, hedonic, symbolic) may affect consumers' selection, evaluation, purchase, satisfaction, and encouragement to re-patronage intention (Baker et al., 2002; Fiore & Kim, 2007). On Live stream selling, the seller can provide consumers with personalisation information to reduce the risk or uncertainty of the product and organise games to reduce boredom. Consumers can interact with the seller and other consumers, which may improve their participation, including reposting, sharing, liking the seller's web page, and recommending to others. Gummerus et al. (2012) suggest a relationship between customer engagement and benefits from engagement, leading to relationship outcomes such as satisfaction and loyalty. Based on the above description, we expect the relationship between shopping value and customer engagement:

H5: The utilitarian value of Live stream selling has a positive influence on customer engagement

H6: The hedonic value of Live stream selling has a positive influence on customer engagement

H7: The symbolic value of Live stream selling has a positive influence on customer engagement

A trust may improve consumers' positive evaluation of the seller, encouraging Live stream-selling customers to revisit and purchase (Chiu et al., 2009). Lack of trust prevents consumers from engaging in Live stream selling activities. An engaged person is usually characterised by frequently visiting the site, subscribing to the seller's page, and spending substantial time (Calder et al., 2009). Established trust between seller and consumer

is one factor that influences customer engagement. Therefore, we expect:

H8a: Customer's trust in the seller has a positive influence on customer engagement

H8b: Customer's trust in the product has a positive influence on customer engagement

Online purchase intention

Online purchase intention describes consumers' willingness to buy a product or service at an online store. Willingness or intention strongly predicts consumer behavioural outcomes (Venkatesh & Davis, 2002) and consumer purchase intention in the future (Zhang et al., 2014). This research defines online purchase intention as a consumer's intention to buy a product or service from the seller at the Live stream selling feature (Ajzen, 1991; Lu et al., 2016).

Prior research found that consumers make purchase decisions based on perceived shopping, utilitarian, and hedonic value (Childers et al., 2002). The other shopping value that plays a vital role in consumer purchase intention is symbolic or social value. Consumers derive symbolic value from the relationship with one or more communities or groups (Sheth et al., 1991). Ajzen (1991) found that customers' perceived social pressure affects product adoption and purchasing. Thus, we expect that:

H9: The utilitarian value of Live stream selling has a positive influence on purchase intention

H10: The hedonic value of Live stream selling has a positive influence on purchase intention

H11: The symbolic value of Live stream selling has a positive influence on purchase intention

Trust plays a significant role in influencing consumer purchase decisions in online

commerce (Kim et al., 2008) and improving positive evaluation toward online sellers. This can encourage consumers to visit the online store frequently and generate purchase intention (Chiu et al., 2009). Wiedenfels, 2009 states that the positive influence of consumers' trust toward online sellers, which may lead to purchase decisions, can be hypothesised under three preconditions. First, online purchasing is considered a risk-taking action. Second, purchasing may form a relationship between the consumer and the seller. Third, purchase intention is a strong predictor of making an actual purchase. These preconditions are supported by research related to organisation-based trust in online marketplaces. Pavlou & Gefen, 2004 suggest that consumer trust reduces perceived risk and enhances purchase intention. Verhagen et al. (2006) state a positive influence between trust in sellers and purchase intention. Since this study also involves trust in the product, thus we posit:

H12a: Trust in sellers has a positive influence on purchase intention

H12b: Trust in the product has a positive influence on purchase intention

Prentice et al. (2019) found that customer engagement positively correlates with purchase intention in e-commerce platforms. This finding is also supported by Jain & Yadav (2018). They suggest that user engagement influences consumer purchase intention. Customers may perceive Shopee Live stream selling customer engagement through feeling the benefit of shopping value delivered by Shopee Live. Consumers' utilitarian satisfaction may drive purchase intention through customer engagement (Huang et al., 2012). Engagement significantly impacts purchase intention (Ashraf et al., 2016). Thus, we hypothesised

H13: Customer engagement has a positive influence on purchase intention.

A summary of the hypotheses tested in this study is shown in Figure 1.

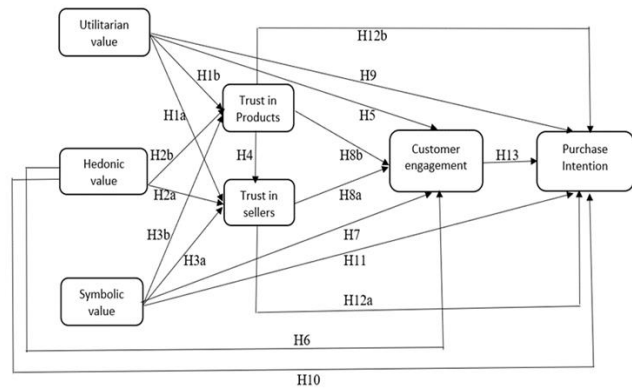


Figure 1. Research Model

RESEARCH METHOD

This research was conducted with a descriptive quantitative approach. Descriptive research is used to describe consumer behaviour toward Shopee live feature. The quantitative study used statistical and numerical data for analysis (Malhotra, 2009). In this study, we use primary and secondary data. Primary data is gathered using questionnaires, while secondary data is from literature reviews. Primary data was collected by Google Forms and spread online through social media (Instagram, Facebook) and messenger applications (WhatsApp). The questionnaire was designed with a purposive sampling method and answered regarding Shopee Live stream selling activity. The sample used in this research are respondents who have experienced watching Shoppe Live stream selling in the last two weeks and live in Indonesia.

In determining sample size, we refer to Hair et al. (2018), who suggests that if the research uses a regression model and Structural Equation Modelling (SEM), the minimum number of respondents should be five times the number of question indicator. Since there are

42 indicators, the minimum number of respondents should be 210. A seven-point Likert scale (1=strongly disagree to agree 7=strongly) measures respondents' feelings and perceptions.

A total of 225 valid data was obtained, which is considered sufficient. Structural Equation Modelling (SEM) with LISREL 8.51 was employed to process the data. According to Malhotra (2009), this method is used because it enables researchers to simultaneously examine the interrelated dependence relationships between the latent variable and the measured variable and the relationship among the latent variables. The research model was comprised of seven variables and 42 measurement indicators. All measurement items were pretested and adjusted to fit the

context of Shopee Live stream selling shopping. Ten indicators of utilitarian value were adapted from Featherman, Valacich, and Wells (2006), Fiore, Kim, and Lee (2005), Liu (2003), and Song and Zinkhan (2008). A nine-item of hedonic value was based on Arnold and Reynolds (2003), Babin et al. (1994), Chiu et al. (2014), and Hausman and Siekpe (2009). A nine-item of symbolic value is derived from Escalas (2004), Lu et al. (2010), and Rintamäki et al. (2006). A four-indicator of trust in the seller and a three-indicator of trust in a product were adapted from Ba and Pavlou (2002), Gefen et al. (2003), and Kim and Park (2013). A four-item measure of customer engagement was adapted from Zhang et al. (2014) and Shen et al. (2019). Finally, purchase intention three measure indicators refer to Zeithaml et al. (1996).

Table 1. Respondent's demographics

Characteristics	Category	Number of respondents	Percentage
Gender	Male	55	24%
	Female	170	76%
Residence	JABODETABEK	18	8%
	Outside JABODETABEK, Java Island	31	14%
	Outside Java Island	176	78%
Age	18-25	187	83%
	26-35	29	13%
	36-45	7	3%
	>45	2	1%
Education	< Diploma	142	63%
	Diploma	6	3%
	Bachelor's degree	62	28%
	Master's degree	15	7%
Monthly expenditure	< IDR 1 million	121	54%
	IDR 1-3 million	79	35%
	IDR 3-5 million	17	8%
	IDR 5-10 million	5	2%
	IDR > 10 million	3	1%

RESULT AND DISCUSSION

Results

We collected 225 valid data from Indonesian consumers who had never experienced watching Shopee Live. The majority of respondents were female (n=170; 76%), lived outside Java Island (n=176; 78%), were aged between 18 and 25 (n=187; 83%), had senior high school education degree (n=142; 63%), and spent less than 1 million rupiah of living cost for a month (n=121; 54%). More detail on respondents' demographics is shown in Table 1.

In processing the primary data, a two-step procedure was employed. First, we calculate the measurement model and then the structural model. Calculating the measurement model was used to assess the validity and reliability of the measure, while examining the structural model was used to test hypotheses. Validity and reliability test were conducted before the primary data was analysed. Cronbach's alpha values ranged from 0.851 to 0.905, above the threshold (Anderson & Gerbing, 1998; Hair et al., 2018).

Measurement model

The measurement model was examined by calculating the t-value, loading factor (SLF), construct reliability (CR), and average variance extracted (AVE). Construct validity is accepted while t-values are greater than 1.96 (significant at 5%) and loading factors equal to or greater than 0.5 (Hair et al., 2018). The result shows that all t-values are more significant than 1.96. Almost all loading factors exceed 0.5, fulfilling the measurement model validity requirement. The composite reliability (CR) was more significant than 0.5, meeting the criterion (Hair et al., 2018). For average variance extracted

(AVE), one variable under 0.5 was the utilitarian value, 0.34. According to Fornell & Larcker (1981), since construct reliability is more significant than 0.7, the measurement model was assumed to be reliable even though the variance extracted is lower than 0.5. Table 2 depicts the validity and reliability of the measurement model.

Following the validity and reliability examination, the measurement model's goodness of fit (GOFI) is presented in Table 3. Almost all the values of GOFI of the measurement model were a good fit. The model's Root Mean Square Error of Approximation (RMSEA) was 0.079, indicating a good fit. This value indicates that the overall model demonstrated a good fit.

Structural model and hypothesis testing

The structural model result and hypothesis testing are presented in Table 4. The structural model shows a substantial portion of the variance, with a coefficient of determination (R^2) of 0.45 for trust in the seller, 0.53 for trust in the product, 0.56 for customer engagement, and 0.62 for purchase intention as a dependent variable, suggesting a sufficient level of predictive power. Hypothesis results show that ten hypotheses were accepted among eighteen, and eight were rejected. T-values determined the result. A hypothesis is accepted if equal to or greater than 1.65 (one-tailed). Figure 2 depicts all path coefficients. Utilitarian value positively affects trust in the product and trust in the sellers and negatively affects customer engagement and purchase intention. Hedonic value significantly influences purchase intention and does not affect trust in the product, trust in the seller, and customer engagement. Symbolic value directly affects trust in the product, customer engagement, and purchase intention.

Table 2. Validity and reliability of the measurement model

Indicators	t-value ≥ 1.96	SLF ≥ 0.5	CR ≥ 0.7	AVE ≥ 0.5
UV01	7.86	0.52		
UV02	6.97	0.47		
UV03	7.03	0.47		
UV04	11.40	0.70		
UV05	12.49	0.75	0.83	0.34
UV06	11.85	0.72		
UV07	7.56	0.50		
UV08	7.68	0.51		
UV09	8.87	0.58		
UV10	8.42	0.55		
HV01	12.07	0.71		
HV02	13.63	0.78		
HV03	15.35	0.84		
HV04	7.58	0.49		
HV05	11.96	0.71	0.91	0.53
HV06	14.32	0.80		
HV07	16.46	0.88		
HV08	11.05	0.67		
HV09	10.03	0.62		
SV01	13.51	0.77		
SV02	13.17	0.76		
SV03	12.65	0.74		
SV04	10.82	0.66		
SV05	14.28	0.80	0.91	0.54
SV06	13.32	0.76		
SV07	14.86	0.82		
SV08	12.80	0.74		
SV09	8.53	0.54		
TS01	14.03	0.80		
TS02	14.00	0.80		
TS03	17.69	0.93	0.90	0.69
TS04	13.75	0.79		
TP01	16.79	0.89		
TP02	15.99	0.87	0.91	0.78
TP03	16.47	0.88		
CE01	17.85	0.92		
CE02	14.13	0.80		
CE03	18.57	0.94	0.89	0.67
CE04	9.14	0.57		
PI01	12.61	0.75		
PI02	14.64	0.83	0.86	0.67
PI03	15.66	0.87		

Table 3. Measurement model goodness of fit index (GOFI)

GOFF	Cut-off point	Output	Result
RMS	$RMSEA \leq 0.08$	0.079	Good fit
NFI	$NFI \leq 0.80$	0.76	Poor fit
NNFI	$0.80 \leq NNFI \leq 0.90$	0.83	Marginal fit
CFI	$0.80 \leq CFI \leq 0.90$	0.84	Marginal fit
GFI	$GFI \leq 0.80$	0.71	Poor fit
Standardise RMR	Standardise RMR ≥ 0.05	0.08	Poor fit
IF	$0.80 \leq IFI \leq 0.90$	0.85	Marginal fit

Mediating effects

Utilitarian value has no direct effect on customer engagement and purchase intention. In contrast, hedonic value has no direct impact on customer engagement. Therefore, we conducted an indirect effects analysis to examine whether the three shopping values influence purchase intention. Mediation analysis is conducted with Sobel Test. Preacher & Leonardelli (2021) arranged an online program to calculate the Sobel Test, which we used in this research. P-values determine mediation significance. The indirect mediation is significant once the p-value is lower than 0.05. Hair et al. (2010) suggested two types of indirect mediation. They are partial mediation and full mediation. If both direct and indirect effects are significant, the mediation effect is not dominant; it is called partial mediation. Full mediation was applied when the direct effect was insignificant but the mediation effect was significant.

Table 5 presents the result of the mediating effect. It shows that mediating effects that significantly influence purchase intention were two paths. First, the path from utilitarian value to trust in the product to customer engagement to purchase intention (UV-TP-CE-PI), with a p-value of 0.026. Second is the path from utilitarian value to trust in the product to trust in the seller to purchase intention (UV-TP-TS-

PI) with a p-value of 0.034. Regarding the indirect effect of utilitarian value, trust in the product is important in successfully mediating the indirect effect on customer engagement and purchase intention. However, neither trust in the seller, trust in the product, nor customer engagement can significantly mediate the indirect effect of hedonic value and symbolic value on purchase intention.

Discussions

This study examined the impact of shopping value (utilitarian, hedonic, symbolic) on customer engagement and purchase intention in Live stream selling activity. We found different relationships by which utilitarian, hedonic and symbolic values affect customer engagement and purchase intention.

The result shows that only symbolic value directly and indirectly positively impacts customer engagement and purchase intention. This finding is consistent with Wongkitrungrueng & Assarut (2020), who found that symbolic value, directly and indirectly, affected customer engagement. In the relationship of symbolic value toward purchase intention, Ma (2021) suggest that social presence and interaction positively influence purchase intention. Furthermore, Su et al. (2020) also found that the function of interaction and social presence is a strong indicator of purchase intention.

Table 4. Hypothesis testing result

Hypothesis	Path	SLF	t-value	Conclusion
H1a	Utilitarian value → Trust in sellers	0.15	1.90	Supported
H1b	Utilitarian value → Trust in the product	0.38	4.50	Supported
H2a	Hedonic value → Trust in sellers	-0.14	-1.26	Not supported
H2b	Hedonic value → Trust in the product	0.01	0.07	Not supported
H3a	Symbolic value → Trust in sellers	0.17	1.34	Not supported
H3b	Symbolic value → Trust in the product	0.42	3.03	Supported
H4	Trust in the product → Trust in sellers	0.67	6.71	Supported
H5	Utilitarian value → Customer engagement	-0.07	-0.89	Not supported
H6	Hedonic value → Customer engagement	0.13	1.16	Not supported
H7	Symbolic value → Customer engagement	0.55	3.91	Supported
H8a	Trust in seller → Customer engagement	-0.19	-1.87	Not supported
H8b	Trust in product → Customer engagement	0.36	3.18	Supported
H9	Utilitarian value → Purchase intention	-0.20	-2.43	Not supported
H10	Hedonic value → Purchase intention	0.25	2.34	Supported
H11	Symbolic value → Purchase intention	0.26	1.86	Supported
H12a	Trust in seller → Purchase intention	0.26	2.57	Supported
H12b	Trust in product → Purchase intention	-0.04	-0.38	Not Supported
H13	Customer engagement → Purchase intention	0.39	4.33	Supported

Figure 2. Result of the structural model

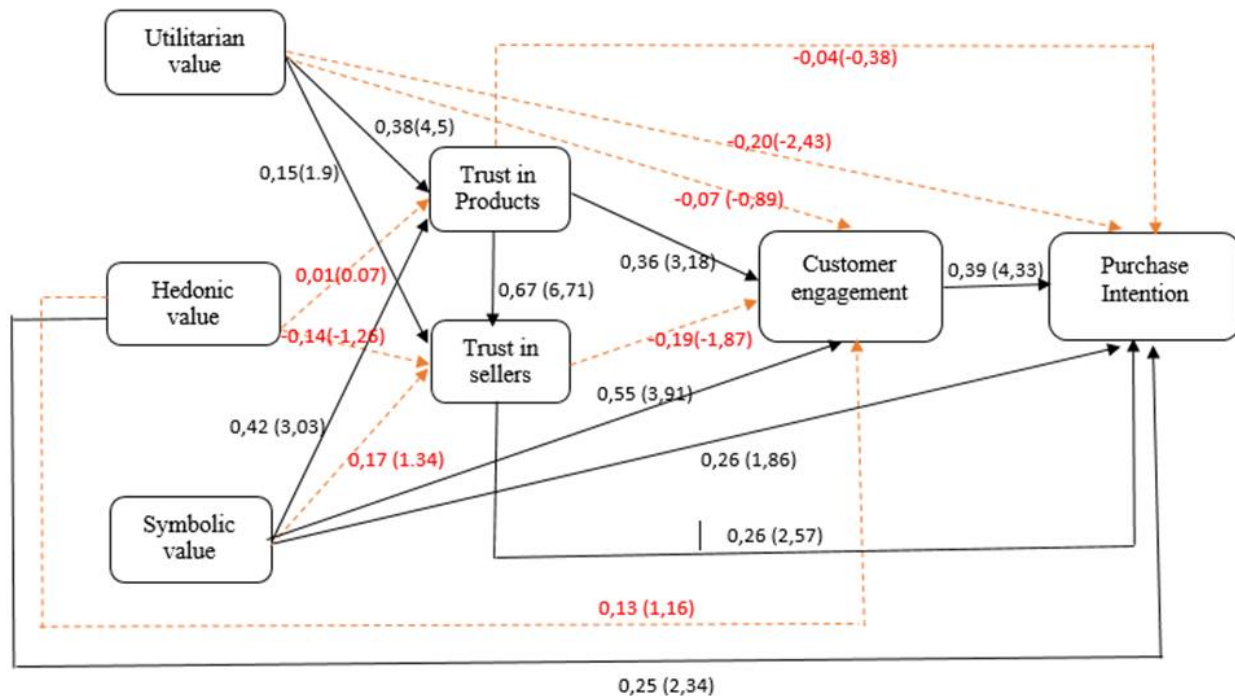


Table 5. Result of the mediating effect

Mediation chain	Path	t-value	t-table (one-tailed, 5%)	p-value	Conclusion
1	UV-TS-CE-PI	1.274	1.65	0.203	Not significant
2	UV-TS-PI	1.528	1.65	0.127	Not significant
3	UV-TP-CE-PI	2.227	1.65	0.026	Significant
4	UV-TP-TS-CE-PI	1.560	1.65	0.119	Not significant
5	UV-TP-TS-PI	2.118	1.65	0.034	Significant
6	HV-TS-CE-PI	1.016	1.65	0.310	Not significant
7	HV-TS-PI	1.131	1.65	0.258	Not significant
8	HV-TP-CE-PI	0.070	1.65	0.944	Not significant
9	HV-TP-TS-CE-PI	0.070	1.65	0.944	Not significant
10	HV-TP-TS-PI	0.070	1.65	0.944	Not significant
11	SV-TS-CE-PI	1.056	1.65	0.291	Not significant
12	SV-TS-PI	1.188	1.65	0.235	Not significant
13	SV-TP-CE-PI	1.957	1.65	0.050	Not significant
14	SV-TP-TS-CE-PI	1.458	1.65	0.145	Not significant
15	SV-TP-TS-PI	1.881	1.65	0.060	Not significant

Since shopping is a social/symbolic activity (Firat & Ventakesh, 1993) and helps consumers achieve social integration (Hewer & Campbell, 1997), community opinion about the product may influence other consumer purchase decisions. In Shopee Live, respondents can highly infer social acceptance of products from other customers' comments during a live stream and significantly encourage purchase intention.

Hedonic value was found to directly influence purchase intention but not customer engagement. The finding that hedonic value does not directly influence customer engagement is consistent with Bianchi & Andrew (2018). They revealed that perceptions of the usefulness and enjoyment of social media are separate from customer engagement with retail brands. Regarding purchase intention, this finding is consistent with Akram et al. (2021), who found that hedonic motivation significantly influenced online purchase intention. Respondents of the

research were primarily women, that was 76%. This demographic characteristic might explain why hedonic value directly affects purchase intention. The highest indicator of hedonic value consumers perceived was that Shopee Live provides flash sales, discounts, and freebies, which was exciting and led to purchase intention.

Utilitarian value was found to have no direct effect on customer engagement and purchase intention. Nevertheless, it indirectly impacts customer engagement and purchase intention through trust in the product. The utilitarian value associated with visualisation and authenticity allows consumers to evaluate whether the product meets their needs and helps increase customer trust, which later enhances customer engagement. Customer engagement leads to purchase intention.

Trust in the product successfully mediated utilitarian value on purchase intention regarding the indirect effect. Whereas for

hedonic and symbolic value, none of the variables succeeded in mediating the effect toward purchase intention.

Theoretical contribution

This research makes some contributions to the literature. First, it enriched e-commerce research on Live stream selling shopping. We extend the Wongkitrungrueng & Assarut (2020) study that examined the effect of shopping value on customer engagement in Facebook Live stream selling. We enlarge the research by adding the purchase intention variable after customer engagement as a final output.

Second, we enlarge the framework of prior research (Wongkitrungrueng & Assarut, 2020) by examining the effect of shopping value and customer trust on purchase intention.

Third, this research can reflect consumer behaviour in e-commerce because the research was conducted in the marketplace, not just social media commerce. We choose the Shopee Live feature as a research object.

Practitioner implication

Consumer purchase intention is most affected by symbolic value. Symbolic value influences purchase intention, both direct and indirect. Thus, sellers in Shopee Live should pay attention and enhance the symbolic value perceived by the consumer. Symbolic value in common taste, identity, social status, and community opinion enables consumers to evaluate the product and seller better by achieving information from another consumer, reducing shopping risk, and encouraging purchase intention. Knowing that symbolic value plays a significant role in attracting consumers, the seller should provide and organise activities related to symbolic value. According to product positioning, the seller should demonstrate a personality similar to and likeable to the target consumer. The seller

should remember customer preferences and provide products consistent with consumer style. The sellers may persuade customers to follow their Shopee Live shop account to engage customers better. A regular update of the product and information from the seller shop account may drive consumers to stay as followers, enhancing purchase intention. Customer similarity with sellers and a sense of belonging to the seller's shop account can be strengthened by providing friendly interaction and response to customer needs. During the live stream, sellers may take notes or record customer feedback and comment and deliver consumer preferences personally in the future.

Hedonic value was found directly impact purchase intention. The highest hedonic value indicator perceived by consumers was that activities (e.g., flash sales, discounts, freebies) make consumers excited. Then it is followed by the indicator, which reveals that consumers can fantasise while watching Shopee Live. Sellers should concern about this hedonic value perceived by the consumer. Providing continuously enjoyable and entertaining activities relating to products (e.g., product-demonstration show with a sense of fantasising and adventure) and rewards (e.g., games, flash sales, discounts, freebies) would be compulsory to attract consumers. Such activities will enhance affective trust in the product and the seller, leading to customer engagement and purchase intention.

Research limitation

This research has several limitations. First, the survey respondent was dominated by senior high school and college students (77%), which did not fully represent consumer behaviour in e-commerce. Second, from a geographical point of view, most respondents came from outside Java Island (78%), which does not depict overall Indonesian e-commerce customers. In contrast, consumer living close to big city, which in this study is the person

who lives in JABOTABEK and Java Island, is more common to use marketplace application.

This limitation affects the generalizability of the findings in marketing research on e-commerce in Indonesia. Generalizability refers to the extent to which the conclusions of the sample can be applied to a broader population. In this context, a more prominent and representative sample would increase the likelihood that the findings accurately reflect the characteristics, preferences, and behaviours of Indonesia's broader population of e-commerce consumers. Consequently, the results can inform marketing strategies and business decisions with greater confidence and relevance.

Second, a larger sample size would enhance the study's statistical power. Statistical power refers to detecting true effects or relationships between variables. With a larger sample, researchers can see even small yet meaningful effects, thereby strengthening the reliability and robustness of the findings. In Indonesia's e-commerce context, a larger sample size can facilitate the identification of subtle trends or patterns in consumer behaviour, leading to more accurate and valuable insights.

Third, the average variance extracted (AVE) for utilitarian value (UV) in the study is below 0.5. While the ideal value of AVE is greater or equal to 0.5, utilitarian value is part of the essential customer value. Deleting the variable would severely impact the integrity of the research model. Thus, the variable is retained, albeit with a caveat that the measurement has some statistical issue.

Conclusion

This study found that different mechanisms of live streaming's shopping value could influence consumer engagement and purchase intention. Since small sellers dominate the Shopee Live feature with low brand awareness and reputation, they can apply these findings to attract customers better. From This finding, we encourage small sellers to use live-streaming technology to gain customers.

The symbolic value is the only value that impacts customer engagement and purchase intention directly and indirectly through trust in the product. Hedonic value was found to have no direct or indirect impact on customer engagement. However, it has an immediate effect to purchase intention. Utilitarian value was found to have no direct impact on customer engagement and purchase intention. Nevertheless, it generates consumer trust in the product and the seller. Trust in the product is essential in successfully mediating the impact of utilitarian value toward purchase intention.

Consistent with several previous studies, such as research conducted by Prentice et al. (2019) and Yu & Zheng (2021), we found that customer engagement positively affects purchase intention.

From our research findings, sellers who apply live streaming technology to market their fashion products should emphasise symbolic and hedonic values to attract customers better.

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Appendix

Utilitarian value

UV01 Sellers that sell through Shopee Live seem like genuine merchants.

UV02 Products sold through Shopee Live seem genuine to me.

UV03 Products sold through Shopee Live appear to be authentic.

UV04 The way a product is presented via Shopee Live (e.g., a seller's try-on) helps me visualise the product's appearance on a real figure.

UV05 The way a product is presented online gives me as much sensory information about the product as I would experience in a store.

UV06 I can easily see and visualise the product as it appears on Shopee Live.

UV07 Via Shopee Live, the online sellers, answer my questions immediately.

UV08 The online seller asks and gathers customer feedback directly via Shopee Live.

UV09 I feel that I can ask the seller selling via Shopee Live to find the products I want.

UV10 Products sold through Shopee Live tend to be up-to-date and on-trend.

Hedonic value

HV01 Shopping through Shopee Live is entertaining.

HV02 I enjoy shopping via Shopee Live.

HV03 While shopping via Shopee Live, I feel a sense of adventure

HV04 I can do much fantasising while watching Shopee Live.

HV05 While shopping through Shopee Live, I can forget my problems.

HV06 Shopping through Shopee Live is a way of relieving stress.

HV07 Shopping via Shopee Live is a thrill for me.

HV08 I enjoy getting a great deal when I shop via Shopee Live.

HV09 Activities (e.g., flash sales, freebies) on Shopee Live get me excited.

Symbolic value

SV01 I feel like a smart shopper when I shop via Shopee Live.

SV02 Shopping through Shopee Live makes me feel as though I am trendy.

SV03 I am eager to tell my friends/acquaintances about this Shopee Live

SV04 I feel that I can identify with the seller.

SV05 I feel that the seller has the same taste as me.

SV06 I feel that the seller recognises me and remembers my preferences.

SV07 I can find products consistent with my style when I shop via Shopee Live.

SV08 I feel that I belong to the customer segment of the seller's Shopee Live page.

SV09 I can infer social acceptance of products from other customers' comments during the live stream.

Trust in seller

TS01 I believe in the seller's information through Shopee live streaming.

TS02 I can trust Shopee sellers that use live streaming.

TS03 I believe that Shopee sellers who use live streaming are trustworthy.

TS04 I do not think Shopee sellers who use live streaming would take advantage of me.

Trust in product

TP01 I think the products I order from Shopee Live will be as I imagined.

TP02 I believe that I will be able to use products like those demonstrated on Shopee Live.

TP03 I trust that the products I receive will be the same as those shown on Shopee Live.

Customer engagement

CE01 I would share this Shopee Live application shopping information with others

CE02 I would participate in live broadcast activities on this app

CE03 I would recommend the Shopee Live shopping app to others

CE04 I would subscribe to the Shopee Live anchors

Purchase Intention

- PI01 I would purchase products or services through Shopee Live
- PI02 Shopee Live is my first choice to buy relative products or services
- PI03 I would do more businesses with Shopee Live in the next few years.