

## The Effect of Trust and Uncertainty on the Intention to Online Purchase Skincare Products: A Study on Shopee Live Streaming Consumers

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### ABSTRACT

This study aims to analyze the effect of trust and uncertainty on the purchase intention of skincare products online, with a focus on consumers who use the Shopee Live Streaming platform. This research was conducted using quantitative methods, where data was collected through questionnaires distributed to respondents who shop for skincare products through Shopee. This analysis test uses the Structural Equation Modeling (SEM) method with the help of the SmartPLS 4.0 application. The sampling technique used is convenience sampling, which targets consumers who have experience in shopping for skincare products online. The variables examined in this study include similarity of physical characteristics, similarity of values, consumer trust, uncertainty of product suitability, uncertainty of product quality, and purchase intention. This study tested seven hypotheses relating to the relationship between these variables using regression analysis. In this study, there were 5 rejected hypotheses and 2 accepted hypotheses.

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## INTRODUCTION

Livestreaming shopping is a business model that has shown great potential in social media marketing. In contrast to traditional live broadcasts, shopping by viewing live streams allows real-time interactions between online streamers and customers (Song et al., 2024). In Indonesia, there are many online trading platforms, such as Shopee, Lazada, and Tokopedia, among others. Each platform has different features and advantages. With the advancement of technology, marketplaces provide several features such as live streaming, then discount vouchers, cashback vouchers, free shipping, and various other features (Iryani & Rachmat Fauzan, 2023). Fulfillment of customer satisfaction with live streaming marketing trends is expected to encourage consumer repurchase intentions (Khairunnisa Ginting & Harahap, 2022).

According to projections made by IDX Channel – Indonesian E-commerce Association (idEA), e-commerce in Indonesia will increase by more than 40% in 2021. Social commerce is one of the media that Generation Z is interested in making online purchases, which means that online shopping is now not only done through e-commerce but through social commerce.

Skincare is a skin care product designed to maintain health and help overcome problems such as acne, premature aging and skin pigmentation (Pratiwi et al., 2021). Based on the *Compas.co.id* report, total sales of skincare products in the marketplace reached IDR 292.4 billion in just the second quarter of 2022. This market growth is also driven by e-commerce penetration, which makes it easier for consumers to access various local and international skincare brands internasional (Tanuwijaya & Mulyandi, 2021). According to Wardah Robiah & Nopiana (2022) the presence of digital platforms and social media influences the way consumers find, evaluate and buy skincare products.

Brands that are able to utilize this media with creative marketing strategies tend to be superior in the market (Febriyanti et al., 2024). Another factor is awareness of sustainability and a preference for products with natural ingredients, which encourages brands to present environmentally friendly products (Pranoto, 2018). Competition between local and international brands also creates interesting market dynamics, where innovation is the key to success.

Based on marketplace sales data obtained from *Compas.id*, the 10 best-selling local skincare brands in Indonesia are Somethinc, Scarlett, MS Glow, Avoskin, Whitelab, Azarine, Wardah, Erha, Emina, and Bio Beauty Lab. With a diversity of choices, consumers have access to products that suit their needs. The dominance of local brands shows changes in preferences of Indonesian consumers who increasingly appreciate the quality of domestic products.

Similarity in physical characteristics or product characteristics similarity in the context of live streaming shopping is defined as the level of similarity between the broadcaster and the buyer. Lefkoff-Hagius & Mason (1993) said that similar physical characteristics are very important in online purchases because they serve as a basis for categorization and classification of products to be purchased.

Value similarity in the context of social commerce refers to the level of similarity between the values held by buyers and sellers. According to research by Wongkitrungrueng & Assarut (2020), the value of live streaming also influences consumer trust and engagement, both of which are important for success in social commerce. Fu et al. (2018) said that value similarity in live streaming indicates congruence of personal values among individuals involved in social shopping platforms, which can greatly influence their purchasing choices.

A relationship of trust leads to the guarantee that consumers have regarding the reliability and honesty of a seller on a social commerce platform. Jiang et al. (2019) emphasized that trust relationships have a direct and large influence on purchase intentions. Business people who want to utilize social media platforms as online tools for exchanging goods and services must prioritize trust and foster good consumer perceptions of their products or services, because positive consumer attitudes can increase perceived satisfaction and trust, thereby increasing purchases (Elshaer et al., 2024).

Product quality uncertainty is the uncertainty experienced by consumers regarding the quality of the products they will buy. According to research by Lu & Chen (2021), in the marketplace, product uncertainty is directly related to the seller. Buyers often worry about whether sellers have adequately demonstrated their product specifications and selected products that match their preferences. Therefore, during live broadcasts, all products must be exhibited and recommended by broadcasters, so that consumer trust in these broadcasters can reduce uncertainty.

Product fit uncertainty refers to customers' doubts about how well a product aligns with their personal preferences. Research conducted by Chrimes et al. (2022) shows that verbal descriptions and visual representations of products can help consumers assess their suitability. This proactive approach in gathering information is critical in reducing uncertainty and increasing confidence in their purchasing choices (Chen et al., 2023)..

Purchase intention can be defined as a consumer's cognitive tendency to obtain something. Live streaming on Shopee is a very effective strategy in this digital era. On the Shopee live streaming platform, elements such as live product demonstrations, seller interactions, and exclusive offers can massively influence consumers' purchase intentions for skincare products. A broadcaster can provide a comprehensive demonstration regarding skin care products and then share the application and results. Observing product operation allows buyers to make more informed choices, thereby increasing their purchase intentions (Lu & Chen, 2021).

## **LITERATURE REVIEW**

### ***Physical Characteristics Similarity***

The physical characteristics conveyed by broadcasters through product trials and product descriptions shared through live streaming interactions are two signals that can help reduce uncertainty about product suitability to buyers (Lu & Chen, 2021). According to Y. Hong & Pavlou (2014) product fit uncertainty describes consumers' difficulty in evaluating whether the

characteristics of a product are in line with their individual preferences or not. Consumers are more likely to feel confident that the product will suit them if they can see that the physical attributes of the product (such as size and design) are similar to what they want. Research shows that product fit uncertainty has a negative impact on purchasing decisions and product return rates, because consumers who are unsure about the suitability of a product are more likely to return the items they purchased (Y. Hong & Pavlou, 2014). So, to ensure the suitability of a product, accurate information is needed from the broadcaster regarding the suitability of the product to consumer needs. Live streaming is indeed an effective solution, because the broadcaster can try on the product that consumers are interested in directly. If consumers have similar physical characteristics to the broadcaster, this can reduce uncertainty about the suitability of the product. Therefore, the more similar the characteristics of the buyer are to the broadcaster, the less uncertainty there will be.

H1: Physical characteristics similarity has a negative effect on product suitability uncertainty.

### ***Value Similarity***

Mcknight & Chervany (2001) stated that trust means that one party believes that the other party has one or more characteristics that are beneficial to them. This shows that trust is built on the belief of the other party in a transaction. Consumer trust in live streaming commerce is often treated as a whole and not in detail, meaning that consumer trust in social commerce carried out through live streaming is usually seen as something general, without considering the specific aspects that influence that trust. When they shop directly through the live streaming platform and how the value perceived by consumers leads to trust and ultimately live streaming shopping becomes sustainable consumption (Wu & Huang, 2023a). Zeithaml (1988) defines that value is a subjective perception that can vary between individuals and is influenced by experience and expectations. The concept of value is very subjective. Previous research according to Morgan & Hunt (1994), trust is a key element in the relationship between consumers and product providers. When consumers feel that product providers have the same values as them (value similarity). This trust is important for building long-term relationships that are beneficial between brands and consumers, and can also drive purchasing behavior.

H2: Similarity of values has a positive effect on trust relationships when making transactions on the Shopee Live platform.

### ***Trust and Product Uncertainty***

Dimoka et al. (2012) explained that product fit uncertainty comes from two main sources: (1) lack of experiential information about the product and (2) lack of heuristics to infer the fit between the product and consumer preferences. Product fit uncertainty can be defined as the extent to which a consumer finds it difficult to assess whether the attributes of the product offered match their needs. This uncertainty often arises when consumers do not have complete information about the products they are considering buying. This condition can

cause hesitation in decision making, making consumers feel uncertain whether the product will meet their expectations (Y. Hong & Pavlou, 2014). Mcknight & Chervany (2001) define consumer trust as the belief that another party, such as a service provider or seller, has characteristics that are favorable to consumers. In online markets, consumers face uncertainty and risk, so trust is a key element that influences purchasing decisions. Product fit uncertainty can reduce consumers' trust in products and sellers. When consumers are unsure whether the product will meet their needs or preferences, they tend to feel more skeptical of the claims offered by the seller. This is in line with the view of Pavlou et al. (2007) who state that uncertainty in online transactions can inhibit consumer trust in sellers and products. In social commerce, consumers often do not have direct access to physically inspect products before making a purchase. When consumers place their trust in broadcasters, they believe that the information provided reflects the true quality of the product. This trust is not only related to quality, but also to the broadcasters' understanding of consumers' needs and preferences. Consumers feel more comfortable and confident that the recommendations provided are the best for them, so they are more likely to make a purchase (Benbasat & Wang, 2005).

It can be said that if consumer trust in the broadcaster increases, the uncertainty of product quality perceived by consumers will decrease. Therefore, the more confident consumers believe in the quality of the product used by the broadcaster, it will reduce their doubts or uncertainties about whether the product matches the description and can meet their expectations. This uncertainty can make consumers feel hesitant to trust the information provided by the seller, which can further reduce their trust in the seller and the product offered. This means that the higher the consumer's trust in the broadcaster, the smaller their doubts or uncertainties about the product to be purchased.

H3 : Trust have a negative effect on product fit uncertainty.

H4 : Trust negatively affects product quality uncertainty.

### ***Product Uncertainty and Purchase Intention***

Product suitability uncertainty is a concept that describes the challenges consumers face in assessing whether a product fits their needs. . Y. Hong & Pavlou (2014) emphasizes that product suitability uncertainty can influence purchasing decisions and increase the likelihood of product returns. Purchase intention is a direct determinant of actual purchase behavior (Ajzen, 1991). When shopping online, consumers often feel uncertain about whether the product they choose will meet their expectations. Therefore, understanding purchase intentions and overcoming this uncertainty can help increase consumer confidence and ultimately, encourage them to make purchases. In their research, Lu & Chen (2021) say that uncertainty over product suitability, either due to insufficient information or the inability to physically evaluate goods during online transactions, can encourage buyers to consider their purchase intentions. The higher the value of the mismatch experienced by a consumer, the lower the purchase intention on the item. Product quality uncertainty leads to uncertainty associated with the quality of products offered

on social commerce platforms. Product quality uncertainty can hesitate consumers to use the services or products offered, which negatively impacts purchase intentions and platform profitability. When consumers are uncertain about product quality, they may be more likely not to make a purchase. Research by Wen & Siqin (2020) suggests that product quality uncertainty can affect market demand and platform profitability. Flanagan et al. (2014) explained that higher product quality, which is influenced by positive ratings, is directly related to an increase in purchase intention. Thus, it is said that the higher the uncertainty of the quality of the purchased product, the lower the purchase intention for the product.

H5 : Product suitability uncertainty has a negative effect on purchase intention when making transactions on the Shopee Live platform.

H6 : Product quality uncertainty has a negative effect on purchase intention when making transactions on the Shopee Live platform.

### ***Trust and Purchase Intention***

Trust is a key element in building strong relationships between consumers and broadcasters, because trust creates a sense of security in continuing transactions (Sirdeshmukh et al., 2002). So as stated by Cui et al., (2023) that trust can help consumers reduce their risk perception when dealing with online broadcasters, thus encouraging them to engage with broadcasters, such as sharing information or making purchases. Jiang et al. (2019) emphasized that the trust relationship has a direct and large influence on purchase intention. Because online marketplaces are impersonal, trust becomes more important in e-commerce. In helping customers overcome perceptions of risk and inflammation, trust is very important (Mcknight & Chervany, 2001). The positive relationship between trust and purchase intention has been investigated by several researchers (Wu & Huang, 2023a). That is, the higher the level of trust consumers have in the seller, the more likely they are to have a strong purchase intention. Empirical research has shown that high trust contributes to an increase in purchase intention, that is, consumers who trust the provider are more likely to make a purchase. Trust has a positive influence on purchase intention, which is said that when consumer trust in the broadcaster increases, the purchase intention for the product arises,

H7 : Trust relationships have a positive effect on purchase intentions when making transactions on the Shopee Live platform.

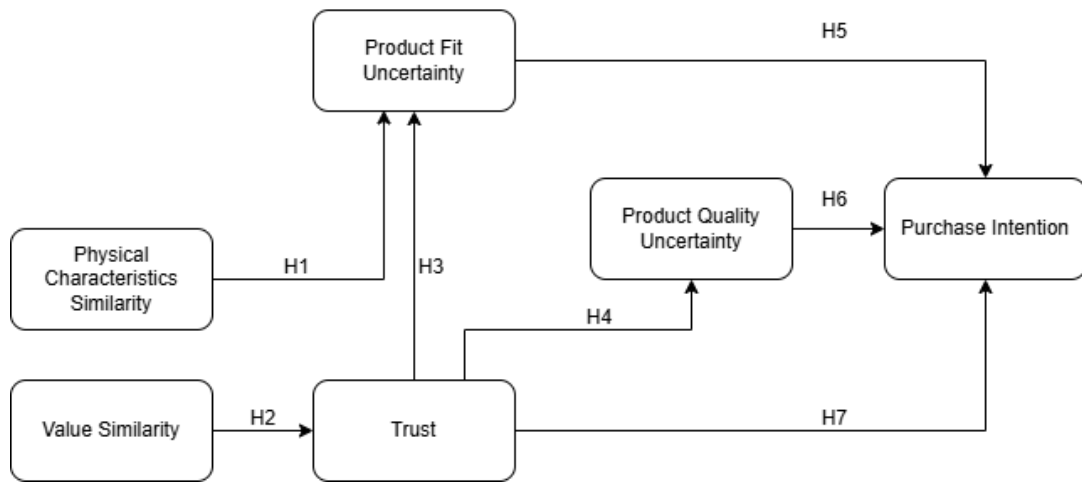


Figure 1. Conceptual Framework

## METHODOLOGY

This research uses a quantitative approach method located in Indonesia. The subjects of the approach in this study are shopee app users and users who have purchased skincare on the Shopee Live platform. Data collection uses a questionnaire created through Google form and then distributed through social media. Data analysis in this study uses the SEM (Structural Equation Model) method with the SmartPLS 4.1.0.9 application tool

## RESEARCH RESULT

### *Descriptive Analysis*

Data was collected through an online questionnaire created through Google Form with a convenience sampling technique, namely measuring on the smallest scale 1-2-3-4-5-6 to the largest. This online questionnaire was then distributed to respondents who had experience buying skincare through the Shopee Live. In this study, 374 respondents were obtained who were eligible for testing.

Table 1. Characteristics of respondents

Characteristics	Frequency	Percentage
<b>Gender</b>		
Male	21	7,8%
Female	249	92%
<b>Age</b>		
≤ 20 years old	16	5,9%
21-25 years old	125	46,3%
26-30 years old	70	25,9%
31-35 years old	36	13,3%
35-40 years old	19	7%
≥ 40 years old	4	1,5%
<b>Work</b>		
Collage	94	34,9%
Entrepreneurs	48	17,8%
SOE employees	19	7,1%
State Civil Apparatus (ASN)	9	3,3%
Others	100	36,9%
<b>Income</b>		

≤ Rp1.000.000	46	17%
Rp1.000.000-Rp3.000.000	95	35,2%
Rp3.000.001-Rp5.000.000	65	24,1%
Rp5.000.001-Rp6.000.000	25	9,3%
Rp6.000.001-Rp8.000.000	21	7,8%
≥ Rp8.000.001	18	6,7%
<b>Frequency of visits on the Shopee App</b>		
1-2 hours	164	60,7%
2-4 hours	90	33,3%
5-6 hours	16	5,9%
<b>How Many Skincare Brands are Known on the Shopee Platform</b>		
≤5	29	10,7%
5-10	93	34,4%
10-15	61	22,6%
≥15	87	32,2%

Source: processed Primary Data, 2024

From the data above, it can be seen that the majority of the criteria for respondents in this study are female respondents (92%), aged 21-25 years (46,3%), work as others (36,9%), have an average monthly income of Rp1.000.000-Rp3.000.000 (35,2%), frequency of visit Shopee App 1-2 hours (60,7%), How many Skincare brands on average do respondents know on the Shopee Platform is 5-10 brands (34,4%).

Table 2. Validity test result using a loading factor values

	CT	PCS	VS	PFU	PQU	PI	Decision
CT1	0.788						Valid
CT2	0.864						Valid
CT3	0.837						Valid
PCS1		0.952					Valid
PCS2		0.945					Valid
PFU2				1			Valid
PI1						0.805	Valid
PI2						0.776	Valid
PI3						0.832	Valid
PQU1					1		Valid
VS1			0.880				Valid
VS2			0.904				Valid

Source: processed Primary Data, 2024

Based on table 2 above, it can be concluded that all available variable indicator items are acceptable because they meet the value above the R-table value or above 0.5. This is concluded based on the formula in the research by (Hair *et al.*, 2019).

Table 3. Validity test result using Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Trust	0,689
Physical Characteristics Similarity	0,900
Value Similarity	0,796
Purchase Intention	0,648

Source: processed Primary Data, 2024

Based on table 3 above, it shows that the value of the Average Variance Extracted (AVE) in each variable of this study has a value above the criteria, namely  $\geq 0,50$ . This Discriminant Validity Test is carried out by analyzing the values of all available variable items and is said to be valid it is accordance with the intended criteria.

Table 4. Validity test result using Fornell-Larcker Criterion

	CT	PCS	VS	PFU	PQU	PI	Decision
CT	<b>0,830</b>						Valid
PCS	0,526	<b>0,949</b>					Valid
VS	0,672	0,641	<b>0,892</b>				Valid
PFU	0,521	0,477	0,549	<b>1,000</b>			Valid
PQU	0,611	0,407	0,570	0,553	<b>1,000</b>		Valid
PI	0,644	0,573	0,603	0,536	0,586	<b>0,805</b>	Valid

Source: processed Primary Data, 2024

Based on table 4, the results of the discriminant validity, it can be seen that the results of each item of the majority variable have a greater value than the variables below it. For example, the value of the CT code item (0.830) is shown to be greater than the value of the PCS item (0.526). Likewise, the value of the VS item (0.892) is greater than the value of the PFU item (0.549). The results of the discriminant validity test can be interpreted that this research variable is said to have good discriminant validity.

Table 5. Validity test result using HTMT

	CT	PCS	VS	PFU	PQU	PI
CT						
PCS	0,626					
VS	0,880	0,787				
PFU	0,590	0,505	0,636			
PQU	0,696	0,431	0,663	0,553		
PI	0,838	0,712	0,810	0,621	0,675	

Source: processed Primary Data, 2024

In addition to using the Fornell-Larcker Criterion discriminant validity test, the discriminant validity test was also carried out using the Heterotrait-Monotrait (HTMT) analysis validity test. Based on table 5, the results of the HTMT test on all variables in this study produced an HTMT value below 0.90 based on the provisions stated by Hair *et al.* (2021). Thus, the HTMT value on all variables in this study is declared valid.

Table 6. Reliability test result using Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted
Trust	0,774	0,780	0,869	0,689
Physical Characteristics Similarity	0,889	0,892	0,947	0,900
Value Similarity	0,744	0,749	0,886	0,796
Purchase Intention	0,731	0,745	0,846	0,648

Source: processed Primary Data, 2024

The reliability test parameters in this study are based on the Cronbach alpha and composite reliability (CR) values greater than 0.6 so that the variable can be said to be reliable (Hair et al., 2019). The reliability test parameters in this study are based on the Cronbach alpha and composite reliability (CR) values greater than 0.6 so that the variable can be said to be reliable (Hair et al., 2019). The Cronbach's alpha value of each variable is declared reliable because each variable has met. As in the Trust Relationship (0.774) and Purchase Intention (0.731). Based on table 6 above, the Cronbach's alpha value of each variable is declared reliable because each variable has met. As in the Trust (0.774) and Purchase Intention (0.731).

**Hypothesis Testing**

Path coefficient test is conducted to assess the strength of the relationship between predictor constructs (independent variables) and response constructs (dependent variables) and their reciprocal influence. This path coefficient indicates the extent to which the independent variable can influence the dependent variable in the model. The path coefficient value varies from -1 to +1, reflecting the direction of the proposed link. In line with the principle of Hair et al. (2016), which states that the t-statistics value must be more than 1.96; and the P-value must be less than 0.05.

Table 7. Path Coefficients Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ( o/STDEV )	P value	Decision
Physical Characteristics Similarity -> Product Fit Uncertainty	0,280	0,281	0,076	3,674	0	H1 Unsupported
Value Similarity -> Trust	0,672	0,673	0,042	15,973	0	H2 Supported
Trust -> Product Fit Uncertainty	0,374	0,376	0,068	5,528	0	H3 Unsupported
Trust -> Product Quality	0,611	0,611	0,047	12,931	0	H4 Unsupported

<b>Uncertainty Product Fit</b>						
<b>Uncertainty -&gt; Purchase Intention</b>	0,201	0,206	0,057	3,546	0	<b>H5 Unsupported</b>
<b>Product Quality</b>						
<b>Uncertainty -&gt; Purchase Intention</b>	0,231	0,230	0,068	3,422	0,001	<b>H6 Unsupported</b>
<b>Trust -&gt; Purchase Intention</b>	0,398	0,397	0,074	5,408	0	<b>H7 Supported</b>

Source: processed Primary Data, 2024

## DISCUSSION

### *Physical Characteristics Similarity Negatively Affects Product Fit Uncertainty*

Hypothesis which states that “similarity in physical characteristics between consumers and livestreaming broadcasters has a **negative** relationship with product suitability uncertainty,” was **rejected**. The results showed a t-value of 3.674, which means that the similarity of physical characteristics is positively correlated, so the more similar the consumer is to the broadcaster, the lower the uncertainty. This finding contradicts the initial assumption that similarity in physical characteristics will reduce uncertainty. The explanation for this result can be attributed to other factors. According to , Lu & Chen (2021), live streaming is effective in reducing uncertainty through live demonstration of products. Physical similarity should help consumers project product fit. However, respondents revealed that apart from physical similarity, they pay more attention to the behavior, language, and expressions of the broadcaster. This is consistent with the findings of Xu et al. (2020), who stated that consumers often rely too much on the broadcaster as their representation. When expectations are not met, uncertainty increases. The results show that similarity in physical characteristics is not enough to reduce uncertainty, as consumers evaluate other factors such as product reputation and influencer reviews. Thus, while livestreaming helps minimize uncertainty, its effectiveness depends on the quality of information delivered by the broadcaster.

### *Perceived Value Similarity Affects Consumer Trust in Live Streaming Broadcasters*

Previous research shows that H2 is supported, where “value similarity is positively related to consumer trust,” as evidenced by a significant t-value of 15.937. This means that consumers' perceived value similarity affects their level of trust in the broadcaster. This is in line with the findings of Lu & Chen (2021) who stated that value similarity is conveyed by the broadcaster during the broadcast, so that if the product is described attractively and accurately, consumers' trust in the broadcaster increases. Lu & Chen (2021) added that sharing value during livestreaming helps broadcasters attract consumers through similar value signals, encouraging closeness and increasing the likelihood of consumers watching to the end and trusting the information

conveyed. Khotijah et al. (2024) emphasized that in the context of skincare, the personal experience of the broadcaster when promoting products during livestreaming increases the chances of attracting new consumers. For example, a broadcaster with dry skin problems who promotes moisturizers can attract consumers with similar conditions. In the context of skincare purchase intention through Shopee livestreaming, the similarity of values between the consumer and the broadcaster proves to be important in building trust. Relevant personal narratives or experiences make consumers feel connected, thus strengthening trust in product recommendations. Thus, value similarity has a positive influence on consumer trust.

### ***Consumer Trust Negatively Affects Product Fit Uncertainty***

Hypothesis H3 which states that “trust relationship has a negative relationship to product suitability uncertainty” is rejected because the t-value of 5.528 shows a positive result. The higher the consumer's trust in the broadcaster, the lower the product-related uncertainty. This result contradicts Lu & Chen's (2021) study, which concluded that trust reduces uncertainty. Instead, this study shows that an increase in trust is accompanied by an increase in uncertainty. Despite increased trust, consumers still doubt the suitability of the product, even though they have been given concrete information such as product visualization. Wongkitrungrueng & Assarut (2020) also showed that symbolic value, such as emotional connection with the broadcaster, is more significant in building engagement than utilitarian information. Chen et al. (2022) added that trust strengthens product suitability expectations, but if expectations are not met, uncertainty remains. Consumers who strongly trust the broadcaster tend to follow advice without critical evaluation. In conclusion, there is a positive relationship between trust in the broadcaster and product uncertainty, which is influenced by information availability and expectations that are not always met.

### ***Consumer Trust has a Negative Affects to Product Quality Uncertainty***

Hypothesis H4 which states that “trust relationship has a negative relationship to product quality uncertainty” is rejected, because the t-value of 12.931 shows a positive result. This means that the higher the consumer's trust in the broadcaster, the higher their perception of product quality uncertainty. Previous research by Lu & Chen (2021) states that consumer trust in broadcasters actually reduces product quality uncertainty. The greater the trust, the more confident consumers are in the quality of the recommended product, thereby reducing doubts about product suitability. However, the results of this study contradict this assumption. Zhang et al. (2021) found that high trust in the broadcaster increases consumer expectations. This makes consumers more sensitive to product incompatibility or previously overlooked risks. In the context of livestreaming, the entertainment element may shift the focus away from rational evaluation of product quality, in contrast to Lu & Chen's (2021) findings. Ho et al. (2024) also highlighted that high trust in the broadcaster often increases consumer expectations. If the product does not meet these expectations, dissatisfaction may arise. Zhang et al. (2021) assert that increased

expectations make consumers more sensitive to potential risks that were not considered before. In conclusion, the higher the trust without adequate information, the greater the risk of a mismatch between expectations and product reality, thus increasing quality uncertainty in the eyes of consumers.

***Product Fit Uncertainty has a Negative Affects with Purchase Intention***

Hypothesis H5, which states “product fit uncertainty has a negative affects with purchase intention,” is rejected because the t-value of 3.546 shows a positive result. Lu & Chen (2021) mentioned that the higher the uncertainty of product fit, the lower the purchase intention because consumers hesitate if product information is inadequate, such as doubts about the appropriate size. Deva et al. (2024) added that purchase intention increases when the broadcaster provides consistent information during livestreaming. Gunawan et al. (2021) showed that price discounts encourage impulse purchases because consumers feel they are getting more value. As a result, product suitability uncertainty does not necessarily decrease purchase intention if price triggers hedonic factors. Faisal *et al.* (2023) explain that low prices often reduce perceived financial risk, encouraging purchases despite uncertainty. The survey also showed that even though product uncertainty reduces trust, consumers still purchase, especially inexpensive products such as skincare on Shopee Live, because low prices suppress risk. Thus, while product suitability uncertainty may decrease purchase intention, external factors such as price and promotions still trigger impulse purchases.

***Product Quality Uncertainty has a Negative Affects with Purchase Intention***

Based on the research results, hypothesis H5 which states that “product quality uncertainty has a negative relationship with purchase intention” is rejected, because the t-value of 3.422 shows a positive result. This is in contrast to Lu & Chen's (2021) research, which concluded that quality uncertainty reduces consumer purchase intention. However, in the context of livestreaming, Huang & Suo (2021) explain that uncertainty can actually increase purchase intention through; Interaction with the broadcaster that creates trust and positive emotions, Visual appeal of the product that triggers an emotional drive, Price promotions and time pressure that encourage impulse purchases. Xia et al. (2024) added that positive emotions such as enthusiasm and euphoria can encourage impulse purchases despite quality doubts. For example, when consumers see limited promotions for skincare products on Shopee Live, a sense of excitement and enthusiasm for low prices can drive impulsive decisions without considering risks. Emotions are more dominant than rational evaluation, so product quality uncertainty is positively related to product quality uncertainty.

***Consumer Trust has a Positive Affects to Purchase Intention***

The research shows that H7 is supported, “trust has a positive relationship to purchase intention,” with a significant t-value of 5.408. Consumers' trust in the broadcaster increases their purchase intention, in accordance with the proposed hypothesis. Lu & Chen (2021) revealed that

trusted broadcasters demonstrate integrity, reduce social complexity, and increase consumer convenience in e-commerce. Wu & Huang (2023b) also supported this, stating that trust in the broadcaster reduces uncertainty in online purchases. The findings of Lim et al. (2022) confirmed that trust in the broadcaster is important in increasing consumer purchase intentions, as a trusted broadcaster provides credible information, reduces doubts, and influences purchase decisions. In the context of livestreaming shopping for skincare products via Shopee Live, trust in the broadcaster plays an important role in increasing consumer purchase intentions, as a broadcaster who demonstrates integrity and expertise can reduce consumers' social vulnerability. Livestreaming provides a virtual experience that reinforces trust and increases purchase intention.

## **CONCLUSIONS AND RECOMMENDATIONS**

The conclusion of this study shows that factors such as similarity of physical characteristics, similarity of values, and trust relationships have a significant influence on the intention to purchase skincare products online, especially in the context of Shopee Live Streaming. Although physical similarity between consumers and broadcasters does not reduce product suitability uncertainty, communication quality and broadcaster reputation play an important role in reducing uncertainty. Value similarity, on the other hand, increases consumers' trust in the broadcaster and strengthens the long-term relationship between brands and consumers. Trust also plays an important role in increasing uncertainty regarding product suitability and quality, but this can trigger greater uncertainty if consumers' expectations are not met. However, uncertainty regarding product fit or quality can actually drive purchase intentions when driven by attractive prices or exclusive promotions. Overall, trust in the broadcaster has a positive effect on purchase intention, suggesting that trust is a key factor in creating a positive shopping experience and driving impulse purchase decisions in live streaming.

Recommendations for future research include the importance of broadening the demographics of the respondents, as the majority of the current respondents were students, which may not reflect the behavior of consumers from different occupational categories. Future research should involve longitudinal studies or repeated observations to capture changes in consumer behavior over time, as single-stage research may not reflect the actual purchase experience. In addition, it is important to explore the interaction between broadcasters and consumers and its influence on trust and purchase intention. More in-depth research into factors such as emotional engagement, social interaction, and information quality during live streaming can provide important insights for more effective marketing strategies.

## **ADVANCED RESEARCH**

The study has limitations, because majority of respondents in this study were students, limiting the ability of the findings to analyze variations in behavior across different occupational categories. Therefore, future research should aim to include a balanced representation of respondents from different

professions. This study mainly used questionnaires for data collection, which limited the acquisition of information. Future research is expected to use additional data collection methods other than surveys, including interviews. There were indicator items that were problematic and this was beyond the control of the authors as these items were not a problem in previous studies. The study was conducted in a single phase, so it may not accurately represent actual purchases which would limit the implications of the study. Another limitation in this study is that this research only focuses on respondents who have transacted skincare products through Shopee Live.

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