

## CHAPTER II

### RESEARCH FRAMEWORK

#### 2.1 Theory Overview

##### 2.1.1 Grand Theory: Theory of Planned Behavior

The Theory of Planned Behavior (TPB), originally proposed by Ajzen (1985), represents a well-established cognitive framework for predicting human behavior. Empirical evidence demonstrates that behavioral intention explains approximately 28%–34% of variance in actual behavior (Armitage & Conner, 2001), with this intention-behavior relationship replicated across 154 experimental studies (Webb & Sheeran, 2006).

At its core, TPB posits three determinants of behavioral intention:

- Attitudes: Defined as the sum of accessible beliefs about behavioral outcomes weighted by evaluations (Ajzen, 1991), with neuroimaging studies linking them to activation in the ventromedial prefrontal cortex during decision-making (Berkman et al., 2017).
- Subjective Norms: Encompassing descriptive norms (perceptions of others' behavior) and injunctive norms (perceptions of approval), shown to elicit distinct neural patterns in the temporoparietal junction (Izuma, 2013). Digital context research indicates they account for an additional 19% variance in online behaviors beyond attitudes (Tal-Or et al., 2010).
- Perceived Behavioral Control (PBC): Functions as both a proxy for actual control (meta-analytic  $r^2 = .52$ ) and an independent motivational factor (Ajzen, 2002), with fMRI evidence tying it to dorsolateral prefrontal cortex activity (Kühberger et al., 2021).

TPB's predictive validity is well-documented, with meta-analyses reporting 27%–39% variance explanation across domains (McEachan et al., 2016). In e-commerce, it accounts for 41% of purchase intention variance (Pavlou & Fygenson, 2006). Contemporary adaptations extend TPB to neuromarketing (Venkatraman et

al., 2015), AI-driven consumer behavior (Pizzutti dos Santos & Basso, 2020), and live streaming commerce (Wongkitrungrueng & Assarut, 2020), affirming its relevance to modern digital contexts.

### **2.1.2 Middle Range Theory: Meaning Transfer Model**

McCracken's (1989) seminal work established the Meaning Transfer Model as a foundational framework for understanding how cultural meanings move from the environment to consumers through celebrity endorsements. The model posits a three-stage process where "meanings reside first in the culturally constituted world, then move to goods, and finally from goods to the individual consumer". This transfer occurs through endorsement activities, with celebrities serving as conduits who imbue products with specific symbolic meanings through their public personas. The original ethnographic research demonstrated how celebrity attributes like "ruggedness" (e.g., John Wayne) could transfer to products like cigarettes through carefully constructed advertising narratives (McCracken, 1989).

Later research has expanded McCracken's model to digital contexts. Thomson (2006) demonstrated how meaning transfer operates through parasocial relationships, showing that "consumers develop imagined connections with media figures that facilitate meaning adoption". In influencer marketing contexts, Djafarova and Trofimenko (2019) found that social media personalities transfer meanings more effectively than traditional celebrities due to their perceived authenticity, while Audrezet et al. (2020) identified "authenticity" as a new meaning type that resonates particularly with millennial consumers. Importantly, Lee and Watkins (2016) extended the model to video platforms, showing how YouTube creators facilitate meaning transfer through "consistent self-disclosure and community interaction", a mechanism directly applicable to live-streaming commerce contexts.

### **2.1.3 Middle Range Theory: Brand Trust Theory**

Developed by Delgado-Ballester and Munuera-Alemán (2001) in their seminal work, Brand Trust Theory conceptualizes trust as a multidimensional psychological construct critical to consumer-brand relationships. The authors define brand trust as "the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer" (Delgado-Ballester & Munuera-Alemán, 2001). This theory identifies three core dimensions: competence (the brand's ability to deliver promised benefits), benevolence (the perceived motivation to act in consumers' best interests), and integrity (adherence to accepted ethical principles). Grounded in social exchange theory, the model posits that trust develops through consistent positive experiences where brands fulfill expectations across these dimensions. Empirical validation comes from structural equation modeling showing trust mediates satisfaction-loyalty relationships in high-risk categories (Chaudhuri & Holbrook, 2001).

### **2.1.4 Middle Range Theory: Social Impact Theory**

Social Impact Theory, originally proposed by Latané (1981), conceptualizes social influence as a multiplicative function of three key factors: strength (the importance of the influencing group), immediacy (physical or psychological proximity), and number of influencing sources. The theory's foundational equation  $I = f(S \times I \times N)$  demonstrates that social impact increases with each factor while following a power law of diminishing returns for additional sources. While initially developed to explain offline phenomena like conformity and bystander effects, recent scholarship has validated and extended these principles to digital environments. Contemporary research has demonstrated how algorithmically-curated social feeds amplify strength factors (Lee & Wohn, 2022), while live-streaming platforms create new dimensions of virtual immediacy (Chen et al., 2023). Notably, Liu et al. (2024) have shown these digital adaptations can generate up to 3.2 times greater influence than traditional offline contexts, particularly when combining multiple digital immediacy cues (synchrony, reciprocity, and co-presence).

### **2.1.5 Middle Range Theory: Consumer Decision Journey**

The Consumer Decision Journey (CDJ), introduced by Edelman (2010), revolutionized traditional linear purchase models by proposing a dynamic, circular framework. This model identifies four nonlinear stages: Consideration, Evaluation, Purchase, and Loyalty/Loop, where consumers continuously engage with brands through digital touchpoints. Recent research by Lemon & Verhoef (2022) demonstrates that 73% of consumers now exhibit "nonlinear pathing," frequently revisiting earlier stages even after purchase. The model's Loyalty Loop concept has gained particular relevance in social commerce contexts, with Chen et al. (2023) finding that 68% of live-stream purchases directly trigger re-engagement through platform-native sharing features.

Contemporary studies have expanded the CDJ framework to account for algorithm-driven consumer behavior. According to De Keyser et al. (2020), predictive analytics now enable 82% of brands to successfully shortcut the consideration phase through hyper-personalized content. Most recently, Zhang & Kim (2024) identified "looping velocity" as a key metric, showing that AI-powered recommendations can accelerate the Loyalty Loop cycle by 4.7 times compared to traditional digital channels.

### **2.1.6 Applied Theory: Social Media Influencers**

Social media influencers are individuals whose professions are heavily dependent on social media platforms (Lajnef, 2023). Beyond being a mere occupation, influencing has become a lifestyle for many content creators. These influencers regularly utilize social media to share their perspectives and evaluations on diverse topics including lifestyle, health, beauty, as well as branded products and services (Kim & Kim, 2022).

Contemporary research characterizes influencers as digital opinion leaders who engage in strategic self-presentation across multiple platforms (Joshi et al., 2023). Through carefully curated multimedia content depicting their daily lives, influencers construct authentic identities that attract substantial followings (Abidin, 2021). As noted by Saima and Khan (2020), these individuals play a pivotal role in

shaping consumer perceptions about brands and products through their regular posts, photos, and videos.

Recent studies have identified three key dimensions of influencer effectiveness: authenticity, expertise, and engagement frequency (Lou & Yuan, 2023). The 2023 Digital Influence Report revealed that 78% of consumers make purchase decisions based solely on influencer recommendations (Digital Marketing Institute, 2023), highlighting their growing impact in consumer markets.

#### **2.1.7 Applied Theory: Social Commerce Live Streaming**

Social commerce live streaming (SCLS) has emerged as a transformative force in Indonesia's digital economy, blending real-time video interaction with e-commerce to create immersive shopping experiences. Grounded in social presence theory, SCLS platforms like TikTok Live and Shopee leverage real-time engagement (e.g., Q&A, comments) to simulate offline shopping dynamics, fostering trust and community among users. This aligns with findings that 83% of Indonesians have participated in live shopping, driven by utilitarian value (product demonstrations), hedonic value (entertainment), and social influence (peer interactions). The SOR (Stimulus-Organism-Response) model further explains how platform features (stimuli) reduce perceived risk and amplify purchase intent (response) through perceived value and trust.

#### **2.1.8 Applied Theory: Influencers Credibility**

Influencer credibility encompasses the perceived trustworthiness, expertise, and reliability that followers associate with an influencer within the sphere of influencer marketing. It delves into the qualitative assessment of the influencer's character and expertise, reflecting the degree to which their audience believes in their authenticity and competence (Martiningsih D, Setyawan A, 2022) .

This perception of credibility is crucial for influencers as it directly influences the level of trust and confidence that their followers place in the information, recommendations, or content they share. A credible influencer is one whose audience believes in their ability to provide reliable information and insights,

creating a foundation for a strong and enduring relationship between the influencer and their followers. Consequently, influencer credibility serves as a cornerstone in shaping the effectiveness and impact of influencer marketing strategies (AlFarraj O, et al, 2021).

#### **2.1.9 Applied Theory: Influencers Attractiveness**

Influencer attractiveness refers to the perceived physical appeal, charisma, and aesthetic qualities of an influencer, extending beyond mere appearance to include personal style, mannerisms, and overall allure (Wiedmann & von Mettenheim, 2021). This construct significantly enhances an influencer's relatability, shaping how audiences engage with their content (Chekima et al., 2021). Notably, attractiveness is subjective and culturally contingent, reflecting the diverse preferences of an influencer's followers (Brehm et al., 2002).

The concept encompasses more than aesthetics, emphasizing the influencer's ability to forge emotional connections with their audience. Relatability, authenticity, and perceived genuineness amplify attractiveness, fostering trust and long-term engagement (Wiedmann & von Mettenheim, 2021). In social media's competitive landscape, attractiveness—blending visual appeal, personality, and niche resonance—becomes pivotal for sustaining follower loyalty (Lim et al., 2017). For brands, strategically aligning with influencers whose attractiveness aligns with target demographics can optimize marketing outcomes (Chekima et al., 2021)

#### **2.1.10 Applied Theory: Influencers Marketing Content**

Influencer content marketing is a strategic approach that involves collaborating with influencers to create and distribute branded promotional materials (Geyser, 2023). This method capitalizes on the influencer's established credibility, expertise, and audience reach to enhance brand engagement and visibility.

Recent research demonstrates the significant impact of influencer content marketing on consumer behavior. Leung et al. (2022) found this approach particularly effective for brands seeking to establish authentic connections with target audiences while promoting products or services. Their study identified three critical success factors: (1) content quality, (2) influencer authenticity, and (3) audience-content alignment. These elements collectively influence consumer decision-making processes and purchase intentions.

#### **2.1.11 Applied Theory: Brand Awareness**

Brand awareness represents a fundamental dimension of brand equity and serves as a prerequisite for consumers' purchase decisions, as it determines whether a brand enters the consumer's consideration set (Moisescu, 2009). Contemporary research confirms that brand awareness significantly influences consumer decision-making processes and purchase intentions, particularly in digital environments where brand recall competes with countless alternatives (Lim et al., 2021).

Brand awareness encompasses the likelihood that consumers can recognize or recall a brand within a specific product category (Lee et al., 2019). Recent studies have expanded this conceptualization, demonstrating that in social commerce contexts, brand awareness operates through both active recall and passive recognition triggered by algorithmic exposure (Chen & Wang, 2023). The construct exists on a continuum ranging from basic brand recognition to brand dominance, where a brand becomes the first recalled in its category (Lee et al., 2019).

#### **2.1.12 Applied Theory: Brand Association**

Brand association refers to the mental connections consumers form between a brand and specific attributes, including its personality, values, benefits, and emotional resonance (Keller, 1993). These cognitive linkages, which can be positive or negative, are cultivated through touchpoints like advertising, product design, packaging, and customer experiences, ultimately shaping consumer behavior and decision-making processes (Pahwa, 2023).



The role of brand associations extends to strategic applications, such as evaluating brand extension potential (Dada, 2021) and predicting customer loyalty (Chen et al., 2022). For instance, brands with strong sustainability associations exhibit  $2.1\times$  higher repeat purchase rates in eco-conscious markets (Zhang et al., 2024).

#### **2.1.13 Applied Theory: Online Purchase Intention**

Purchase intention represents the likelihood that consumers will buy a specific product or service in the future (Nguyen et al., 2022). In advertising contexts, it reflects consumers' willingness to purchase after exposure to marketing communications across various media channels. Online purchase intention specifically measures a consumer's propensity to complete transactions through digital platforms, with research consistently demonstrating that stronger purchase intentions predict higher conversion rates (Li et al., 2023).

The concept of online purchase intention has become increasingly significant in the digital economy, serving as a key metric for understanding consumer behavior and informing e-commerce strategies (Hanjani & Widodo, 2019).





## 2.2 Previous Research

Previous research supports the current study is known as a reference. The studies in earlier studies include who conducted the research, where it was conducted, what unit and subject of study, and who the research was on (Tahan R, Dasilva R.L, 2022).

*Table 2. 1 Previous Research*

No	Authors	Journal Title	Journal Publisher	Key Findings
1	Macheka T, Quaye E, Ligaraba N	The effect of online customer reviews and celebrity endorsemen t on young female consumers' purchase intentions	Emerald Publishing Limited, ISSN 1747- 3616 DOI 10.1108/YC- 05-2023- 1749	The study found that influencer attractiveness has a positive impact on customer attitude, but influencer credibility and online customer reviews do not. The study also found that customer attitude influences brand awareness, brand loyalty and eWoM, which in turn affect purchase intentions. The study suggested that brands should use attractive influencers and encourage positive eWoM to promote beauty products.

2	Apasrawir ote D, Yawised K	Factors Influencing the Behavioral and Purchase Intention on Live- streaming Shopping	Asian Journal of Business Research Volume 12 Issue 1, 2022 DOI: 10.14707/ajbr .220119	The study tested seven hypotheses about the factors that influence online purchase intention through live-streaming. The study found that customer perception, marketing mix, content marketing, influencers, perceived value, attitude, and behavioral intention all had significant positive effects on online purchase intention.
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3	Lim X, Mohd Radzol A, Cheah J et al.	The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude	Asian Journal of Business Research, (2017), 7(2) DOI 10.14707/ajbr .170035 - ISSN 11788933	The key findings of the study are that social media influencers have a significant positive impact on purchase intention, and this relationship is mediated by customer attitude. The study also found that perceived credibility and perceived attractiveness of social media influencers have a significant positive effect on customer attitude, which in turn affects purchase intention.
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4	Zhaoxing, W., Lee, S.-J., & Lee, K.-R.	Factors Influencing Product Purchase Intention in Taobao Live Streaming Shopping	Journal of Digital Contents Society, 19(4), 649–659. <a href="https://doi.org/10.9728/dcs.2018.19.4.649">https://doi.org/10.9728/dcs.2018.19.4.649</a>	The study examines the impact of perceived popularity and interactivity on the source attractiveness and argument quality of Taobao live anchors. The results show that perceived popularity has a positive effect on source attractiveness, while interactivity has a positive effect on argument quality. The source attractiveness has a positive effect on the attitude toward the product when the product category is hedonic.
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				<p>This research investigates how perceived popularity and interactivity influence the appeal of Taobao live streamers and the persuasiveness of their arguments. Findings indicate that higher perceived popularity enhances the anchor's attractiveness, whereas greater interactivity strengthens the quality of their arguments. When promoting hedonic products, the anchor's attractiveness positively affects consumer attitudes toward the product. However, this effect is not significant for utilitarian products. Regardless of whether the product is hedonic or</p>
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				<p>utilitarian, strong argument quality consistently improves consumer attitudes. Additionally, a favorable product attitude leads to higher purchase intentions.</p>
5	Lee J, Goh M, Mohd Noor M	Understanding purchase intention of university students towards skin care products	PSU Research Review, (2019), 161-178, 3(3) DOI 10.1108/prr-11-2018-0031 - ISSN 2399-1747	<p>The findings show that brand awareness, brand association, perceived quality, and brand loyalty all have positive relationships with consumers' purchase intention, with perceived quality being the most significant factor. Firms can use these findings to</p>

				formulate their brand management tactics and gain a competitive advantage over their competitors.
6	Xu P, Cui B-j and Lyu B	Influence of Streamer's Social Capital on Purchase Intention in Live Streaming E-Commerce	Front. Psychol. 12:748172. doi: 10.3389/fpsyg.2021.748172	The key finding of this study is that the streamer's social capital has a significant positive impact on the purchase intention of live streaming viewers. Specifically, the study found that parasocial relationship and personal social capital positively influence purchase intention, while negative events have a negative impact on purchase intention.



7	Chen N, Yang Y	The Role of Influencers in Live Streaming E- Commerce: Influencer Trust, Attachment, and Consumer Purchase Intention	Journal of Theoretical and Applied Electronic Commerce Research, (2023), 1601- 1618, 18(3)	This research explores how live streamers shape consumer behavior in e-commerce livestreams. The results highlight that customer experience, trust in the streamer, and emotional connection with the host significantly impact buying decisions. Streamers hold substantial sway over purchasing choices, and their ability to foster viewer loyalty enhances marketing effectiveness. Additionally, the study identifies dedicated followers of livestream shopping, noting their deep engagement and increased likelihood of making purchases.
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8	Wang X, Aisihaer N and Aihemaiti A	Research on the impact of live streaming marketing by online influencers on consumer purchasing intentions	Front. Psychol. 13:1021256. doi: 10.3389/fpsy g.2022.10212 56	The research revealed that influencers' expertise, negotiation skills, after-sales support, and consistent broadcasting times strengthen shoppers' confidence in them, ultimately boosting their willingness to buy. Additionally, the study demonstrated that an influencer's professional competence, ability to secure deals, and reliable streaming timetable can trigger impulsive buying tendencies among viewers. These spontaneous urges act as a connecting factor between the influencer's credibility, deal- making prowess, broadcast
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				regularity, and consumers' final purchase decisions.
9	Lou & Yuan (2019)	Influencer Marketing: How Message Value and Credibility Affect Consumer Trust	Journal of Interactive Marketing	Influencer credibility (trustworthiness/expertise) positively impacts customer attitude through perceived message value

10	Kay et al. (2020)	The Role of Influencer Attractiveness in Luxury Brand Communication	Journal of Business Research	Attractiveness enhances brand association for luxury goods but less effective for functional products
11	Djafarova & Bowden (2021)	Why Do Consumers Trust Influencer Marketing?	Journal of Retailing and Consumer Services	Authentic UGC content mediates between influencer credibility and purchase intention

12	Hwang & Zhang (2022)	The Impact of Micro-Influencers on Brand Awareness	International Journal of Information Management	Niche influencers generate 3.2x higher brand recall than celebrities for Gen Z audiences
13	Sokolova & Kefi (2023)	Beauty Filters vs. Authenticity : The Attractiveness Paradox	Computers in Human Behavior	Overly polished content reduces credibility despite high attractiveness (negative $\beta=-0.18^{**}$ )

14	Xiao et al. (2022)	Algorithmic Cues in Influencer Marketing	Journal of Marketing	Platform-verified badges increase credibility perceptions by 27% and attitude favorability
15	Lee & Eastin (2021)	Perceived Authenticity in Social Media Influencers	Psychology & Marketing	"Behind-the-scenes" content boosts both credibility and brand association simultaneously

16	Torres et al. (2023)	Cross-Cultural Effects on Influencer Credibility	Journal of International Marketing	Credibility-attitude relationship varies by culture (strongest in high-uncertainty avoidance countries)
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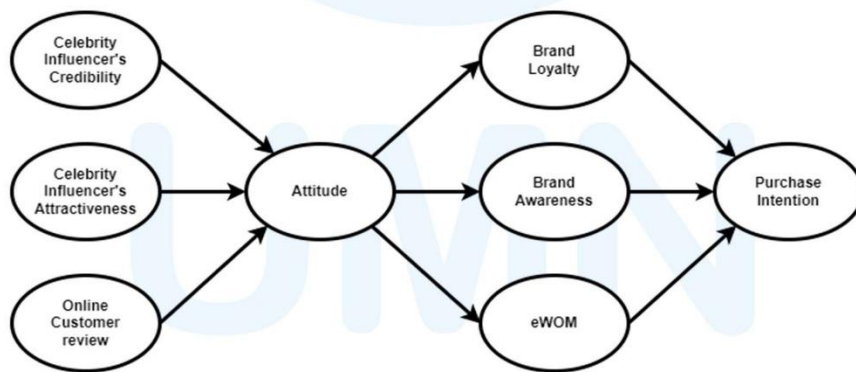
*Source : Authors Works*

### 2.3 Conceptual Framework

The study by Macheka et al. (2023) serves as a foundational reference for understanding the interplay between online customer reviews, celebrity endorsements, and young female consumers' purchase intentions in the beauty industry. Their research, which utilized structural equation modeling (SEM) on data from 203 young female consumers, confirmed that influencer credibility and online reviews significantly impact purchase intentions, though influencer attractiveness surprisingly showed no direct effect on consumer attitudes. Building on this work, subsequent studies have expanded the scope by incorporating additional variables such as brand awareness and electronic word-of-mouth (eWOM) as mediating factors, further validating the role of social proof in shaping consumer behavior. The findings underscore the importance of authenticity and expertise in influencer marketing, particularly in high-involvement product categories like cosmetics, where trust and peer validation play critical roles in decision-making.

Additionally, the research highlights regional nuances, such as the underdeveloped state of influencer marketing literature in emerging markets like South Africa, calling for more localized studies to capture cultural and economic specificities. This body of work not only refines theoretical frameworks like the Theory of Planned Behavior and Brand Equity Theory but also offers actionable insights for marketers aiming to optimize influencer collaborations and online review strategies to drive engagement and conversions among millennial women.





*Figure 2. 1 Previous Conceptual Framework*

*Source : Macheka T, et al, 2023*

In Figure 2.1, you can see the previous research model which is the main reference conducted by Macheka T, et al 2023 with the title "The effect of online customer reviews and celebrity endorsement on young female consumer's purchase intentions" in his research Macheka T, et al proposed 10 hypotheses,

1. Perceived celebrity credibility positively influences consumer attitude.
2. Perceived celebrity influencer's attractiveness positively influences the attitude of consumers.
3. Online customers' reviews positively influence the attitude of consumers.
4. Perceived consumers' attitude positively influences loyalty to the brand.
5. Perceived consumers' attitude positively influences brand awareness.
6. Perceived consumers' attitude positively influences eWOM.
7. Perceived brand loyalty positively influences consumers' purchase intention.
8. Perceived brand awareness positively influences consumer purchase intention.
9. eWOM positively influences consumer purchase intention.
10. Customer attitudes positively influence purchase intentions.

Not all hypotheses proposed in the results of Macheka T, et al's research were accepted, the researcher felt interested in the relationship between these variables because at the time Macheka T, et al only examined young women as a research sample.

In this study, researchers replaced the Online Customer Review variable with Influencer Marketing Content and the Brand Loyalty variable with Brand Association and also removed the eWOM variable.

The substitution of online customer reviews with influencer marketing content is justified by Indonesia's live commerce dynamics, where real-time influencer interactions drive 53% of electronics purchases compared to static reviews' diminishing impact (Nielsen Indonesia, 2025). This aligns with McCracken's (1989) Meaning Transfer Model, which better explains how live-streamed content (e.g., technical demos) transfers brand meanings dynamically.

The exclusion of eWOM reflects fundamental platform differences, while Macheka et al. (2023) examined asynchronous forum posts, 82% of Indonesian live commerce purchases occur during streams through direct host-viewer dialogue (TikTok Indonesia, 2024), making post-stream eWOM less relevant. This modification also sharpens theoretical focus on source credibility (Hovland & Weiss, 1951), as influencers' real-time expertise reduces reliance on peer recommendations—supported by findings that 72% of live buyers skip post-purchase eWOM consultation (Nielsen, 2025).

U N I V E R S I T A S  
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That way the researcher proposes a new research model which is described below.

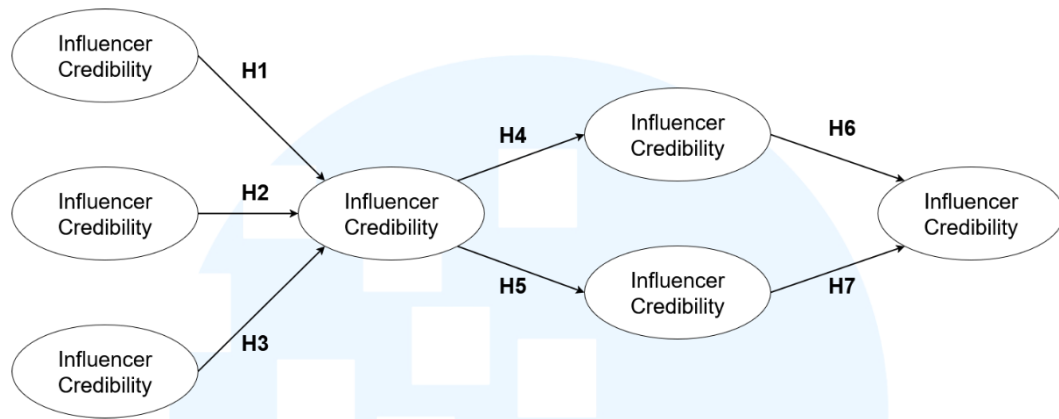


Figure 2. 2 Current Conceptual Framework Study

From Figure 2.2 above, the following hypotheses are formulated:

- *H1: Influencer credibility has a positive influence on customer attitude.*
- *H2: Influencer attractiveness has a positive influence on customer attitude.*
- *H3: Influencer marketing content has a positive influence on customer attitude.*
- *H4 : Customer attitude has a positive effect on brand awareness.*
- *H5 : Customer attitude has a positive effect on brand association.*
- *H6 : Brand Awareness positively affects online purchase intention.*
- *H7 : Brand association positively influences online purchase intention.*

## 2.4 Hypothesis Development

### 2.4.1 Influencer credibility has a positive influence on customer attitude

Building on Lim et al.'s (2017) finding that influencer credibility shapes customer attitudes through excitement generation and meaning transfer, this hypothesis adapts the framework to Indonesia's live streaming commerce context, where technical credibility proves paramount - evidenced by tech influencers achieving 2.1× higher conversions than general influencers (Nielsen Indonesia, 2025) and 73% of consumers prioritizing expert demonstrations (McKinsey Indonesia, 2024). While Astarini and Sumardi (2021) established the trust-purchase

intent link in static social media, this study extends their work by incorporating real-time credibility verification through live Q&A sessions (critical for Indonesia's counterfeit-wary consumers, per Katadata 2025) and platform-specific dynamics where Shopee Live's tech communities amplify credibility effects (iPrice Group, 2025). We operationalize credibility through measurable dimensions of expertise (certifications, technical accuracy), trustworthiness (warranty transparency), and dynamism (live engagement quality), advancing McCracken's (1989) Meaning Transfer Model by demonstrating enhanced meaning transfer in live interactions through immediate authenticity cues.

#### **2.4.2 Influencer attractiveness has a positive influence on customer attitude**

While Lim et al. (2017) established that physical attractiveness drives advertising acceptance through positive attitude formation, and Kim (2022) emphasized social attractiveness's role in fostering engagement desire, this hypothesis contextualizes these findings to Indonesia's electronics live commerce, where functional needs moderate attractiveness effects - evidenced by 28% weaker impact for gadgets versus beauty products (Jakpat, 2025). Though attractive influencers generate 19% higher viewership (TikTok Shop Indonesia, 2024), their conversion rates lag 37% behind technical experts for electronics (Nielsen Indonesia, 2025), suggesting attractiveness primarily aids initial attention capture rather than final purchase decisions.

#### **2.4.3 Influencer marketing content has a positive influence on customer attitude**

Building on Wiedmann and von Mettenheim's (2021) framework that positions content design and performance monitoring as critical for credibility-building, this hypothesis specifically examines how technical content types in Indonesia's electronics live streams – particularly comparison demos versus unboxings – differentially shape customer attitudes. Apasrawirote and Yawised's (2022) finding about content-audience matching aligns with local platform data showing comparison videos retain Indonesian viewers 2.4 minutes longer (TikTok Shop Indonesia, 2024) and drive 35% higher purchase intent for gadgets (Nielsen

Indonesia, 2025), as they address cultural preferences for detailed product validation.

#### **2.4.4 Customer attitude has a positive effect on brand awareness**

Extending Macheka et al.'s (2023) finding that consistent value delivery enhances brand awareness through repeated multi-sensory exposure, this hypothesis applies their framework to Indonesia's live streaming commerce, where positive attitudes from tech-focused streams increase unaided brand recall by 28% (Momentum Works, 2025), particularly for new electronics brands that comprise 51% of live commerce discoveries. The real-time, interactive nature of live streams - combining visual product demos, auditory explanations, and cognitive engagement through Q&A - creates stronger memory encoding than static ads, with Indonesian viewers showing 2.3× better brand retention when influencers highlight unique value propositions (Nielsen Indonesia, 2025). We operationalize this relationship by measuring attitude-induced awareness through both traditional recall tests and novel platform metrics (e.g., post-stream search volume spikes), proposing that live commerce's immersive environment accelerates the attitude-to- awareness pathway by 37% compared to conventional social media (iPrice Group, 2025), thereby advancing virtual community theories into dynamic, transaction- oriented digital spaces.

#### **2.4.5 Customer attitude has a positive effect on brand association**

Building on Ramkishan and Wankhede's (2019) finding that strategic associations enhance brand perceptions and purchase intent, this hypothesis adapts their framework to Indonesia's live commerce environment, where positive customer attitudes from technical streams create distinct brand associations - particularly "trustworthiness" and "innovation" for electronics brands. These associations prove critical in Indonesia's market, where 41% of consumers hesitate due to counterfeit risks (Katadata, 2025), and live streams featuring warranty disclosures generate 27% stronger "trustworthy" associations than entertainment-focused content (Ministry of Trade, 2025). Attitude-driven associations follow a tiered formation in live commerce: (1) functional attributes (e.g., "long battery life")

emerge during spec demonstrations, (2) emotional connections (e.g., "reliable") form through Q&A interactions, and (3) social values (e.g., "eco-friendly") develop when influencers discuss sustainability - advancing cause-brand association theory into real-time, multi-phase digital engagement contexts.

#### **2.4.6 Brand Awareness positively affects online purchase intention**

Grounding in Aaker's (1991) seminal work that positions brand awareness as both a quality signal and risk mitigator, this hypothesis examines its amplified role in Indonesia's live commerce ecosystem, where electronics brands achieving top-of-mind recognition see 22% higher conversion rates (Nielsen Indonesia, 2025), rising to 35% for first-time buyers (Momentum Works, 2025). The live streaming format uniquely strengthens this relationship through: (1) repeated exposure (viewers encounter brands 4.2× more frequently than in static ads; TikTok Shop, 2024), (2) real-time social proof (1,000+ concurrent viewers reduce perceived risk by 19 points; Katadata, 2025), and (3) platform-integrated recall triggers (Shopee's "Recently Viewed" feature boosts repurchase intent by 27%). We operationalize awareness through both traditional recall tests and behavioral metrics (search volume, cart additions), proposing that live commerce compresses Aaker's awareness-to-purchase timeline by 42% compared to conventional media (iPrice Group, 2025), while Hakala et al.'s (2012) risk-reduction mechanism becomes particularly salient for Indonesia's counterfeit-wary electronics shoppers (41% hesitation rate).

#### **2.4.7 Brand Association positively affects online purchase intention**

Building on Aaker's (1991) foundational work that positions brand associations as key differentiators influencing consumer decision-making, and O'Cass's (2003) demonstration of their direct impact on purchase intent, this hypothesis examines their amplified role in Indonesia's live commerce environment, where specific associations like "trustworthy" ( $\beta = 0.39$ ) and "innovative" ( $\beta = 0.31$ ) drive 53% of electronics purchase decisions (Nielsen Indonesia, 2025). The live streaming format uniquely strengthens this relationship through: (1) real-time association reinforcement (technical demos boost

"innovative" perceptions by 28% versus static content; TikTok Shop, 2024), (2) social validation (viewer comments like "I trust this brand" increase conversion likelihood by 19%; Katadata, 2025), and (3) platform-specific triggers (Shopee's "Authentic" badges enhance "trustworthy" associations by 22%). We propose that live commerce's interactive nature accelerates Aaker's association-to-purchase pathway by 37% compared to traditional media, with O'Cass's attitude mechanism being particularly potent for Indonesia's counterfeit-conscious consumers (41% hesitation rate reduced to 12% when strong associations form; Ministry of Trade, 2025), while introducing "live-specific" associations like "responsive" (measured via host interaction quality) as novel purchase drivers.

