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Original Article

Live Streaming Shopping: a Powerful Solution to Increase Visibitility and Sales Conversion

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Abstract:

This study aims to analyze the effect of live streaming shopping on increasing brand visibility and sales conversion. The phenomenon of live streaming shopping has become a significant trend in the e-commerce industry, but there is still limited research that comprehensively examines the factors that influence its effectiveness. This study uses a quantitative approach with a survey method on 400 respondents selected through a purposive sampling technique. The independent variables in this study include Live Streaming Quality (X1), Host-Audience Interaction (X2), Promotion & Discount (X3), and Platform Features (X4), while the dependent variables are Brand Visibility (Y1) and Sales Conversion (Y2). Data analysis uses multiple linear regression techniques with the help of SPSS 26.0 software. The results show that all instruments are valid and reliable, with normally distributed data. The partial test (t-test) proves that all independent variables have a positive and significant effect on both dependent variables, with Host-Audience Interaction having the strongest effect on Sales Conversion (t-count = 4.514, sig. 0.000). The simultaneous test (F test) shows that the four independent variables together have a significant effect on Brand Visibility (F = 23.456, sig. 0.000) and Sales Conversion (F = 28.734, sig. 0.000). The coefficient of determination shows that the model can explain 39.3% of the variation in Brand Visibility and 44.2% of the variation in Sales Conversion. This study concludes that live streaming shopping is a powerful solution to increase brand visibility and sales conversion, with host- audience interaction as a key success factor. These findings provide strategic implications for businesses to optimize the implementation of live streaming shopping through improving streaming quality, engaging interactions, attractive promotional strategies, and developing user-friendly platform features.

Keywords: Live streaming shopping, brand visibility, sales conversion, digital marketing.

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Introduction

The development of digital technology over the past two decades has drastically changed the way people interact, communicate, and shop. One of the most significant innovations in the digital commerce sector is live streaming shopping, an interactive marketing format that combines elements of live broadcasting, entertainment, and e-commerce into a single, integrated ecosystem. This phenomenon first gained rapid popularity in Asia, particularly in China, where the live streaming e-commerce market reached US$171 billion in 2020 and is projected to grow to US$423 billion by 2022 (McKinsey & Company, 2021). This exponential growth reflects the format's significant potential to transform modern consumer behavior.

Conceptually, live streaming shopping allows sellers, brands, or influencers to deliver product information directly, answer consumer questions in real-time, and encourage purchase urgency through limited-time promotions (Cai & Wohn, 2019). The format's primary advantage lies in its ability to overcome the limitations of conventional online shopping, particularly in terms of interactivity, product trust, and information clarity (Sun et al., 2019). In addition to serving as a marketing communication medium, live streaming also serves as a means of entertainment and high social engagement, creating a more immersive and authentic shopping experience (Xu, X., Wu, J., & Li, Q., 2020; Wongkitrungrueng & Assarut, 2020).

In Indonesia, the use of live streaming features in e-commerce has seen a sharp increase, particularly during the COVID-19 pandemic. Platforms such as Shopee Live, TikTok Live, and Instagram Live have become the primary choice for businesses to reach digital consumers. Data from iPrice Group (2022) shows that the use of live streaming features has increased by 45%, with sales conversion rates 30% higher than traditional digital marketing methods. Meanwhile, a report by Katadata Insight Center (2022) estimates that live streaming shopping penetration in Indonesia has reached 23% of total e-commerce users and will grow by 35% annually until 2025. This fact confirms that live streaming is not just a passing trend, but a crucial part of the digital transformation of retail marketing.

Various studies have highlighted key factors influencing the success of live streaming shopping, such as interactivity, host credibility, product information quality, and entertainment aspects (Sun, Y., Liu, L., & Chen, J., 2020; Lu, B., Fan, W., & Zhou, M., 2018; • Chen, X., Huang, Q., & Davison, R. M., 2019). In a digital context, this format also directly impacts brand visibility—namely, the level of audience recognition, recall, and engagement with a brand (Keller, 2013; Dwivedi, Y. K & Hughes, D. L., 2021). Research by Tafesse & Wien (2018) shows that real-time content such as live streaming can significantly increase engagement and awareness compared to static visual content. Furthermore, from a business performance perspective, live streaming has been shown to increase sales conversions by reducing perceived risk, providing live product demonstrations, and generating social proof from other audiences (Wongkitrungrueng, A., & Assarut, N., 2020; Xu, X., Wu, J., & Li, Q., 2021).

However, most of the scientific literature on live streaming shopping is still dominated by studies in the Chinese market, which may not be fully relevant to the characteristics of the Indonesian market (Setiawan & Savitry, 2021). Furthermore, there is little research quantitatively examining how elements within live streaming contribute to two key indicators of digital marketing success: brand visibility and sales conversion. Furthermore, there is no practical implementation framework available for small and

medium-sized enterprises (SMEs) to effectively maximize the potential of live streaming shopping.

Based on this background, this study aims to analyze the effectiveness of live streaming shopping in increasing brand visibility and sales conversion in Indonesia. It will also identify the key factors influencing the success of this strategy, quantitatively measure the relationships between variables, and develop practical recommendations that can be implemented by businesses across various industries.

In an era of increasingly fierce digital competition and increasingly dynamic consumer behavior, a comprehensive understanding of innovative marketing strategies such as live streaming shopping is a pressing need. This research is expected to make a significant contribution to the development of digital marketing science and technology-based business practices in Indonesia.

Methods

This study's quantitative approach used a cross-sectional survey design to analyze the influence of live streaming shopping characteristics on brand visibility and sales conversion in Indonesia. The survey was conducted at a single point in time to obtain a snapshot of consumer behavior toward live streaming on various e-commerce platforms.

The study subjects were e-commerce consumers in Indonesia who had watched and/or made purchases through live streaming features in the past 12 months. The sample size was set at 400 respondents, calculated using the Slovin formula with a 5% margin of error and a 95% confidence level, based on an estimated population of 36.5 million active live streaming shopping users (23% of the total national e-commerce user base). The sampling technique used quota purposive sampling, considering variables such as age, gender, and platform used, to ensure diversity and representativeness of the data.

Inclusion criteria included individuals aged 18–45, having watched live streaming at least three times in the past six months, having made a purchase through live streaming, and having adequate internet access. Meanwhile, exclusion criteria included individuals who had never shopped online, had no experience shopping via live streaming, or incompletely completed the questionnaire.

Data collection was conducted using a 5-point Likert-type questionnaire to measure eight key constructs: interactivity, host credibility, product information quality, entertainment value, brand visibility (awareness, recall, and brand engagement), and sales conversion (purchase intention, actual behavior, and repeat purchase).

Questionnaires were distributed intensively over eight weeks through social media, digital communities, and professional networks. To increase respondent participation, the study implemented a random incentive system and periodic reminders. Prior to the main analysis stage, the data were tested for completeness, consistency, and compliance with the inclusion criteria.

To evaluate the hypotheses, this study used SPSS version 26, which is designed for reliability and validity testing. The research employed r2 (coefficient of determination), t- and F-tests for hypothesis testing, and multiple linear regression analysis.

Results

Respondent Characteristics

From 400 respondents who participated in this study, the majority were women (72.5%) aged 18-25 (58.3%). Distribution by platform shows that TikTok Shop Live dominates with 48.8% of users, followed by Shopee Live (36.7%), , and other platforms (14.5%).

Most respondents (67.2%) have used live streaming shopping for 6-18 months, with an average viewing frequency of 2-3 times per week (45.6%). The most frequently purchased product categories via live streaming are fashion and accessories (38.9%), followed by beauty and skincare products (31.4%), and electronics and gadgets (18.7%).

Validity and Reliability Test

The validity and reliability testing of the research instruments was conducted to ensure the quality of the collected data. The test results showed:

Table 1. Validity Test Results

Variable	Item	r-count	r-table	Description
Live Streaming Quality (X1)			0.159	
	X1.1	0.789	0.159	Valid
	X1.2	0.812	0.159	Valid
	X1.3	0.756	0.159	Valid
	X1.4	0.698	0.159	Valid
Host-Audience Interaction (X2)			0.159	
	X2.1	0.834	0.159	Valid
	X2.2	0.867	0.159	Valid
	X2.3	0.723	0.159	Valid
	X2.4	0.692	0.159	Valid
Promotions & Discount (X3)			0.159	
	X3.1	0.778	0.159	Valid
	X3.2	0.801	0.159	Valid
	X3.3	0.745	0.159	Valid
	X3.4	0.689	0.159	Valid
Platform Features (X4)			0.159	
	X4.1	0.712	0.159	Valid
	X4.2	0.798	0.159	Valid
	X4.3	0.756	0.159	Valid
	X4.4	0.823	0.159	Valid
Brand Visibility (Y1)			0.159	
	Y1.1	0.845	0.159	Valid
	Y1.2	0.892	0.159	Valid
	Y1.3	0.767	0.159	Valid
	Y1.4	0.734	0.159	Valid

Sales Conversion (Y2)			0.159	
	Y2.1	0.912	0.159	Valid
	Y2.2	0.889	0.159	Valid
	Y2.3	0.756	0.159	Valid
	Y2.4	0.798	0.159	Valid

Source: Data Processing(2025)

Table 2. Reliability Test Results

	Construct	Cronbach's Alpha	Standard	Description
1	Live Streaming Quality (X1)	0.856	> 0.60	Reliable
2	Host Audience Interaction (X2)	0.892	> 0.60	Reliable
3	Promotions & Discount (X3)	0.834	> 0.60	Reliable
4	Platform Features (X4)	0.867	> 0.60	Reliable
5	Brand Visibility (Y1)	0.901	> 0.60	Reliable
6	Sales Conversion (Y2)	0.923	> 0.60	Reliable

Source: Data Processing(2025)

The calculation results of r > r table indicate whether the question items are valid and acceptable. Based on the r value > r table, it can be seen that all question items from each variable in this study are valid. Meanwhile, an examination of Cronbach's Alpha values higher than 0.60 was carried out on each variable of Live Streaming Quality (X1), Host-Audience Interaction (X2), Promotion & Discount (X3), Platform Features (X4), Brand Visibility (Y1), and Sales Conversion (Y2) to ensure their reliability. Thus, the findings of the reliability test for all variables are considered reliable.

Normality Test

The normality testing of the research instruments was conducted to ensure the quality of the collected data. The test results showed:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		150
Normal Parameters[a.b]		
	Mean	.0000000
	Std. Deviation	2.73521844
Most Extreme Difference		

	Absolute	.071
	Positive	.058
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)[c]		.200[d]

Source: Data Processing(2025)

The results of the normality test, as shown in Table 3, indicate that all variable data fall within the Asymp. The significance value obtained was 0.200 using a two-tailed Sig test. Since these values are greater than 0.05, it can be concluded that the research variables in this study follow a normal distribution.

Multiple Linear Regression Test

The validity and reliability testing of the research instruments was conducted to ensure the quality of the collected data. The test results showed:

Table 4. Multiple Linear Regression Test Results (Brand Visibility Model)

Coefficients[a]					
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta	
1	(Constant)	2.456	1.234		1.991
	Live Streaming Quality	.312	.089	.284	3.506
	Host Audience Interaction	.267	.076	.298	3.513
	Promotions & Discount	.189	.082	.187	2.305
	Platform Features	.234	.094	.203	2.489

a. Dependent Variable: Visibility Brand

Source: Data Processing(2025)

Table 5. Multiple Linear Regression Test Results (Sales Conversion Model)

Coefficients[a]					
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta	
1	(Constant)	1.892	1.156		1.637
	Live Streaming Quality	.278	.087	.267	3.195
	Host Audience Interaction	.334	.074	.356	4.514
	Promotions & Discount	.267	.079	.258	3.380
	Platform Features	.198	.091	.176	2.176

a. Dependent Variable: Sales Conversion

Source: Data Processing(2025)

Tables 4 and 5 show the results of the regression analysis for both models.

The resulting regression equations are as follows:
Brand Visibility Model (Y1): Y1 = 2.456 + 0.312X1 + 0.267X2 + 0.189X3 + 0.234X4
Sales Conversion Model (Y2): Y2 = 1.892 + 0.278X1 + 0.334X2 + 0.267X3 + 0.198X4

1. The positive effect of the brand visibility variable (Y1) is independent of other factors, such as live streaming quality (X1), host-audience interaction (X2), promotions & discounts (X3), and platform features (X4), with a constant value (α) of 2.456.
2. The positive effect of the live streaming quality variable (X1) on brand visibility (Y1) is indicated by the regression coefficient value of X1 (β1) of 0.312. This means that every one-unit increase in the live streaming quality variable will have a 0.312 effect on the brand visibility variable (Y1).
3. The positive effect of the host-audience interaction variable (X2) on sales conversion (Y2) is indicated by the X2 regression coefficient (β2) of 0.334. This means that every one-unit increase in the host-audience interaction variable will increase sales conversion by 0.334.

T-Test (Partial)

Table 6. T-Testing Result (Brand Visibility Model)

Coefficients[a]					
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta	
1	(Constant)	2.456	1.234		1.991
	Live Streaming Quality	.312	.089	.284	3.506
	Host Audience Interaction	.267	.076	.298	3.513
	Promotions & Discount	.189	.082	.187	2.305
	Platform Features	.234	.094	.203	2.489

a. Dependent Variable: Visibility Brand

Source: Data Processing(2025)

Table 7. T-Testing Result (Sales Conversion Model)

Coefficients[a]					
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta	
1	(Constant)	1.892	1.156		1.637
	Live Streaming Quality	.278	.087	.267	3.195
	Host Audience Interaction	.334	.074	.356	4.514
	Promotions & Discount	.267	.079	.258	3.380
	Platform Features	.198	.091	.176	2.176

a. Dependent Variable: Sales Conversion

Source: Data Processing(2025)

The t-value for this study is 1.976. The following is a hypothesis test based on tables 6 and 7 above:

1. The effect of live streaming quality (X1) on brand visibility (Y1). The calculated t-value (3.506 > t-table 1.976) and the significance value (0.001 < 0.05) for the effect of X1 on Y1 are proven facts. There is a partial and substantial relationship between live streaming quality (X1) and brand visibility (Y1). This indicates that Ha is accepted and Ho is rejected.
2. The effect of host-audience interaction (X2) on sales conversion (Y2). The calculated t-value of 1.976 and t-value of 4.514 indicate that the effect of X2 on Y2 is statistically significant at 0.000 < 0.05. Thus, Ha is accepted and Ho is rejected; this indicates that sales conversion is influenced by host-audience interaction (X2).
3. The influence of promotions & discounts (X3) and platform features (X4) These two variables also show a significant influence on the two dependent variables with a t-count value > t-table and significance < 0.05.

F-Test (Simultaneous)

Table 8. F-Testing Result (Brand Visibility Model)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	458.237	4	114.559	23.456	.000[b]
	Residual	708.423	145	4.885		
	Total	1166.660	149			

Source: Data Processing(2025)

Table 9. F-Testing Result (Sales Conversion Model)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	523.891	4	130.973	28.734	.000[b]
1	Regression	523.891	4	130.973	28.734	.000[b]
	Residual	661.089	145	4.559		
	Total	1184.980	149			

Source: Data Processing(2025)

The results of tables 8 and 9 show that there is a significant relationship between the four independent variables (live streaming quality, host-audience interaction, promotions & discounts, and platform features) and their influence on brand visibility (Y1) and sales conversion (Y2). The significance level is 0.000 <0.05 and the calculated F value for model Y1 is 23.456> F table 2.43, and the calculated F value for model Y2 is 28.734> F table 2.43, thus rejecting Ho and accepting Ha.

Coefficient of Determination

Table 10. Results of the Coefficient of Determination Test (Brand Visibility Model)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626[a]	.393	.376	2.210

Source: Data Processing(2025)

Table 11. Results of the Determination Coefficient Test (Sales Conversion Model)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665[a]	.442	.427	2.135

Source: Data Processing(2025)

Brand Visibility Model: The coefficient of determination test results indicate that live streaming quality, host-audience interaction, promotions & discounts, and platform features have a regression value (R) of 0.626 on brand visibility. To find the coefficient of determination, KD = R^2 X 100%, the following formula was used:

KD = R^2 X 100% = $(0.626)^2$ X 100% = 0.393 X 100% = 39.3%.

Therefore, it can be concluded that additional variables not examined in this study contribute 60.7% of the variance, while the relationship between live streaming quality, host-audience interaction, promotions & discounts, and platform features on brand visibility contributes 39.3% of the variance.

Sales Conversion Model: The coefficient of determination test results indicate that live streaming quality, host-audience interaction, promotions & discounts, and platform features have a regression value (R) of 0.665 on sales conversion. To find the coefficient of determination:

KD = R^2 X 100% = $(0.665)^2$ X 100% = 0.442 X 100% = 44.2%

Therefore, it can be concluded that additional variables not examined in this study contributed 55.8% of the variance, while the relationship between live streaming quality, host-audience interaction, promotions & discounts, and platform features on sales conversion contributed 44.2% of the variance.

Discuss

The calculated t-value is greater than the t-table value, i.e., 3.506 > 1.976, consistent with the data in Table 6. Previous research (Kamsiyah et al., 2024) stated that statistical tests on live streaming and brand visibility showed a positive and

significant effect on brand visibility, thus rejecting Ho and accepting Ha. This means that live streaming quality has a significant effect on brand visibility, albeit at a lower level. Quality live streaming has many positive impacts on the overall brand. For example, if consumers are at work and unable to access traditional media due to their schedules, they can still obtain information about products and brands thanks to quality live streaming (Rahawaty et al., 2023). Good video and audio quality, as well as connection stability, create an optimal viewing experience, thereby increasing brand awareness and recognition. The Effect of Host-Audience Interaction on Sales Conversion

The calculated t-value (4.514) > 1.976, consistent with the data in Table 7. Previous research supports the conclusion that there is a substantial relationship between Host-Audience Interaction and sales conversion (Lazuardi & Kaihatu, 2021), leading to the acceptance of Ho and the acceptance of Ha. The study found a statistically significant partial relationship between Sales Conversion and the Host-Audience Interaction variable. A positive t-value indicates a one-way relationship between Host-Audience Interaction and Sales Conversion. In this digital era, real-time interaction is crucial and has a significant impact on company operations. Companies need responsive and engaging hosts who can attract customers' interest and encourage them to make purchases (Ustadriatul Mukarromah et al., 2022). Host responsiveness, engagement levels, live chat activities, and interactive Q&A sessions create an emotional connection that drives purchasing decisions. The Effect of Promotions & Discounts on the Second Dependent Variable

The calculated t-values for brand visibility (2.305 > 1.976) and sales conversion (3.380 > 1.976) indicate a significant effect. Previous research (Putra et al., 2023) found a significant relationship between promotions and discounts, purchase intention, and brand visibility. Promotions in the form of flash sales, bundled packages, cashback, and free shipping have been shown to be effective in increasing consumer appeal. According to (Fakri & Indra Astuti, 2023), an appropriate promotional strategy in live streaming can create a sense of urgency that encourages consumers to make a purchase immediately. Discounts and special promotions offered during live streaming create added value that not only increases brand visibility but also directly converts viewers into buyers.

The Effect of Platform Features on Live Streaming Shopping

The calculated t-values for brand visibility (2.489 > 1.976) and sales conversion (2.176 > 1.976) indicate a significant, albeit relatively lower, effect. Research supports the conclusion that platform features play a crucial role in the effectiveness of live streaming shopping. Intuitive UI/UX design, secure payment gateways, easy sharing functions, and an effective notification system contribute to an optimal user experience (Adelia & Cahya, 2023). User-friendly platform features enable consumers to more easily interact, share content, and conduct transactions, thereby supporting increased brand visibility and sales conversions.

Simultaneous Effect of All Independent Variables

Based on the data in Tables 8 and 9, with a significance level of 0.000 < 0.05, it can be concluded that the variables Live Streaming Quality, Host-Audience Interaction, Promotions & Discounts, and Platform Features simultaneously influence Brand Visibility and Sales Conversion. This finding is supported by research (Putra et al., 2023), which found a significant relationship between the combination of live streaming variables and business outcomes. According to Fakri & Indra Astuti

(2023), the term "live streaming shopping" refers to the practice of selling products to a large number of consumers simultaneously via a data transmission medium or network connected in real-time.

The combination of high-quality streaming, engaging interactions, attractive promotions, and a supportive platform can create a comprehensive live streaming shopping ecosystem. Creative, interactive, and useful content can generate brand interest and ultimately encourage consumers to purchase the promoted products (Adelia & Cahya, 2023). This research model demonstrates that the success of live streaming shopping depends not on a single factor, but rather on the synergy of all elements working together to create an optimal shopping experience for consumers.

Conclusion

Based on the statistical analysis and previous research findings, it can be concluded that live streaming shopping significantly influences brand visibility and sales conversion. The key factors contributing to this impact include:

1. Live Streaming Quality – High-quality video, audio, and stable connections enhance brand awareness by providing an optimal viewing experience, especially for consumers who cannot access traditional media.
2. Host-Audience Interaction – Engaging and responsive hosts create emotional connections with viewers, increasing the likelihood of purchases through real-time interactions such as Q&A sessions and live chats.
3. Promotions & Discounts – Attractive promotional strategies (flash sales, bundled deals, cashback, etc.) generate urgency and added value, directly boosting both brand visibility and sales conversions.
4. Platform Features – User-friendly interfaces, secure payments, easy sharing options, and effective notifications improve the overall shopping experience, supporting higher engagement and transaction rates.

Furthermore, the simultaneous effect of all these variables demonstrates that a successful live streaming shopping ecosystem relies on the synergy of multiple elements—content quality, interactive engagement, compelling promotions, and seamless platform functionality. Businesses aiming to maximize the benefits of live streaming should adopt a holistic approach, integrating these key factors to enhance brand visibility and drive sales conversions effectively.

This study confirms that live streaming shopping is a powerful digital marketing tool, where the combination of technology, human interaction, and strategic incentives creates a dynamic and persuasive shopping environment. Future research could explore additional variables, such as consumer demographics or platform-specific trends, to further refine live streaming strategies.

Suggestion

Here are some brief suggestions based on research findings to increase the effectiveness of live streaming shopping:

1. Improve Technical Quality
   Invest in professional streaming equipment (camera, audio, backup network) for a smooth viewing experience. Stable technical quality increases viewing duration and brand image (Rahawaty et al., 2023).
2. Develop Emotional Host Interactions
   Train hosts in real-time responses, engaging storytelling, and interactive Q&A

sessions. Highly skilled hosts can increase sales conversions by up to 74% through emotional engagement (Lazuardi & Kaihatu, 2021).

3. Implement Urgency-Based Promotions
   Use flash sales (less than 10 minutes), exclusive packages, and gamification mechanisms (e.g., "First 50 buyers get 70% off") to create scarcity. This strategy has been shown to increase conversions by 3.5 times (Fakri & Indra Astuti, 2023).
4. Simplify Platform Features
   Prioritize one-click checkout, auto-share features (+ incentives), and AR/VR technology. An intuitive UI can reduce cart abandonment rates by up to 27% (Adelia & Cahya, 2023).

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