

LIVE STREAMING AND SHORT VIDEO MARKETING IN E-COMMERCE: AN AISAS MODEL ANALYSIS



Ananda Desmayonda¹
Institut Pertanian Bogor, Bogor, Indonesia
anandadesma@gmail.com

Alim Setiawan Slamet²
Institut Pertanian Bogor, Bogor, Indonesia
alimss@ipb.ac.id

Jono M. Munandar³
Institut Pertanian Bogor, Bogor, Indonesia
jonomu@apps.ipb.ac.id

Furqon Syarief Hidayatulloh⁴
Institut Pertanian Bogor, Bogor, Indonesia
furqonhi@apps.ipb.ac.id

Abstract

In recent years, the development of digital technology has driven significant changes in Indonesian consumption patterns, as reflected in the widespread use of e-commerce as a primary shopping platform. This study aims to examine the influence of live streaming and short video marketing on consumer behavior stages based on the AISAS (Attention, Interest, Search, Action, Share) model. The study involved 312 respondents who were active users of e-commerce platform XYZ in the Greater Jakarta area, selected through a purposive sampling technique. The research instrument was an online questionnaire that met the validity and reliability criteria. Data were analyzed using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) with SmartPLS version 4.0 software. The results show that both live streaming and short video marketing have a positive and significant influence on all stages of the AISAS model. These findings indicate that interactive, visually oriented marketing strategies can effectively enhance attention, stimulate interest, encourage information searches, and drive purchase and sharing decisions on e-commerce platforms.

Keywords: Action, Attention, Consumer Behavior, Digital Marketing, Interactive Content

INTRODUCTION

The rapid development of digital technology has profoundly transformed various aspects of human life, including how people interact, access information, and engage in consumption activities. In Indonesia, the rise of internet penetration and mobile connectivity has accelerated a shift toward a more instant, practical, and connected lifestyle. The digital revolution, further intensified by the COVID-19 pandemic, has turned technology from a supportive tool into an integral part of modern living.

One of the most significant outcomes of this transformation is the rapid growth of e-commerce. In 2024, Indonesia's e-commerce market reached a value of USD 81.8 billion, with the B2C segment accounting for 87.5% of total transactions (Mordor Intelligence, 2024). This growth reflects consumers' increasing preference for online shopping, which offers convenience, efficiency, and diverse product choices (Populix, 2024). Among the many players, e-commerce platform XYZ has emerged as a market leader with the highest visitor numbers in 2023 (Goodstats, 2023).

The Greater Jakarta Area (Jakarta, Bogor, Depok, Tangerang, and Bekasi) represents Indonesia's most dynamic digital economy, with 69.5% of internet users residing in urban areas (APJII, 2024). Younger consumers aged 18–34, who account for more than 26% of the national population (Datareportal, 2024), dominate this market segment. They are highly adaptive to technology and tend to seek fast, engaging, and interactive shopping experiences. Recent studies indicate that 81% of marketers perceive interactive content as more effective than static formats in capturing attention, generating engagement rates up to 70% higher (Forbes, 2024; Mediafly, 2022).

Among interactive visual strategies, live streaming and short video marketing have gained prominence in enhancing consumer engagement. Short videos attract attention through concise, informative, and easily accessible content, particularly relevant in mobile shopping contexts. Meanwhile, live streaming enables real-time product visualization and direct interaction, which strengthens consumer trust and purchase intent. Evidence shows that conversion rates via live streaming can be up to three times higher than conventional shopping methods (ContentGrip, 2025).

However, despite the growing adoption of visual content-based marketing strategies, user engagement on e-commerce XYZ has declined by 20–25% annually (Koswara, 2025). This trend suggests a shift in consumer behavior, especially among younger users who are more attracted to entertainment-driven and socially interactive shopping experiences, such as those offered by TikTok Shop's social commerce model (Zhang & Hu, 2024). Previous research also highlights that the visual marketing content of e-commerce XYZ remains largely transactional, focusing more on product promotion than on creating interactive and emotionally engaging experiences (Bugarianda, 2024).

Visual content strategies such as live streaming and short videos hold great potential to influence every stage of consumer decision-making, from capturing attention and stimulating interest to encouraging action and sharing experiences. Studies by Suhud *et al.* (2022) and Yuliati & Simanjuntak (2024) reveal that the stages within the AISAS model (Attention, Interest, Search, Action, and Share) do not always occur sequentially; rather, emotional and interactive stimuli can directly drive purchasing actions even without extensive information search.

Despite the growing importance of interactive visual content, systematic studies linking visual marketing strategies to all stages of the AISAS process, particularly within e-commerce contexts, remain limited. The AISAS model is considered highly relevant for representing the participatory and dynamic behavior of digital consumers. Therefore, this study aims to analyze how live streaming and short video marketing influence each stage of consumer behavior based on the AISAS model. Focusing on the Greater Jakarta Area as Indonesia's primary digital and economic hub, this research seeks to provide both theoretical and practical insights for designing more effective user experience-based digital marketing strategies in the e-commerce sector.

REVIEW OF LITERATURE

Live streaming has emerged as one of the most significant innovations in digital marketing, as it enables direct interaction between sellers and consumers through real-time video broadcasts. In this format, audiences are not merely passive viewers but can actively participate by asking questions, giving feedback, or even making purchases during the session. The combination of entertainment, interaction, and transaction makes live streaming a form of shoppertainment that offers a more personal shopping experience and strengthens the emotional connection between consumers and products (Lu & Chen, 2021; Sim et al., 2023). The success of live streaming in attracting attention and building consumer trust largely depends on the interactive experience it provides. Previous studies have identified four key characteristics that influence its effectiveness: interactivity, visualization, entertainment, and professionalization (Ma et al., 2022).

These four dimensions play a crucial role in shaping social presence, trust, and emotional engagement during live sessions. Interactivity fosters two-way communication that builds closeness between hosts and audiences; visualization allows consumers to evaluate products more realistically, reducing uncertainty; entertainment sustains attention through enjoyable elements; and professionalization reflects the host's ability to deliver information clearly, persuasively, and credibly. Together, these dimensions make live streaming an effective digital marketing strategy for enhancing consumer interest and purchase decisions.

Alongside the rise of live streaming, short video marketing has also become a prominent trend that relies on brief, attention-grabbing, and easily accessible videos as a means of rapid communication (G. Liu et al., 2019; Y. Liu & Wang, 2023a). In the context of e-commerce, this strategy serves not only as a promotional tool but also as a medium capable of stimulating attention, fostering interest, and encouraging purchase actions within a short span of time (Lou & Yuan, 2019; Shi et al., 2023). Its effectiveness lies in the ability to convey concise yet emotionally engaging and persuasive messages, especially when supported by credible influencers who maintain a close connection with their audiences. Previous studies have identified four main dimensions that determine the success of short video marketing: interesting content, informative content, entertaining content, and involvement of influencers (G. Liu et al., 2019; Y. Liu & Wang, 2023; Zhang et al., 2019).

Each dimension contributes to creating a compelling visual experience and strengthening the relationship between consumers and brands. Interesting content sparks curiosity from the outset, informative content reduces information asymmetry and builds trust, entertaining elements such as humor or storytelling sustain engagement, while

influencer involvement adds authenticity and credibility to the message. Accordingly, both live streaming and short video marketing share the ability to stimulate attention, evoke interest, and drive consumer actions in today's highly competitive digital environment.

To understand how these two visual strategies influence consumer behavior as a whole, this study adopts the AISAS model (Attention, Interest, Search, Action, Share) as its analytical framework. The model extends the traditional AIDMA framework (Attention, Interest, Desire, Memory, Action), which has become less relevant in describing the behavior of digital consumers who are more active and participatory. Introduced by Dentsu Inc. in 2005, the AISAS model represents five key stages that characterize modern consumers' processes of discovering, evaluating, and sharing information online (Sugiyama, Kataro; Andree, 2010).

The transition from AIDMA to AISAS marks a shift from passive to active engagement in decision-making. Consumers today not only receive marketing messages but also independently seek and disseminate information. At the attention and interest stages, consumers are attracted through visual content such as digital ads, short videos, or live streaming that spark curiosity (Pelawi et al., 2019; Suhud et al., 2022). The search stage reflects the active effort to find additional information such as reviews, prices, and testimonials before making a purchase decision (action). Once a purchase occurs, the share stage follows, where consumers express their experiences through social media or online reviews, generating electronic word-of-mouth (e-WOM) that organically amplifies marketing impact (Pelawi et al., 2019). Thus, the AISAS model provides a comprehensive framework to evaluate how live streaming and short video marketing influence each stage of consumer behavior in e-commerce platforms.

RESEARCH METHOD

This study adopts a quantitative design using a survey method as the main approach for data collection. It follows a positivist paradigm, allowing the analysis of relationships between variables to be carried out in a measurable and objective way (Sugiyono, 2016). The data used are quantitative, drawn from respondents' numerical answers to statements in a structured questionnaire developed from the research variables and indicators. Two main types of data were collected: primary data obtained directly through online surveys, and secondary data sourced from books, journal articles, and previous studies that support the analysis.

The population includes active users of e-commerce platform XYZ who have purchased products through its live streaming or short video features. This group was chosen because they represent users who are directly exposed to visual content and its influence on buying behavior. The research was conducted in the Jabodetabek region (Jakarta, Bogor, Depok, Tangerang, and Bekasi), which ranks among Indonesia's top ten areas with the highest e-commerce activity (Datanesia, 2022). The region was selected because it represents a densely populated urban area with high digital adoption, making it a relevant setting to observe how interactive visual marketing shapes online purchasing behavior.

Respondents were selected through a non-probability purposive sampling technique, allowing only those who met specific inclusion criteria, such as residing in the Greater Jakarta Area, being at least 17 years old, and having made at least one purchase via live streaming

or short video within the past three months. Following Hair et al. (2017), a minimum of five to ten respondents per indicator was required for SEM analysis. With 35 indicators, a minimum of 175 samples was needed. To ensure data adequacy, 323 responses were collected, and after screening, 312 valid responses were retained for analysis. Research activities were carried out from February to July 2025. The specific indicators used to operationalize each variable are summarized in Table 1.

The questionnaire was distributed through Google Forms and shared across Instagram, Facebook, and WhatsApp, making it easier to reach active e-commerce users. It was built upon indicators that had been validated in previous studies related to live streaming, short video marketing, and the AISAS model (Attention, Interest, Search, Action, Share), then adapted to the current research context. The instrument contained three parts: screening questions, demographic information, and statements measuring the main variables using a five-point Likert scale ranging from 1 (“Strongly Disagree”) to 5 (“Strongly Agree”). Collected data were analyzed using descriptive statistics and Structural Equation Modeling–Partial Least Squares (SEM-PLS) with Microsoft Excel and SmartPLS 4. Descriptive analysis provided an overview of respondent characteristics, while SEM-PLS was used to test the relationships between live streaming, short video marketing, and the five AISAS stages. This approach combines practical data collection with analytical precision, ensuring that the findings reflect both empirical validity and the actual dynamics of digital consumer behavior.

Table 1.
Indicators Variable

| Variable | Indicator | Code | Source |
|-----------------------|---------------------------|----------------------------|--|
| Live Streaming | Interactivity | LS1 & LS2 | Ma et al., (2022) |
| | Visualization | LS3 & LS4 | |
| | Entertainment | LS5 & LS6 | |
| | Professionalization | LS7 & LS8 | |
| | Interesting Content | SV1 & SV2 | |
| Short Video Marketing | Informative Content | SV3 & SV4 | Liu et al. (2019), Liu & Wang (2023), and Xiao et al. (2019) |
| | Entertaining Content | SV5 & SV6 | |
| | Involvement of Influencer | SV7 & SV8 | |
| AISAS | Attention | ATT1, ATT2, ATT3, ATT4 | Javed et al. (2022), Jun et al. (2021), Sugiyama & Andree (2010) |
| | Interest | INT1, INT2, INT3, INT4 | |
| | Search | SRCH1, SRCH2, SRCH3, SRCH4 | |
| | Action | ACT1, ACT2, ACT3, ACT4 | |
| | Share | SHR1, SHR2, SHR3 | |

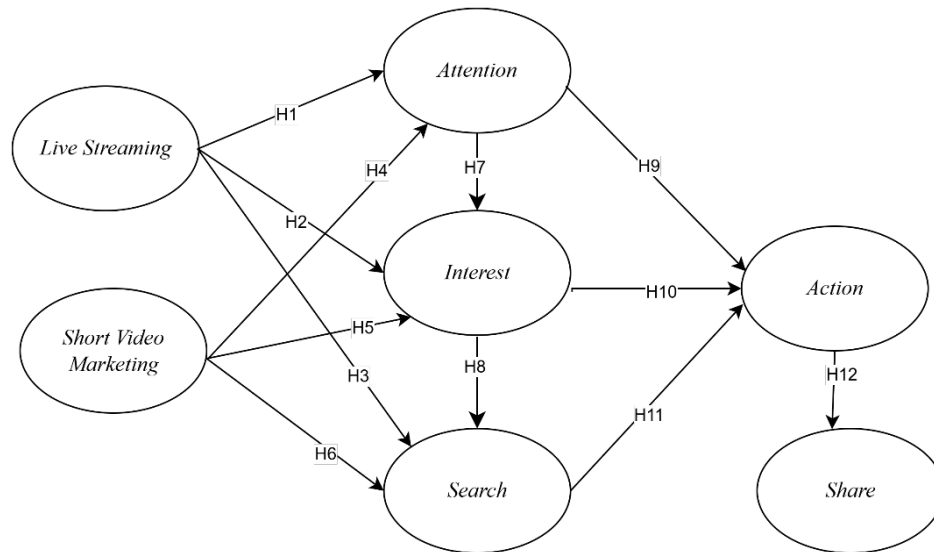
Research Hypothesis

This study aims to analyze the characteristics of e-commerce XYZ users and to examine the influence of live streaming and short video marketing on consumer behavior using the AISAS model. The hypothesis proposed in this study is as follows:

- H1: Live streaming has a positive and significant effect on attention.
- H2: Live streaming has a positive and significant effect on interest.
- H3: Live streaming has a positive and significant effect on search.
- H4: Short video marketing has a positive and significant effect on attention.
- H5: Short video marketing has a positive and significant effect on interest.
- H6: Short video marketing has a positive and significant effect on search.
- H7: Attention has a positive and significant effect on interest.
- H8: Interest has a positive and significant effect on search.
- H9: Attention has a positive and significant effect on action.
- H10: Interest has a positive and significant effect on action.
- H11: Search has a positive and significant effect on action.
- H12: Action has a positive and significant effect on the share.

Research Model

Based on the proposed relationships among the variables, this research model not only represents the sequential relationships as outlined in the traditional AISAS framework but also accommodates possible non-sequential linkages that better capture the dynamics of current digital consumer behavior. The research model is illustrated in the following figure.



The proposed research model illustrates the relationships among live streaming, short video marketing, and the five stages of the AISAS model (Attention, Interest, Search, Action, and Share). Both live streaming and short video marketing are hypothesized to influence the initial stages of consumer engagement (attention, interest, and search). Subsequently, these cognitive and affective stages are expected to lead to behavioral outcomes represented by action (purchase decision) and share (post-purchase information sharing). The model accommodates both sequential and non-sequential relationships, reflecting the dynamic and interactive nature of digital consumer behavior. A total of twelve hypotheses are proposed to examine these relationships.

RESULTS AND DISCUSSION

This study was dominated by female respondents (79%). The largest age group fell between 21–30 years (56%). In terms of domicile, most respondents resided in Bekasi (26%). The majority held a bachelor's degree (51%), were employed in the private sector (42%), and earned between Rp3,000,000.00 and Rp6,000,000.00 per month (48%).

Regarding their use of e-commerce XYZ, most respondents accessed the platform several times a week (41%) and had been using it for more than two years (51%). Social commerce A was the most widely used alternative platform (50%). Fashion products were the most frequently purchased category (28%), and major sales events or double-date promotions were the most preferred shopping periods (43%). Most respondents shopped 1–2 times per month (56%), typically spending between IDR 100,000 and IDR 500,000 per month. In their purchasing process, the most common behaviors included reading product reviews (30%) and comparing prices (26%). Promotions and discounts were the main reasons for choosing e-commerce XYZ (32%), while seller ratings (39%) and product reviews (38%) were the strongest factors influencing purchase decisions.

Regarding visual content engagement, a substantial share of respondents reported that they often or occasionally made purchases after watching live streaming or short video content (33% each). The most frequently used features were Flash Sale (25%) and vouchers or free shipping (24%). Daily usage duration was dominated by respondents who accessed the application for 30–60 minutes (39%), with shopping identified as the most common activity (48%).

Analysis SEM

The study aims to analyze the effects of the independent variables on the dependent variables. The independent variables consist of live streaming and short video marketing, while the dependent variables include attention, interest, search, action, and share, which represent the stages of consumer behavior within the AISAS model. The data collected from respondents were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method, chosen for its ability to simultaneously examine relationships among variables in a complex model. All analytical procedures were performed using SmartPLS 4.

The data analysis process began with model evaluation, consisting of assessments of both the outer model (measurement model) and the inner model (structural model). In the outer model assessment, construct validity and reliability were examined to ensure that the indicators accurately represented their respective constructs. Convergent validity was assessed through the Average Variance Extracted (AVE), where values of ≥ 0.5 indicated that a construct captured a substantial portion of the variance in its indicators. Construct reliability was evaluated using Cronbach's Alpha and Composite Reliability, with values of ≥ 0.7 demonstrating adequate internal consistency. The results of the outer model evaluation, presented in Table 1, show that all constructs meet these criteria, indicating that the measurement model is valid and reliable and can be further analyzed in the inner model assessment.

Table 2.
Outer Model Analysis

| Variable | Composite Reliability | Cronbach's Alpha | AVE |
|-----------------------|-----------------------|------------------|-------|
| Live Streaming | 0,909 | 0,909 | 0,648 |
| Short Video Marketing | 0,888 | 0,876 | 0,616 |
| Attention | 0,820 | 0,814 | 0,642 |
| Interest | 0,807 | 0,797 | 0,624 |
| Search | 0,726 | 0,725 | 0,784 |
| Action | 0,866 | 0,847 | 0,765 |
| Share | 0,831 | 0,831 | 0,747 |

In the inner model assessment, the analysis focused on evaluating the structural relationships among the latent variables. This stage aimed to determine the extent to which the independent variables explained the variance in the dependent variables. The primary criterion used was the coefficient of determination (R-square), which indicates the model's predictive power. Higher R-square values reflect a stronger ability of the exogenous variables to account for variance in the endogenous constructs. The R-square results are presented in Table 2. Based on these results, the model was deemed suitable for interpreting the hypothesized relationships and for drawing conclusions regarding the influence of live streaming and short video marketing within the AISAS framework.

Table 3.
Coefficient of Determination (R-square)

| Dependent Variable | R ² |
|--------------------|----------------|
| Attention | 0,338 |
| Interest | 0,558 |
| Search | 0,357 |
| Action | 0,269 |
| Share | 0,229 |

The next stage involved testing the significance of the structural paths using the bootstrapping procedure. This analysis evaluates whether the relationships among constructs are statistically significant rather than occurring by chance. The significance of each path was determined using the t-statistic and p-value. Following Hair et al. (2017), a path is considered significant when the p-value is below 0.05, and the t-statistic exceeds 1.96 at the 5% significance level. The results of the bootstrapping analysis, including path coefficients, t-statistics, and p-values, are presented in Table 3.

Table 4.
Hypothesis Testing

| Direct Effect | Original Sample | T statistic | P-values | Interpretation |
|-----------------------------------|------------------------|--------------------|-----------------|-----------------------|
| Live streaming → Attention | 0,412 | 6,338 | 0,000 | Supported |
| Live streaming → Interest | 0,251 | 3,922 | 0,000 | Supported |
| Live streaming → Search | 0,156 | 2,251 | 0,024 | Supported |
| Short video marketing → Attention | 0,205 | 3,168 | 0,002 | Supported |
| Short video marketing → Interest | 0,375 | 5,770 | 0,000 | Supported |
| Short video marketing → Search | 0,243 | 3,303 | 0,001 | Supported |
| Attention → Interest | 0,236 | 4,751 | 0,000 | Supported |
| Interest → Search | 0,269 | 4,645 | 0,000 | Supported |
| Attention → Action | 0,223 | 2,965 | 0,003 | Supported |
| Interest → Action | 0,252 | 3,846 | 0,000 | Supported |
| Search → Action | 0,150 | 2,250 | 0,025 | Supported |
| Action → Share | 0,478 | 8,205 | 0,000 | Supported |

H1: Effect of Live Streaming on Attention

Based on the results, hypothesis 1 shows that live streaming has a positive and significant effect on attention, with a p-value of 0.000, a T-statistic of 6.338, and a path coefficient of 0.412. This indicates that the quality of product visualization and interactivity in live streaming effectively captures consumer attention, both aesthetically and functionally. The two-way communication feature allows viewers to ask questions and receive immediate responses, creating a perception of live streaming as a reliable source of information. These findings are in line with Lou & Yuan (2019) and Zhang et al. (2024), who highlighted the role of interactivity and visualization in building attention.

However, these results differ from those of Panlevi et al. (2025) who found that live streaming did not significantly affect attention in the context of Muslim fashion products on TikTok. This difference is likely due to audience characteristics and platform context, where TikTok users prefer short, concise content, and the platform’s algorithm prioritizes short videos over live streams.

H2: The Influence of Live Streaming on Interest

Based on the results, hypothesis 2 shows that live streaming has a positive and significant effect on interest, with a p-value of 0.000, a T-statistic of 3.922, and a path coefficient of 0.251. This indicates that live streaming not only attracts initial attention but also actively builds deeper consumer interest in the product. Interest arises through dynamic and realistic product visualization, clear and relevant information delivery, and exclusive offers such as flash sales or limited bonuses, which create urgency and emotional engagement. Two-way interaction between the host and viewers further strengthens interest

cognitively and emotionally, as immediate responses to comments create a personal connection and a sense of appreciation. These findings are consistent with Lou & Yuan, (2019) and Zhang et al. (2024), who emphasize the importance of interactivity and visualization in fostering consumer interest.

However, these results contrast with Panlevi et al. (2025), who found that live streaming did not significantly affect interest in the context of Muslim fashion products on TikTok. This difference is likely due to audience and platform characteristics, where most users are workers who prefer short, concise, and relevant content, as well as limitations in host presentation quality, including lower interactivity and charisma. This suggests that without a concise, relevant, and value-added content approach, live streaming struggles to convert attention into interest.

H3: The Influence of Live Streaming on Search

Based on the results, hypothesis 3 shows that live streaming has a positive and significant effect on search, with a p-value of 0.024, a T-statistic of 2.251, and a path coefficient of 0.156. This indicates that live streaming not only serves as a visual communication channel but also encourages consumers to actively seek additional information about the products. Direct demonstrations, clear explanations by the host, and two-way interaction increase curiosity, prompting consumers to check reviews, product details, price comparisons, or seller profiles.

In other words, live streaming acts as a cognitive trigger that stimulates information exploration, searching an active response to engagement formed during the live session. These findings align with Wang et al. (2022) and Xu et al. (2020), who emphasize that real-time interaction in live streaming not only captures attention but also motivates consumers to gather further information before making a purchase decision.

H4: The Influence of Short Video Marketing on Attention

Based on the results, hypothesis 4 shows that short video marketing has a positive and significant effect on attention, with a p-value of 0.002, a T-statistic of 3.168, and a path coefficient of 0.205. This indicates that short video formats are effective in creating a strong first impression of the product.

In today's fast-paced digital environment, user attention is limited, making the opening moments of a video crucial. Effective short videos convey the main message immediately through a combination of appealing visuals, relevant audio, and structured narration. The credibility of figures in the video, such as influencers or brand hosts, further enhances audience trust and selective attention. Thus, a short video strategy relies not only on engaging visuals but also on the presenter, message structure, and content relevance to the audience's needs.

These findings align with Dong et al. (2024), Liu (2021), Xiao et al. (2019), Zhang & Landicho (2024), who found that engaging, informative, and entertaining short video content effectively captures consumer attention from the start.

H5: The Influence of Short Video Marketing on Interest

Based on the results, hypothesis 5 shows that short video marketing has a positive and significant effect on interest, with a p-value of 0.000, a T-statistic of 5.770, and a path coefficient of 0.375. This indicates that short videos play a central role in shaping consumer interest in products, even representing one of the strongest effects in the model.

Interest is formed not only as a spontaneous response to visual stimuli but also as a cognitive engagement arising when information is perceived as relevant, convincing, and actionable. Key drivers include concise yet comprehensive product information, enabling consumers to quickly understand product benefits and advantages. The credibility of the presenter, such as influencers or content hosts, further enhances trust and strengthens consumer interest.

These findings align with Alghizzawi et al. (2024), Dong et al. (2024), Liu (2021), Xiao et al. (2019), who emphasize that visually engaging, informative, and entertaining short video content effectively fosters consumer interest and engagement. Therefore, short videos function not only as promotional media but also as a communication tool that builds an initial, personal, and meaningful connection between consumers and products.

H6: The Influence of Short Video Marketing on Search

Based on the results, hypothesis 6 shows that short video marketing has a positive and significant effect on search, with a p-value of 0.001, a T-statistic of 3.303, and a path coefficient of 0.243. This indicates that short videos encourage consumers to actively seek information about products.

Viewer curiosity is triggered by video elements such as product details, product names, limited-time promotions, and explicit calls to action to visit links or product pages. Such content creates a strong exploratory drive, prompting viewers to verify claims, read reviews, compare prices, or seek additional information before making a purchase decision.

These findings align with Dong et al. (2024), Liu (2021), Xiao et al. (2019), Zhang et al. (2022), who emphasize that short videos that are engaging, clear, and easy to understand significantly increase consumers' tendency to search for further information. This confirms that short videos function not only as visual promotional tools but also as triggers for information-seeking behavior essential in the consumer decision-making process.

H7: The Influence of Attention on Interest

Based on the results, hypothesis 7 shows that attention has a positive and significant effect on interest, with a p-value of 0.000, a T-statistic of 4.751, and a path coefficient of 0.236. This indicates that the greater consumers' attention to visual content, such as short videos or live streaming, the higher the likelihood they develop interest in the product. Visual appeal and content attractiveness play a key role in fully capturing consumer focus.

These findings align with Xu et al. (2017), who emphasize that in a highly competitive digital environment, consumer attention is a scarce resource that determines marketing communication success. If the attention stage fails, subsequent stages in the AISAS model may not function optimally. Therefore, attention built through strong visual content serves as a critical foundation for developing interest.

H8: The Influence of Interest on Search

Based on the results, hypothesis 8 shows that interest has a positive and significant effect on search, with a p-value of 0.000, a T-statistic of 4.645, and a path coefficient of 0.269. This indicates that the higher the consumer interest in a product or content, the more likely they are to seek additional information.

In the context of visual content-based e-commerce, such as live streaming and short videos, interest generated from the viewing experience drives the need for further exploration. Search activities include visiting product pages, reading reviews, rewatching content, or checking seller accounts and external websites for price and specification

comparisons. Emotional and cognitive engagement from content, including product visualization, relevant messaging, and host credibility, serves as the main trigger for this exploratory behavior.

These findings align with the AISAS model by Sugiyama & Andree (2010), studies by Xu et al. (2017) and Pelawi et al. (2019), which highlight interest as a crucial link to the search stage. Therefore, building strong interest is an essential first step to encourage deeper information-seeking, showing that the success of visual content lies not only in initial appeal but also in its ability to stimulate curiosity and active consumer engagement.

H9: The Influence of Attention on Action

Based on the results, hypothesis 9 shows that attention has a positive and significant effect on action, with a p-value of 0.003, a T-statistic of 2.965, and a path coefficient of 0.223. This indicates that consumer attention to content, such as short videos or live streaming, encourages purchasing actions or other consumer behaviors.

Content appeal, through engaging visuals, concise narration, and relevant information, motivates consumers to consider products more seriously. Attention also strengthens confidence in the product's benefits, prompting consumers to make purchases, add products to their cart, visit store pages, or save videos for future reference. Thus, attention serves as a crucial gateway to stronger purchase intentions.

These findings align with Du (2015), Jun et al. (2021), Pelawi et al. (2019), who emphasize that effective attention through digital or rich media can drive consumers to take purchase actions, accelerating the transition from initial attention to action in the shopping decision process.

H10: The Influence of Interest on Action

Based on the results, hypothesis 10 shows that interest has a positive and significant effect on action, with a p-value of 0.000, a T-statistic of 3.846, and a path coefficient of 0.252. This indicates that interest developed after watching short video content encourages consumers to take action, such as purchasing a product.

This interest is driven by product uniqueness, relevance to consumer needs, and perceived product quality. Strong interest reinforces the perception that the product is worth owning and increases the willingness to purchase voluntarily. Interest acts as both an emotional and rational bridge, guiding consumers from initial attraction to quicker and more decisive purchase decisions.

These findings align with Du (2015), Javed et al. (2022), Pelawi et al. (2019), who highlight that interest formed through digital media can directly trigger purchasing actions. Tseng & Wei (2020) also emphasize that strong interest, when presented in interactive and engaging content, can accelerate the transition from mere attraction to actual purchase, particularly in e-commerce ecosystems.

H11: The Influence of Search on Action

Based on the results, hypothesis 11 shows that search has a positive and significant effect on action, with a p-value of 0.025, a T-statistic of 2.250, and a path coefficient of 0.150. This indicates that consumers' information-seeking behavior after viewing content encourages purchasing actions.

The motivation to explore product details, through product pages, user reviews, or external platforms, builds rational confidence in the product's value and benefits. Search reflects active consumer engagement, where they are not only interested but also motivated

to verify claims presented in the content, strengthening positive perceptions and reducing doubts. Thus, the search stage serves as a bridge between curiosity and purchase decisions.

These findings align with Jun et al. (2021), Wei & Lu (2013) and Xue et al. (2021), who highlight that search behavior is crucial in the consumer journey toward purchase decisions. Tseng & Wei (2020) also emphasize that search is a key cognitive stage that shapes consumer confidence before taking action, accelerating the transition from information exploration to purchase action.

H12: The Influence of Action on Share

Based on the results, hypothesis 12 shows that action has a positive and significant effect on share, with a p-value of 0.000, a T-statistic of 8.205, and a path coefficient of 0.478. This indicates that purchasing actions strongly encourage consumers to share their experiences.

After making a purchase, especially in the context of live streaming interactions, consumers are motivated to share their experiences, driven by both product satisfaction and emotional engagement during the process. The high path coefficient suggests that action is the main trigger for share in digital consumer behavior. Purchasing extends beyond personal consumption into sharing activities, reinforcing word-of-mouth through product recommendations, reviews, or purchase links.

These findings align with Javed et al. (2022), Pelawi et al. (2019), Xue et al. (2021), who highlight that successful purchase experiences encourage consumers to share information. Tseng & Wei (2020) also emphasize that positive purchase experiences in mobile commerce stimulate social sharing as a form of digital engagement. Therefore, facilitating enjoyable and interactive purchasing experiences can strengthen organic product information dissemination.

This study also examines the indirect relationships between variables, the results of which are presented in Table 4. Indirect effects refer to the influence of an independent variable on a dependent variable that occurs through one or more intervening variables (mediators). In a structural model, these effects do not take place directly but operate through a chain of relationships in which the independent variable first influences the mediator, and the mediator subsequently affects the dependent variable. An indirect effect is considered significant when it meets the statistical criteria of having a T-statistic greater than 1.96 and a p-value below 0.05.

Table 5.
Indirect Relationship Analysis

| Indirect Effect | Original Sample | T statistic | P-values |
|--|------------------------|--------------------|-----------------|
| <i>Live streaming → Attention → Action → Share</i> | 0,044 | 2,405 | 0,016 |
| <i>Live streaming → Interest → Action → Share</i> | 0,030 | 2,435 | 0,015 |
| <i>Live streaming → Attention → Interest → Action → Share</i> | 0,012 | 2,076 | 0,038 |
| <i>Live streaming → Attention → Interest → Search → Action → Share</i> | 0,022 | 2,076 | 0,137 |
| <i>Live streaming → Interest → Search → Action → Share</i> | 0,005 | 1,741 | 0,082 |

| | | | |
|--|-------|-------|-------|
| <i>Live streaming</i> → <i>Search</i> → <i>Action</i> → <i>Share</i> | 0,011 | 1,375 | 0,169 |
| <i>Short video marketing</i> → <i>Attention</i> → <i>Action</i> → <i>Share</i> | 0,022 | 2,063 | 0,039 |
| <i>Short video marketing</i> → <i>Attention</i> → <i>Interest</i> → <i>Action</i> → <i>Share</i> | 0,006 | 1,695 | 0,090 |
| <i>Short video marketing</i> → <i>Attention</i> → <i>Interest</i> → <i>Search</i> → <i>Action</i> → <i>Share</i> | 0,001 | 1,333 | 0,183 |
| <i>Short video marketing</i> → <i>Interest</i> → <i>Action</i> → <i>Share</i> | 0,045 | 2,610 | 0,009 |
| <i>Short video marketing</i> → <i>Interest</i> → <i>Search</i> → <i>Action</i> → <i>Share</i> | 0,007 | 1,822 | 0,069 |
| <i>Short video marketing</i> → <i>Search</i> → <i>Action</i> → <i>Share</i> | 0,017 | 1,664 | 0,096 |
| <i>Attention</i> → <i>Action</i> → <i>Share</i> | 0,107 | 2,747 | 0,006 |
| <i>Interest</i> → <i>Action</i> → <i>Share</i> | 0,120 | 3,070 | 0,002 |
| <i>Search</i> → <i>Action</i> → <i>Share</i> | 0,072 | 2,056 | 0,040 |
| <i>Attention</i> → <i>Interest</i> → <i>Action</i> → <i>Share</i> | 0,005 | 1,596 | 0,111 |
| <i>Interest</i> → <i>Search</i> → <i>Action</i> → <i>Share</i> | 0,019 | 1,922 | 0,055 |

The indirect effect analysis shows that several mediated paths within the AISAS model significantly influence consumers' sharing behavior. For live streaming, significant indirect effects toward Share were found through the paths Attention → Action ($p = 0.016$), Interest → Action ($p = 0.015$), and the chain Attention → Interest → Action ($p = 0.038$). These findings indicate that the attention and interest generated during live streaming encourage purchase actions, which subsequently increase consumers' willingness to share their experiences. This aligns with Pelawi et al. (2019), Suhud et al. (2022), and Yuliati & Simanjuntak (2024), who highlight the role of attention and interest in driving action and sharing within visual content contexts.

Short video marketing also exhibits significant mediation effects through Attention → Action ($p = 0.039$) and Interest → Action ($p = 0.009$). This suggests that engaging and informative short videos not only capture attention and stimulate interest but also trigger purchase actions that lead to sharing behavior. These results support findings by Abdurrahim et al. (2019) and Suhud et al. (2024), who emphasize the effectiveness of visual promotional content in prompting action and sharing.

This study further confirms the validity of non-sequential AISAS paths, particularly Interest → Action → Share ($p = 0.006$) and Search → Action → Share ($p = 0.014$). These results demonstrate that consumer decision processes are not strictly linear; consumers may proceed directly to action after developing interest or obtaining relevant information. This is consistent with the AISAS framework by Sugiyama & Andree (2010) and supported by Suhud et al. (2024) and Yuliati & Simanjuntak (2023).

Conversely, longer mediation chains such as Attention → Interest → Search → Action → Share and Interest → Search → Action → Share were not significant ($p > 0.05$), likely due to fragmented effects across multiple stages. In fast-paced e-commerce

environments, particularly for visually driven categories such as fashion and cosmetics, consumers often skip extensive search stages, leading to weaker overall effects.

Overall, the indirect effect results highlight Action as the central pathway linking Attention, Interest, and Search to Share. Therefore, marketing strategies that effectively guide consumers from interest to action are more likely to enhance digital word-of-mouth through the Share stage.

Managerial Implications

This study confirms that live streaming and short video marketing positively influence every stage of the AISAS model, indicating that both formats should be strategically optimized to enhance consumer responses. Live streaming can be strengthened by positioning it as a clear and persuasive product showcase through improved demonstrations and higher visual quality, enabling consumers to form accurate perceptions of the product. Its role as a two-way, real-time communication channel also needs to be enhanced by ensuring well-trained hosts, structured responses, and active support teams, all of which help build trust and encourage immediate purchase decisions. Moreover, live streaming should be designed as an immersive and enjoyable experience by incorporating interactive and entertaining elements that deepen engagement and foster emotional connection. Short video content should similarly be optimized by providing complete, well-structured product information supported by strong visual cues, ensuring that key features, usage, and benefits are communicated effectively. To improve clarity and comprehension, short videos should maintain concise formats complemented by clear narration, intuitive visuals, subtitles, and highlighted text, allowing messages to be delivered efficiently and effectively.

CONCLUSION

The findings of this study indicate that users of e-commerce platform XYZ in the Jabodetabek area are predominantly young female consumers who demonstrate strong loyalty, frequent platform usage, responsiveness to visual content, a preference for purchasing fashion products during promotional periods, and a tendency to seek reviews while favoring interactive platforms such as TikTok Shop. The results also show that live streaming and short video marketing exert a positive influence on attention, interest, and search, with live streaming having a more prominent impact, particularly in capturing attention and generating interest through product visualization and real-time interaction. Meanwhile, short video marketing effectively stimulates interest by presenting concise, engaging, and relevant information suited to the needs of digital consumers. Furthermore, attention, interest, and search have a significant positive effect on action and share, suggesting that higher levels of consumer attention, interest, and information-seeking behavior increase the likelihood of making a purchase and sharing the experience with others. The strongest relationship is found between action and share, indicating that a satisfying shopping experience, especially during live streaming sessions, encourages consumers to recommend the product or platform to others.

Recommendations

This study is limited by its focus on a single e-commerce platform, which constrains the generalizability of the findings to platforms with different features and audience characteristics. In addition, the quantitative questionnaire-based approach captures consumer

perceptions but does not assess actual real-time behavior within digital platforms. The study also does not examine psychological factors that may moderate or mediate the relationships among variables in the AISAS model. Future research is encouraged to expand the scope of variables and compare the effectiveness of visual marketing strategies across different e-commerce or social commerce platforms. Subsequent studies may also incorporate psychological constructs such as impulsiveness or trust as mediating variables to provide a more comprehensive understanding of the digital consumer decision-making process.

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