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**THE EFFECT OF LIVE STREAMING COMMERCE ON ELECTRONIC WORD-  
OF-MOUTH MEDIATED BY BRAND IMAGE: A STUDY AMONG DIGITAL  
FASHION CONSUMERS IN JAKARTA**



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**Abstract**

This study aims to analyze the influence of live streaming commerce on electronic word-of-mouth with brand image as a mediating variable among young consumers in Jakarta. The study focuses on the local fashion industry, with local fashion industry the research object. The research employed a quantitative approach with an explanatory design, using a survey method involving 435 respondents who have watched live streaming commerce on various e-commerce platforms. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through the SmartPLS 4 software. The results show that live streaming commerce has a positive and significant effect on brand image as well as on electronic word-of-mouth. In addition, brand image also has a positive and significant influence on electronic word-of-mouth. The mediation analysis indicates that brand image partially mediates the relationship between live streaming commerce and electronic word-of-mouth. These findings reveal that interactive experiences in live streaming commerce can strengthen brand perception among young consumers, which in turn encourages them to share positive experiences and product recommendations online. Overall, the results of this study emphasize the important role of brand image in strengthening the impact of live streaming commerce strategies on young consumers' communication behavior in the digital era. These findings provide practical implications for e-commerce practitioners and local fashion brands to optimize live streaming as an effective interactive promotional medium for building brand image and enhancing electronic word-of-mouth organically.

**Keywords:** Live Streaming Commerce, Brand Image, Electronic Word-of-Mouth

## INTRODUCTION

E-commerce has experienced significant acceleration with the adoption of interactive technologies, one of which is live streaming that offers an immersive shopping experience and accelerates transactions. The integration of this feature has proven to encourage impulsive purchases while increasing consumer engagement in digital buying and selling processes (C. Zhang et al., 2025). This transformation not only influences how individuals interact and work but also changes global access to information (Chumakov, 2021). In the business sector, digitalization has introduced new strategies for building global brands, expanding market reach, and enhancing real-time connectivity between producers and consumers (Steenkamp, 2020).

According to the Data Reportal (2025) report, the global population reached 8.20 billion, with 67.9% or approximately 5.56 billion people connected to the internet. Mobile device users reached 5.78 billion, equivalent to 70.5% of the global population, and 87% of these use smartphones. Social media user identities are recorded at 5.24 billion (63.9%). This high penetration of internet and social media is supported by urbanization trends, where 58.1% of the world's population live in urban areas. This situation indicates a shift toward a more integrated digital lifestyle and underscores digital media as a primary communication and marketing space.

At the national level, Data Reportal (2025) notes that Indonesia's population reached 285 million, with an urbanization rate of 59.5%. About 212 million individuals or 74.6% of the population have accessed the internet. Additionally, there were 356 million active cellular connections, covering 125% of the population, although some are only used for voice and SMS services. The identity of social media users in Indonesia reached 143 million or 50.2% of the population. This data shows that digitalization has penetrated Indonesian society's life, providing strategic opportunities for communication and digital marketing development across sectors.

Indonesia's e-commerce sector shows significant growth, with projected retail e-commerce revenue reaching USD 56.81 billion in 2025 and increasing to USD 76.68 billion by 2029 (Statista, Digital Market Insights, 2025). This growth reflects changing consumer behavior becoming accustomed to online shopping, along with the equal distribution of digital technology and infrastructure. In this context, marketing methods like live streaming commerce become increasingly relevant, especially for reaching young generation, who favor interactive content and immersive shopping experiences.

In facing competition intensity, e-commerce players continue to innovate to attract consumers and enhance shopping experiences. One rapidly developing innovation is live streaming commerce, which is the direct sale of products or services through real-time video broadcasts. This innovation combines interactivity, entertainment, and digital experiences that bring sellers and buyers closer. According to Y. Zhang & Xu (2024), this format can increase consumer engagement through two-way communication and innovative content. Meanwhile, research by Y. Y. Wu et al. (2024) adds that interactivity, authenticity, and entertainment in live streaming commerce play a crucial role in creating flow experiences and enhancing purchase intentions compared to traditional e-commerce methods.

Live streaming commerce offers advantages over traditional sales methods and passive e-commerce. Real-time interaction between sellers and buyers can strengthen consumer loyalty. According to Wimolsophonkitti & Naipinit (2024), interactivity features and the skills of hosts or streamers greatly influence the adoption of live streaming commerce by creating engaging personal experiences. Research by Y. Wu et al. (2024) highlights that elements of entertainment, originality, and responsiveness enhance consumer trust and emotional engagement, which in turn increase confidence in the products offered. Thus, live streaming commerce offers a more authentic and enjoyable shopping experience.

A successful example of live streaming commerce adoption is Erigo, a local Indonesian fashion brand established by Muhammad Sadad in 2013, known for its streetwear style and aggressive digital marketing strategy. Through platforms like Shopee Live and TikTok Shop, the brand leverages a wide user base to combine entertainment and real-time sales, demonstrating the commercial potential of live streaming strategies in the fashion industry. Although local fashion brands have achieved commercial success through live streaming commerce strategies, academic studies that discuss the impact of these strategies on long-term brand image formation and the sustainability of electronic word-of-mouth, especially among young consumers in Jakarta, remain limited. The selection of the local fashion industry as a research context is based on its active and progressive position in digital marketing strategies. Therefore, this research is expected not only to provide conceptual understanding of effective marketing strategies but also to serve as a reference in examining the effectiveness of similar approaches in other local fashion brands facing challenges in reaching digital consumers (Ma & Fukushige, 2025).

Young consumers, particularly those born between 1997 and 2012, represent the largest demographic segment in Indonesia (27.94% of the population, or 74.9 million people) (BPS, 2025). More than 70% of this demographic group in Indonesia watch video content before purchasing, especially on TikTok and Instagram Reels. In Jakarta, internet penetration reached 87%, making it the national digital economy center with a high concentration of young consumers, good digital literacy, and stable purchasing power (Bappeda DKI Jakarta, 2024). According to BPS DKI Jakarta (2025), the population of individuals aged 13-28 years reached 3,217,722 or about 30.17% of the province's total population. The population is significantly distributed across five administrative cities, with the highest concentration in East Jakarta (1,028,811), followed by South Jakarta (740,090), West Jakarta (713,319), North Jakarta (389,230), and Central Jakarta (346,272). All regions show a relatively uniform proportion of young adults, around 33.35% of the total population in each city. This finding indicates that Jakarta, especially areas with a high concentration of young consumers like East Jakarta, is a strategic ground for developing interactive digital marketing based on live streaming commerce.

Live streaming commerce is a form of interactive digital marketing that combines entertainment, product demonstration, and real-time transactions. It has been proven to increase consumer engagement and accelerate purchase decisions through direct interaction, transparency of information, and immersive shopping experiences (Zhao et al., 2020). In the local fashion industry, live streaming commerce strengthens emotional connections with consumers, builds trust, and increases sales conversion (Le et al., 2024). Despite rapid development in Indonesia, challenges remain in maintaining consistent consumer shopping

experiences. Many consumers still hesitate to make purchases via live streams due to trust issues, both towards the host and the authenticity of displayed products. According to Chen & Liao (2022), misalignment between live-streamed products and those received often triggers dissatisfaction and complaints. This shows that although live streaming can create real-time experiences, not all consumers have full confidence to transact.

Electronic word-of-mouth refers to digital marketing communications that influence consumer perceptions through online reviews, comments, or recommendations. It has proven to increase consumer trust and purchase intention through information quality and source credibility (Zhao et al., 2020). For local fashion brands, electronic word-of-mouth strengthens brand image, reputation, loyalty, and sales (Le et al., 2024). Live streaming commerce acts as a catalyst for electronic word-of-mouth distribution by enabling real-time interaction, authentic shopping experiences, and voluntary audience participation (Zhao et al., 2020). The credibility and appeal of influencers in live streaming commerce also broaden promotional reach (L. Wang et al., 2022). Although electronic word-of-mouth significantly affects purchase decisions, problems arise when reviews or comments are not always credible and can often be biased (Zhao et al., 2020). In the context of local fashion brands, there is a duality between positive reviews that build brand reputation and negative ones that damage consumer perceptions (Le et al., 2024). This is problematic because young consumers, who are very active on social media, tend to be quickly influenced by online opinions, both accurate and misleading. Hence, managing public perception and ensuring supporting brand information is a challenge posed by electronic word-of-mouth.

Brand image is understood as consumers' perception of a brand formed through experience, associations, and interactions, both direct and indirect. A positive image plays a role in strengthening customer loyalty and competitive advantage (Li & Lee, 2024). In live streaming commerce, brand image is influenced by product presentation, professional host personality, and brand responsiveness to the audience (Jiao et al., 2024). Visual and emotional experiences generated by live broadcasts enhance brand perception and encourage positive electronic word-of-mouth (Ma & Fukushige, 2025). Brand image is a crucial factor in company differentiation but building it is not always easy. Local fashion brands have faced criticism regarding product quality consistency and design originality, with some perceptions of imitation of international brands (CNBC Indonesia, 2022). Such criticism creates challenges in maintaining a strong brand image despite global expansion efforts. This indicates that brand image is vulnerable to distortion due to quality issues and public perception, thus requiring more authentic communication and marketing strategies (Ma & Fukushige, 2025).

## **REVIEW OF LITERATURE**

### **Live Streaming Commerce**

Live streaming commerce represents the integration of traditional e-commerce with live broadcast technology, providing consumers with a more immersive and interactive virtual shopping experience. This phenomenon has experienced rapid growth, especially during the COVID-19 pandemic, when online interaction became the main medium of commercial activity (McKnight et al. 2002). In its development, live streaming commerce is considered an evolution of television home shopping from the traditional media era, adopting new media characteristics such as real-time interactivity and engagement that make online

shopping more personalized than conventional e-commerce. Moreover, live streaming commerce strengthens the elements of authenticity, visualization, and real-time interaction, positioning it as a modern form of social commerce (Hu & Chaudhry, 2020).

Furthermore, Ho et al. (2024) define live streaming commerce as a new shopping method that combines the characteristics of social commerce and e-commerce, in which direct interaction between sellers and consumers fosters social closeness and strengthens engagement. This activity not only allows customers to obtain product information instantly but also builds trust and purchase intention through real-time two-way communication (Chung et al. 2025). Hence, live streaming commerce can be viewed as an advanced form of e-commerce that emphasizes participatory and authentic experiences, where consumers act not merely as passive buyers but as active participants in the digital marketing communication process.

The research instrument used in this study was adapted from K. Wang et al. (2025). The study measured the characteristics of live streaming commerce based on three dimensions: visualization (VIS), interactivity (INT), and communication immediacy (COM). In the live streaming commerce variable, the visualization dimension was measured through indicators of image clarity and clarity, ease of understanding product demonstrations, the ability to visually distinguish variations, completeness of viewing angles, and the suitability of the display to the actual condition of the product. The interactivity dimension was measured including the opportunity to ask questions, the host's response speed, openness to feedback, smooth reciprocal communication, and the adequacy of information obtained through direct interaction. The communication immediacy dimension was measured through the host's ability to provide direct clarification, the speed of responding to comments, the timeliness of information delivery, responsiveness to audience input, and the closeness of communication perceived by consumers during the live streaming.

### **Electronic Word-of-Mouth**

Electronic word-of-mouth refers to the process by which consumers share their opinions, experiences, and recommendations about products or services through digital platforms. Kotler and Keller (2016) describe e-WOM as positive or negative statements made by existing, potential, or previous customers about a product or company and distributed through internet media. Unlike traditional word-of-mouth, e-WOM enables information to spread quickly and widely across geographic boundaries, allowing consumers to influence others' purchasing decisions through online interactions (Banjarnahor et al. 2021). The main characteristics of e-WOM include intensity (how often information is shared), valence (the positivity or negativity of opinions), and content (the credibility and relevance of shared messages). Through these dimensions, e-WOM becomes a critical element in shaping consumers' perceptions and behavioral intentions in the digital marketplace.

Moreover, e-WOM provides a strategic advantage for brands because it serves as a form of consumer-generated promotion that is perceived as more trustworthy than traditional advertising (Charvia & Erdiansyah, 2020). Positive e-WOM increases brand awareness, purchase intention, and customer trust, while negative e-WOM can damage brand reputation and reduce loyalty (Syahdiany & Trinanda, 2019). In the context of live streaming commerce, e-WOM plays a crucial role in reinforcing interactive engagement between sellers and consumers, where real-time product demonstrations and consumer testimonials foster authenticity and credibility. Therefore, e-WOM acts as both a behavioral response and a

communication outcome resulting from consumers' digital experiences, influencing the diffusion of information and brand image within online communities.

The research instrument used in this study was adapted from Ngo et al. (2024), who published their research in the context of e-commerce in Vietnam with a total of 337 respondents. The study measured electronic word-of-mouth variables through four main dimensions: information credibility (IFC), information usefulness (IFU), attitude toward information (ATI), and information adoption (IFA). In the electronic word-of-mouth variable, the information credibility dimension was measured through indicators that assess the level of consumer confidence in the information source, the accuracy of personal experiences circulated, the reliability of knowledge-based opinions, and the suitability of the information content to the actual condition of the product. The information usefulness dimension encompasses the extent to which information is perceived as helpful in understanding the product, providing comparisons between brands, enhancing ease of decision-making, and offering advice relevant to consumer needs. Furthermore, the attitude dimension toward information was measured through consumers' enjoyment in sharing product information, enthusiasm in conveying personal views, satisfaction when sharing experiences, and positive feelings when giving the product to others. Finally, the information adoption dimension was measured through the use of purchasing experiences as a basis for sharing information, confidence in providing recommendations, the usefulness of information that encourages someone to provide advice, and the contribution of personal experiences as a reference for decisions by other consumers.

### **Brand Image**

Brand image refers to the overall perception and set of associations that consumers hold toward a brand, formed through direct and indirect experiences with its products and marketing communications. Kotler and Keller (2016) define brand image as the perception and beliefs held by consumers about a brand, which are reflected in the associations stored in their memory. According to Aaker & Jacobson (2001), brand image consists of symbolic meanings that differentiate a brand from its competitors and influence consumer evaluations. Keller (2013) further explains that brand image represents the consumer's mental impression of the brand, encompassing functional, experiential, and symbolic attributes. A positive brand image enhances the perceived quality and credibility of a brand, leading to increased consumer trust, satisfaction, and loyalty.

Furthermore, brand image functions as an important determinant in shaping consumers' behavioral intentions, particularly in digital and interactive marketing contexts. When consumers perceive a brand as credible, attractive, and consistent, they are more likely to engage in brand advocacy and share positive experiences with others (Lin et al. 2024). In the context of live streaming commerce, brand image plays a vital role as it mediates the relationship between interactive brand experiences and communication outcomes such as electronic word-of-mouth. A strong and consistent brand image not only reinforces emotional attachment but also encourages consumers to spread positive online messages, thereby strengthening the brand's reputation and visibility in competitive digital markets (Ma & Fukushige, 2025).

## RESEARCH METHOD

The research employed a quantitative approach with an explanatory design to analyze the influence of live streaming commerce on electronic word-of-mouth mediated by brand image among young generation consumers in Jakarta. Data was collected through surveys distributed to 435 respondents who had experienced live streaming commerce on various e-commerce platforms. The research utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4 software to analyze the relationships between variables and test the hypotheses. Operational definitions and measurement scales for live streaming commerce, electronic word-of-mouth, and brand image were carefully developed based on prior literature. The sampling method and data collection techniques ensured adequate representation of the young generation consumers active in digital shopping environments. Validity and reliability tests were conducted on the measurement model before analyzing the structural model to assess the direct and mediating effects of brand image on the relationship between live streaming commerce and electronic word-of-mouth. This rigorous statistical methodology allowed for a clear evaluation of the proposed theoretical framework in the context of a rapidly evolving digital marketing landscape.

## RESULTS AND DISCUSSION

### Descriptive Statistics

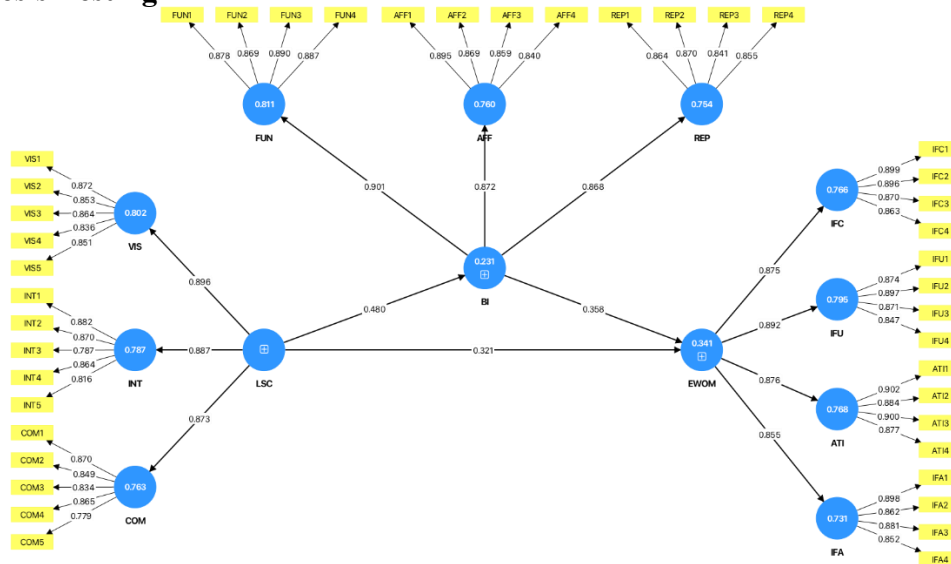
**Table 1.**  
**Respondents' Profile**

<b>Characteristic</b>	<b>Category</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	34.9
	Female	65.1
<b>Age</b>	17–20 years	26.4
	21–24 years	61.2
	>24 years	12.4
<b>Occupation</b>	Student	72.2
	Employee	22.5
	Entrepreneur/Others	5.3
<b>Domicile</b>	Jakarta Pusat	8.5
	Jakarta Utara	12.6
	Jakarta Barat	17.2
	Jakarta Selatan	23
	Jakarta Timur	38.6

The study involved 435 respondents from the young generation in Jakarta who had engaged with brand live streaming commerce on the TikTok and Shopee platforms. The majority of respondents were female (65.1%), aged 21–24 years (61.2%), and students (72.2%), reflecting a youthful and digitally-savvy customer base. When combined, respondents aged 17–24 years represented 87.6% of the sample, which aligns with the typical demographic of active digital commerce users. In terms of domicile, respondents were distributed across Jakarta, with the largest proportion residing in Jakarta Timur (38.6%), followed by Jakarta Selatan (23%), Jakarta Barat (17.2%), Jakarta Utara (12.6%), and Jakarta

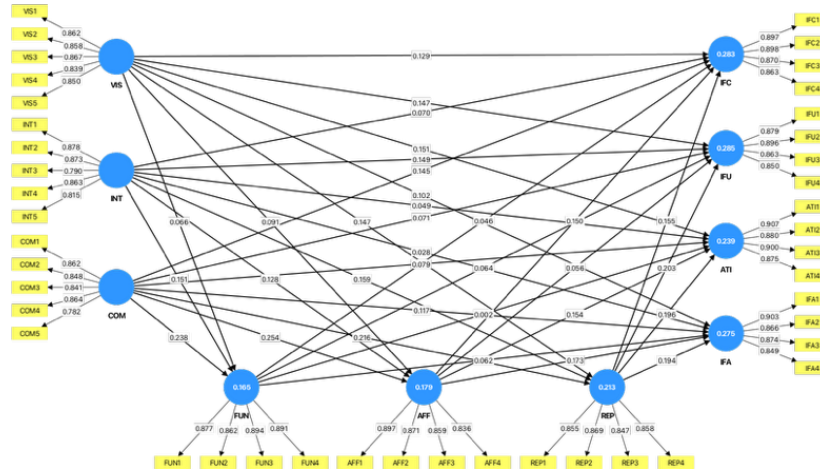
Pusat (8.5%). Occupationally, besides students, the sample included employees (22.5%) and entrepreneurs/others (5.3%). This demographic profile supports the relevance of the young generation as the research population, as they are known for being highly responsive to digital marketing innovations such as live streaming and influencer-based promotions, and actively participate in consuming fashion-related content and engaging in e-commerce activities online.

**Hypothesis Testing**



**Figure 1**  
**Structural Model PLS-SEM**  
 Source: SmartPLS Data Processing 3.0, 2025

This study used a reflective measurement model, which assumes that indicators are manifestations of a latent construct. This approach is relevant when indicators are highly correlated and are considered to be the result of underlying latent variables. For example, in the brand image construct, the functional image, affective image, and reputation dimensions are viewed as representations of the brand image perceived by consumers. The advantage of the reflective model lies in its ability to produce stable estimates and can be replicated across different research contexts, as the indicators used have high internal consistency (Hair et al. 2022).



**Figure 1**  
**Structural Model PLS-SEM**  
 Source: SmartPLS Data Processing 3.0, 2025

In this study, the constructs of live streaming commerce, brand image, and electronic word-of-mouth are treated as higher-order constructs built by a number of lower-order constructs (LOCs). Specifically, live streaming commerce is composed of the dimensions of visualization, interactivity, and communication immediacy. Furthermore, brand image is formed through functional, affective, and reputation aspects. Meanwhile, electronic word-of-mouth is represented by the dimensions of information credibility, usefulness, attitude toward information, and information adoption. After all lower-order constructs meet the validity and reliability criteria at this stage, the latent score values of each LOC are then extracted and used as input in the second stage.



**Figure 3**  
**Research Model**

Hypothesis testing involves making a determination to either accept or reject a hypothesis. Consequently, it is essential to verify the validity of the hypothesis using appropriate statistical methods. The structural layout for conducting hypothesis testing is illustrated in Figure 1.

**Table 2.**  
**Validity (Convergent & Discriminant) and Measurement Items**

Code	Measurement Items	Loading Factor
<b>VARIABLE OF LIVE STREAMING COMMERCE (X1)</b>		
<b>Dimension of Visualization (VIS): a = 0,908, CR = 0,932, AVE = 0,732</b>		

VIS1	The product images shown during Erigo's live streaming appear clear (not blurry) and display the detailed texture of the materials.	0,872
VIS2	Erigo's live streaming demonstrates how to use the products, making it easier for me to understand how to use them.	0,853
VIS3	The visual display in Erigo's live streaming makes it easier for me to distinguish the different fashion product models offered.	0,864
VIS4	The viewing angles used during the live streaming allow me to see the entire fashion product.	0,836
VIS5	Erigo's live streaming provides an accurate visual representation that matches the actual condition of the products.	0,851
<b>Dimension of Interactivity (INT): a = 0,899, CR = 0,925, AVE = 0,713</b>		
INT1	I can ask questions to the seller (live host) during the live streaming session.	0,882
INT2	The seller (live host) responds to my questions quickly during the live streaming session.	0,870
INT3	Erigo gives me the opportunity to provide input regarding the fashion products.	0,787
INT4	The seller (live host) interacts communicatively with viewers during the live streaming session.	0,864
INT5	I obtain additional product information through the live Q&A session.	0,816
<b>Dimension of Communication Immediacy (COM): a = 0,895, CR = 0,923, AVE = 0,705</b>		
COM1	The seller (live host) provides direct clarification about the product whenever there is confusion or questions.	0,870
COM2	I receive direct answers to my questions without having to wait long.	0,849
COM3	Product information is delivered in real-time when I need it.	0,834
COM4	The seller (live host) immediately responds to comments or feedback I provide in the chat column.	0,865
COM5	I feel that communication with the seller (live host) during the live streaming session is close and personal.	0,779
<b>VARIABLE OF ELECTRONIC WORD-OF-MOUTH (Y)</b>		
<b>Dimension of Information Credibility (IFC): a = 0,905, CR = 0,933, AVE = 0,778</b>		
IFC1	I share information about Erigo fashion products that comes from trustworthy sources.	0,899
IFC2	I share my experience using Erigo fashion products because I believe the information is accurate.	0,896
IFC3	I express my views on Erigo fashion products based on the knowledge I have.	0,870
IFC4	I share information about Erigo fashion products that is in accordance with reality.	0,863
<b>Dimension of Information Usefulness (IFU): a = 0,895, CR = 0,927, AVE = 0,761</b>		
IFU1	I share information that helps others understand details about Erigo fashion products.	0,874

IFU2	I share my experience using Erigo fashion products so that others can compare them with other brands.	0,897
IFU3	I convey opinions that make it easier for others to decide whether to buy Erigo fashion products.	0,871
IFU4	I share relevant tips or suggestions related to Erigo fashion products.	0,847
<b>Dimension of Attitude Toward Information (ATI): a = 0,913, CR = 0,939, AVE = 0,793</b>		
ATI1	I am happy to share information about Erigo fashion products on social media.	0,902
ATI2	I feel enthusiastic about expressing my views on Erigo fashion products.	0,884
ATI3	I enjoy sharing my experiences using Erigo fashion products with others.	0,900
ATI4	I feel positive whenever I spread information or recommendations about Erigo fashion products.	0,877
<b>Dimension of Information Adoption (IFA): a = 0,896, CR = 0,928, AVE = 0,763</b>		
IFA1	I share information about Erigo fashion products that I previously used as a reference for my own purchase.	0,898
IFA2	I recommend that others consider Erigo fashion products based on my personal experience.	0,862
IFA3	I spread purchase recommendations for Erigo fashion products because the information has previously been useful for me.	0,881
IFA4	I share my experience using Erigo fashion products as a reference for others who intend to buy them.	0,852
<b>VARIABLE OF BRAND IMAGE (Z)</b>		
<b>Dimension of Functional Image (FUN): a = 0,904, CR = 0,933, AVE = 0,776</b>		
FUN1	Erigo as a fashion brand offers product quality that feels impressive when used.	0,878
FUN2	The performance of Erigo fashion products feels impressive because it meets my expectations.	0,869
FUN3	Erigo fashion products provide impressive benefits because they align with my personal needs.	0,890
FUN4	Erigo fashion products give the impression of being durable and valuable for me.	0,887
<b>Dimension of Affective Image (AFF): a = 0,889, CR = 0,923, AVE = 0,750</b>		
AFF1	Erigo fashion products present an elegant and classy impression.	0,895
AFF2	The Erigo brand creates a strong positive impression when used.	0,869
AFF3	My experience using Erigo fashion products gives me a sense of confidence.	0,859
AFF4	The impression presented by the Erigo brand is in harmony with my personal style of dressing.	0,840
<b>Dimension of Reputation (REP): a = 0,880, CR = 0,917, AVE = 0,735</b>		
REP1	Erigo as a fashion brand has a good reputation that makes it seem trustworthy.	0,864

REP2	My impression of Erigo is that it is a fashion brand popular among young people.	0,870
REP3	Erigo comes across as a fashion brand with a good name in the eyes of consumers.	0,841
REP4	The Erigo brand gives a professional impression in its service to customers.	0,855

**Table 3.**  
**Direct Effect Results**

Path	$\beta$	t-statistic	p-value	Decision
LSC → BI	0.486	12.518	0.000	Supported
LSC → EWOM	0.320	6.360	0.000	Supported
BI → EWOM	0.362	6.895	0.000	Supported

Source: SmartPLS Data Processing 3.0, 2025

The analysis of direct effects in this study reveals that live streaming commerce exerts a positive and statistically significant influence on both brand image and electronic word-of-mouth among young generation consumers in Jakarta. The path analysis results, as presented in the table 3 , indicate that all hypothesized direct effects are positive and statistically significant ( $p < 0.05$ ). The path coefficient from Live Streaming Commerce to Brand Image ( $\beta = 0.486$ ,  $t = 12.518$ ) indicates that interactive live shopping experiences enhance consumer brand perceptions. This suggests that real-time engagement, product visualization, and immediate salesperson responses during live sessions contribute to stronger brand associations. Furthermore, Live Streaming Commerce significantly influences Electronic Word-of-Mouth ( $\beta = 0.320$ ,  $t = 6.360$ ), indicating that consumers who actively engage with live commerce are more likely to share positive experiences and recommendations online. Similarly, Brand Image significantly influences EWOM ( $\beta = 0.362$ ,  $t = 6.895$ ), highlighting the importance of brand perception in stimulating consumer advocacy behavior.

**Table 4.**  
**Indirect Effect (Mediation Test)**

Path	$\beta$	t-statistic	p-value	Mediation Type
LSC → BI → EWOM	0.176	6.144	0.000	Partial Mediation

Source: SmartPLS Data Processing 3.0, 2025

The mediation analysis employing the partial mediation model confirms that brand image partially mediates the relationship between live streaming commerce and electronic word-of-mouth. This finding suggests that live streaming commerce not only influences electronic word-of-mouth directly but also does so indirectly by strengthening the brand image first. The mediation effect is substantiated through bootstrapping procedures that yield significant indirect path coefficients, highlighting the role of brand image as an intermediate cognitive and affective mechanism that converts interactive live streaming experiences into active consumer advocacy. As such, the study elucidates the importance of cultivating a strong brand image to maximize the effectiveness of live streaming commerce in generating positive electronic word-of-mouth among young digital consumers.

**Table 5.**  
**Model Fit**

Fit Index	Saturated Model	Estimated Model
SRMR	0.051	0.051
d ULS	0.143	0.143
d_G	0.104	0.104
Chi-square	275.252	275.252
NFI	0.893	0.893

Source: SmartPLS Data Processing 3.0, 2025

The structural equation model's overall fit was assessed using multiple criteria, including the Standardized Root Mean Square Residual (SRMR), which met the recommended threshold by registering values below 0.08, indicating a good model fit. Further assessments involving R-square values show substantial explanatory power for dependent variables, demonstrating that the model adequately accounts for the variance in brand image and electronic word-of-mouth. The Fornell-Larcker criterion and heterotrait-monotrait ratio confirm the model's discriminant validity, while convergent validity metrics and reliability indices affirm the robustness of the measurement model. Collectively, these fit indices affirm the structural model's suitability for testing the hypothesized paths, lending confidence to the validity of inferences drawn about the interplay between live streaming commerce, brand image, and electronic word-of-mouth in the digital marketing context.

**Table 6.**  
**Hypothesis Testing**

	Original Sample	Sample Mean	STDEV	T Statistics	P Values
LSC -> BI	0,486	0,488	0,039	12,518	0,000
LSC -> E-WOM	0,320	0,320	0,050	6,360	0,000
BI -> E-WOM	0,362	0,362	0,052	6,895	0,000
LSC -> BI -> E-WOM	0,176	0,176	0,029	6,144	0,000

Source: SmartPLS Data Processing 3.0, 2025

Based on Table 6, the results of the hypothesis testing are as follows:

**Live Streaming Commerce has a positive impact on Brand Image.**

Based on the test results obtained, the path coefficient value is 0.486 with a t-statistic of 12.518 and a p-value of 0.000, which confirms that the influence of Live Streaming Commerce on Brand Image is positive and statistically significant at a 95 percent confidence level. These results indicate that the better the implementation of live streaming commerce activities, the stronger the brand image formed in the minds of consumers. Hypothesis 1 is accepted, which means Live Streaming Commerce has a positive and significant influence on Brand Image.

**Live Streaming Commerce has a positive impact on Electronic Word-of-Mouth.**

Based on the test results obtained, the path coefficient value is 0.320, with a t-statistic of 6.360 and a p-value of 0.000 indicating that the influence of Live Streaming Commerce on Electronic Word-of-Mouth is positive and statistically significant at a 95 percent

confidence level. These results indicate that the more active and interesting the live streaming commerce activities carried out, the higher the tendency of consumers to share their experiences through electronic communication, Hypothesis 2 is accepted, which means that Live Streaming Commerce has a positive and significant influence on Electronic Word-of-Mouth.

**Brand Image has a positive influence on Electronic Word-of-Mouth.**

Based on the test results obtained, the path coefficient value is 0.362, with a t-statistic of 6.895 and a p-value of 0.000 confirming that the influence between Brand Image on Electronic Word-of-Mouth is positive and statistically significant at a 95 percent confidence level. This finding indicates that the stronger the brand image formed in the minds of consumers, the greater their tendency to convey positive experiences through electronic communication media, such as reviews, recommendations, or comments on online platforms. Hypothesis 3 is accepted, which means that Brand Image has a positive and significant influence on Electronic Word-of-Mouth.

**Brand Image mediates the influence of Live Streaming Commerce on Electronic Word-of-Mouth.**

Based on the test results, the path coefficient value was obtained at 0.176, with a t-statistic of 6.144 and a p-value of 0.000 indicating that the indirect effect of Live Streaming Commerce on Electronic Word-of-Mouth through Brand Image is positive and statistically significant. These results prove that live streaming commerce activities can increase consumers' tendency to spread information or product recommendations online, either directly or through strengthening brand image, so it can be concluded that Brand Image acts as a partial mediator in the relationship. Thus, Hypothesis 4 is accepted.

## CONCLUSION

The study concludes that live streaming commerce has a significant positive effect on brand image and electronic word-of-mouth among young generation consumers in Jakarta, with brand image serving as a partial mediator in this relationship. The interactive and immersive nature of live streaming commerce enhances consumers' perceptions of the brand, thus strengthening their willingness to share positive experiences and product recommendations online. This indicates that the strategic use of live streaming in digital marketing can effectively build brand equity and stimulate organic consumer communication in the digital era. The findings underscore the importance for marketers and local fashion brands to optimize live streaming commerce activities by focusing on enhancing brand image through authentic engagement and interactive content, which ultimately drives stronger electronic word-of-mouth and customer loyalty. This research contributes valuable insights for both academic understanding and practical applications in e-commerce marketing strategies targeting digitally savvy young consumers.

### Research Implications

This research provides valuable implications for digital marketing practitioners and fashion businesses operating in live streaming commerce environments. Enhancing visual quality, improving responsiveness, and ensuring immediate two-way interaction during live sessions can elevate consumer engagement and contribute to a stronger brand image. A consistently positive and credible brand presentation—supported by authentic

communication and competent live hosts—further encourages consumers to form favorable impressions and willingly share positive information online. Moreover, fostering active online communities, utilizing customer testimonials, and encouraging consumer participation across social media platforms can amplify electronic word-of-mouth, thereby strengthening brand visibility in the competitive digital marketplace. These strategic insights emphasize the need for brands to integrate interactive features thoughtfully to maximize the impact of live streaming commerce on consumer communication behavior.

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