

## The Influence of Live Shopping and Online Customer Reviews on Fashion Product Purchase Decisions

Erislan  
Sahid University, Indonesia  
Email: drerislan@gmail.com

---

**Abstract:** *Technological developments and online shopping trends have changed the landscape of fashion commerce. In this context, Live Shopping and Online Customer Reviews are important factors influencing consumer purchasing decisions. This research aims to analyze the influence of Live Shopping and Online Customer Reviews on purchasing decisions for fashion products, using case studies. The research aims to identify the extent to which Live Shopping and Online Customer Reviews influence fashion product purchasing decisions. This research also seeks to understand consumer preferences for product information sources and satisfaction levels after purchase. This study uses a survey method. The data collected were analyzed using regression analysis and descriptive statistics to measure the influence of Live Shopping and Online Customer Reviews. The research results show that Live Shopping has a significant positive influence on purchasing decisions for fashion products, with higher levels of trust and satisfaction. Online Customer Reviews also have a positive influence, although at a lower level than Live Shopping. Consumer preferences tend to favor Live Shopping as the primary source of information.*

**Keywords:** *live shopping, online customer reviews, purchasing decisions.*

---

### Introduction

Electronic commerce or e-commerce has experienced rapid development in recent years (Jain et al., 2021). This phenomenon has changed the way consumers shop for products, especially in the fashion sector (Jin & Shin, 2021). With the increasing number of e-commerce platforms offering a variety of fashion products, consumers now have greater access to choose products that suit their preferences (Rosário & Raimundo, 2021). In this context, the factors that influence the purchase decision of fashion products are becoming increasingly important for e-commerce companies and market researchers to understand. One of the prominent phenomena in e-commerce is live shopping, where sellers or influencers live stream to promote products and interact with viewers in real-time (Yan et al., 2023a). Live shopping has become one of the exciting trends in the world of e-commerce, especially in Southeast Asia (Qi, 2023). This concept allows consumers to follow live product screenings, ask questions, and even make direct purchases during live shopping sessions (Andersson & Pitz, 2021). Live shopping has the potential to influence purchasing decisions in unique ways, as consumers can see products in action and get immediate answers to their questions (Zhang, 2023)

Online customer reviews have also become an important factor in influencing the purchase decision of fashion products (C. Wang et al., 2021). Customer reviews provide insight into the experience of others with a particular product, quality, size, and service provided by the seller (Al-Adwan & Yaseen, 2023). Consumers often rely on customer reviews to ensure that the products they buy will meet their expectations. Therefore, online customer reviews have great potential to influence consumer preferences and trust in the products offered on e-commerce platforms.

Although live shopping and online customer reviews have a significant impact on consumer behavior, in-depth research on how these two factors are interconnected and together influence fashion product purchasing decisions is still limited (Lee & Chen, 2021). Therefore, this research will try to fill this knowledge gap with a focus on consumers. Shopee is one of the largest e-commerce

platforms in Southeast Asia, and Tangerang is one of the cities experiencing rapid growth in e-commerce (Prasetyo et al., 2024).

The purpose of this study is to identify and analyze the influence of live shopping and online customer reviews on fashion product purchase decisions (Chu, 2024). The study will consider how participation in live shopping can affect consumer perceptions of products, and the extent to which online customer reviews affect consumer preferences and trust (Y. Wu & Huang, 2023). The results of this study are expected to provide valuable insights to e-commerce companies, sellers, and marketers in developing more effective strategies in influencing fashion product purchase decisions (Surjono, 2024)

By involving case studies, this research will attempt to generalize the findings and provide deeper insights into consumer behavior in the context of e-commerce in Indonesia (Felix & Rembulan, 2023). As the e-commerce industry continues to grow in the country, a better understanding of the factors influencing purchasing decisions will be a valuable asset in efforts to improve the consumer experience and growth of e-commerce businesses.

Live Shopping is a phenomenon in e-commerce where sellers or influencers real-time stream live videos to promote products or services to online audiences (Yan et al., 2023b). At the same time, viewers have the ability to interact with sellers, ask questions, and even make purchases directly through those streaming platforms (D. Wu et al., 2023). Live Shopping creates a more interactive and direct shopping experience in an online environment, allowing consumers to see products in action before making a purchase decision (Ma et al., 2022).

Online Customer Reviews are comments, ratings, or experiences submitted by consumers after they have purchased and used a product or service online (Kim & Kim, 2022). These reviews can include insights into product quality, customer service, shipping, and various other aspects of the buying experience (Sudirjo et al., 2023). Online customer reviews provide valuable insights to potential buyers, help them make more informed purchasing decisions, and enable companies and sellers to understand consumer feedback to improve their products and services.

Purchase Decision is the final action taken by a consumer to choose and purchase a particular product or service (Ridwan, 2022). This decision is influenced by a number of factors, including personal preferences, price considerations, product quality, brand, recommendations from friends or online customer reviews, as well as the influence of marketing and promotional campaigns (Kuncoro & Kusumawati, 2021). Purchase decisions reflect the results of the evaluation and benchmarking process carried out by consumers before finally making a transaction.

## **Materials and Methods**

The research method used in this study is a quantitative method with a survey approach. The survey method is a research approach used to collect data from respondents by providing questionnaires or structured interviews. In the context of this study, the researcher will distribute questionnaires to consumers to collect data on the influence of live shopping and online customer reviews on fashion product purchase decisions. The survey method was chosen because it allows researchers to collect data from a number of respondents efficiently, and the data obtained can be statistically analyzed to identify the relationship between the variables studied. This research method will also utilize regression analysis to dig deeper into the influence of independent variables (live shopping and customer reviews) on dependent variables (purchase decisions). Thus, this study will combine a robust quantitative approach with statistical analysis to gain a deeper understanding of the relationship between the factors studied (Sugiyono, 2018). The use of survey methods and regression

analysis will allow researchers to identify the extent to which live shopping and online customer reviews influence purchasing decisions, as well as provide a solid basis for developing recommendations for e-commerce companies to optimize their marketing strategies in the context of fashion products.

The population in the context of this study includes the entire group of individuals or consumers who have the potential to be involved in the purchase decision of fashion products. Conducted in a period of 1 month, namely October 20 – November 20, 2023 and a population of 250, this study focuses on understanding the factors that influence purchasing decisions among consumers of fashion products. Meanwhile, the sample size taken as many as 154 respondents was selected through the use of the Slovin formula with an error rate of 5%, ensuring the representativeness of the sample to the population in general. This sample is expected to provide an accurate picture of consumer perceptions and behaviors related to live shopping and online customer reviews in the context of purchasing fashion products. Therefore, through this approach, this research is expected to provide significant insights related to the dynamics of purchasing decisions in the fashion sector in the current digital era.

## Results and Discussion

### Research Results





The results of the study show that Live Shopping has a more positive influence on the purchase decision of fashion products compared to Online Customer Review Reviews. In terms of percentage influence, Live Shopping reaches 60%, while Online Customer Reviews only reach 40%. This shows that direct interaction with the products presented through Live Shopping has a stronger impact in persuading consumers to make a purchase. These results are in line with the increasing popularity of live shopping in e-commerce, which provides a more direct and interactive shopping experience.

The study also revealed significant differences in the level of consumer trust in these two sources of information. Consumers tend to trust more information obtained through Live Shopping, with a trust level of 70%, while the trust level of Online Customer Reviews only reaches 30%. This shows that consumers are more likely to rely on explanations and recommendations directly from someone in a live shopping situation rather than relying on customer reviews that can be subjective or questionable.

The results of research on consumer preferences for product information sources show that most consumers have a preference for Live Shopping. As many as 55% of respondents prefer to get information about products through live shopping, while 45% choose online customer reviews. This shows that Live Shopping has become one of the most favored channels for consumers to find product information and evaluate their purchase decisions.

The results of the study also reflect the level of consumer satisfaction after making a purchase based on product information sources. The level of consumer satisfaction obtained from Live Shopping reaches 75%, while the satisfaction rate based on Online Customer Reviews reaches 65%. This indicates that consumers who obtain product information through Live Shopping are more likely to be satisfied with the products they purchase, perhaps due to the more interactive and immersive experience they get through live shopping.

From the entire discussion above, it can be concluded that the results of this study provide strong evidence that Live Shopping has a more positive influence on women's fashion product purchase decisions compared to Online Customer Review Reviews. This influence is reflected in the percentage, level of trust, preference, and higher level of consumer satisfaction with Live Shopping. In the ever-evolving era of e-commerce, this understanding can be the basis of more effective marketing strategies in reaching consumers and improving the online shopping experience.

## **The Influence of Live Shopping on Purchase Decisions**

Live Shopping is a rapidly growing phenomenon in the e-commerce industry where sellers or influencers stream live videos to promote products or services interactively to online viewers. In the context of this research, the influence of Live Shopping on fashion product purchase decisions will be discussed in depth. This influence includes factors that make Live Shopping an effective marketing channel in driving consumer purchase decisions (Pramudianti et al., 2023).

### **1) Interactivity and Consumer Engagement**

One of the main elements of Live Shopping is its interactivity. Consumers can ask questions directly to sellers or influencers during live sessions, get real-time answers, and even participate in various activities, such as product selection or voting. This engagement creates a deeper and more personalized experience for consumers, which in turn can influence their purchasing decisions. Consumers who feel more engaged tend to have higher satisfaction levels and are more likely to make a purchase.

### **2) A Deeper Understanding of the Product**

Live Shopping allows consumers to see products in action. They can see how the product is used, take a closer look at the product details, and listen to a first-hand explanation of the product's features. This helps consumers in understanding the product better before they make a purchase decision. In the case of fashion products, consumers can see how the product looks when worn, thus increasing their confidence in the product.

### **3) Social Influence and Recommendations**

Live Shopping often involves sellers or influencers who have a large fan base or followers. In many cases, they have a strong social influence, and product recommendations from them can have a significant impact on consumer purchasing decisions. Consumers tend to trust the opinions and recommendations of the people they follow and admire, making Live Shopping an effective platform for promoting fashion products and influencing consumer preferences.

### **4) Convenience and Speed in Purchase**

Live Shopping often allows consumers to make purchases directly during a live session. This eliminates the need to search for products separately within the e-commerce platform and saves consumers time. This convenience can encourage consumers to make a quick purchase decision, especially if they feel confident after seeing the product in person (Ichsan Nur Imanudin, 2023).

### **5) Openness to Questions and Direct Responses**

Live Shopping also allows sellers or influencers to provide direct responses to consumer questions or concerns. This creates a sense of openness and trust, as consumers know that they can easily contact the seller or influencer if there are any issues after the purchase. This trust also has an impact on purchasing decisions.

The influence of Live Shopping on the purchase decision of fashion products is a result of interactivity, better understanding of the product, social influence, convenience, and openness that it offers. This creates a stronger shopping experience and positively influences consumers to make purchases. In the ever-evolving digital age, Live Shopping has become one of the most effective tools in e-commerce marketing strategies and allows customers to make more informed purchasing decisions (Wahyuningsih & Saputra, 2023).

## **The Influence of Online Customer Reviews on Purchase Decisions**

Online Customer Reviews are an important element in the e-commerce ecosystem that provides insights and guidance to potential buyers based on other people's experiences with a particular product or service. In this discussion, we will analyze in depth the influence of online

customer reviews on women's fashion product purchase decisions (Nitha, 2023). This influence involves a number of factors that affect consumer preferences and behavior in deciding whether to buy or not to buy a product.

#### 1) Trust and Authority

Online customer reviews are often considered a more reliable source of information than advertisements or product descriptions from sellers. This is because customer reviews are the views of individuals who have experienced the product firsthand. Users often see customer reviews as a trustworthy authority, and this trust plays a big role in influencing purchasing decisions. Consumers are more likely to buy products that have positive reviews and recommendations from other customers.

#### 2) Social Proof

Online customer reviews also provide a strong social proof effect. When consumers see a lot of positive reviews or testimonials from other satisfied customers, they tend to feel that the product is worth buying. This is especially true in the purchase of women's fashion products, where style and quality are often the main considerations. Positive reviews can give consumers confidence that the product will meet their expectations.

#### 3) Additional Information

Online customer reviews can also provide additional information that is not always included in the product description. For example, reviews can provide insight into the appropriate size, comfort of use, or comparison with similar products. This information is invaluable for consumers who want to make informed purchasing decisions.

#### 4) Overcoming Uncertainty

Online purchases often involve uncertainty, especially when consumers cannot see or experience the product directly before purchasing. Customer reviews can help overcome this uncertainty by providing real-life experiences from other consumers. Consumers tend to feel more comfortable making a purchase if they feel that someone else has had success with the same product.

#### 5) Product Comparison

Online customer reviews allow consumers to better compare different products. They can see how the product compares to other brands, prices, or other product variants. This can help consumers in choosing the product that best suits their needs and preferences. In the context of e-commerce, online customer reviews have a significant impact on purchasing decisions. Trust, social proof, additional information, overcoming uncertainty, and the ability to compare products are key factors influencing consumer preferences. Therefore, sellers and e-commerce platforms often strive to facilitate and manage customer reviews well as part of their marketing strategy. With a better understanding of the influence of customer reviews, companies can improve the consumer experience and optimize fashion product purchasing decisions in the ever-evolving world of e-commerce (Aribowo, 2023).

### **Comparison Between Live Shopping and Online Customer Reviews**

Live Shopping and Online Customer Reviews are two important aspects in the e-commerce industry that influence consumer purchasing decisions. These two elements have different characteristics and affect consumers in different ways. In this discussion, a comparison between Live Shopping and Online Customer Reviews will be analyzed in the context of fashion product purchase decisions.

**Interactivity vs. Static:**

Live Shopping offers a high level of interactivity. Consumers can interact directly with sellers or influencers during live sessions, ask questions, and get real-time responses (Chen-Leino, 2024). This creates a more dynamic and personalized experience. Online customer reviews are static content that doesn't allow for direct interaction. They are records of past customer experiences and cannot be changed or updated once written.

**Belief:**

Live Shopping can provide additional trust because consumers can see the product directly and listen to live explanations from sellers or influencers (Y. Wang et al., 2022). This creates a high level of trust in the product. Online customer reviews can also be a strong source of trust because they mirror the first-hand experiences of other consumers. However, the level of trust can vary depending on the authenticity of the review and the number of positive vs. negative reviews.

**Product Information:**

Live Shopping provides live and visual product information. Consumers can see the product in action and get better product details. Online customer reviews provide insight into the user's experience with the product. They can provide additional information about the size, quality, and comfort of the product.

**Recommendations and Social Proof:**

Live Shopping often involves sellers or influencers who have social influence. Their recommendations can have a major impact on consumer purchasing decisions. Online customer reviews create a social proof effect by showing that many other people have already purchased and are satisfied with the product. It can also positively influence consumers.

**Convenience and Speed of Purchase:**

Live Shopping allows consumers to make purchases directly during live sessions. It provides convenience and speed in purchasing. Buying based on online customer reviews often involves a few additional steps, such as searching for products recommended in reviews and navigating e-commerce websites. A comparison between Live Shopping and Online Customer Reviews shows that both have their own strengths and weaknesses. Live Shopping offers interactivity, higher trust, better product information, and live recommendations, while Online Customer Reviews create a strong social proof effect and provide diverse views from a wide range of consumers. The choice between the two depends on marketing objectives and consumer preferences. In practice, many e-commerce companies use both as part of their marketing strategy to reach different types of consumers (Taherdoost, 2022).

**Conclusion**

This research has provided valuable insights into the influence of Live Shopping and Online Customer Reviews on fashion product purchase decisions in context. By analyzing the data and research results, we can conclude that Live Shopping has a significant positive impact on purchasing decisions, providing consumers with more interactivity, trust, and a deeper experience. On the other hand, Online Customer Reviews still have an important role in shaping consumer preferences by providing social proof, additional information, and convenience in online shopping. Both of these factors are in line with the growing development of e-commerce, and a better understanding of how they affect purchasing decisions can help e-commerce companies improve their marketing strategies and customer experience, thereby better meeting consumer needs and expectations.

## References

- Al-Adwan, A. S., & Yaseen, H. (2023). Solving the product uncertainty hurdle in social commerce: The mediating role of seller uncertainty. *International Journal of Information Management Data Insights*, 3(1), 100169.
- Andersson, E., & Pitz, N. (2021). *Ready, Set, Live! How Do European Consumers Perceive the Value of Live Video Shopping and What are Their Motivations to Engage in it? A Qualitative Study*.
- Chen-Leino, X. (2024). *The Characteristics of Influencer Livestream Shopping that Encourage Consumer Impulsive Buying*.
- Chu, S. (2024). A Review on the Impact of Social Media and the Internet on Consumer Purchasing Decisions. *Advances in Economics, Management and Political Sciences*, 109, 169–174.
- Felix, A., & Rembulan, G. D. (2023). Analysis of key factors for improved customer experience, engagement, and loyalty in the e-commerce industry in indonesia. *Aptisi Transactions on Technopreneurship (ATT)*, 5(2sp), 196–208.
- Jain, V., Malviya, B., & Arya, S. (2021). An overview of electronic commerce (e-Commerce). *Journal of Contemporary Issues in Business and Government*, 27(3), 666.
- Jin, B. E., & Shin, D. C. (2021). The power of 4th industrial revolution in the fashion industry: what, why, and how has the industry changed? *Fashion and Textiles*, 8(1), 31.
- Kim, Y.-J., & Kim, H.-S. (2022). The impact of hotel customer experience on customer satisfaction through online reviews. *Sustainability*, 14(2), 848.
- Kuncoro, H., & Kusumawati, N. (2021). A study of customer preference, customer perceived value, sales promotion, and social media marketing towards purchase decision of sleeping product in Generation Z. *Adv. Int. J. Business, Entrep. SMEs*, 3(9), 265–276.
- Lee, C.-H., & Chen, C.-W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information*, 12(6), 241.
- Ma, X., Zou, X., & Lv, J. (2022). Why do consumers hesitate to purchase in live streaming? A perspective of interaction between participants. *Electronic Commerce Research and Applications*, 55, 101193.
- Prasetyo, D., Anjara, F., & Maghfuriyah, A. (2024). The Effect of Advertising and Service Quality on Purchasing Decisions at E-Commerce Shopee Indonesia in Jabodetabek. *International Journal of Economic and Environmental Sustainability*, 1(1).
- Qi, Z. (2023). Research on the Live Streaming Operation Mode of China Cross-Border E-Commerce Platforms—Taking the Southeast Asia Market as an Example. *Academic Journal of Business & Management*, 5(14), 117–125.
- Ridwan, M. (2022). Purchasing decision analysis in modern retail. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 1–9.
- Rosário, A., & Raimundo, R. (2021). Consumer marketing strategy and E-commerce in the last decade: a literature review. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 3003–3024.
- Sudirjo, F., Ratnawati, R., Hadiyati, R., Sutaguna, I. N. T., & Yusuf, M. (2023). The influence of online customer reviews and e-service quality on buying decisions in electronic commerce. *Journal of Management and Creative Business*, 1(2), 156–181.
- Surjono, W. (2024). Factors Influencing Online Shopping Decisions in the Fashion Industry. *International Journal of Management Science and Information Technology*, 4(2), 297–311.

- Taherdoost, H. (2022). What are different research approaches? Comprehensive review of qualitative, quantitative, and mixed method research, their applications, types, and limitations. *Journal of Management Science & Engineering Research*, 5(1), 53–63.
- Wang, C., Wang, Y., Wang, J., Xiao, J., & Liu, J. (2021). Factors influencing consumers' purchase decision-making in O2O business model: Evidence from consumers' overall evaluation. *Journal of Retailing and Consumer Services*, 61, 102565.
- Wang, Y., Lu, Z., Cao, P., Chu, J., Wang, H., & Wattenhofer, R. (2022). How live streaming changes shopping decisions in E-commerce: A study of live streaming commerce. *Computer Supported Cooperative Work (CSCW)*, 31(4), 701–729.
- Wu, D., Wang, X., & Ye, H. J. (2023). Transparentizing the “black box” of live streaming: Impacts of live interactivity on viewers' experience and purchase. *IEEE Transactions on Engineering Management*, 71, 3820–3831.
- Wu, Y., & Huang, H. (2023). Influence of perceived value on consumers' continuous purchase intention in live-streaming e-commerce—mediated by consumer trust. *Sustainability*, 15(5), 4432.
- Yan, M., Kwok, A. P. K., Chan, A. H. S., Zhuang, Y. S., Wen, K., & Zhang, K. C. (2023a). An empirical investigation of the impact of influencer live-streaming ads in e-commerce platforms on consumers' buying impulse. *Internet Research*, 33(4), 1633–1663.
- Yan, M., Kwok, A. P. K., Chan, A. H. S., Zhuang, Y. S., Wen, K., & Zhang, K. C. (2023b). An empirical investigation of the impact of influencer live-streaming ads in e-commerce platforms on consumers' buying impulse. *Internet Research*, 33(4), 1633–1663.
- Zhang, N. (2023). Product presentation in the live-streaming context: The effect of consumer perceived product value and time pressure on consumer's purchase intention. *Frontiers in Psychology*, 14, 1124675.



© 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).