

The Effects of Live Streaming and Product Bundling on Purchase Intention through Customer Trust

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Abstract:

The development of live streaming features on e-commerce platforms has transformed digital marketing strategies by enabling more intensive interaction between sellers and consumers. Product bundling has also become a promotional strategy that can enhance perceived product value. This study aims to analyze the effects of live streaming and product bundling on purchase intention through customer trust as a mediating variable. The study uses a quantitative approach with a survey of 135 Shopee users. Respondents were selected through purposive sampling, and data were analyzed using path analysis with IBM SPSS Statistics 31. The results show that live streaming and product bundling positively affect customer trust. Product bundling and customer trust also positively affect purchase intention, whereas the direct effect of live streaming on purchase intention is relatively weak. The findings further indicate that customer trust serves as a mediating variable in the relationships of live streaming and product bundling with purchase intention. These results imply that strengthening customer trust through informative live streaming and attractive product bundling strategies can increase consumers' purchase intention on e-commerce platforms.

Keywords:

live streaming; product bundling; customer trust; purchase intention; e-commerce.

I. Introduction

Advances in information technology have transformed consumer shopping behavior from conventional methods to digital transactions. E-commerce is one of the fastest-growing sectors because it offers convenience, efficiency, and broader access to products and services. In Indonesia, growth in internet users and the adoption of digital technologies have strengthened the position of e-commerce platforms as major channels for electronic commerce (APJII, 2024). This development encourages e-commerce companies to continually develop innovative digital marketing strategies to attract consumers' attention and increase purchase intention.

One rapidly growing marketing innovation is live streaming. This feature allows sellers to interact directly with potential consumers through product demonstrations, real-time information, and two-way communication that can reduce consumer uncertainty before a purchase (Wongkitrungrueng & Assarut, 2020). Compared with promotion based on images or prerecorded videos, live streaming provides a more interactive shopping experience that can enhance customer engagement and influence consumer decisions (Sun et al., 2023).

In addition to live streaming, product bundling is another marketing strategy widely used by e-commerce businesses. It combines two or more products into a single sales package at a more attractive price than purchasing the products separately. Product bundling not only increases consumers' perceived value but can also enhance product appeal, accelerate inventory turnover, and increase sales (Kotler et al., 2022). In a competitive e-commerce

environment, this strategy provides an effective promotional option for increasing consumers' purchase intention.

Nevertheless, the success of digital marketing strategies depends not only on promotional activities but also on consumers' trust in sellers and e-commerce platforms. Customer trust is consumers' belief that transactions are secure, information is accurate, and the products received match what was promised (Morgan & Hunt, 1994). Trust is particularly important in online transactions because consumers cannot inspect products directly before making a purchase (Gefen et al., 2003). Greater consumer trust therefore increases the likelihood of purchase intention.

Previous studies show that live streaming can increase consumer trust through transparent product information and direct interaction between sellers and buyers (Wongkitrungrueng & Assarut, 2020; Sun et al., 2023). Product bundling has also been shown to provide greater perceived economic benefits, thereby increasing both trust and purchase intention (Kotler et al., 2022). However, some studies indicate that live streaming does not always have a significant direct effect on purchase intention because this relationship is influenced by consumers' psychological factors, including trust (Ma et al., 2022). These differing findings indicate a research gap concerning the mechanisms through which live streaming and product bundling influence purchase intention.

Based on these observations, this study develops a model that positions customer trust as a mediating variable in the relationships of live streaming and product bundling with purchase intention. Including a mediating variable is expected to provide a more comprehensive understanding of how consumers' purchase intention develops on e-commerce platforms. Accordingly, this study aims to analyze the effects of live streaming and product bundling on purchase intention through customer trust. The findings are expected to contribute to the digital marketing literature and inform e-commerce businesses' development of more effective marketing strategies for increasing consumer trust and purchase intention.

II. Review of Literature

2.1 Live Streaming

Live streaming is a digital marketing strategy that allows sellers to broadcast live videos to introduce products, provide demonstrations, and interact with consumers in real time. Unlike conventional digital marketing, live streaming provides a more interactive shopping experience because consumers can ask questions, obtain information directly, and receive prompt responses from sellers. These interactions can reduce consumers' uncertainty about the products offered, thereby increasing trust and encouraging purchase intention.

According to Wongkitrungrueng and Assarut (2020), live streaming serves not only as a promotional medium but also as a means of building relationships between sellers and consumers through two-way communication. Arisman and Salehudin (2022) show that live stream selling can increase customer trust and customer engagement, thereby increasing purchase intention.

In this study, live streaming is measured through consumers' perceptions of information delivery quality, direct interaction, the host's ability to explain products, the clarity of product demonstrations, ease of obtaining information, and the shopping experience during live streaming sessions.

2.2 Product Bundling

Product bundling is a sales strategy that combines two or more products into a single package at a lower price than purchasing them separately. The strategy aims to increase consumers' perceived value, encourage product sales, and enhance promotional appeal. Kotler et al. (2022) explain that product bundling can create perceptions of greater benefits, encouraging consumers to make purchases.

In e-commerce, product bundling is an effective promotional strategy because it offers a more economical purchasing option while introducing consumers to different products. It can increase consumer satisfaction by providing greater economic benefits than buying products individually. Managing product bundles also helps companies increase sales volume and reduce inventories of particular products.

In this study, product bundling is measured through consumers' perceptions of bundle attractiveness, the suitability of product combinations, price advantages, and the benefits of bundles compared with separate purchases.

2.3 Customer Trust

Customer trust is consumers' belief that sellers and e-commerce platforms can fulfill their promises, provide accurate information, maintain transaction security, and deliver products that meet consumers' expectations. Trust is particularly important in online transactions because consumers cannot physically inspect products before purchasing them.

Morgan and Hunt (1994) explain that trust is the principal foundation for building long-term relationships between companies and customers. In e-commerce, Gefen et al. (2003) state that trust can reduce perceived risk and increase consumers' confidence in conducting transactions. Research on live-streaming commerce also shows that information quality, seller transparency, and interaction during live streaming contribute to increased customer trust, which subsequently encourages purchase intention.

In this study, customer trust is measured through consumers' perceptions of seller honesty, the credibility of product information, transaction security, and confidence that the products received match the information provided.

2.4 Purchase Intention

Purchase intention refers to consumers' tendency or desire to purchase a product after obtaining information and evaluating it. It reflects the likelihood of a future purchase and is an important indicator of consumer behavior.

According to Kotler and Keller (2016), purchase intention is a stage preceding the purchase decision and is influenced by attitudes, perceptions, experiences, and marketing stimuli. In e-commerce, purchase intention is influenced by information quality, platform usability, promotions, and trust in the seller. Studies demonstrate that customer trust positively affects purchase intention, particularly in live-streaming commerce transactions.

In this study, purchase intention is measured through consumers' perceptions of their desire to purchase products, interest in conducting transactions, willingness to recommend products to others, and intention to make future purchases.

Hypothesis Development

The Effect of Live Streaming on Customer Trust

Live streaming gives consumers an opportunity to view products directly, interact with sellers, and obtain information in real time. These interactions can reduce uncertainty about product quality and increase trust in sellers and e-commerce platforms. Higher-quality information delivery, product demonstrations, and communication during live streaming therefore increase consumer trust.

Wongkitrungrueng and Assarut (2020) show that live streaming can increase consumer trust through interactive and transparent communication. Sun et al. (2023) also demonstrate that live streaming quality positively affects customer trust on e-commerce platforms.

Based on this discussion, the following hypothesis is proposed.

H1: Live streaming has a positive effect on customer trust.

The Effect of Product Bundling on Customer Trust

Product bundling is a marketing strategy that provides added value to consumers by combining several products at a lower price. Bundles that address consumers' needs can enhance perceived value and increase consumers' confidence in their prospective purchase decisions.

Kotler et al. (2022) explain that product bundling strategies can enhance perceived value and consumer satisfaction. Chen and Riordan (2021) also show that attractive bundles can increase consumers' trust in sellers because they are perceived as providing greater economic benefits.

Based on this explanation, the following hypothesis is proposed.

H2: Product bundling has a positive effect on customer trust.

The Effect of Live Streaming on Purchase Intention

Live streaming provides a more interactive shopping experience than conventional promotional methods. Live product demonstrations, comprehensive information, and two-way communication can increase consumers' interest in products and encourage purchase intention.

According to Sun et al. (2023), live streaming quality positively affects purchase intention. Wongkitrungrueng and Assarut (2020) also state that shopping experiences through live streaming can increase consumers' desire to make purchases.

Based on this discussion, the following hypothesis is proposed.

H3: Live streaming has a positive effect on purchase intention.

The Effect of Product Bundling on Purchase Intention

Product bundling provides economic benefits to consumers because they receive several products at a lower price than purchasing them separately. These perceived benefits can increase promotional appeal and encourage consumers to make purchases.

Kotler et al. (2022) state that product bundling is a pricing strategy that can increase consumers' perceived value. Venkatesh and Mahajan (2009) also demonstrate that product bundle strategies can increase consumers' purchase intention.

Based on this explanation, the following hypothesis is proposed.

H4: Product bundling has a positive effect on purchase intention.

The Effect of Customer Trust on Purchase Intention

Trust is an important factor influencing consumer behavior in online transactions. Greater consumer trust in sellers and e-commerce platforms reduces perceived risk and increases the desire to make purchases.

Morgan and Hunt (1994) explain that trust underpins long-term relationships between companies and customers. Gefen et al. (2003) show that customer trust positively affects purchase intention in e-commerce transactions.

Based on this discussion, the following hypothesis is proposed.

H5: Customer trust has a positive effect on purchase intention.

The Role of Customer Trust in Mediating the Effect of Live Streaming on Purchase Intention

Live streaming not only provides product information but also builds communication that can increase consumer trust. This trust subsequently encourages consumers' intention to purchase the products offered. The effect of live streaming on purchase intention is therefore expected to operate indirectly through customer trust.

Wongkitrungrueng and Assarut (2020) show that consumer trust mediates the relationship between live streaming quality and purchasing behavior.

Based on this explanation, the following hypothesis is proposed.

H6: Customer trust mediates the effect of live streaming on purchase intention.

The Role of Customer Trust in Mediating the Effect of Product Bundling on Purchase Intention

Product bundling strategies that provide economic benefits to consumers can increase confidence in the value of the products offered. This trust subsequently encourages consumers to make purchases. Customer trust is therefore expected to serve as a mediating variable in the relationship between product bundling and purchase intention.

Research on digital marketing shows that perceived value and consumer trust are important mechanisms explaining the effects of promotional strategies on consumers' purchase intention (Kotler et al., 2022; Gefen et al., 2003).

Based on this discussion, the following hypothesis is proposed.

H7: Customer trust mediates the effect of product bundling on purchase intention.

III. Research Methods

This study uses a quantitative approach with a survey method to analyze the effects of live streaming and product bundling on purchase intention through customer trust as a mediating variable. A quantitative approach was selected because it can objectively explain relationships among variables through hypothesis testing using statistical analysis (Sugiyono, 2023).

The study population consists of all Shopee application users who have watched live streaming and used product bundling promotions while shopping. Purposive sampling was employed to select respondents based on criteria aligned with the study objectives. Respondents had to: (1) have used the Shopee application, (2) have watched live streaming on

Shopee, (3) have seen or purchased products offered through product bundling promotions, and (4) be willing to complete the research questionnaire. Based on these criteria, 135 respondents were included in the sample.

The study uses primary data collected through an online questionnaire with a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The research instrument comprises four variables: Live Streaming (X₁), Product Bundling (X₂), Customer Trust (Z), and Purchase Intention (Y). Live streaming was measured using eight indicators, product bundling using eight indicators, customer trust using six indicators, and purchase intention using eight indicators. These indicators were adapted from previous studies and adjusted to the research context.

Data were analyzed using IBM SPSS Statistics 31. The analysis included instrument quality testing: validity was assessed using Pearson correlation, and reliability was assessed using Cronbach's alpha. Classical assumption tests were subsequently conducted, including normality, multicollinearity, heteroscedasticity, linearity, and autocorrelation tests, to ensure that the data met the analytical requirements.

Hypotheses were tested using path analysis to examine direct and indirect effects among the research variables through the mediating variable. Direct effects were analyzed using regression coefficients and significance levels, while indirect effects were analyzed by comparing path coefficients among the independent, mediating, and dependent variables. The research model comprises two structural equations: the first analyzes the effects of live streaming and product bundling on customer trust, and the second analyzes the effects of live streaming, product bundling, and customer trust on purchase intention.

Table 1. Operational Definitions of Variables

Variable	Operational Definition	Indicators	Scale
Live Streaming (X ₁)	Consumers' perceptions of the quality of sellers' live broadcasts in providing product information and interacting with consumers.	Information quality, interaction, product demonstrations, communication, responsiveness, host credibility, ease of obtaining information, shopping experience	Likert (1–5)
Product Bundling (X ₂)	Consumers' perceptions of product bundles offered at a lower price than purchasing the products separately.	Bundle suitability, price advantages, product value, bundle attractiveness, purchasing efficiency, economic benefits, product variety, ease of selection	Likert (1–5)
Customer Trust (Z)	Consumers' confidence in seller reliability and transaction security on e-commerce platforms.	Seller honesty, transaction security, information credibility, product quality, service reliability, trust in the platform	Likert (1–5)
Purchase Intention (Y)	Consumers' desire to purchase products after obtaining information and evaluating the products offered.	Purchase interest, desire to try, purchase intention, product preference, purchase plans, purchase confidence, recommendations, likelihood of purchasing	Likert (1–5)

IV. Results and Discussion

4.1 Respondent Characteristics

This study involved 135 Shopee users who had watched live streaming and used product bundling promotions. All respondents were selected through purposive sampling according to the study criteria and were therefore considered able to provide relevant information about purchasing behavior on e-commerce platforms.

4.2 Validity Testing

Validity was assessed using Pearson correlation by comparing the calculated correlation coefficients with the critical r-value of 0.190. The results show that all indicators for Live Streaming, Product Bundling, Customer Trust, and Purchase Intention have calculated r-values greater than the critical r-value. All questionnaire items are therefore considered valid and suitable for use as research instruments.

Table 2. Summary of Validity Testing

Variable	Number of Items	Result
Live Streaming	8	Valid
Product Bundling	8	Valid
Customer Trust	6	Valid
Purchase Intention	8	Valid

4.3 Reliability Testing

Reliability was assessed using Cronbach's alpha. The analysis shows that all variables have Cronbach's alpha values that meet the reliability criteria. The research instrument is therefore considered consistent in measuring each construct.

Table 3. Summary of Reliability Testing

Variable	Cronbach's Alpha	Interpretation
Live Streaming	0.649	Reliable
Product Bundling	>0.60	Reliable
Customer Trust	0.730	Reliable
Purchase Intention	0.739	Reliable

4.4 Classical Assumption Testing

The Kolmogorov–Smirnov normality test produced a significance value of 0.099. The data are therefore normally distributed because this value exceeds 0.05.

The multicollinearity test shows that all variables have tolerance values above 0.10 and VIF values below 10, indicating no multicollinearity. The heteroscedasticity test also shows significance values above 0.05 for each variable, indicating that the regression model is free from heteroscedasticity. The Durbin–Watson value of 1.896 further indicates no autocorrelation in the research model.

Table 3. Summary of Classical Assumption Testing

Test	Result	Conclusion
Normality	Sig. = 0.099	Normal
Multicollinearity	Tolerance > 0.10; VIF < 10	No multicollinearity
Heteroscedasticity	Sig. > 0.05	No heteroscedasticity
Autocorrelation	DW = 1.896	No autocorrelation

4.5 Path Analysis

Path analysis was conducted to examine the direct and indirect effects of the independent variables on the dependent variable through the mediating variable. In Model I, live streaming has a path coefficient of 0.411 for customer trust, while product bundling has a path coefficient of 0.381 for customer trust. These results indicate that both independent variables positively affect consumer trust.

In Model II, the path coefficients indicate a direct effect of 0.050 for live streaming on purchase intention, 0.461 for product bundling, and 0.366 for customer trust. These coefficients show that product bundling has a greater direct effect than live streaming on increasing consumers' purchase intention.

Table 4. Summary of Path Analysis Results

Relationship Between Variables	Path Coefficient
Live Streaming → Customer Trust	0.411
Product Bundling → Customer Trust	0.381
Live Streaming → Purchase Intention	0.050
Product Bundling → Purchase Intention	0.461
Customer Trust → Purchase Intention	0.366

4.6 Discussion

The Effect of Live Streaming on Customer Trust

The results show that live streaming positively affects customer trust. This indicates that higher-quality information delivery, product demonstrations, and seller interaction during live streaming sessions increase consumers' trust in both products and sellers. Direct communication reduces consumer uncertainty before transactions and strengthens confidence in the quality of the products offered. This finding is consistent with Wongkitrungrueng and Assarut (2020) and Sun et al. (2023), who identify live streaming as an effective marketing medium for building consumer trust.

The Effect of Product Bundling on Customer Trust

The results show that product bundling positively affects customer trust. Combining several products into a single package at a lower price increases perceived value, leading consumers to believe they receive greater benefits. This increases consumers' trust in sellers and e-commerce platforms. The finding supports Kotler et al. (2022), who state that product bundling strategies can enhance consumers' perceived value and strengthen relationships between companies and customers.

The Effect of Live Streaming on Purchase Intention

The analysis shows that the direct effect of live streaming on purchase intention is relatively weak compared with the other variables. This suggests that live streaming alone cannot fully encourage consumers' purchase intention without other factors that strengthen their confidence. Consumers therefore require not only engaging information but also trust in the seller before deciding to purchase a product.

The Effect of Product Bundling on Purchase Intention

This study shows that product bundling has a relatively strong positive effect on purchase intention. Bundles that offer price advantages can increase consumers' interest in purchasing because they are perceived as providing greater economic value. This finding supports Kotler et al. (2022), who explain that bundling strategies can enhance perceived benefits and encourage consumers' purchase intention.

The Effect of Customer Trust on Purchase Intention

The results show that customer trust positively affects purchase intention. High levels of trust in sellers and e-commerce platforms reduce perceived risk and increase consumers' confidence in conducting transactions. This finding reinforces the Commitment–Trust Theory of Morgan and Hunt (1994), which explains that trust is a principal factor in building long-term relationships between companies and customers.

The Role of Customer Trust as a Mediating Variable

The path analysis results show that customer trust serves as a mediating variable in the relationships of live streaming and product bundling with purchase intention. This finding indicates that digital marketing strategies affect purchase intention both directly and through increased consumer trust. E-commerce businesses therefore need to optimize live streaming quality and offer attractive product bundles to build consumer trust and ultimately increase purchase intention.

V. Conclusion

This study aims to analyze the effects of live streaming and product bundling on purchase intention through customer trust as a mediating variable among Shopee users. Based on the path analysis results, live streaming and product bundling positively affect customer trust. This finding indicates that interactive product information delivered through live streaming and attractive bundles can increase consumers' trust in sellers and e-commerce platforms.

The results also show that product bundling and customer trust positively affect purchase intention, whereas the direct effect of live streaming on purchase intention is relatively weak compared with the other variables. This suggests that live streaming is more effective in increasing consumers' purchase intention when accompanied by the development of trust in the seller. Customer trust therefore serves as a mediating variable in the relationships of live streaming and product bundling with purchase intention.

In practical terms, the findings suggest that e-commerce businesses, particularly sellers on Shopee, should further improve live streaming quality through accurate information, interactive communication, and engaging product demonstrations. Product bundling strategies that provide added value can also increase trust and encourage purchase intention. Combining

these strategies is expected to improve digital marketing effectiveness and strengthen sellers' competitiveness amid intensifying e-commerce competition.

This study is limited to 135 Shopee users, so its findings cannot yet be generalized to all e-commerce users in Indonesia. Future research should therefore broaden the respondent population, include other e-commerce platforms such as TikTok Shop, Tokopedia, or Lazada, and incorporate additional variables such as electronic word of mouth, perceived value, customer engagement, or brand image to provide a more comprehensive understanding of the factors influencing purchase intention.

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