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The Role of Content Marketing, Discounts, and Live Streaming in Digital Purchasing Decisions

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Abstract

This study aims to analyze the influence of three independent variables—Content Marketing, Live Streaming, and Price Discount on the dependent variable of Purchase Decision. The results of the path analysis show that Content Marketing and Price Discount have a significant influence on Purchasing Decisions, with path coefficients of 0.499 and 0.382, respectively. Meanwhile, Live Streaming did not show a statistically significant effect on Purchasing Decisions. This research model has very strong learning power with an R-square value of 0.845, indicating that 84.5 % of the variation in Purchasing Decisions can be explained by the three independent variables.

Keywords:Conten Marketing, Price Discoint, Live Streaming

INTRODUCTION

The development of digital technology and massive internet penetration have changed the landscape of consumer behavior in Indonesia, particularly in the context of online shopping. E-commerce is no longer simply a transaction platform, but has evolved into a hybrid ecosystem that integrates entertainment, information, and promotions in a single interactive experience. This transformation has brought about various innovative digital marketing strategies, such as content marketing, discounts, and live streaming, which significantly influence consumer purchasing decisions (Daud et al., 2025) . Particularly in Indonesia, the rapid growth of internet users and e-commerce platforms has transformed the retail landscape, enabling entrepreneurs to directly reach consumers and driving the largest digital economy in Southeast Asia (Daud et al., nd) .

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Amidst this trend, live streaming shopping has emerged as a dominant phenomenon, especially among the younger generation, including students—a group that is digitally literate, responsive to trends, and socially active. E-commerce platforms like Shopee have adopted these digital promotional features to attract consumers, where the integration of content marketing and live streaming has been shown to increase consumer engagement and significantly influence purchasing decisions (Al-Fairuz, 2024; Aulia & Harto, 2024) .

In student cities like Malang, live streaming shopping activities on platforms like TikTok Shop, Shopee Live, and Instagram Live are increasingly popular. Consumers are not only looking for affordable products but also for engaging, personalized, and entertaining shopping experiences. In this context, three key elements emerge as key drivers: content marketing, price discounts, and live streaming. These three elements interact with each other, forming a dynamic digital marketing strategy to create a comprehensive shopping experience, encourage interaction, and ultimately substantially influence purchasing decisions (Aulia & Harto, 2024; "KW-467-SEK.Pdf," 2024) . This study seeks to comprehensively analyze the synergistic influence of these three elements on digital purchasing decisions among Malang students, filling the research gap regarding the interconnectedness of digital marketing strategies in this specific consumer behavior context (Aulia & Harto, 2024; Zafitri et al., 2025) .

content marketing can build emotional connections between consumers and brands. Narratives delivered by hosts (streamers), the use of short videos, and educational content create positive perceptions and increase engagement. Furthermore, price discounts remain a key attraction, especially for students on a budget. Flash sales, vouchers, and exclusive discounts during live streams create a sense of urgency and a psychological compulsion to purchase immediately. Meanwhile, the high interactivity of live streams, including the ability to ask questions directly to sellers and view products in real time, helps strengthen consumer confidence in the product and encourage impulse buying decisions (Andriansah et al., 2023; Aulia & Harto, 2024) .

However, what distinguishes this approach from conventional marketing strategies is the role of live streaming as a dynamic mediator. Real-time interaction, the ability to ask questions directly, and live product visualization provide a higher level of trust than simply viewing product images. The combination of these three forms an impulsive yet structured buying ecosystem, where purchase decisions are often made within minutes. This research argues that the synergy between informative content marketing, urgency-inducing discounts, and interactive live streaming creates a more holistic conceptual

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model for understanding consumer digital purchasing behavior (Aulia & Harto, 2024; Zafitri et al., 2025) .

This study aims to analyze the role of content marketing, price discounts, and live streaming on digital purchasing decisions, focusing on college students in Malang as a representative sample of young digital native consumers. The results are expected to provide in-depth understanding for businesses, e-commerce platforms, and marketers in designing effective strategies in this era of hybrid shopping. Specifically, this study will examine how these three elements, both partially and simultaneously, influence purchasing decisions and identify which variables have the most significant impact in the context of college students in Malang (Zafitri et al., 2025) .

Based on the background above, several research questions can be formulated, namely:

1. How does content marketing influence digital purchasing decisions among students in Malang? How do discounts influence digital purchasing decisions among students in Malang?
2. How does live streaming influence digital purchasing decisions among students in Malang, and
3. How these three elements (content marketing, discounts, and live streaming) simultaneously influence digital purchasing decisions of students in Malang

Content Marketing

Content marketing is a strategic approach to marketing that focuses on creating and distributing relevant, consistent, and valuable content to attract and retain a clearly defined audience (Sitindaon, 2025) . The goal is to drive profitable consumer action through the provision of useful and entertaining information, rather than through direct promotion (Aulia & Harto, 2024) . This strategy encompasses various forms of content such as blog articles, videos, infographics, and live streaming, designed to build consumer engagement and indirectly influence their purchasing decisions (Aulia & Harto, 2024; Rafi & Hermina, 2023) .

Factors that influence content marketing are:

Content quality, information relevance, presentation consistency, and interactivity are crucial factors that determine the effectiveness of content marketing in attracting consumer attention and building brand loyalty (Aulia & Harto, 2024) . Content marketing plays a crucial role in consumer purchasing decisions due to its ability to educate,

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entertain, and build emotional connections with audiences, ultimately triggering interest and a desire to purchase (Herman et al., 2023; Majid & Faizah, 2024) . Content marketing, as a marketing strategy that focuses on providing valuable content, has been shown to influence consumer purchase intentions through promotions on social media (Herman et al., 2023) .

Furthermore, content marketing that is presented in an attractive and informative manner can encourage customer loyalty and strengthen their intention to make a purchase, in line with the finding that the simultaneous integration of content, discounts, and live streaming significantly influences purchasing decisions (Zafitri et al., 2025) .

Price Discount

Discounting is a pricing strategy that offers a price reduction from the standard price of a product or service, aimed at stimulating demand, increasing sales volume, or clearing stock (Rafi & Hermina, 2023) . This tactic is often implemented in various schemes, ranging from percentage discounts, special pricing for purchases of a certain amount, to "buy one get one free" promotions, all aimed at attracting consumer attention and accelerating the purchasing decision cycle (Lestari & Dwijayanti, 2022) . Discounts can also be an effective strategy to attract new consumers, encourage repeat purchases from existing customers, and position products competitively in crowded markets. Effective discounting requires careful consideration of consumer behavior, cost structures, and the company's strategic objectives to avoid eroding the product's perceived value (Lestari & Dwijayanti, 2022) . This factor has been empirically proven to influence purchasing decisions, where the presence of discount promotions can trigger consumer interest in making transactions immediately. In addition, discounts serve as psychological incentives that can reduce the perception of financial risk for buyers, encouraging them to try new products or make larger purchases than usual (Rafi & Hermina, 2023) .

The use of discounts, especially those communicated effectively through digital platforms and live streaming, has been shown to increase product appeal and accelerate the purchasing decision-making process (Rafi & Hermina, 2023) . Strategically offering discounts can encourage consumers to purchase larger quantities, anticipate competitor promotions, and support high-volume trading (Ulmaghfiroh et al., 2021) .

However, several studies have shown that discounts do not always have a significant influence on purchasing decisions, especially when not accompanied by other comprehensive marketing strategies (Lestari & Dwijayanti, 2022) . However, other studies

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have shown that discounts positively and significantly influence purchasing decisions, even in the context of online shopping (Rafi & Hermina, 2023) . Consumers tend to respond to discounts with high enthusiasm, viewing them as attractive financial benefits (Rosida & Haryanti, 2020) , often triggering impulsive purchasing decisions, especially when offered for a limited time. This phenomenon becomes more pronounced in the context of online sales, where discount offers are often combined with a narrative of urgency, encouraging consumers to act quickly to avoid missing out (Satria & Trinanda, 2019) .

The presence of discounts can arouse consumer interest, even for those who initially did not intend to buy, because discounts are considered to make product prices more affordable (Surveyandini, 2021; Thohir et al., 2021) .

Live Streaming

Live video streaming is the broadcasting of live video content over the internet that enables real-time interaction between broadcasters and viewers (Sandra & Fithrotunisa, 2023) . This platform has rapidly evolved as an effective marketing tool, enabling live product demonstrations, Q&A sessions, and exclusive offers that create an immersive and personalized shopping experience for consumers (Ramadhan & Hilwa, 2024) . Through live streaming, sellers can promote products in real time, drive purchase interest, and even build brand loyalty. This live streaming activity allows direct interaction between sellers and consumers, facilitating transparent two-way communication and building trust, which in turn can improve purchasing decisions (Zafitri et al., 2025) . The existence of live streaming as a channel for direct interaction and visual product demonstrations can stimulate impulse purchases and strengthen emotional connections between brands and consumers (Zafitri et al., 2025) . The quality of interaction in live streaming, including the host's ability to explain products and answer questions directly, can significantly increase consumer trust in the products offered (Febriany et al., 2023; Islami & Santo, 2024)

Research has shown that live streaming has a significant positive influence on consumer purchasing decisions, both directly and through the mediation of other factors such as hedonic shopping value (Adawiyah & Haris, 2024) . Furthermore, the popularity of live streaming has changed the interaction patterns between buyers and sellers in the modern business world, bringing benefits because product information can be disseminated instantly (Refasa et al., 2023) . This is due to the ability of live streaming to create a more engaging and interactive shopping experience, where viewers can feel as if they are in a physical store (Febriany et al., 2023) . Factors such as interaction quality,

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streamer credibility, and exclusive promotions during live broadcasts can significantly influence consumer purchase intentions and purchasing decisions (Maharani & Dirgantara, 2023; Ratnawati & Hanoky, 2023) .

Moreover, features like TikTok Live allow sellers to interact directly with buyers, alleviating doubts and answering detailed product questions in real-time, thereby increasing sales conversion rates (Suarna, 2022) . Platforms like TikTok have been shown to significantly increase sales and brand engagement through direct interaction and building emotional connections with viewers during live streaming (Sania & Febriana, 2024) . Sellers can record and broadcast videos in real-time, creating a direct interaction between broadcasters and viewers that allows for two-way communication regarding product quality, size, and material in detail (Juliana, 2023) .

Buying Decision

Consumer buying is a mental process in which consumers identify needs, gather information, evaluate alternatives, and ultimately choose to purchase a product or service (Islami & Santo, 2024) . This process involves a series of stages ranging from problem recognition to post-purchase behavior, which are influenced by various internal and external factors (Islami & Santo, 2024) . These factors include social, cultural, personal, and psychological influences that complexly shape consumer preferences and choices (Sitindaon, 2025) . In the digital context, purchasing decisions are often influenced by easy access to information, online reviews, and attention-grabbing content marketing strategies (Zafitri et al., 2025) . For example, content optimized for social media platforms can effectively increase brand awareness and influence purchasing decisions, especially for digitally active student audiences (Sitindaon, 2025) . Research also shows that product quality and consumer trust are important variables mediating the impact of live streaming on purchasing decisions (Alawiyah & Ali, 2024) . In this context, digital purchasing decisions become increasingly complex with the presence of various online stimuli that shape consumer perceptions and preferences (Pranadewi et al., 2024) .

METHODOLOGY

This study adopted a quantitative approach with an explanatory survey design to analyze the causal relationships between the variables studied. This approach allows for identification of the influence of independent variables (content marketing, discounts, and live streaming) on the dependent variable (digital purchasing decisions) among college students in Malang (et al. et al., n.d.) . Data will be collected through an online

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questionnaire distributed to respondents, ensuring broad coverage and efficiency in information collection (Netrawati et al., 2022) .

The analysis method used was SEM-PLS due to its ability to analyze complex relationships between latent constructs with relatively small sample sizes and non-normal data distributions. The analysis phase involved evaluating the measurement model (outer model) and the structural model (inner model) to ensure the validity and reliability of the results.

The population in this study were all students in Malang, and the sampling technique used purposive sampling, with the criteria for respondents being students who had made digital purchases after being exposed to content marketing, discounts, or live streaming (Lestari & Dwijayanti, 2022; Saputra & Jaharuddin, 2022) . Sampling was carried out using accidental sampling techniques, meaning anyone found and meeting the criteria would be sampled (Andriansah et al., 2023) . This purposive sampling technique aims to ensure that respondents have the relevant experience needed to answer the research objectives. The data collection instrument will use a questionnaire with a five-point Likert scale to measure respondents' perceptions of the variables studied, which will then be tested for validity and reliability (Mustofa & Aisyah, 2025) .

setup, skills like better implementation strategy, execution of long-term relationships, assertiveness, and techniques of resolving conflicts are highly essential. Negotiation skills result in a better outcome in solving complex and intricate problems. A person with good communication skills will have a better understanding of the process of negotiation. It includes the context of negotiation, the better understanding of the parties involved in the process of negotiation, the tactics involved in the process, the sequence and the stages of the negotiation process, etc. Good communication helps in understanding the behavior of the parties involved in the process of negotiation. Moreover, it aids in the understanding of the substance of the negotiation, the issues involved, the options available, and the possible agreements in the process of the negotiation cycle.

The skills essential for an effective negotiator

1. Establishing goals
2. Disintegrating people from conflicts
3. Kindling focus
4. Finding options for mutual benefits
5. Implementing objective criteria

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RESULTS AND DISCUSSION

The data analysis method in this study uses the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) approach, which is a variance-based multivariate technique suitable for prediction purposes and model testing with latent constructs. The application of PLS-SEM is carried out through two main evaluation stages, namely evaluation of *the outer model* (*measurement model*) to test the validity and reliability of indicators, and evaluation of *the inner model* (*structural model*) to test the causal relationship between constructs in the research framework. This approach was chosen because of its ability to handle complex models with a relatively limited number of samples and does not require strict multivariate normality assumptions.

1. Outer Model

In PLS-SEM analysis, *the outer model* is evaluated to assess the relationship between latent variables and their indicators, with the aim of ensuring the validity and reliability of the measurement instrument. This evaluation includes convergent validity tests (based on *factor loadings* > 0.7 and AVE ≥ 0.5), discriminant validity (using the Fornell-Larcker criteria and *cross-loadings*), and construct reliability (through *Composite Reliability* ≥ 0.7). These three tests are an important basis in establishing the credibility of the measurement model before analyzing the structural relationships in *the inner model.*

a. Convergent Validity

The output of the outer loading estimation results is measured by the correlation between the indicator score (instrument) and its construct (variable). An indicator is considered valid if it has a correlation value of 0.70, or 0.6 is considered sufficient.

Table 1: Loading Factor Values

Variables	Content Marketing	Price Discount	Live Streaming	Buying decision	Information
X1_1	0.668				valid
X1_2	0.819				valid
X1_3	0.797				valid
X1_4	0.792				valid
X1_5	0,841				valid
X1_6	0,715				valid
X2_1		0,661			valid

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X2_2		0,713			valid
X2_3		0,836			valid
X2_4		0,667			valid
X2_5		0,810			valid
X2_6		0,704			valid
X3_1			0,631		valid
X3_2			0,813		valid
X3_3			0,888		valid
X3_4			0.891		valid
X3_5			0,854		valid
X3_6			0,719		valid
Y_1				0,869	valid
Y_2				0,810	valid
Y_3				0,839	valid
Y_4				0,789	valid
Y_5				0,836	valid

Sumber : Data diolah SEM-PLS, 2025

The table shows the factor loadings for various indicators used to measure four main constructs: Content Marketing, Price Discount, Live Streaming, and Purchase Decisions. The relatively high factor loadings, ranging from above 0.6 to above 0.8 for almost all indicators, indicate a strong fit between the indicators and the latent constructs they represent.

More specifically, the Content Marketing construct shows a loading factor value between 0.668 and 0.841, reflecting that all indicators are adequate and relevant to significantly describe the construct. Similarly, the Price Discount construct has a loading factor value between 0.661 and 0.836, indicating a valid and reliable measurement. For the Live Streaming construct, the loading factor values on its indicators vary from 0.631 to 0.888, where although there is one indicator with the lowest value, it is still within the acceptable threshold in the PLS-SEM model, thus ensuring the validity of the construct. Finally, the Purchase Decision construct shows an indicator loading factor value between 0.789 and 0.869, which strengthens the belief that this variable is measured with a high level of consistency and accuracy.

Overall, these loading factor values confirm that the measurement instruments used in this study have met the convergent validity criteria, so that the

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indicators are able to effectively and consistently represent their respective latent constructs.

b. Discriminant Validity

Table 2: *Cross loading values*

Variables	Content Marketing	Price Discount	Live Streaming	Buying decision	Information
X1_1	**0.668**	0.476	0.444	0.501	Valid
X1_2	**0.819**	0.634	0.611	0.690	Valid
X1_3	**0,797**	0,594	0,657	0,663	Valid
X1_4	**0,792**	0,617	0,664	0,723	Valid
X1_5	**0,841**	0,687	0,685	0,791	Valid
X1_6	**0,715**	0,666	0,611	0,676	Valid
X2_1	0,559	**0,661**	0,526	0,639	Valid
X2_2	0,562	**0,713**	0,588	0,631	Valid
X2_3	0,608	**0,836**	0,713	0,685	Valid
X2_4	0,539	**0,667**	0,535	0,532	Valid
X2_5	0,652	**0,810**	0,701	0,673	Valid
X2_6	0,583	**0,704**	0,543	0,607	Valid
X3_1	0,348	0,468	**0,631**	0,455	Valid
X3_2	0,650	0,704	**0,813**	0,676	Valid
X3_3	0,752	0,748	**0,888**	0,716	Valid
X3_4	0,719	0,761	**0.891**	0,736	Valid
X3_5	0,717	0.686	**0,854**	0.715	Valid
X3_6	0,589	0,554	**0,719**	0.555	Valid
Y_1	0,815	0,712	0,714	**0,869**	Valid
Y_2	0,736	0,690	0,671	**0,810**	Valid
Y_3	0,723	0,742	0,679	**0,839**	Valid
Y_4	0,680	0,681	0,569	**0,789**	Valid
Y_5	0,688	0,735	0,714	**0,836**	Valid

Source : Data processed by SEM-PLS, 2025

Cross loading value shows that the correlation between each indicator (instrument) and the construct (variable) being measured is higher than its correlation with other constructs (variables), which strengthens the discriminant validity between constructs in the model.

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c. Average Variance Extracted

The output of the Average Variance Extracted (AVE) results can be seen in the table below. A variable is considered valid if its AVE value is > 0.5.

Table 3: Average Variance Extracted (AVE) Results

Variables	Average variance extracted (AVE)	Information
Content Marketing	0.600	Valid
Buying decision	0.688	Valid
Live Streaming	0.648	Valid
Price Discount	0.540	Valid

Source : Data processed by SEM-PLS, 2025

d. Construct Reliability

Construct reliability can be analyzed using one of two methods: Cronbach's alpha and composite reliability. Both methods are used to test the reliability of indicators within a variable.

1) Cronbach's Alpha

Cronbach's Alpha is the main indicator in assessing the reliability of variables in the PLS-SEM model. A high Cronbach's Alpha value indicates that the construct or variable has good and consistent measurements, thus maintaining the validity of the measurements in the PLS analysis. Conversely, a low Cronbach's Alpha value may indicate that the indicators used are less reliable and therefore require improvement or replacement.

Table 4: Cronbach's Alpha Value

Variables	Cronbach's alpha	Information
Content Marketing	0.865	Reliable
Buying decision	0.886	Reliable
Live Streaming	0.888	Reliable
Price Discount	0.827	Reliable

Source : Data processed by SEM-PLS, 2025

The table above shows that the Cronbach's Alpha values for the constructs/variables listed in the table above are all ≥ 0.70 so that all variables have good reliability.

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2) Composite reliability

Composite reliability is used to ensure internal consistency and the indicators that form the latent variables. In Smart PLS, Composite reliability is the main tool for measuring reliability, and a CR value ≥ 0.70 meets the research standard.

Table 5: Composite Reliability Values

Variables	Composite reliability (rho_a)	Information
Content Marketing	0.875	Reliable
Buying decision	0.888	Reliable
Live Streaming	0.906	Reliable
Price Discount	0.832	Reliable

Source : Data processed by SEM-PLS, 2025

The results of the analysis show that the Composite Reliability value for the construct of all the variables above is ≥ 0.70 so that all the variables above have good reliability.

2. Inner Model

The inner model in PLS_SEM describes the relationships between latent variables and is evaluated to determine the strength and significance of these relationships. The evaluation covers three main aspects: relationship significance (hypothesis testing), R-squared, and effect size.

a. R Square (R^2)

The R-squared value in PLS-SEM measures how well the latent independent variables in a model explain the latent dependent variables. The R^2 value indicates the overall predictive power of the model. R^2 values range from 1 to 1, with higher values indicating a better model at explaining variance. The R-squared values in this analysis are as follows:

Table 6: R Square (R^2) Test Results

Variables	R-square	R-square adjusted
Buying decision	0.845	0.839

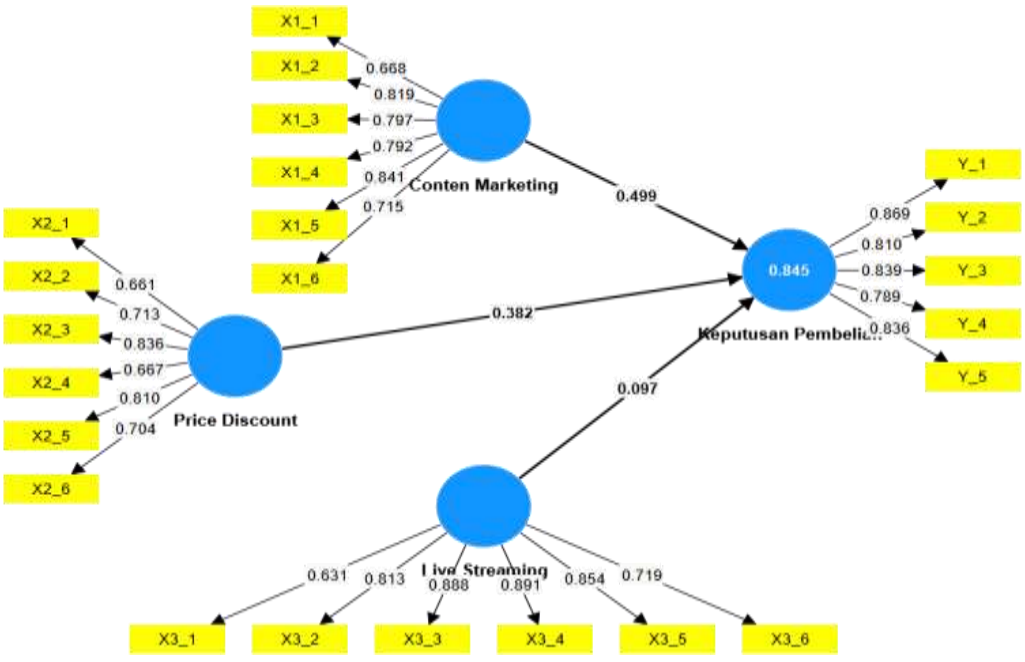
Source : Data processed by SEM-PLS, 2025

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The coefficient of determination (R-square) value of 0.845 indicates that 84.5 % of the variance in the Purchase Decision variable can be explained by the predictor variables included in the research model. This figure reflects the model's substantial predictive capacity in explaining the purchasing decision phenomenon. Meanwhile, the adjusted R-square value of 0.839 illustrates a statistical adjustment that considers the number of independent variables in the model, thus providing more precise estimates and reducing bias in assessing the model's explanatory power.

From a practical perspective, the marginal difference between the R-square and adjusted R-square values indicates that the inclusion of predictor variables in the model was appropriate and efficient. The model continues to demonstrate high effectiveness in explaining variability in purchasing decisions. Therefore, it can be concluded that this research model meets the validity and reliability criteria required to test the influence of the studied constructs on the Purchase Decision variable. The following image shows the PLS SEM algorithm output to see the R^2 of the research model:



Gambar: PLS SEM Alogarithm Model Output Image

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b. Significance (Hypothesis Testing)

Table 7: Bootstrapping results of direct effects

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Content Marketing -> Purchase Decision	0.499	0.507	0.098	5,097	0,000
Live Streaming -> Purchase Decision	0.097	0.089	0.094	1,032	0.151
Price Discount -> Purchase Decision	0.382	0.381	0.091	4,178	0,000

Source : Data processed by SEM-PLS, 2025

Based on the results of the data analysis presented, several significant findings can be concluded as follows:

Content Marketing on Purchasing Decisions

The relationship between Content Marketing and Purchasing Decisions shows highly significant results with a path coefficient of 0.499 (t-statistic = 5.097; *p* -value = 0.000). This value indicates that Content Marketing has a moderate to strong positive influence on consumer purchasing decisions. Every one-unit increase in Content Marketing implementation will result in a 0.499-unit increase in purchasing decisions, assuming other variables remain constant (The Effect of Price Discount, 2025) .

The t-statistic value of 5.097, which far exceeds the critical threshold of 1.96 , indicates that this relationship is very stable and does not occur by chance. The p-value of 0.000, which is far below the 0.05 significance level , further strengthens the evidence that content marketing consistently influences purchasing decisions. These results indicate that content-based marketing strategies—such as blog articles, educational videos, infographics, and interactive content—have a crucial role in the consumer purchasing decision-making process in the digital era (The Influence of Live Shopping, 2025) .

The practical implications of these findings are significant for marketing practitioners. First, companies must allocate adequate resources to the development of quality content. Second, the content strategy must be designed systematically to cover

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the entire customer journey. Third, measuring content effectiveness must be done periodically for continuous optimization.

Live Streaming on Purchasing Decisions

Unlike the other variables, the relationship between Live Streaming and Purchase Decisions did not reach statistical significance, with a path coefficient of 0.097, a *t* -statistic of 1.032, and *a p* -value of 0.151. Although the direction of the effect indicates a positive relationship, the effect size is very small and not strong enough to be considered statistically significant. A *t* -statistic below the critical threshold of 1.96 (at α = 0.05) indicates instability of the relationship, while *a p* -value exceeding 0.05 indicates that this result is likely due to chance. Thus, in the context of this model, Live Streaming does not have a significant direct influence on consumer purchase decisions.

These findings indicate that the implementation of live streaming as a direct marketing strategy may not be effective enough, possibly due to factors such as broadcast production quality, timing, or misalignment with target audience preferences. However, this does not rule out the possibility of indirect effects, where live streaming may play a role through mediating variables such as consumer engagement or brand perception. Therefore, it is recommended to explore more complex models to test mediation or moderation effects in further research.

Price Discount on Purchasing Decisions

The effect of Price Discount on Purchasing Decisions is proven to be significant, with a path coefficient of 0.382, a *t* -statistic of 4.178, and *a p* -value of 0.000. These findings indicate that price discounts have a fairly strong positive influence on consumer purchasing decisions. Substantively, each increase in the intensity or magnitude of the discount correlates with a 0.382 unit increase in purchasing decisions, assuming other variables remain constant. These results are consistent with the economic theory of consumer behavior that places price as the main determinant in the purchasing decision-making process, especially in a price-sensitive e-commerce environment.

t -statistic value, which far exceeds the critical threshold of 1.96 (α = 0.05), indicates the stability and reliability of the relationship, while *the p* -value, which is well below 0.05, provides strong evidence of statistical significance. Thus, price discount strategies remain an effective marketing tool in driving purchase conversions. However, the intensive use of discounts in the long term requires caution, as it has the potential to

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reduce perceived brand value and create consumer dependence on promotions before making a transaction.

Comprehensive Analysis

Based on the R-square analysis results of 0.845, this research model has excellent predictive ability in explaining the variability of purchasing decisions. The three independent variables collectively are able to explain 84.5 % of the variation in purchasing decisions, which is a very high value in consumer behavior research. The adjusted R-square of 0.839 indicates that the model remains robust even after adjustments for the number of predictor variables, indicating that there is no overfitting in the model.

The path analysis results show a hierarchy of influence where Content Marketing has the largest impact (0.499), followed by Price Discount (0.382), and Live Streaming with the smallest and insignificant impact (0.097). These findings provide important strategic implications for marketing practitioners: resource allocation should be more focused on developing quality content and competitive pricing strategies, while Live Streaming may need to be re-evaluated in its implementation or used as a supporting strategy for the main strategy.

Managerial Implications and Recommendations

Based on the research findings, there are several strategic implications that can be adopted by marketing practitioners. First, investment in content marketing should be a top priority given its significant influence on purchasing decisions. Companies should develop a comprehensive content strategy encompassing various formats—text, video, audio, and visual—tailored to the target audience's preferences. Second, price discount strategies should be implemented judiciously, considering profit margins and long-term brand positioning.

The recommendation for Live Streaming is to conduct a thorough evaluation of existing implementations and experiment with different approaches—time of execution, content format, and platforms used. Further research is also recommended to identify factors that moderate or mediate the relationship between Live Streaming and purchasing decisions. Furthermore, it is important to consider the possibility of interaction effects between variables, where the combination of Content Marketing and Price Discounts may create a synergistic effect greater than the individual effects of each variable.

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CONCLUSION

Acquiring negotiation skills will aid in establishing the upper hand in our life journey. Learning and mastering negotiation skills promote competitive advantages in both the academic and personal lives of an individual. Though it cannot be imbibed overnight, it is always advisable and recommendable to teach healthy negotiation skills right from schooling. With the help of exposure to numerous effective negotiating strategies and techniques, one can master the skill of negotiation technique over a period of time. It makes the individuals more empathetic and it helps in understanding the needs of others. On the whole, it fosters goodwill amongst the people which will in turn help in concerning everybody's apprehension while dealing with a conflict. Negotiation skills significantly contribute to the success of the business scenario by enhancing the skills by giving quality solutions for problematic situations. Amongst the future-ready skills series, negotiation skills occupy a vital place. No matter how technology changes, negotiation skill is the hour of the need in the arena of the business world.

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