International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Live Streaming And Product Superiority On Purchasing Decisions For Scarlett Products Among Gen Z In Payakumbuh City

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Abstract

The growth of social commerce has changed how consumers obtain product information and form purchasing decisions. Live streaming provides a real-time channel through which product information, demonstrations, responses to questions, and persuasive communication are delivered in a single shopping environment. For beauty products, perceived product superiority may operate alongside the quality of live communication because consumers evaluate whether a product offers useful benefits, distinctive characteristics, reliable performance, and competitive value. This study examines the influence of live streaming and product superiority on purchasing decisions for Scarlett products among Generation Z consumers in Payakumbuh City. A quantitative approach was applied with 100 respondents determined using the Cochran formula. Live streaming was operationalized through interactivity, information clarity, responsiveness, and host attractiveness. Product superiority was assessed through product quality, benefit superiority, product uniqueness, product reliability, and product competitiveness. Purchasing decisions were represented by need recognition, information search, alternative evaluation, and repurchase. The analysis used multiple linear regression and the tests available in the research data, namely the normality test, multicollinearity test, partial t-test, simultaneous F-test, and coefficient of determination. The regression results show that live streaming has a positive and significant effect on purchasing decisions, with an unstandardized coefficient of 0.780 and a significance value of 0.000. Product superiority also has a positive and significant effect, with a coefficient of 0.673 and a significance value of 0.000. The simultaneous test reports an

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F value of 52.828 with a significance value of 0.000. The model has R = 0.789 and R^2 = 0.761, indicating that 76.1 percent of purchasing-decision variation is explained by the two predictors. The findings position interactive live shopping and perceived product superiority as relevant determinants of Scarlett purchasing decisions among Generation Z consumers in Payakumbuh City.

Keywords: Live Streaming, Product Superiority, Purchasing Decisions, Scarlett, Generation Z, Payakumbuh City

INTRODUCTION

Digital commerce has made the process of consumer evaluation increasingly dependent on information available through social platforms. Consumers can compare products, observe demonstrations, read comments, and communicate directly with sellers before a transaction takes place. This change is especially visible in social commerce, where product presentation and purchasing activity are integrated into the same digital environment. Live streaming strengthens this integration because information is delivered in real time and viewers can react while the product is being demonstrated. Sun et al. (2019) show that visibility, metavoicing, and guidance functions in live streaming can influence purchase intention through consumer engagement. The format therefore shifts online shopping from a largely one-way information process toward a more interactive form of product evaluation.

The relevance of live streaming becomes stronger in categories where product characteristics are difficult to judge from static images alone. Cosmetics and skin-care products require consumers to consider texture, usage, benefits, suitability, and expected performance. A live session can provide product demonstrations, explanations, responses to questions, and additional visual cues that reduce uncertainty. Wongkitrungrueng and Assarut (2020) explain that live streaming can build consumer trust and engagement through the value consumers perceive in the live selling experience. Zhang et al. (2023) likewise show that interactivity within live-stream marketing can strengthen trust and subsequently influence purchase intention. These mechanisms make live streaming particularly relevant to young consumers who routinely obtain commercial information through digital media.

Generation Z occupies an important position in this changing consumer environment because its members have grown up with continuous access to social media and mobile commerce. In the Indonesian beauty market, purchasing decisions

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are shaped by a combination of digital communication, product perceptions, brand cues, and peer-generated information. Evidence from Scarlett-related research indicates that product quality remains an important consideration. Putri and Budiantara (2023) report that product quality, price, and social media marketing are related to purchase decisions for Scarlett Whitening. Sinaga and Adlina (2023) also find that product quality contributes significantly to Scarlett purchasing decisions in Medan City. Among Generation Z specifically, Tumundo et al. (2022) found significant effects of celebrity endorsement and electronic word-of-mouth on Scarlett purchase decisions.

The present research focuses on Scarlett products among Generation Z in Payakumbuh City. Localized evidence is important because consumer response is not necessarily identical across cities, product categories, or social environments. Digital marketing may be nationally distributed, yet purchasing decisions are formed by consumers operating within particular social settings and economic conditions. A city-level focus also allows the analysis to avoid assuming that findings from larger urban markets automatically represent consumers in smaller regional markets. This consideration becomes more relevant when the product category involves personal care, where individual preferences and perceived product performance can strongly shape evaluation.

Product superiority in this study is treated as a consumer perception that the product offers a meaningful advantage over available alternatives. The construct covers product quality, benefit superiority, product uniqueness, product reliability, and product competitiveness. Such dimensions describe the reasons a consumer may consider Scarlett worth choosing after receiving information about the product. Product quality is especially relevant because consumers use expected performance as a basis for judging whether a product satisfies their needs. In a Scarlett context, recent evidence indicates that product quality can contribute positively to purchase decisions. Shochifah et al. (2025) report a significant positive effect of product quality on Scarlett purchase decisions among Generation Z in Jombang, while Hariani et al. (2025) identify a significant role of product quality in Scarlett purchasing decisions among users.

The relationship between live streaming and purchasing decisions can be understood through the informational and social functions of the medium. Interactivity allows viewers to ask questions and obtain clarifications, while responsiveness provides a sense that the seller is attending to individual concerns. Information clarity helps consumers understand product functions, ingredients, usage, or promotional conditions. Host attractiveness may increase attention and strengthen the persuasive quality of the

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presentation. Zhang and Liu (2023) found that interactivity is positively related to purchase intention, with social presence helping explain this relationship. Liu et al. (2022) similarly show that interactive elements in live-streaming commerce shape consumer psychological responses that lead toward purchase intention.

The second relationship concerns product superiority. A consumer who perceives strong quality, useful benefits, distinctive features, dependable performance, and competitive value has more reasons to proceed from information search toward evaluation and purchase. Evidence from Scarlett-related studies is generally supportive, although effects of product quality may differ according to the other marketing factors included in a model. Novelia et al. (2023) show that product quality is examined as a key determinant alongside brand ambassador and brand image in Scarlett purchasing decisions. The present study isolates product superiority as a broader construct so that the evaluation captures several dimensions of perceived product advantage rather than relying only on quality.

Based on this background, the research asks whether live streaming influences purchasing decisions for Scarlett products among Generation Z in Payakumbuh City, whether product superiority influences those decisions, and whether the two variables simultaneously explain variations in purchasing decisions. The empirical model is deliberately limited to the variables and statistical tests contained in the research data. No additional diagnostic tests are introduced, so the discussion remains directly connected to the available results.

LITERATURE REVIEW

Live Streaming

Live streaming represents a form of digital selling in which product information and audience interaction occur in real time. Its commercial value lies in the combination of immediate visual presentation and two-way communication. The consumer is able to observe the product, ask a question, receive a response, and continue evaluating the offer without leaving the shopping environment. Sun et al. (2019) identify visibility, metavoicing, and guidance shopping as important affordances of live streaming that influence purchase intention through engagement. Wongkitrungrueng and Assarut (2020) further demonstrate that perceived value during live selling contributes to trust and engagement, indicating that the medium can shape consumer responses through both functional and relational mechanisms.

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Four indicators are used in the present study. Interactivity captures the degree to which consumers can communicate with the seller or host during a live session. Information clarity refers to how understandable and useful the product information is when presented. Responsiveness concerns the speed and relevance of responses to viewers. Host attractiveness reflects the ability of the host to maintain attention and make the presentation appealing. Zhang et al. (2023) report that interactivity can strengthen trust and purchase intention, while Zhang et al. (2023) indicate that streamer characteristics can shape consumers' responses to recommended products. The indicators therefore represent both the informational and interpersonal qualities of the live shopping experience.

Product Superiority

Product superiority concerns the perceived advantages that make a product preferable to alternative offerings. In practical consumer evaluation, superiority may arise from consistent quality, stronger benefits, distinctive characteristics, reliable performance, and the ability to compete at the point of purchase. The concept is especially relevant to beauty products because consumers often compare several brands with similar categories and functions. When consumers perceive that one product performs better or offers a more convincing value proposition, the product receives stronger consideration during evaluation.

The indicators in this study are product quality, benefit superiority, product uniqueness, product reliability, and product competitiveness. These dimensions broaden the assessment beyond quality alone. Scarlett-related evidence supports the role of quality and related product perceptions in purchasing decisions. Sinaga and Adlina (2023) found significant effects of brand image and product quality on Scarlett purchase decisions, while Shochifah et al. (2025) identified product quality as a significant factor among Generation Z consumers. Hariani et al. (2025) likewise found that product quality contributes significantly to Scarlett purchasing decisions. The current construct uses those product-centered considerations as a coherent perception of superiority.

Purchasing Decisions

Purchasing decisions refer to the consumer's progression toward choosing and buying a product. The indicators used here are need recognition, information search, alternative evaluation, and repurchase. Need recognition reflects awareness of a

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problem or personal requirement that a product may address. Information search concerns efforts to obtain relevant product information. Alternative evaluation occurs when consumers compare available choices before making a selection. Repurchase indicates a later decision to buy the product again, reflecting a sustained evaluation after prior use. In digital commerce, these stages can overlap because consumers may search, compare, interact, and transact within one session.

Hypothesis Development

Live streaming is expected to influence purchasing decisions because clearer information and real-time communication can reduce uncertainty and make product evaluation more immediate. Prior evidence links interactivity and live-streaming attributes with purchase intention (Zhang & Liu, 2023; Zhang et al., 2023). The first hypothesis is therefore formulated as follows: H1: Live streaming has a positive and significant effect on purchasing decisions for Scarlett products among Generation Z in Payakumbuh City.

Product superiority is expected to influence purchasing decisions because consumers are more likely to select a product when its quality, benefits, uniqueness, reliability, and competitiveness are perceived as favorable. Scarlett-focused evidence has documented significant relationships between product quality and purchase decisions (Hariani et al., 2025; Shochifah et al., 2025; Sinaga & Adlina, 2023). H2: Product superiority has a positive and significant effect on purchasing decisions for Scarlett products among Generation Z in Payakumbuh City.

The two predictors may operate together because consumers can receive persuasive information through live streaming while simultaneously evaluating the advantages offered by the product. Live shopping features influence how information is obtained and interpreted, whereas product superiority concerns what is being evaluated. Research on Scarlett and Generation Z shows that multiple marketing and product variables can jointly shape purchase decisions (Tumundo et al., 2022; Putri & Budiantara, 2023). H3: Live streaming and product superiority simultaneously have a positive and significant effect on purchasing decisions for Scarlett products among Generation Z in Payakumbuh City.

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E-ISSN : 2964-0865
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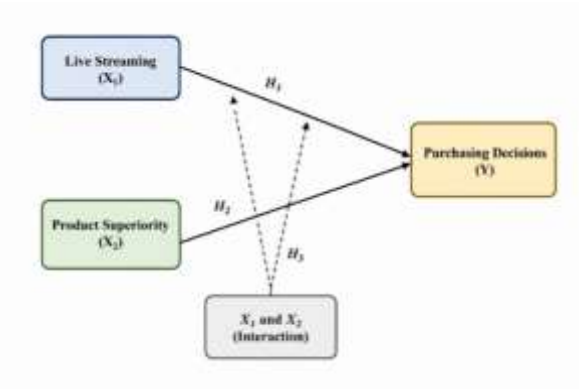


Figure 1. Research Framework

RESEARCH METHODOLOGY

This research uses a quantitative approach because the purpose is to test the influence of two independent variables on a dependent variable using numerical data. The research is associative and causal in orientation, with live streaming and product superiority positioned as independent variables and purchasing decisions as the dependent variable. The design follows the logic of quantitative hypothesis testing in which relationships among variables are examined using statistical evidence.

Population and Sample

The research population consists of Generation Z consumers in Payakumbuh City who are relevant to the Scarlett product context. A sample of 100 respondents was used. The research data states that the sample size was determined using the Cochran formula. The use of a fixed sample of 100 provides a clear basis for estimating the relationships among the three measured constructs and corresponds to the sample size reported in the statistical outputs.

Measurement of Variables

Live streaming was measured through four indicators: interactivity, information clarity, responsiveness, and host attractiveness. Interactivity reflects the availability of meaningful communication between viewers and the host. Information clarity concerns the degree to which product explanations are understandable. Responsiveness reflects the host's promptness in responding to viewer questions or needs. Host attractiveness reflects the capacity of the presenter to attract and retain consumer attention.

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Product superiority was measured through five indicators: product quality, benefit superiority, product uniqueness, product reliability, and product competitiveness. These indicators represent consumer perceptions that the Scarlett product offers a favorable combination of performance and advantage compared with available alternatives. The use of several dimensions is intended to capture product superiority more broadly than a single quality dimension.

Purchasing decisions were measured through four indicators: need recognition, information search, alternative evaluation, and repurchase. The first three indicators represent stages of consumer evaluation before or around the point of purchase, whereas repurchase captures the continuation of consumer choice after prior experience. The indicators are applied as the operational basis for the dependent variable used in the regression model.

Data Analysis

The analysis reported in this article is restricted to the tests available in the research data. The normality test uses the One-Sample Kolmogorov-Smirnov procedure. The multicollinearity test is evaluated using tolerance and variance inflation factor values. Multiple linear regression is used to estimate the direction and magnitude of the relationships between live streaming, product superiority, and purchasing decisions. The partial t-test evaluates the contribution of each independent variable, the simultaneous F-test assesses the joint effect, and the coefficient of determination describes the proportion of variation in purchasing decisions explained by the model.

The regression equation can be expressed in the following form: $Y = a + b1X1 + b2X2 + e$, where Y represents purchasing decisions, X1 represents live streaming, X2 represents product superiority, a is the constant, b1 and b2 are the regression coefficients, and e represents the unexplained component. The estimated coefficients provided in the research data are used directly in the interpretation without introducing additional statistical results.

Decision Criteria

The hypothesis tests use a significance level of 0.05. A significance value below 0.05 is interpreted as evidence of a statistically significant relationship or joint effect. For the multicollinearity assessment, tolerance values close to zero and high variance inflation factor values would indicate potential overlap among predictors. The interpretation of the reported results follows these conventional decision rules.

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E-ISSN : 2964-0865
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RESULTS AND DISCUSSION

Normality Test

The normality test is presented first because the regression analysis requires an examination of whether the observed variables reasonably follow a normal distribution. The One-Sample Kolmogorov-Smirnov output contains 100 observations for each variable. Live streaming has a test statistic of 0.057 with an asymptotic significance value of 0.370. Product superiority has a test statistic of 0.085 with a significance value of 0.280. Purchasing decisions have a test statistic of 0.040 with a significance value of 0.350.

Variable	N	Mean	Std. Deviation	K-S Statistic	Sig.
Live Streaming	100	11.4513	3.82625	0.057	0.370
Product Superiority	100	18.4684	3.84629	0.085	0.280
Purchasing Decisions	100	16.4165	1.12652	0.040	0.350

All three significance values exceed 0.05. On this basis, the data for live streaming, product superiority, and purchasing decisions meet the normality criterion used in the analysis. This result allows the subsequent regression interpretation to proceed without evidence from this test that the variables violate the expected distributional assumption. The normality result is also internally consistent across the three constructs, since no variable produces a significance value near the rejection threshold.

The normality result is important for interpretation because the research relies on inferential tests to evaluate whether the observed relationships are statistically meaningful. A variable that departs strongly from the assumed distribution could complicate the interpretation of a linear model. Here, the reported probability values remain comfortably above the chosen significance level, which provides a stable basis for the next diagnostic assessment.

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Multicollinearity Test

The multicollinearity assessment examines whether the two independent variables are excessively overlapping in the regression model. Live streaming has a tolerance value of 0.798 and a variance inflation factor of 1.865. Product superiority has a tolerance value of 0.752 and a variance inflation factor of 1.923.

Independent Variable	Tolerance	VIF
Live Streaming	0.798	1.865
Product Superiority	0.752	1.923

Both tolerance values are relatively high and both variance inflation factor values are well below commonly used warning levels. The reported figures therefore do not indicate a multicollinearity problem between live streaming and product superiority. This finding matters because the model attempts to estimate the separate influence of two conceptually related consumer considerations. The acceptable diagnostic values indicate that the positive coefficient observed for each predictor can be interpreted without strong evidence that the variables are merely duplicating the same information.

Multiple Linear Regression Analysis

The regression model estimates purchasing decisions as a function of live streaming and product superiority. The constant is 7.670. The unstandardized coefficient for live streaming is 0.780 with a standard error of 0.040, a standardized beta of 0.243, a t value of 6.634, and a significance value of 0.000. Product superiority records an unstandardized coefficient of 0.673 with a standard error of 0.050, a standardized beta of 0.523, a t value of 7.973, and a significance value of 0.000.

Model	B	Std. Error	Beta	t	Sig.
Constant	7.670	1.256	—	8.678	0.000
Live Streaming	0.780	0.040	0.243	6.634	0.000
Product Superiority	0.673	0.050	0.523	7.973	0.000

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The estimated equation is Y = 7.670 + 0.780X1 + 0.673X2 + e. The positive coefficient of 0.780 means that higher live streaming scores are associated with higher purchasing-decision scores when the other predictor is held constant. The positive coefficient of 0.673 indicates the same directional pattern for product superiority. Because both coefficients are positive, improvements in either predictor correspond to an increase in the predicted level of purchasing decisions within the observed sample.

The standardized coefficients provide an additional comparison of the relative contribution of the two predictors. Product superiority has a beta value of 0.523, which is larger than the live streaming beta of 0.243. Within the model, this indicates that product superiority has the stronger standardized association with purchasing decisions. This result does not diminish the role of live streaming. Rather, it suggests that once consumers receive or consider information about Scarlett, the perceived advantages of the product itself have substantial importance in moving the evaluation toward purchase.

Partial t-Test

The partial t-test examines whether each independent variable contributes to purchasing decisions while the other predictor remains in the model. Live streaming produces a t value of 6.634 and a significance value of 0.000. Because the significance value is below 0.05 and the coefficient is positive, H1 is supported. Live streaming therefore has a positive and significant effect on purchasing decisions for Scarlett products among Generation Z consumers in Payakumbuh City.

This result is consistent with the mechanism described in the live-streaming literature. Real-time interaction gives consumers opportunities to ask questions, obtain explanations, and observe product demonstrations. Zhang and Liu (2023) report a positive relationship between interactivity and purchase intention, while Zhang et al. (2023) find that interactivity and other live-stream affordances can strengthen trust and subsequent purchase intention. The present finding extends that logic to the purchasing-decision construct used for Scarlett consumers in Payakumbuh City.

The positive coefficient also gives practical meaning to the four live-streaming indicators. A live session that is interactive, easy to understand, responsive, and presented by an attractive host has greater potential to support the consumer's movement from information search to evaluation and purchase. The evidence from Indonesian live-stream commerce also points toward this mechanism. Febriadi and Septiani (2024) examine interactivity and professionalism in Shopee Live Indonesia and emphasize the importance of trust in the relationship between live-stream features and

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purchase intention. The current result is therefore plausible within both broader live-commerce literature and the Indonesian digital retail setting.

Discussion of Live Streaming and Purchasing Decisions

Live streaming can reduce the distance between product information and consumer evaluation. In a conventional online product page, information is largely predetermined by the seller. A live session introduces an opportunity for consumers to influence what is explained next. A viewer can request clarification, ask about use, compare variants, or question a promotional claim. This dynamic is important for cosmetics because consumer evaluation is often sensitive to details that may not be fully communicated through static descriptions. Zhang and Liu (2023) find that interactivity has a direct positive relationship with purchase intention and that social presence helps transmit part of this effect. The significant t value of 6.634 in the present research indicates that the interactive quality of live shopping is also relevant when the outcome is framed as a purchasing decision.

Information clarity is another important component of the live-streaming variable. A live session may contain many statements, visual demonstrations, and promotional cues, yet persuasive content becomes useful only when consumers can understand it. Clear information helps consumers compare the advertised product with the need they have identified. Liu et al. (2024) demonstrate that different interactive elements in live-streaming commerce influence purchase intention through social presence and trust. The current result supports the broader proposition that interaction is valuable when it improves the consumer's ability to evaluate an offer.

Responsiveness also matters because it signals that the seller is attentive to the individual consumer. A delayed or incomplete answer can leave uncertainty unresolved, whereas a prompt response may provide exactly the information needed to continue the decision process. The responsiveness indicator is therefore connected to the consumer's information-search stage. Live-stream research has repeatedly highlighted the importance of interactive communication, and the significant coefficient observed in this research suggests that the communication environment surrounding Scarlett products is a meaningful part of consumer decision formation.

Host attractiveness completes the live-streaming construct by addressing attention and presentation. An attractive host can make the session easier to follow and can keep consumers engaged long enough to process product explanations. This does not mean that presentation alone creates a purchase. Rather, attractiveness can support

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the delivery of useful information and maintain the audience's attention. Zhang et al. (2023) show that streamer-related characteristics can influence consumers' responses to recommended products, while Meng (2023) places streamer characteristics and perceived value within the process leading toward continued purchase intention.

The local context of Payakumbuh City also deserves emphasis. The significant result does not imply that every form of live streaming will automatically generate purchases. It indicates that, within the observed sample, the quality of the live-streaming experience is associated with stronger purchasing decisions. This distinction is important. The result supports the variable as a relevant predictor, while the magnitude of the coefficient reflects the specific measurement and sample used in this study.

Product Superiority and Purchasing Decisions

Product superiority has a positive coefficient of 0.673 and a significance value of 0.000, with a t value of 7.973. H2 is therefore supported. Among the two predictors, product superiority has the larger standardized beta of 0.523. The result suggests that consumers' perceptions of product quality, benefits, uniqueness, reliability, and competitiveness are strongly associated with their purchasing decisions for Scarlett products.

Discussion of Product Superiority and Purchasing Decisions

The role of product superiority can be understood from the point at which consumers compare possible choices. Live streaming helps consumers obtain information, whereas product superiority provides the substantive reason to prefer one offer over another. A consumer may watch a live session because the presentation is engaging, yet the final decision still depends on whether the product appears capable of meeting a need. The five indicators in the current model capture this evaluation through quality, benefits, uniqueness, reliability, and competitiveness.

Product quality is the most immediately recognizable dimension because consumers usually expect the product to perform according to its claims. In the Scarlett context, Hariani et al. (2025) report that product quality significantly affects purchasing decisions among Scarlett users. Shochifah et al. (2025) likewise find a positive and significant effect of product quality on Scarlett purchasing decisions among Generation Z in Jombang. These findings support the idea that favorable product evaluations are relevant even when the broader marketing environment contains multiple persuasive elements.

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Benefit superiority refers to whether the product is perceived as providing meaningful outcomes. A consumer does not purchase cosmetic products only because the packaging is attractive or the brand is visible. The product must be viewed as useful for a particular need. When consumers believe the benefits are relevant and stronger than the alternatives, the evaluation becomes easier to resolve. This logic aligns with the role of perceived value and utilitarian benefit described in live-commerce research, where product-related value contributes to trust and engagement (Wongkitrungrueng & Assarut, 2020).

Uniqueness and competitiveness are especially important in a crowded beauty market. Consumers encounter numerous local brands offering overlapping categories such as body care, facial care, and brightening products. Distinctive features can help a brand remain salient, while competitive performance can reduce the appeal of switching to alternatives. Evidence from Scarlett research in Medan City shows that product quality and brand image jointly explain a substantial share of purchasing-decision variation (Sinaga & Adlina, 2023). The present coefficient for product superiority indicates that a broader perception of product advantage is similarly meaningful.

Reliability strengthens the value of product superiority because consumers need confidence that the promised benefits will remain consistent after the transaction. For a beauty product, reliability can involve consistency in expected performance, usability, and the match between the product shown and the product received. Live-streaming research also suggests that trust in the product matters because consumers compare what is demonstrated with what they expect to receive. Zhang et al. (2023) identify trust in the product as part of the mechanism connecting live-stream affordances with purchase intention.

The result that product superiority has the larger standardized coefficient offers a useful managerial interpretation. Communication can attract consumers to the product, but the perceived strength of the product itself appears more closely related to the final decision within this model. The implication is not that live streaming is secondary in importance. Rather, live streaming can be viewed as a channel that supports the communication of product superiority. When the product advantages are credible and clearly demonstrated, the two variables can reinforce the consumer's movement toward purchase.

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Simultaneous F-Test

The simultaneous test reports a regression sum of squares of 23.805, residual sum of squares of 17.798, total sum of squares of 29.472, and an F value of 52.828 with a significance value of 0.000. Because the significance value is below 0.05, H3 is supported. Live streaming and product superiority jointly have a positive and significant effect on purchasing decisions.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23.805	2	11.282	52.828	0.000
Residual	17.798	37	0.265	—	—
Total	29.472	39	—	—	—

The simultaneous result is theoretically reasonable because consumer decisions in social commerce rarely depend on a single source of influence. Live streaming shapes how information is presented and experienced, whereas product superiority shapes the content of the consumer's evaluation. When both conditions are favorable, the consumer faces a more coherent purchase proposition. Evidence from Scarlett-focused research also shows that multiple variables can jointly influence purchasing decisions among consumers and Generation Z (Tumundo et al., 2022; Shochifah et al., 2025).

Coefficient of Determination

The model summary reports R = 0.789, R Square = 0.761, and Adjusted R Square = 0.698. The coefficient of determination indicates that 76.1 percent of the variation in purchasing decisions is explained by the combination of live streaming and product superiority in the observed model. The remaining 23.9 percent is associated with other factors that are not represented by the two predictors included in this study.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.789	0.761	0.698	0.572

The R value of 0.789 indicates a strong positive association between the combined predictors and purchasing decisions. More importantly, the R Square value

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shows that the explanatory contribution of the model is substantial. Live streaming and product superiority therefore account for most of the variation captured by the dependent variable in the sample. The adjusted R Square is lower at 0.698 because it considers the number of predictors in the model. Even after that adjustment, the model retains considerable explanatory power.

The 23.9 percent unexplained portion should not be interpreted as evidence that the present model is inadequate. Purchasing decisions are multidimensional and can be influenced by price, brand image, electronic word-of-mouth, celebrity endorsement, promotion, trust, personal preference, and other contextual factors. Scarlett-related research demonstrates this broader pattern. Tumundo et al. (2022) report significant effects of celebrity endorsement and electronic word-of-mouth on Generation Z purchase decisions, while Rachman et al. (2025) show that brand awareness and brand trust can shape purchase decisions for local cosmetics among Generation Z through brand attitude.

Taken together, the findings show a clear division of roles between the two independent variables. Live streaming provides an interactive communication environment in which consumers can receive information, observe demonstrations, and interact with the host. Product superiority concerns the value of the product itself as perceived through quality, benefits, uniqueness, reliability, and competitiveness. Both variables are significant individually, and their joint contribution is also significant. This pattern suggests that purchasing decisions are supported when consumers both receive convincing information and perceive the product as a strong option.

The standardized beta values add another layer to the interpretation. Product superiority has a beta of 0.523, more than twice the beta of live streaming at 0.243. This does not mean that live streaming has a weak role. The t value of 6.634 and significance of 0.000 demonstrate that its effect is statistically meaningful. Rather, the comparison indicates that product-related perceptions have a greater standardized contribution within the current model. For a beauty brand, the distinction makes practical sense because digital communication can generate attention and reduce uncertainty, while the consumer ultimately evaluates whether the product deserves the purchase.

The result also supports a sequential view of decision formation without claiming an untested mediation pathway. A consumer may first notice a live session, continue because the host is engaging, ask questions because the session is interactive, and then compare the demonstrated product with other choices. The present statistical model does not test each of those steps separately. It only establishes that live streaming

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and product superiority are significant predictors of purchasing decisions. Keeping that boundary is essential because the available data do not support additional mediation or moderation claims.

Comparison with Prior Evidence

The significant live-streaming effect is supported by a broader body of literature. Sun et al. (2019) explain that live-stream affordances can enhance purchase intention through engagement. Wongkitrungrueng and Assarut (2020) highlight the importance of trust and perceived value in live selling. Zhang and Liu (2023) directly associate interactivity with purchase intention, and Zhang et al. (2023) show that interactivity, visibility, guidance, and related affordances can strengthen trust and purchase intention. Liu et al. (2024) further indicate that several interactive elements can influence consumers through social presence and trust. These findings converge with the current positive coefficient for live streaming.

Evidence from Indonesia also reinforces the relevance of live commerce. Febriadi and Septiani (2024) examine live-streaming affordances on Shopee and connect interactivity with trust and purchase intention. Febriadi and Septiani (2024) investigate interactivity and professionalism in Shopee Live and emphasize trust in the seller and platform. The Indonesian setting is important because consumer responses to live commerce are shaped by platform habits and the local development of social commerce. The present research adds a city-level perspective by focusing on Generation Z consumers in Payakumbuh City rather than treating Indonesian consumers as a uniform population.

The product-superiority finding is similarly consistent with existing Scarlett evidence. Sinaga and Adlina (2023) find that product quality contributes significantly to Scarlett purchase decisions in Medan City. Putri and Budiantara (2023) report that product quality, price, and social media marketing are associated with Scarlett purchase decisions. Novelia et al. (2023) include product quality in a model of Scarlett purchase decisions involving brand ambassador and brand image. Shochifah et al. (2025) specifically focus on Generation Z in Jombang and identify product quality as a significant factor, while Hariani et al. (2025) find that product quality significantly influences purchase decisions among Scarlett users.

The alignment with these sources does not mean that the current product-superiority construct is identical to product quality. Product superiority is broader in the present research because it includes quality, benefits, uniqueness, reliability, and

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competitiveness. Product quality is one component. The positive coefficient may therefore be interpreted as evidence that a wider perception of product advantage is relevant to purchasing decisions, with quality forming one of its substantive foundations.

Theoretical Interpretation

The findings can be interpreted through the logic of consumer information processing. Live streaming operates mainly as a communication and presentation environment. It helps consumers obtain information and evaluate claims in a more immediate setting. Product superiority provides the object of evaluation. When consumers perceive the product as useful, dependable, distinctive, and competitive, the information received through live streaming has stronger relevance to an actual choice. The significance of both variables indicates that consumer decisions in the observed context are supported by both communication quality and product value perceptions.

This interpretation is consistent with the stimulus-organism-response logic frequently used in live-commerce research, while remaining cautious about the present model. The research does not estimate a psychological mediator, so it cannot establish that trust, social presence, or perceived value statistically transmits the effects. Those concepts are useful for interpreting the literature, but the empirical claim of this article remains limited to the significant direct relationships represented in the supplied regression results.

Implications for Scarlett Marketing

The significant live-streaming effect suggests that the quality of the live shopping environment deserves sustained attention. For Scarlett, the four indicators used in the model imply that a live session should create opportunities for meaningful interaction, communicate product information clearly, respond promptly to consumer questions, and use a host who can maintain attention. These conditions can make information search more efficient and can help consumers move toward evaluation and purchase. The statistical coefficient of 0.780 provides empirical support for the relevance of this communication channel within the observed sample.

The larger standardized beta for product superiority suggests that product-centered value should remain the substantive foundation of the promotional strategy. Live streaming may attract consumers to the session, but the product must provide a convincing reason to choose Scarlett over alternatives. Product quality, benefit superiority, uniqueness, reliability, and competitiveness should therefore be

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communicated consistently and demonstrated in ways that consumers can understand. The result is compatible with Scarlett evidence showing a strong role for product quality in purchase decisions (Hariani et al., 2025; Shochifah et al., 2025).

The simultaneous F-test also suggests that communication and product strength should be considered together. A technically strong product may be less persuasive when information is vague, while effective presentation cannot fully compensate for a product that consumers perceive as inferior. The integrated model supports a more balanced approach in which live sessions become a vehicle for making real product advantages understandable and credible.

Research Implications

For researchers, the results provide empirical evidence from a city-level Generation Z sample in Payakumbuh City. The model explains 76.1 percent of purchasing-decision variation, indicating that the selected predictors capture a substantial share of the observed outcome. At the same time, the unexplained 23.9 percent leaves room for additional factors. Future work could examine variables that are conceptually adjacent to the present model, such as price perception, brand trust, electronic word-of-mouth, promotion, or brand image, provided that the research design supplies the corresponding measurements and statistical tests.

The current analysis should be interpreted within the scope of the supplied data. The research uses 100 respondents and two independent variables. The statistical outputs support conclusions about normality, multicollinearity, individual effects, simultaneous effects, and model explanatory power. They do not support conclusions about mediation, moderation, reliability, validity, heteroscedasticity, or autocorrelation because those tests are not part of the research data used here. Limiting the interpretation in this way preserves the connection between the manuscript and its empirical basis.

CONCLUSION

This research examined the influence of live streaming and product superiority on purchasing decisions for Scarlett products among Generation Z consumers in Payakumbuh City. The analysis used 100 respondents and relied only on the statistical tests available in the research data. The normality test produced significance values of 0.370 for live streaming, 0.280 for product superiority, and 0.350 for purchasing

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decisions. Because each value exceeds 0.05, the three variables meet the normality criterion used in the analysis.

The multicollinearity test also provides an acceptable basis for interpreting the regression model. Live streaming records a tolerance value of 0.798 and a variance inflation factor of 1.865, while product superiority records a tolerance value of 0.752 and a variance inflation factor of 1.923. These figures do not indicate problematic overlap between the two independent variables.

The multiple regression results show positive effects for both predictors. Live streaming has an unstandardized coefficient of 0.780, a standardized beta of 0.243, a t value of 6.634, and a significance value of 0.000. Product superiority has an unstandardized coefficient of 0.673, a standardized beta of 0.523, a t value of 7.973, and a significance value of 0.000. H1 and H2 are therefore supported. The larger standardized beta for product superiority indicates a stronger relative contribution than live streaming within the estimated model.

The simultaneous F-test reports an F value of 52.828 with a significance value of 0.000. H3 is supported, indicating that live streaming and product superiority jointly have a significant effect on purchasing decisions. The model summary reports R = 0.789, R Square = 0.761, and Adjusted R Square = 0.698. Thus, 76.1 percent of the variation in purchasing decisions is explained by the two predictors, while 23.9 percent remains associated with other factors outside the model.

From a practical perspective, the findings indicate that Scarlett purchasing decisions among the observed Generation Z consumers are linked to both the way product information is delivered and the perceived strength of the product itself. Live streaming is relevant when interaction, information clarity, responsiveness, and host attractiveness are present. Product superiority is especially important because quality, benefits, uniqueness, reliability, and competitiveness represent the substantive reasons consumers may prefer one product over alternatives.

The evidence also suggests that live streaming should not be treated as a substitute for product performance. Its role is more appropriately understood as a communication environment that helps consumers evaluate what a product offers. The stronger standardized contribution of product superiority indicates that product-related perceptions remain central when the predictors are considered together. This conclusion is specific to the model and sample analyzed in Payakumbuh City.

Future research can broaden the model by examining additional consumer and marketing variables, increasing the number of respondents, and extending the

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geographic setting. Such expansion would help explain the 23.9 percent of purchasing-decision variation not captured by the present predictors. The current findings nevertheless provide a clear empirical basis for recognizing live streaming and product superiority as significant factors in Scarlett purchasing decisions among the sampled Generation Z consumers.

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