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**How SME's Live Sellers Convince Consumers to Purchase  
Lifestyle Products through Social E-Commerce for Business  
Sustainability**

Edvi Gracia Ardani<sup>1,\*</sup>, Nurhidaya Rusdi<sup>1</sup>, Anwar Basalamah<sup>2</sup>, and  
Nenden Nur Annisa<sup>1</sup>

<sup>1</sup>Widya Husada Semarang University

<sup>2</sup>Agung Podomoro University

\*Correspondence: edvi.gracia@gmail.com

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**Abstract:** The market behavior sways SME's business in promoting their products in the social e-commerce platform. This study observes and identifies how live sellers on social e-commerce platforms convince consumers to purchase lifestyle products. Live streamers showing and explaining their products in social e-commerce platform becomes a drift of online selling. Targeting the women's consumer segment, live streaming has become a popular but not always successful sales strategy for SMEs. Using a qualitative methodology with netnography and in-depth interviews, the research analyzes the behaviors and messages conveyed by live streamers. The findings indicate that a message's effectiveness in persuading an audience to make a purchase depends on both its content and its delivery. Key factors include the streamer's credibility, established through appearance and product knowledge, and the strategic content of their messages, which often emphasizes price, quality, and materials. The study also highlights that the repetition of certain information is a crucial factor in reinforcing the message's impact and encouraging impulse buys. Other influential elements include special promotional events, the vocal delivery style of the seller, and the use of appealing backgrounds to build trustworthiness.

**Keywords:** Social E-Commerce, Lifestyle Product, Live Streamer, Entrepreneurial Communication, Online Selling.

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**A. Introduction**

Small and medium-sized enterprises in Indonesia are mostly struggling in surviving after the pandemic. The COVID-19 pandemic proved digitalization's importance and has accelerated the need for SMEs to adopt digital

solution (Ainurrokhim et al., 2024). The movement in women lifestyle product business nowadays has turned into a more relax and easy access stores to purchase. Many online platforms, fall under the umbrella of e-commerce, arise to serve better today's consumers. Despite the fact

that most organizations are confronting specific challenges like lack of IT knowledge for e-commerce adaptation (Shaikh et al., 2022), e-commerce influences the growth of SMEs including the good customer service and wider markets reached in the Philippines (Flores, 2025).

Social e-commerce has become a trend place to purchasing products. It facilitates consumers to window shopping wherever and whenever they are able to scroll up and down their preferred platform. Social e-commerce is considered as a reform of the traditional e-commerce marketing model and sales channels, ignoring those which publish false content to make profit (Jiao, 2020), nonetheless youngsters failed to distinguish fake from legitimate information online (Metzger et al., 2015). The features of social e-commerce allow consumers to do both being updated by social media and looking for their needs of the e-commerce accounts they are following. Many sellers try to switched their selling strategy by becoming or using live sellers. A study in China found that the streamer's credibility, media richness and interactivity were identified to represent the stimuli in the context of live-streaming shopping (Song & Liu, 2021).

The SMEs in the provinces of Java including Jakarta compete to survive in their lines of business. Selling through online has been such a mandatory strategy for them. According to the Q4 Global Social Commerce Market Survey, more than 30 million Indonesians made online transactions in 2021 with 40% occurred in social media market, and the social commerce market is to record strong growth in the next years (globenewswire.com, 2022).

Therefore, discernment to see how live streamers convince consumers is a compelling area of study. In social e-commerce of Indonesian SME's business, lifestyle products are the most appealing for women to purchase. Lifestyle products for women are the most popular products being offered in the social e-commerce specifically in Instagram. The products are

varied, with clothing, skincare, perfume, shoes, and many others.

Social networks facilitate rapid message transmission; "early adopters" and "influencers" significantly shape how messages are conveyed and adopted (Ilieva et al., 2024). Live streamers may be shaped and adopt the how the messages are delivered. To investigate, the act of communication that consists of answering the questions who, says what, in which channel, to whom, and with what effect (Lasswell, 1971) is being used to explore how the persuasive messages conveyed to the women market.

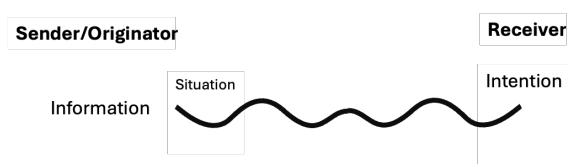


Figure 1. Communication process

This study is examining the 'who' and 'says what' as well as all the related environment that support the communication process as describe in the figure 1.

## B. Materials and Methods

The qualitative methodology with netnography approach is relevant to the study. The data collection employed is moving from passive observation to active engagement. The active engagement is performed by acting as purchaser to interact that moves to in-depth discussion. The subject of the research is small-scaled enterprise located in Depok, West Java. Targeted stores offer woman clothes and perfumes. The data collection was gathered in the period of post-Covid-19 pandemic, when e-commerce has experienced a sharp rise. The data was analyzed using three steps of coding process until finding the pattern of messages and attributes used by the live streamers. Confirmation of the pattern is triangulated with different businesses to find its similarity. In the other side, triangulation is being performed as well to find a confirmation from the audience

side as buyers with a total of 7 buyers to validate the data findings when the data is saturated.

### **C. Result and Discussion**

The businesses observed were 5 different small and medium-sized online stores that have active offline stores. The live streaming selling is scheduled from Monday to Saturday mostly in the morning and evening. The audience of the live streaming counts in a range of 30 to 300 social media account per session. To obtain more than 80 audience, the streaming time should be outside of working hours and days.

Depending on the activity of the audience, the number of viewers vary. On the clothing fashion live streaming, the schedules are between 09.00 to 11.00, 14.00 to 16.00, and 19.30 to 23.00, meanwhile perfumery tends to live stream between 11.00 to 13.00, 14.00 to 16.00, and 19.00 to 21.00. Thus, both business streams are taking the same schedule, however the number of viewers tends to have more audience in the evening session with around 300 viewers, while the least viewers are in the afternoon session with less than 10 to 100 audiences with the average of 40 audiences. The morning session varies in the number of audience but mostly there are more audiences comparing to the afternoon session with the average of 60 audiences. The data allows social e-commerce to schedule live streaming with the frequencies that leads to reach the target buyers

#### **1. Live Streamers Credibility**

The result of the study shows that streamers should show trustworthiness through the messages conveyed during the live streaming. Buying lifestyle products in such way tends to give the impression fraudulence to the audience. As suggested by Song and Liu (2021), the live streamers should be credible enough to convince, and it is essential in decreasing the consumers' perceived risk. Song and Liu (2021) added that credibility is identified as the streamers' attractiveness, expertise and trustworthiness as

perceived by the audience. Yet, credibility implies the competency of the streamers in public speaking including attractive appearance and trustworthiness.

The live streamers prepare their appearance to be attractively representable on camera by wearing proper shoes, nicely made up, and nicely-set hair. In addition to that, being knowledgeable is part of the preparation as well to convey the right information to the audience. They need ensure that the product, price, size, and materials, are well-learned to show their credibility to the audience.

#### **2. Content of Messages**

The result of the study shows that the live streamers' content of messages hypnotizes the session audience. Live streamers' start to talk about the product by showing it closer and pull it back from the camera. There are four information being communicated to the audience, which are the price, how good the product is, the materials of the product, and the size for clothing product. Repetition of the information continuously urge the attendees to show their impulsiveness to buy. Live streamers win emotional driven purchase from the consumers.

Moreover, the live streamers show that they know very well their audience and what their audience's needs and wants. This includes the social value that is being respected by the live streamers to show respect that makes the audience comfortable with their messages. This complies with the communication process suggested by Lasswell (1971) that surveillance of the environment and correlation of the components of society in making a response to the environment as well as transmission of the social inheritance.

Besides, live streamers often use words to describe the high rating of the products, such as "this one has the best quality, with low price", even though the audience does not even know the real quality. As suggested by (Flanagin et al., 2014), product quality is often perceived by

consumers when good ratings are shown, and that higher perceived product quality is associated with greater purchasing intentions. Most of the time the live streamers mention repetitively the best rating that they claim to be obtained from a third party or directly from their consumers. In this situation, whether it is a right or false information, the trust is being built by the live streamers.

The perfume sellers discuss more about the quality of the product with expressions that describe the feeling of using the product and how long the scent stays that is expected to be the whole day. The expressions allow the audience to imagine the environment they would be and how well and comfortable they would be while they use the product.

In addition to that, the information about how the speed of sending the product through a credible expedition company the store experienced, is part of additional content the live streamers need to know.

In different context Daft & Lengel (1986) suggested that within organizations, a large amount of information conveyed through a complex channel like social media could lead to unanalyzable issues or equivocality. This means the message becomes so ambiguous or unclear due to the sheer volume and varied nature of information that it's difficult to make sense of it. If we relate this to social e-commerce live streamers, it suggests that the more information delivered to the audience, the more incapable the audience becomes of analyzing whether a product should be purchased or not. Instead of fostering a clearer understanding, an overload of information, even if delivered through a rich medium, can overwhelm the audience. In such scenarios, the primary message received and acted upon by the audience is often merely the live streamer's direct instruction to purchase. This interpretation aligns with how information overload can reduce, rather than enhance, effective decision-making, pushing audiences to

rely on simple cues or direct commands rather than thorough analysis.

### 3. Special Program Events

Special programs are factor that pushes the intention of the audience to action. Such programs are awaited by the audience in the social e-commerce which information is posted in the social media story that can be seen every day by the followers. The message of the special programs is mostly about sale, last piece, and special events such as religious holiday, twin date-month, and big events like back to school or back to work. This finding is aligned with what is suggested by (Chen, 2021), customers would never want to miss a good deal. Thus, the special program is selling incredibly well.

### 4. The Delivery Style of the Messages

The Roman Cornificius suggested that the most important elements in delivering messages are the tone of voice and body language (Adamikné Jászó, 2022). Added that there are 8 different tones of voice with three elements which are vocal pitch, volume, and voice bending (Adamikné Jászó, 2022). In this study findings, conversational style with a combination of serious, joking, and explanatory tones is being used with a flat body language. The higher pitch of the live streamers' vocal leads to the higher pace produced. The pace of the message conveyed creates the sense of urgency for the consumers to chat the admin store as a direct call to action.

Body language has played a small role in the communication process. The face expressions are often flat and the live streamers seemed to be sure that their body language is managed to escape notice. For them, the most important thing in the process is the product, and their appearance has only been part of the supporting elements.

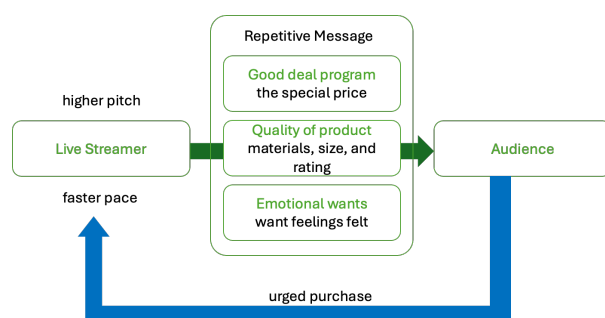


Figure 2. Live Streamer Persuasive Approach Diagram

As describe in the figure 2, the live streamer can convey persuasive message through the approach that result to urge audience to purchase products.

#### 5. Other supporting factors

To enhance the trustworthiness of the live streamers, an appealing background choice for a location serves as a valuable factor. A visually appealing background engages the audience. Each store has its uniqueness and character to arrange their background. Perfumery show an elegant and fragrant ambience that is symbolically represented by flowers decoration. This ambience never fails to bring the audience to feel it, even without being able to smell the scent. Contrary to the perfumery, the appealing background of clothing store is arranged with different approach. The nice decoration and ambience do not always work for them. Beside the background of the store corner, some live streaming is prepared in the storage room to give the idea that they prepare abundant stock of product. This is to ensure the audience that they would never run out of stock to provide the product needed and wanted.

#### 6. Audiences' perspective

The perspective of audiences was to validate the message conveyed by the streamers. Most audiences who are buyers felt that their emotional wants are being fulfilled by the words chosen that allow them to imagine how beautiful and comfortable they are in using the product.

The fulfilled emotional wants put the trigger to the audience to buy compulsively. The words chosen tend to bring the audience to imagine and relate the product with existing situation or condition they are wanting to be or to have.

Programs also play important role in the buying process. Buyers expect moments created by streamers that offer special prices for a short period of time within the session. Besides, streamers are also creating moments with pressure to the buyer that urge them to buy because of limited number of product available. The pressure often leads to a high volume of purchases, which causes items to sell out.

Moreover, buyers state that the message of the streamers is proven by the quality of the product purchased when the package arrived. This proof leads to the creation of bonding between the live streamers and the audience. In addition to that, the engagement created by the live streamers allow the audience to feel attached to the store. Thus, loyalty is here created through live selling product in social e-commerce.

#### D. Conclusion, Recommendations, and Future Research

The study reveals that the effectiveness of live streaming as a sales strategy in social e-commerce hinges on a multi-faceted approach to building trust and creating a sense of urgency. The credibility of the live streamer is paramount, established through an attractive and professional appearance, in-depth product knowledge, and a trustworthy demeanor. The content of the messages conveyed is strategically designed to "hypnotize" the audience, focusing on key product details such as price, quality, materials, and size. Repetition of this information is a crucial tactic to encourage impulsive buying behavior.

Furthermore, sellers foster a connection by demonstrating an understanding of their audience's needs and social values, making consumers feel respected and comfortable. Special programs, such as sales and event-based promotions, are highly effective at converting interest into action, as customers are motivated by the appeal of a good deal. The delivery style, particularly the tone of voice and the pace of

speech, is more influential than body language in creating a sense of urgency. Finally, supporting factors like an aesthetically pleasing and strategically chosen background, whether elegant for perfumes or a well-stocked room for clothing, enhance the streamer's trustworthiness and the product's appeal. Interestingly, while a wealth of information is provided, the study suggests that information overload may lead consumers to rely on the seller's direct call to purchase rather than their own analysis.

For SMEs utilizing live streaming, it is recommended that significant effort be invested in training live sellers to be not only knowledgeable about the products but also skilled in public speaking and presentation. Businesses should develop a content strategy that emphasizes repetition of key product benefits and claimed high ratings to build perceived quality. Creating and promoting a calendar of special events and sales can capitalize on consumers' desire for good deals. Sellers should also pay close attention to their vocal delivery, using an energetic and varied tone to generate excitement and urgency. The physical setting of the live stream should be thoughtfully designed to reflect the brand's image and create a specific, persuasive ambiance.

This study provides a solid foundation for further investigation into the dynamics of social e-commerce. Future research could expand on the concept of "equivocality" in this context, quantitatively measuring the impact of information overload on consumer decision-making. A comparative study across different product categories beyond lifestyle goods for women could reveal variations in effective persuasion techniques. Furthermore, exploring the audience's perspective in greater depth, perhaps through surveys or focus groups, could validate the perceived effectiveness of the sellers' strategies. Investigating the long-term effects of these persuasive tactics on customer loyalty and brand trust would also be a valuable avenue for future research, particularly concerning the use of potentially "false information" to build credibility.

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