

ASSESSING REVIEW CONSISTENCY, PRODUCT INFORMATION QUALITY, AND ONLINE IMPULSIVE BUYING TENDENCY: THE MEDIATING PATHWAY OF CUSTOMER ENGAGEMENT

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Abstract: This study examines the influence of review consistency and product information quality on customer engagement and impulsive buying tendencies. The participants in this study consisted of 57 individuals who spontaneously bought on a live-streaming platform. The analytical technique employed in this study is Structural Equation Modeling - Partial Least Squares (SEM-PLS), and the data processing is conducted using WarpPls version 8. The findings of this study suggest that maintaining consistency in reviews and ensuring high-quality product information might enhance consumer involvement. Additional findings indicate that client contact can potentially enhance online impulsive buying tendencies. An important management conclusion of this study is that organizations must guarantee the accuracy, comprehensiveness, and clarity of the product information they supply. This will help to enhance customer engagement and promote impulsive purchase behavior.

Keywords: *Online impulsive buying tendency, review consistency, product information quality, customer engagement, marketing strategy*

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1. Introduction

In the age of globalization, there has been a significant advancement in technology, leading to a quick growth of businesses in Indonesia. This growth includes the increasing popularity and usage of many local brands among the Indonesian population (Iryani & Fauzan, 2023). Business professionals may leverage the marketplace platform as an online channel for conducting buying and selling activities by leveraging the internet. Sellers can also take advantage of features based on technological developments. Network technology and mobile device advances have enabled live streaming to be more easily accessed and consumed by users. In recent years, there has been a notable increase in the digital advancement of firms associated with live streaming. Live Streaming is the process of broadcasting video directly over the internet, allowing direct interaction between viewers and broadcasters.

E-commerce live streaming or live streaming for short, has emerged in 2020 and has become a new trending digital channel. Innovative and interactive live streaming platforms have emerged, allowing users to participate in live streaming events more engagingly. One of the advantages of Live Streaming is that there are no fees charged for broadcasting live on a

digital platform. This can help companies in reducing their promotional costs. Live Streaming trading is done in real time and is very interactive with consumers (Lee & Chen, 2021). Live Streaming offers a more intuitive and realistic representation of items compared to static product photos on online sales platforms. This enhanced presentation makes it simpler to capture the attention of consumers and encourage them to make a purchase.

With a promising social environment like this, it is not surprising that many business professionals use it to facilitate the delivery of e-commerce transactions and activities. This has resulted in the proliferation of several instances of social commerce, with some of them stemming from e-commerce. Compared with traditional e-commerce, social commerce provides a more interactive community for consumers to engage in, and such engagement shapes social influence within the network community (Kim & Srivastava, 2007).

Live streaming has emerged as a worldwide phenomenon, gaining popularity across several industries such as entertainment, e-commerce, sports, e-sports, and education (QihangQiu et al., 2021). One of the consequences of this global trend is the emergence of many influencers in various age groups from the e-commerce sector (Jiang & Cai, 2021). E-commerce has driven consumer growth, recommendations made by influencers can increase consumers' desire to purchase products, and this leads to impulse shopping. Influencers have a significant role in presenting and promoting their items, which ultimately has a favorable effect on customer buying behavior. To clarify, influencers can enhance client intents and ensure that their impressions are favorable by utilizing live-streaming (Zhang et al., 2021).

Live streaming has also provided opportunities for individuals and those who want to start their own businesses. Many people use Live streaming platforms to build their personal brand, such as becoming an influencer or content creator. They can generate income through sponsorships, donations from viewers, or sales of their own products. Many companies have adopted Live Streaming as an effective marketing strategy. Live streaming has emerged as a lucrative means for corporations to broaden their scope and enhance audience interaction, so generating more income. By using a live streaming platform, companies can deliver content directly to their audience, such as product launches, promotional events, or live question sessions regarding marketed products with users. This can help companies to build brand awareness, increase customer engagement, and increase sales. Live Streaming can also provide an opportunity for companies to diversify their revenue sources and increase profitability. This study examines the influence of review consistency and product information quality on customer engagement and impulsive buying tendencies.

2. Literature Review & Hypothesis Testing

2.1. Review Consistency

Review consistency refers to two main aspects, namely inter-review consistency and intra-review consistency. Consistency between reviews assesses the suitability of the information in one review to other reviews regarding the same product, service, or topic. Consistent reviews between reviews have a match between the assessment (positive or negative) and the details provided in the review (Aghakhani et al., 2021). Internal consistency of reviews assesses the suitability of the content of the review to itself. An internally consistent review contains no contradictions or inconsistencies between the points presented. This means that the final assessment must be consistent with the arguments provided throughout the review (Quaschnig et al., 2014). The way reviewers collect and analyze information can affect the consistency of

their reviews (Lehoux et al., 2009). Using clear and consistent review guidelines can help reviewers write consistent reviews (Wilson et al., 1984).

One of the streamers' desires is for viewer involvement in live streaming. Viewers are expected to always be involved by providing reviews when streamers do live streaming. Viewer consistency in providing reviews will have an impact on better decision-making (Molinillo et al., 2020). Providing reviews and recommendations is part of social interaction which has an impact on customer engagement (Dessart et al., 2016). Customer engagement is the mental state in which consumers are driven to post online reviews due to their favorable sentiments toward the topic of their review (Thakur, 2018)

H1: Review consistency has a positive and significant effect on customer engagement

2.2. Product Information Quality

Viewers often think about whether the products offered on live streaming are quality or not. Streamers need to ensure that they provide clear and precise information to viewers. Consumers making purchasing decisions can be influenced by the information presented during live broadcasts (He et al., 2023). Quality information will greatly influence customer trust (McKnight et al., 2017) and decision-making by customers (Hongjoyo et al., 2020). Customers are more likely to trust a brand and be confident in their purchasing decisions when they are presented with clear, accurate, and comprehensive product information. This trust can lead to higher engagement and loyalty over time.

H2: Product information quality has a positive and significant effect on customer engagement

2.3. Customer Engagement

Customer engagement refers to the voluntary donation of resources by a customer to a business's marketing efforts, which goes beyond financial support. This contribution comes spontaneously or organically in reaction to a positive product experience or marketing message, without any deliberate action taken by the firm (Harmeling et al., 2016). Customer engagement factors can be influenced by the consumer information environment, the company's pro-activity in managing the customer information environment, as well as customer engagement behavior that involves participation in the creation of the company's core offerings (Doorn et al., 2010). Causes of customer engagement can stem from customers' voluntary contributions of resources to a company's marketing function that go beyond financial protection, as well as organic responses to product experiences or marketing communications without intentional action on the part of the company (Doorn et al., 2010).

2.4. Online Impulsive Buying Tendency

Online impulsive buying or online impulse buying is the behavior of buying products or services online without prior planning. This behavior is often driven by emotion and occurs spontaneously, without careful consideration of needs and budget (Isstianto et al., 2011). Individuals with low levels of self-control, sensitivity to promotions, and sensation-seeking tendencies are more susceptible to online impulse buying (Dewi et al., 2017). Continuous social media exposure to other people's products and lifestyles can fuel the desire to impulse buy (Habib & Qayyum, 2018).

Lin et al. (2022) explained that live streaming was created to increase customer engagement. Customer engagement means a way to build relationships (Dessart et al., 2016), where consumers are allowed to provide added value through participation and interaction

(Kumar et al., 2010). This participation and interaction will have an impact on increasing emotional engagement and impulsive behavior from viewers (Zeng et al., 2022). Customer engagement will increase consumers' opportunities to make unplanned purchases (Lin *et al.*, 2022).

H3: Customer engagement has a positive and significant effect on impulsive buying tendency

The following research model is proposed:

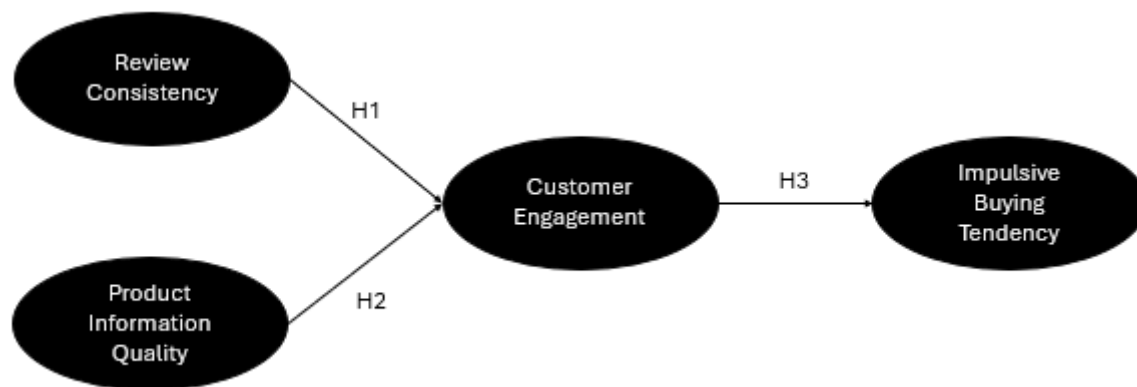


Figure 1. Empirical Research Model

3. Research Method

3.1. Samples

Data that was successfully obtained from distributing questionnaires, distributing questionnaires was carried out online with a minimum of 50 respondents. The questionnaire was only distributed to people born in the 1997-2012 range. This questionnaire was distributed over 5 days, and we succeeded in collecting 57 respondents. The following is a table of Respondent Characteristics that we managed to collect.

Table 1. Characteristics of Respondents

No.	Variable	Category	Amount	Percentage
1	Age	< 18 years old	11	19.30%
		18 - 22 yrs	39	68.42%
		> 22 years old	7	12.28%
2	Gender	Woman	31	56.1%
		Man	25	43.9%
3	Income	0-1 million/month	37	64.9%
		1-3 million/month	11	21.1%
		> 3 million/month	8	14%
4	Hometown	Makassar	44	77.2%
		Toraja	2	3.5%
		Jakarta	2	3.5%
		Boven Digoel	1	1.8%
		Hammer	1	1.8%
		Gorontalo	1	1.8%
		Tangerang	1	1.8%
		Tarakan, North Kalimantan	1	1.8%
		Yogyakarta	1	1.8%

		East Java	1	1.8%
		Ambon	1	1.8%
		Masamba	1	1.8%
5	Platforms	TikTok Shop	42	73.7%
		Shopee Live	8	14%
		Twitch	1	1.8%
		Instagram	1	1.8%
		YouTube	2	3.5%

From the results of the data we collected, distributed the questionnaire online using Google Forms or directly to respondents. Distribution of the questionnaire was carried out in April 2024 within a period of 5 days, the questionnaire was distributed to colleagues who had made purchases on the Live-Streaming platform in various online platforms, the number of respondents who filled out the online survey was 57 people, and all of them answered the survey questions, from 57 people filled in, 68.42% were aged 18-22 years and 19.30% were under 18 years old, 12.28% over 22 years old. In terms of gender, 56.1% were female while 43.9% were male. -men, judging from their income, the majority have an income of 0-1 million/month with 64.9%, for 1-3 million/month 21.1% and finally >3 million/month 14%, the city of origin of the majority of our respondents all came from the city of Makassar as many as 44 people responded with a presentation of 77.2%, apart from Makassar there was also Jakarta with 2 people with a percentage of 3.5%, the others came from Papua, Palu, Gorontalo, Tangerang, Tarakan, Yogyakarta, East Java, Ambon, masamba which averages 1 person per location where the percentage is 1.8%. And finally, for platforms, most of our online respondents often shop online live streaming via Tiktok Shop as many as 42 people with a percentage of 73.7%, the second most is Shopee Live with 8 people with a percentage of 14%, and there is YouTube with a percentage of 2 people it's 3.5% and there are Twich and Instagram both with 1 person with a percentage of 1.8%.

3.2. Measurements

To design this research, several questions were selected from various sources and structured accordingly. Product information quality is measured using 3 question items adapted from. Review consistency is measured using 3 question items adapted from. Customer engagement is measured using 3 question items adapted from (Luo, 2024) And (Do et al., 2020), A 5-point Likert scale was used to measure each question item. Table 1 explains the operational definition.

Table 2. Variables and Question Items

Variable	Question Items	
Product Information Quality (PIQ)	<ol style="list-style-type: none"> 1. Live-streaming platforms provide valuable product information (PIQ1) 2. Details about a lifelike live-streaming platform (PIQ2) 3. The reliability of product information on live-streaming platforms is guaranteed (PIQ3) 	Adapted from (Luo, 2024)
Review Consistency (RC)	<ol style="list-style-type: none"> 1. Average audience comments are similar (RC1) 2. The audience's comments add to each other's insights for other audiences (RC2) 3. Audience comments provide input for other audiences (RC3) 	Adapted from (Luo, 2024)

Customer Engagement (CE)	<ol style="list-style-type: none"> 1. I think live-streaming shopping is interesting (CE1) 2. I allocate a greater amount of my attention to live-streaming platforms (CE2) 3. I frequently suggest to my friends that they consider merchants that utilize live-streaming (CE3) 	Adapted from (Luo, 2024)
Impulsive Buying Tendency (IBT)	<ol style="list-style-type: none"> 1. While watching live-streaming, I tend to make impulsive purchases of items that I initially had no intention of buying (IBT1) 2. I possess a tendency to engage in unexpected buying behavior (IBT2) 3. Engaging in impulsive buying can be enjoyable (IBT3) 	Adapted from (Zhao et al., 2022); (Do et al., 2020)

3.3. Analysis

Partial Least Squares (PLS) Structural Equation Modeling (PLS-SEM) is employed to uncover latent patterns in data and enhance comprehension of the interconnections among variables. This approach is more suitable for research purposes that prioritize predictions rather than testing known theories (Hinsch et al., 2020). To process the data, we used WarpPls (version 8.0).

4. Result and Discussion

4.1. Result

Table 3 shows the results of validity and reliability testing. The loading factor value for each research item is between 0.671 to 0.885. The value of the loading factor is above 0.5. The AVE value is also above 0.5. So, the table above can be said to be valid. The composite reliability value is between 0.832 to 0.908 while the Cronbach alpha value is between 0.695 to 0.848. The composite reliability value is above 0.7 so the proposed table is reliable.

Table 3. Validity and Reliability Testing

Variables & Indicators	Loading Factor	AVE	Cronbach Alpha	Composite Reliability
Product Information Quality		0.624	0.697	0.832
PIQ1	0.746			
PIQ2	0.760			
PIQ3	0.859			
Review Consistency		0.779	0.716	0.876
RC1				
RC2	0.883			
RC3	0.883			
Customer Engagement		0.626	0.695	0.832
CE1	0.671			
CE2	0.823			
CE3	0.866			
Impulsive Buying Tendency		0.767	0.848	0.908
IBT1	0.865			
IBT2	0.878			
IBT3	0.885			

This study proposes 3 hypotheses to be tested. The results of testing H1 explain that review consistency has a positive and significant effect on customer engagement ($\beta = 0.479$; $p < 0.001$). The results of testing H2 explain that product information quality has a positive and significant effect on customer engagement ($\beta = 0.346$; $p < 0.001$). The results of testing H3 show that customer engagement has a positive and significant effect on impulsive buying tendency ($\beta = 0.599$, $p < 0.001$). So, it can be concluded that all hypotheses are accepted.

Table 4. Hypothesis Testing

Hypothesis		Results
H1: RC \rightarrow CE	$\beta = 0.479$; $p < 0.001$	H1 is Accepted
H2: PIQ \rightarrow CE	$\beta = 0.346$; $p < 0.001$	H2 Is Accepted
H3: CE \rightarrow IBT	$\beta = 0.599$; $p < 0.001$	H3 Is Accepted

4.2. Discussion

The findings of this study indicate that there is a positive effect between review consistency and the level of consumer engagement. Live streaming has gained significant popularity as a means of engaging with customers and advertising products or services in real time. Review consistency, in this sense, maintains the consistent and enduring nature of favorable evaluations that a broadcaster or product receives during a live-streaming session, over some time. Consistent reviews create clear expectations and reduce uncertainty (Floyd et al., 2014), so customers feel more comfortable and engaged with the content presented. This is supported by research from Bowden (2014) which shows that trust and confidence built through consistent customer experiences can increase their engagement with a brand or broadcaster. Customers are inclined to have confidence and trust in the material when they observe that a broadcaster or product regularly garners positive feedback. This can enhance their inclination to actively participate with the broadcaster or product, either by directly interacting in a live streaming session, following the broadcaster's account, or making a purchase.

The results of this research state that product information quality has a positive and significant effect on customer engagement. The results of this study are by research conducted by Maria *et al.* (2021). The quality of product information encompasses factors such as the correctness, comprehensiveness, relevance, and clarity of the information provided to customers. Customers are more likely to feel secure in making purchase decisions when they have comprehensive and clear information. These findings align with the research conducted by Zhang et al. (2018) and Zhang et al. (2017), which showed that providing accurate and comprehensive product information enhances customers' sense of a brand's trustworthiness and dependability. Consequently, this leads to more engagement and connection with the brand.

The third hypothesis (H3) states that customer engagement can have a positive and significant effect on impulsive buying (Fitri & Mujiasih, 2021). The more positive customer engagement is towards the product, the higher the impulsive buying that occurs when shopping. Conversely, the lower the customer engagement among students, the lower the impulsive buying that occurs. The research results (Purwadhana & J, 2019), the more consumers emotionally and behaviorally influence the products offered, the more satisfied the customer will feel. Positive experiences and satisfaction can make customers use or buy products without replacing them, thereby triggering impulsive buying of the products offered.

The results of the research carried out can provide managerial input. First, a strategy to improve the quality of product information. Companies must ensure that the product

information they provide is accurate, complete and easy to understand. Practical steps include: (1) Using Digital Technology: Leveraging technology such as artificial intelligence to personalize relevant product information for each customer. (2) Regular Updates: Ensure that product information is updated regularly to remain relevant to customers' changing needs and preferences. Second, consistency of customer reviews. Managers should focus on strategies to increase and maintain consistent customer reviews. Some approaches include: (1) Review Facilitation: Making the process of providing reviews easy and engaging for customers, such as through incentive programs or user-friendly review platforms. (2) Monitoring and Responsiveness: Actively monitor reviews and respond promptly to show that the company cares about customer feedback.

Another managerial implication is the use of influencers. According to Mada and Prabayanti (2024), that utilizing the role of influencers in live streaming shopping can have a big impact, such as the trust that customers have in the products offered can increase the transactions obtained. The experience of shopping online or via a live streaming platform, which is carried out interactively and entertainingly, can cause a change in the customer's mood to be positive so that customers can easily determine their shopping decisions and determine the product of their choice (Islami & Susanto, 2024). The greatest result obtained through research testing was 0.599, so from this value it can be said that the influence of online shopping is obtained through the emotional and behavioral influences obtained.

5. Conclusion

The purpose of this research is to find out which platforms are widely used for live-streaming online shopping by consumers, so much of the discussion in this research is related to live-streaming platforms that connect with consumers online, related to shopping using live-streaming platforms that generate a lot of attention to the consumer. The results of this research can conclude that consumers are more interested in shopping online on the live streaming platform in the Tik Tok Shop application. The influencing factor is that Tik Tok Shop provides many goods that consumers need, as well as providing affordable prices and attractive promotions that attract consumers to shop there and not on other applications, although it cannot be denied that even though Tik Tok Shop has shortcomings, it can remain superior in the eyes and hearts of consumers.

Even though Tiktok Shop is already very superior, other platforms must continue to innovate so that they are not left behind and there will be time for other platforms to rise and excel in turn, because what determines consumers' hearts to shop on these platforms is in terms of the application and the shop aspect. Those who are productive provide advertisements to be more noticed in the eyes of consumers and provide special and attractive prizes such as coupons or collective prizes so that consumers can be interested and decide to use the platform, but currently, TikTok Shop is dominating consumers.

Apart from that, limited access to respondents was also very influential because not all individuals had made online transactions on live streaming platforms, so these limitations affected the sample. The proposal for future research is to expand knowledge of the world of live streaming on any platform because according to the data that has been collected, many individuals are still afraid and do not trust shopping online on platforms.

Due to the many fraudulent attempts and deception currently circulating, TikTok Shop and all platforms provide guarantees regarding this matter to improve the quality of the platform, so that people who carry out such fraudulent attempts will face consequences for their intended

actions. This can immediately be reduced and provide consumers with a feeling of comfort and happiness while shopping online using the platform. Meanwhile, increasing access for consumers to continue to shop on various online platforms, by continuously innovating and providing good insight so that consumers can more easily interact on online platforms and shop safely without any disruption.

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