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Shopee Video, Affiliate Link Sharing, and Live Streaming in Shaping Skincare Purchase Decisions: Consumer Trust as a Mediating Mechanism in the Shopee Affiliate Program

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Abstract
The rapid growth of social commerce has transformed digital marketing strategies by integrating content-based features into e-commerce platforms, particularly through Shopee Video, live streaming, and affiliate marketing. These features have become increasingly important in promoting skincare products, which involve relatively high perceived risk and require greater consumer trust before purchase decisions are made. However, previous studies have reported inconsistent findings regarding the direct effects of these digital marketing features on purchasing decisions, suggesting that consumer trust may play a mediating role. This study employed a quantitative research approach using a survey method. Data were collected through an online questionnaire administered via Google Forms, with the survey link disseminated through WhatsApp, Instagram, and university student groups. The respondents consisted of Shopee users who had watched Shopee Video, interacted with Affiliate Links, watched Live Streaming sessions, and purchased Glad2Glow products. The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0. The findings reveal that Shopee Video positively and significantly influences both consumer trust and purchase decisions. Meanwhile, affiliate link sharing and live streaming significantly enhance consumer trust but do not directly influence purchase decisions. Consumer trust has a significant positive effect on purchase decisions and mediates the relationships between affiliate link sharing, live streaming, and purchase decisions. These findings highlight the critical role of consumer trust in converting digital marketing exposure into actual purchasing behavior. Managerially, businesses and affiliate marketers should prioritize credible product recommendations, transparent skincare information, and authentic live-streaming demonstrations to strengthen consumer trust and improve purchase decisions within social commerce.

Keywords: shopee video, affiliate marketing, live streaming, consumer trust, purchase decision

Introduction

The rapid advancement of digital technology has significantly transformed consumer purchasing behavior by reshaping how products are promoted, evaluated, and purchased through online platforms. This transformation has accelerated the development of social commerce, which combines e-commerce functionalities with interactive social media features, enabling consumers to engage with digital content before making purchasing decisions. Unlike conventional e-commerce, social commerce emphasizes interaction among



sellers, content creators, and consumers through multimedia content, live communication, and user-generated recommendations. As a result, digital marketing has shifted from information-based promotion toward experience-based engagement that encourages consumer participation throughout the purchasing process.

Indonesia has become one of the fastest-growing digital economies in Southeast Asia, supported by increasing internet penetration, smartphone adoption, and the widespread use of digital payment systems. These developments have encouraged consumers to transition from traditional shopping methods to online purchasing through marketplace platforms. Among the major e-commerce platforms operating in Indonesia, Shopee has consistently maintained its leading position by introducing interactive digital marketing features such as Shopee Video, Shopee Live, and the Shopee Affiliate Program. These features allow sellers and affiliates to communicate product information through short-form videos, live product demonstrations, and affiliate-generated recommendations, creating a more engaging shopping experience than conventional online product listings.

The increasing popularity of content-based marketing has become particularly important in the skincare industry. Unlike low-involvement consumer goods, skincare products involve relatively high perceived risk because consumers must evaluate product quality, ingredient safety, compatibility with individual skin conditions, and expected effectiveness before making purchasing decisions. Since consumers cannot physically examine skincare products before purchasing them online, they often rely on digital content, reviews, demonstrations, and recommendations to reduce uncertainty. Consequently, consumer trust becomes a critical factor that influences purchasing decisions within online marketplaces.

Short video content marketing plays an important role in shaping consumer trust and purchasing intentions in e-commerce transactions (Abidin & Sihite, 2024). The short video and live streaming features on the Shopee platform encourage consumers to feel more confident about the products being promoted (Latte & Fatimah, 2025). Affiliate programs are a content-based digital marketing strategy widely used by e-commerce platforms to reach a broader base of consumers (Fitriningrum & Mulyana, 2025). Social-media-based digital marketing on marketplaces such as Shopee has also been widely adopted by micro, small, and medium enterprises (MSMEs) to expand their online market reach (Priyatna et al., 2020).

Indonesia's social commerce sector illustrates how significant this shift has become: the market was valued at roughly USD 5.25 billion in 2025 and has been growing at about 17.1% per year, driven by live shopping, creator-affiliate content, and mobile commerce (Research and Markets, 2025). Shopee alone is estimated to hold more than half of Indonesia's e-commerce market share, and video-based commerce - short videos, live streams, and affiliate content - now accounts for a substantial share of regional e-commerce transaction value (Campaign Indonesia, 2026; Magpie IQ, 2026). This growth confirms that Shopee Video, affiliate link sharing, and live streaming are no longer marginal promotional tools but central features of consumer purchasing journeys, which strengthens the practical relevance of examining how these features actually convert into purchase decisions.

Despite this growth, prior studies show inconsistent results regarding the effectiveness of these digital marketing strategies on purchasing decisions. Latte and Fatimah (2025) found that live streaming and short-video content significantly influenced both consumer trust and purchasing decisions on Shopee. In contrast, Lamik and Dwiyanto (2025) found that affiliate marketing did not significantly influence digital consumer purchasing decisions, although



live streaming and online reviews in the same study positively influenced purchasing decisions. Fitriningrum and Mulyana (2025) reported that affiliate marketing and social influence significantly affected both trust and purchasing decisions on social commerce platforms. Zhou and Tong (2022) explained that this inconsistency occurs because the influence of digital marketing stimuli on purchasing decisions is not always direct, but is often bridged by psychological factors such as emotional involvement and consumer trust.

This inconsistency points to a theoretical gap rather than only an empirical one: existing studies have not clearly explained the psychological mechanism through which marketing stimuli are converted into purchase behavior, particularly for products where consumers face higher perceived risk. The Stimulus-Organism-Response (SOR) framework proposed by Mehrabian and Russell (1974) offers an explanation for this mechanism. Under SOR, external marketing cues - such as Shopee Video, affiliate link sharing, and live streaming - act as stimuli that are processed internally by the consumer (the organism) in the form of a psychological state, before producing an observable behavioral response, namely a purchase decision. In this study, consumer trust is positioned as the organism-level psychological state that mediates the relationship between the three digital marketing stimuli and the purchase-decision response. This is particularly relevant for skincare products, which are typically classified as high-involvement and higher-risk purchases because they are directly related to health and skin suitability, so consumers require a stronger sense of trust before deciding to buy (Janah et al., 2026).

Rosniati et al. (2023) showed that e-WOM and affiliate marketing play an important role in shaping consumer trust in Indonesian marketplaces, and suggested that trust is a relevant variable to examine further as a mediator in digital marketing research. Salsabila (2025) emphasized that building consumer trust through creative content is key to the success of the Shopee affiliate program, while Perdana (2022) showed that social commerce implemented through social media strengthens the relationship between businesses and consumers and increases consumers' understanding of the products being promoted.

The existing literature has also largely examined Shopee Video, Affiliate Marketing, and Live Streaming as independent marketing strategies. Only limited studies have simultaneously investigated these three digital marketing features within an integrated research framework while considering Consumer Trust as a mediating variable, particularly in the context of skincare products promoted through the Shopee Affiliate Program. Furthermore, previous studies have predominantly focused on general e-commerce products, leaving limited empirical evidence regarding high-involvement products such as skincare, where consumers require greater confidence before making purchasing decisions. Therefore, examining the mediating role of consumer trust in the relationship between digital marketing features and purchasing decisions provides both theoretical and practical contributions to the social commerce literature.

This study adopts the Stimulus Organism Response (SOR) Theory proposed by Mehrabian and Russell (1974) as its primary theoretical foundation. According to the SOR framework, environmental stimuli influence individuals' internal psychological states before generating behavioral responses. Within the context of this study, Shopee Video, Affiliate Link Sharing, and Live Streaming represent the external stimuli that provide product-related information and interactive experiences. Consumer Trust functions as the organism, reflecting consumers' internal cognitive and emotional evaluations after receiving marketing stimuli. Purchase Decision represents the behavioral response that results from consumers'



psychological processing of those stimuli. The SOR framework therefore provides a comprehensive explanation of how digital marketing activities are translated into purchasing behavior through psychological mechanisms.

To strengthen the theoretical explanation, this study also incorporates Social Influence Theory (Kelman, 1958), which explains that consumers are likely to adopt attitudes and beliefs communicated by individuals whom they perceive as credible and trustworthy. Affiliate marketers frequently function as opinion leaders whose recommendations reduce uncertainty and strengthen confidence in promoted products. Additionally, the Theory of Planned Behavior (Ajzen, 1991) is used to explain how consumers' beliefs and trust influence their intentions and ultimately determine actual purchasing behavior. The integration of these theoretical perspectives provides a more comprehensive understanding of consumer decision-making within social commerce.

Glad2Glow, a skincare brand actively promoted through the Shopee Affiliate Program, faces a gap between high promotional-content exposure and actual purchasing decisions. An initial pre-survey of 15 active Shopee users who had purchased skincare products through affiliate recommendations showed that Shopee Video (66.7%), live streaming (66.7%), and affiliate link sharing (53.3%) were the three factors most perceived to influence purchasing decisions. These three factors were therefore designated as the independent variables of this study, with consumer trust positioned as the mediating variable. The unit of analysis in this study is the individual active Shopee user who has purchased the Glad2Glow skincare product through an affiliate recommendation on the Shopee platform. Based on the gap identified above, this study aims to analyze the effect of Shopee Video, affiliate link sharing, and live streaming on purchase decisions, both directly and through consumer trust as a mediating variable, in the context of the Shopee Affiliate Program for the Glad2Glow product.

Unlike previous studies that generally test digital marketing variables as a single undifferentiated bundle, this study contributes by explicitly distinguishing digital marketing features that influence purchase decisions directly (Shopee Video) from those that operate primarily through consumer trust (affiliate link sharing and live streaming), within the specific context of a high-risk, trust-sensitive skincare product purchased through the Shopee Affiliate Program. By anchoring this distinction in the SOR framework, the study clarifies not only whether these digital features matter, but the psychological pathway through which each feature converts exposure into a purchase decision.

Based on the theoretical foundation and empirical evidence above, this study proposes the following ten hypotheses.

H1: Shopee Video has a positive and significant effect on consumer trust.
H2: Affiliate link sharing has a positive and significant effect on consumer trust.
H3: Live streaming has a positive and significant effect on consumer trust.
H4: Shopee Video has a positive and significant effect on purchase decisions.
H5: Affiliate link sharing has a positive and significant effect on purchase decisions.
H6: Live streaming has a positive and significant effect on purchase decisions.
H7: Consumer trust has a positive and significant effect on purchase decisions.
H8: Consumer trust mediates the effect of Shopee Video on purchase decisions.
H9: Consumer trust mediates the effect of affiliate link sharing on purchase decisions.
H10: Consumer trust mediates the effect of live streaming on purchase decisions.



Method

This study employed a quantitative research approach using an explanatory research design to investigate the relationships among Shopee Video, Affiliate Link Sharing, Live Streaming, Consumer Trust, and Purchase Decisions within the Shopee Affiliate Program for Glad2Glow skincare products. A quantitative approach was considered appropriate because this study aimed to empirically examine causal relationships among latent variables through hypothesis testing using Structural Equation Modeling (SEM).

The unit of analysis consisted of individual Shopee users in Indonesia who had experience purchasing Glad2Glow skincare products through recommendations generated by the Shopee Affiliate Program. To ensure that respondents possessed adequate experience relevant to the research objectives, the study established several inclusion criteria. Respondents were required to (1) have an active Shopee account, (2) have watched Shopee Video content related to Glad2Glow products, (3) have received or accessed affiliate links promoting Glad2Glow products, (4) have watched Shopee Live sessions featuring Glad2Glow products, and (5) have purchased at least one Glad2Glow skincare product through the Shopee Affiliate Program.

Data were collected between June and September 2026 using an online questionnaire distributed through Google Forms. Online distribution enabled the researcher to reach respondents from various provinces across Indonesia without geographical limitations while ensuring efficient data collection among active Shopee users.

A non-probability purposive sampling technique was adopted because respondents had to satisfy predetermined criteria relevant to the research objectives. Prior to the main survey, the questionnaire was reviewed by academic experts to ensure content validity and was subsequently pilot-tested to evaluate item clarity and respondent comprehension.The sample size was determined based on the rule of thumb in Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. Hair et al. stated that the minimum sample size in SEM-PLS research is 5 to 10 times the number of research indicators (Hair et al., 2019). This study used 30 indicators, so the recommended minimum sample size is 150 respondents. A total of 151 respondents met the research criteria, so the sample size met the minimum requirements for PLS-SEM analysis.

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The research instrument used a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). The independent variables were Shopee Video (X1), Affiliate Link Sharing (X2), and Live Streaming (X3), while Trust (Z) functioned as the mediating variable and Purchase Decision (Y) as the dependent variable. Table 1 presents the operational definition of each variable together with its indicator codes.

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Table 1. Operational Definition of Research Variables

Variable	Operational Definition	Indicator Codes	No. of Items	Measurement Source
Shopee Video (X1)	The extent to which consumers perceive Shopee Video as providing attractive, informative, and useful product content that facilitates product evaluation before purchasing Glad2Glow products.	X1.1–X1.6	6	Adapted from Abidin and Sihite (2024); Latte and Fatimah (2025).
Affiliate Link Sharing (X2)	The extent to which affiliate-shared product links are perceived as credible, useful, and persuasive in influencing consumers' evaluations of Glad2Glow products.	X2.1–X2.6	6	Adapted from Fitriningrum and Mulyana (2025); Rosniati et al. (2023).
Live Streaming (X3)	The extent to which live-streaming sessions provide interactive communication, product demonstrations, and relevant information that support consumers' purchase evaluations.	X3.1–X3.6	6	Adapted from Latte and Fatimah (2025); Zhou and Tong (2022).
Trust (Z)	Consumers' confidence in the credibility of affiliate recommendations, the reliability of product information, and the quality of Glad2Glow products offered through the Shopee Affiliate Program.	Z1–Z6	6	Adapted from Rosniati et al. (2023); Zhou and Tong (2022).

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Variable	Operational Definition	Indicator Codes	No. of Items	Measurement Source
Purchase Decision (Y)	Consumers' decision to purchase Glad2Glow products through the Shopee Affiliate Program after evaluating the available product information and recommendations.	Y1–Y6	6	Adapted from Zhou and Tong (2022); Lamik and Dwiyanto (2025).

The research conceptual model was developed based on theoretical studies and prior research explaining the relationships between the research variables. The model illustrates the direct effect of Shopee Video, Affiliate Link Sharing, and Live Streaming on Purchase Decision, as well as the indirect effect through Trust as a mediating variable, as shown in Figure 1.

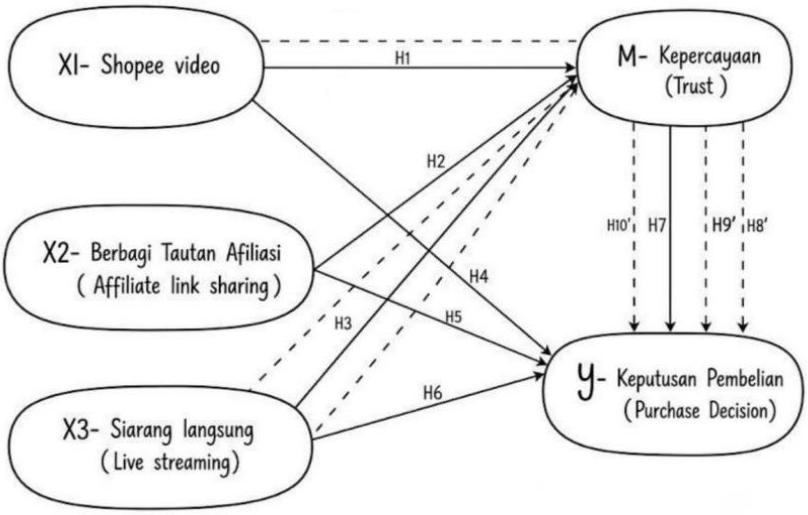


Figure 1. Conceptual Framework of the Research

Data analysis was performed using SmartPLS 4 software with the PLS-SEM approach. The analysis stages include evaluation of the measurement model (outer model) through convergent validity and construct reliability testing, evaluation of discriminant validity through the Heterotrait-Monotrait Ratio (HTMT) and the Fornell-Larcker criterion, and evaluation of the structural model (inner model) through R-Square (R2), F-Square (f2), and Q-Square (Q2) testing. Hypothesis testing was conducted using the bootstrapping method to examine the direct and indirect relationships between variables, with the decision criteria of T-statistics > 1.96 and p-value <= 0.05.

All test results are presented in tabular form accompanied by descriptive narratives to facilitate interpretation of the research findings.

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Results and Discussion

Respondent Characteristics

This study involved 151 active Shopee user respondents who had purchased Glad2Glow products through the Shopee Affiliate Program. Table 2 presents the age distribution of respondents.

Table 2. Respondent Characteristics Based on Age

Age Range (Years)	Frequency (people)	Percentage (%)
< 15 years	4	2.65
15 - 17 years	2	1.32
18 - 20 years	12	7.95
21 - 23 years	62	41.06
24 - 26 years	34	22.52
27 - 30 years	21	13.91
> 30 years	16	10.60
Total	151	100.00

Source: Questionnaire Data Processing Output, 2026

Based on Table 2, this study involved 151 active Shopee user respondents who had purchased Glad2Glow products through the Shopee Affiliate Program. The majority of respondents were aged 21–23 years old (62 people) (41.06%), followed by the 24–26 age group (34 people) (22.52%) and 27–30 years old (21 people) (13.91%). Meanwhile, respondents under 18 years old only numbered 6 people (3.97%). These results indicate that most respondents are in the young adult age group who are active users of e-commerce and social media, so they are considered relevant to the research objective regarding the influence of Shopee Video, Live Streaming, and Affiliate Links on purchasing decisions through trust.

Validity and Reliability Test

Validity and reliability testing were conducted to ensure that the indicators used were able to represent the research constructs validly and consistently. Convergent validity was evaluated based on the outer loading value, while construct reliability was evaluated using Cronbach's Alpha and Composite Reliability. An indicator was declared valid if its outer loading exceeded 0.70, and a construct was declared reliable if its Cronbach's Alpha and Composite Reliability exceeded 0.70.

As shown in Table 3, all indicators had outer loading values ranging from 0.716 to 0.900, thus satisfying the convergent validity criterion. The highest outer loading was found in indicator Y6 (0.900), while the lowest was found in indicator X1.5 (0.716); both remain above the recommended minimum threshold. All constructs had Cronbach's Alpha values ranging from 0.869 to 0.921 and Composite Reliability values ranging from 0.902 to 0.938, exceeding the minimum threshold of 0.70 and indicating good internal consistency.

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Table 3. Validity and Reliability Test Results

Variable	Indicator	Outer Loading	Information	Cronbach's Alpha	Composite Reliability
Shopee Video (X1)	X1.1	0.781	Valid	0.869	0.902
	X1.2	0.814	Valid		
	X1.3	0.756	Valid		
	X1.4	0.791	Valid		
	X1.5	0.716	Valid		
	X1.6	0.807	Valid		
Affiliate Link Sharing (X2)	X2.1	0.782	Valid	0.885	0.913
	X2.2	0.859	Valid		
	X2.3	0.764	Valid		
	X2.4	0.826	Valid		
	X2.5	0.728	Valid		
	X2.6	0.821	Valid		
Live Streaming (X3)	X3.1	0.745	Valid	0.891	0.916
	X3.2	0.814	Valid		
	X3.3	0.750	Valid		
	X3.4	0.859	Valid		
	X3.5	0.822	Valid		
	X3.6	0.828	Valid		
Trust (Z)	Z1	0.774	Valid	0.898	0.922
	Z2	0.861	Valid		
	Z3	0.819	Valid		
	Z4	0.844	Valid		
	Z5	0.759	Valid		
	Z6	0.822	Valid		
Purchase Decision (Y)	Y1	0.846	Valid	0.921	0.938
	Y2	0.776	Valid		
	Y3	0.851	Valid		
	Y4	0.849	Valid		



Variable	Indicator	Outer Loading	Information	Cronbach's Alpha	Composite Reliability
	Y5	0.855	Valid		
	Y6	0.900	Valid		

Source: Primary data processed using SmartPLS 4, 2026.

Discriminant Validity (HTMT and Fornell-Larcker)

Discriminant validity was evaluated to confirm that Shopee Video, affiliate link sharing, live streaming, trust, and purchase decision are empirically distinct constructs. Discriminant validity is considered adequate when the HTMT ratio between any two constructs is below 0.90, and under the Fornell-Larcker criterion, when the square root of each construct's Average Variance Extracted (AVE) exceeds its correlation with any other construct.

Structural Model Evaluation

Structural model evaluation was conducted to assess the model's ability to explain the relationships between the latent variables studied, using R-Square (R2) to measure the explanatory power of exogenous variables, F-Square (f2) to determine the contribution of each exogenous variable, and Q-Square (Q2) to evaluate the model's predictive relevance.

Table 4. R-Square (R2) Test Results

Variable	R Square	R Square Adjusted
Purchase Decision (Y)	0.560	0.548
Trust (Z)	0.509	0.499

Source: Primary data processed using SmartPLS 4, 2026.

Based on Table 6, Trust (Z) has an R2 value of 0.509, indicating that Shopee Video, Affiliate Link Sharing, and Live Streaming jointly explain 50.9% of the variance in consumer trust, while the remaining 49.1% is explained by factors outside the research model. Purchase Decision (Y) obtained an R2 value of 0.560, meaning that Shopee Video, Affiliate Link Sharing, Live Streaming, and Trust together explain 56.0% of the variance in purchase decisions. These results indicate that the research model has moderate explanatory power.

Table 5. F-Square (f2) Test Results

Relationship Between Variables	f2	Information
Shopee Video -> Trust	0.041	Small
Shopee Video -> Purchase Decision	0.086	Small
Affiliate Link Sharing -> Trust	0.132	Small
Affiliate Link Sharing -> Purchase Decision	0.009	Very small
Live Streaming -> Trust	0.061	Small

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Relationship Between Variables	f2	Information
Live Streaming -> Purchase Decision	0.004	Very small
Trust -> Purchase Decision	0.287	Medium

Source: Primary data processed using SmartPLS 4, 2026.

Based on Table 7, the relationship between Trust and Purchase Decision has the largest effect size in the model (f2 = 0.287, medium), indicating that consumer trust makes the most dominant contribution to purchase decisions. The direct relationships between Shopee Video, Affiliate Link Sharing, and Live Streaming and their endogenous variables are generally small, while the direct effects of Affiliate Link Sharing and Live Streaming on Purchase Decision are very small. This indicates that these two variables play a greater role in building trust, which subsequently drives purchase decisions.

Table 6. Q-Square (Q2) Test Results

Variable	Q2	Information
Trust (Z)	0.320	Moderate
Purchase Decision (Y)	0.387	Strong

Source: Primary data processed using SmartPLS 4, 2026.

All endogenous variables have a Q2 value greater than zero, indicating good predictive relevance. Trust obtained a Q2 of 0.320 (moderate), while Purchase Decision obtained a Q2 of 0.387 (strong), indicating that the model predicts endogenous variables well.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method in SmartPLS 4. A hypothesis was accepted if it had a T-statistic > 1.96 and a p-value <= 0.05.

Table 7. Direct-Effect Hypothesis Testing Results

Hypothesis	Relationship	Original Sample (Beta)	T Statistics	P Values	Result
H1	Shopee Video (X1) -> Trust (Z)	0.204	2.280	0.023	Accepted
H2	Affiliate Link Sharing (X2) -> Trust (Z)	0.365	3.714	0.000	Accepted
H3	Live Streaming (X3) -> Trust (Z)	0.243	2.805	0.005	Accepted
H4	Shopee Video (X1) -> Purchase Decision (Y)	0.287	2.943	0.003	Accepted
H5	Affiliate Link Sharing (X2) ->	0.095	0.894	0.372	Rejected



Hypothesis	Relationship	Original Sample (Beta)	T Statistics	P Values	Result
	Purchase Decision (Y)				
H6	Live Streaming (X3) -> Purchase Decision (Y)	-0.060	0.655	0.513	Rejected
H7	Trust (Z) -> Purchase Decision (Y)	0.507	6.514	0.000	Accepted

Source: Primary data processed using SmartPLS 4, 2026.

Based on Table 9, Shopee Video, Affiliate Link Sharing, and Live Streaming each have a positive and significant effect on Trust (p = 0.023; 0.000; 0.005, respectively), supporting H1-H3. Shopee Video also has a positive and significant direct effect on Purchase Decision (beta = 0.287; p = 0.003), supporting H4. In contrast, Affiliate Link Sharing and Live Streaming do not significantly affect Purchase Decision directly (p = 0.372 and 0.513), so H5 and H6 are rejected. Trust has a positive and significant effect on Purchase Decision (beta = 0.507; T = 6.514; p = 0.000), supporting H7.

Table 8. Specific Indirect-Effect (Mediation) Hypothesis Testing Results

Hypothesis	Relationship	Original Sample (β)	T Statistics	P Value	Decision
H8	Affiliate Link Sharing (X2) -> Trust (Z) -> Purchase Decision (Y)	0.185	3.327	0.001	Accepted
H9	Live Streaming (X3) -> Trust (Z) -> Purchase Decision (Y)	0.123	2.600	0.010	Accepted
H10	Shopee Video (X1) -> Trust (Z) -> Purchase Decision (Y)	0.104	1.948	0.052	Rejected

Discussion

The discussion below is organized around the Stimulus-Organism-Response (SOR) framework as the primary theoretical lens: Shopee Video, affiliate link sharing, and live streaming are treated as stimuli, consumer trust as the organism-level psychological response, and purchase decision as the behavioral response. Social Influence Theory and the Theory of Planned Behavior are used only as supporting perspectives to explain specific pathways within this SOR structure, rather than as competing primary frameworks.

The Effect of Shopee Video on Trust

The results of the study indicate that Shopee Video has a positive and significant impact on trust, thus H1 is accepted. This finding suggests that the more engaging,



informative, and easy-to-understand video content displayed on Shopee, the higher the level of consumer trust in Glad2Glow products. Presenting information through video provides a visual representation of the product, thereby reducing consumer uncertainty before making a purchase. This finding is consistent with the Stimulus–Organism–Response (SOR) Theory, which serves as the primary theoretical foundation of this study. According to SOR Theory (Mehrabian & Russell, 1974), attractive visual content functions as an environmental stimulus capable of influencing consumers' internal psychological states before behavioral responses emerge.

Within the context of Shopee, video content enables consumers to observe product demonstrations, packaging quality, application methods, and product performance more realistically than static images. Consequently, consumers experience lower perceived uncertainty regarding skincare products, resulting in stronger trust toward the promoted product. These findings are consistent with Abidin and Sihite (2024), who reported that short-video marketing significantly enhances consumer trust by providing richer visual information. Similarly, Latte and Fatimah (2025) concluded that video-based promotion increases consumers' confidence before making online purchases. Therefore, Shopee Video functions not merely as promotional content but as an important mechanism for reducing information asymmetry in online skincare transactions.

The Effect of Affiliate Link Sharing on Trust

The research results show that affiliate link sharing has a positive and significant effect on trust, thus supporting H2. This suggests that product recommendations provided by affiliates can increase consumer confidence in Glad2Glow products. The information provided by affiliates is considered easier to understand because it generally includes direct product experience.

From the perspective of SOR Theory, affiliate recommendations constitute external stimuli that influence consumers' cognitive evaluations before purchasing decisions are formed. Consumers perceive affiliate-generated content as more authentic because affiliates typically share personal experiences rather than formal advertisements. This finding is further supported by Social Influence Theory (Kelman, 1958), which argues that individuals tend to adopt attitudes and beliefs conveyed by sources they perceive as credible and trustworthy. Affiliate creators often function as opinion leaders whose recommendations reduce consumers' uncertainty regarding skincare products. The present findings support Fitriningrum and Mulyana (2025), who demonstrated that affiliate marketing strengthens trust by increasing perceived credibility and informational quality. Therefore, affiliate marketing contributes more strongly to trust formation than directly encouraging immediate purchases.

The Effect of Live Streaming on Trust

Based on the research results, live streaming has a positive and significant effect on trust, thus H3 is accepted. Direct interaction between the host and the consumer provides an opportunity for consumers to obtain more comprehensive product information, see demonstrations of product use, and ask questions directly. This situation increases consumer confidence in the quality of the product being offered.

According to SOR Theory, live streaming represents a highly interactive stimulus that allows consumers to receive immediate responses from sellers or affiliates. Such interactions



increase perceived transparency and reduce consumers' uncertainty regarding product quality. Live demonstrations, real-time product testing, and direct question-and-answer sessions create an interactive shopping environment that resembles face-to-face communication. Consequently, consumers perceive higher credibility, which strengthens trust toward the promoted product. These findings corroborate previous studies by Latte and Fatimah (2025) and Tirtayani and Aghivirwiati (2025), who concluded that live streaming improves trust through real-time interaction and transparent communication.

The Effect of Shopee Video on Purchase Decisions

The results of the study indicate that Shopee Video has a positive and significant effect on Purchase Decisions, thus accepting H4. Engaging video content provides product information quickly and clearly, helping consumers evaluate product benefits before making a purchase decision. This finding confirms that engaging visual content not only builds trust but also directly encourages consumers to purchase skincare pproducts Within the SOR framework, Shopee Video functions as the environmental stimulus, whereas purchasing behavior represents the behavioral response generated after consumers evaluate the information presented.

Because skincare products require detailed product demonstrations, consumers rely heavily on visual information when assessing texture, ingredients, packaging, and expected product performance. These findings are consistent with Abidin and Sihite (2024), who concluded that visual content increases purchase intention by improving consumers' product understanding.

The Effect of Affiliate Link Sharing on Purchase Decisions

The research results indicate that affiliate link sharing has no significant effect on purchase decisions, thus rejecting H5. This finding suggests that recommendations through affiliates are not yet able to directly encourage consumers to purchase Glad2Glow products. Although consumers obtain information through affiliates, purchasing decisions are still influenced by various other considerations, such as needs, product suitability to skin conditions, price, and level of trust in the product.

Within SOR Theory, affiliate recommendations primarily stimulate consumers' cognitive evaluations rather than directly triggering purchasing behavior. The results of this study differ from those of Fitriningrum and Mulyana (2025), but align with those of Lamik and Dwiyanto (2025), who found that affiliate marketing does not always directly influence purchasing decisions. In the context of skincare products, affiliates serve more as an initial source of information, helping build consumer trust before a purchase decision is made.

The Effect of Live Streaming on Purchase Decisions

The research results show that live streaming has no significant effect on purchase decisions, thus rejecting H6. This suggests that watching live streaming is not directly driving consumers to purchase Glad2Glow products. Consumers tend to compare products, evaluate demonstrations, and assess product suitability before deciding to purchase skincare products. Therefore, live streaming functions more effectively as an educational communication channel than as a direct sales mechanism.

This is because skincare products carry a higher risk than regular consumer products. Consumers generally use live streaming to obtain information, watch product demonstrations,



compare product benefits, and determine if a product is suitable for their skin condition. After obtaining this information, consumers still need time to build confidence before making a purchase. Therefore, live streaming plays a more educational and trust-building role than a direct factor in determining a purchase decision.

The results of this study differ from the research of Latte and Fatimah (2025), but still support the opinion of Zhou and Tong (2022) who explained that the influence of live streaming on purchasing decisions often occurs through the formation of consumer trust, not through direct influence.

The Effect of Trust on Purchase Decisions

Trust has a positive and significant effect on Purchase Decision, supporting H7, and is the primary factor influencing Glad2Glow purchase decisions in this model. The higher consumers' trust in product quality and the information received, the greater the likelihood of purchase. This supports Ajzen's Theory of Planned Behavior, which explains that individual beliefs shape intentions and subsequent behavior (Ajzen, 1991); here, TPB is used to explain the belief-to-behavior link that follows once trust (the SOR organism state) has been formed. These results align with Fitriningrum and Mulyana (2025), Latte and Fatimah (2025), and Lamik and Dwiyanto (2025), who identified trust as a crucial driver of purchasing decisions on e-commerce platforms.

The Mediating Role of Trust between Shopee Video and Purchase Decisions

Based on the research results, trust mediates the influence of Shopee Video on purchase decisions, thus accepting H8. This clearly indicates that Shopee Video not only directly influences purchasing decisions but also builds consumer trust, which in turn encourages consumers to purchase Glad2Glow products.

These findings align with the Stimulus–Organism–Response (SOR) Theory, which explains that Shopee Video acts as a stimulus by conveying visual information about a product (Mehrabian & Russell, 1974). This information is processed by consumers in the form of increased trust (organism), which then results in a response in the form of a purchase decision. Thus, trust is a crucial mechanism that strengthens Shopee Video's influence on purchasing decisions. These results also support the research of Abidin and Sihite (2024) and Latte and Fatimah (2025) which stated that informative and interesting video content can increase consumer trust, thereby encouraging purchasing decisions on e-commerce platforms.

The Mediating Role of Trust between Affiliate Link Sharing and Purchase Decisions

The research results indicate that trust can mediate the influence of affiliate link sharing on purchase decisions, thus accepting H9. Although the direct influence of affiliate link sharing on purchase decisions is insignificant, recommendations provided by affiliates have been shown to increase consumer trust, which in turn drives purchase decisions. These findings suggest that consumers don't immediately purchase a product simply because they receive an affiliate link. Instead, consumers first evaluate the credibility of the information, the user experience shared by the affiliate, and the quality of the recommended product. Once trust is established, consumers become more confident in making a purchase.

The results of this study align with Social Influence Theory, which explains that recommendations from individuals perceived as credible can build trust before influencing consumer behavior (Kelman, 1958). These findings also align with research by Fitriningrum



and Mulyana (2025) and Rosniati et al. (2023), which shows that affiliate marketing is more effective in building consumer trust, and this trust is a factor that drives purchasing decisions.

The Mediating Role of Trust between Live Streaming and Purchase Decisions

The results of the study indicate that trust mediates the influence of live streaming on purchase decisions, thus H10 is accepted. Although live streaming does not directly influence purchasing decisions, this activity has been shown to increase consumer trust, which then contributes to the purchase decision of Glad2Glow products.

These findings indicate that consumers utilize live streaming as a medium to obtain product information, view live demonstrations, and interact with the host before making a purchase decision. For skincare products, consumers tend to consider the product's safety, benefits, and suitability for their individual skin conditions, so purchasing decisions are not made spontaneously after watching a live stream. Therefore, live streaming plays a greater role in building consumer trust than directly encouraging purchases.

The results of this study support the Stimulus–Organism–Response (SOR) Theory, which explains that interactive experiences during live streaming serve as a stimulus that shapes consumer trust before resulting in a purchase decision (Mehrabian & Russell, 1974). This finding also aligns with research by Tirtayani and Aghivirwiati (2025) and Zhou and Tong (2022), which states that the influence of live streaming on purchasing decisions generally occurs through increased consumer trust.

Conclusion

This study analyzed the effect of Shopee Video, Affiliate Link Sharing, and Live Streaming on Purchase Decision through Trust among Glad2Glow consumers in the Shopee Affiliate Program. Using SmartPLS 4, Shopee Video, Affiliate Link Sharing, and Live Streaming were each found to have a positive and significant effect on Trust, indicating that video content, affiliate recommendations, and live-streaming interactions all strengthen consumer trust in the promoted product. Shopee Video was also found to have a positive and significant direct effect on Purchase Decision, showing that engaging, informative, and easy-to-understand video content can directly encourage purchases. In contrast, Affiliate Link Sharing and Live Streaming did not have a significant direct effect on Purchase Decision, indicating that consumers do not purchase simply because of affiliate recommendations or live-streaming exposure, but require further consideration beforehand. Trust was found to have a positive and significant effect on Purchase Decision and to significantly mediate the effect of Shopee Video, Affiliate Link Sharing, and Live Streaming on Purchase Decision. Taken together, these findings confirm that consumer trust is the central mechanism that converts Shopee's digital marketing features into actual purchase decisions for skincare products, and that this mechanism operates differently across features: Shopee Video drives purchase decisions both directly and through trust, while affiliate link sharing and live streaming operate almost exclusively through the trust pathway.

Based on these findings, Glad2Glow sellers and affiliates are encouraged to improve the quality of Shopee Video content by making it more engaging, informative, and relevant to consumer needs, since video content has the strongest direct link to purchase decisions. Because affiliate link sharing and live streaming operate mainly through trust rather than directly, affiliates and live-streaming hosts should focus on building credibility rather than



pushing for immediate conversion: this includes providing transparent product demonstrations that show the product being used as intended, explicitly disclosing the affiliate relationship when sharing recommendations, avoiding exaggerated or unverified skincare claims (for example, promising guaranteed results), and honestly explaining product suitability as well as its possible limitations for different skin types. These practices are expected to accelerate the trust-building process that ultimately drives purchase decisions.

Further research is recommended to incorporate additional variables that may influence purchase decisions, such as electronic word of mouth (e-WOM), brand image, perceived value, product quality, or price perception. Future studies could also explicitly compare buyers and non-buyers to better understand what differentiates consumers who convert from those who do not, examine other skincare brands or product categories to test the generalizability of the present model, and adopt experimental or longitudinal designs to establish stronger causal and temporal evidence for the stimulus-trust-purchase decision pathway proposed here.

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