

THE INFLUENCE OF FASHION INFLUENCERS, ONLINE CUSTOMER REVIEWS, AND LIVE STREAMING ON ADIDAS SHOE PURCHASE DECISIONS IN NGAWI

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Abstract

This study examines the effects of Fashion Influencer, Online Customer Review, and Live Streaming on purchasing decisions for Adidas shoes through TikTok Shop among Generation Z in Ngawi Regency. A quantitative survey approach was employed. The sample consisted of 385 respondents selected through purposive sampling, with criteria including Generation Z residents of Ngawi Regency who actively use TikTok and had purchased Adidas shoes through TikTok Shop. Data were collected using a five-point Likert questionnaire and analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS 4. The results show that Fashion Influencer has a positive and significant effect on purchasing decisions ($O=0.276$; $t=6.393$; $p<0.001$), Online Customer Review has a positive and significant effect ($O=0.326$; $t=6.774$; $p<0.001$), and Live Streaming has a positive and significant effect ($O=0.370$; $t=8.416$; $p<0.001$). The model explains 86.0% of the variance in purchasing decisions. These findings indicate that influencer recommendations, informative customer reviews, and interactive live-streaming experiences can strengthen consumers' purchasing decisions.

Keywords: Fashion Influencer, Online Customer Review, Live Streaming, Purchasing Decision, TikTok Shop

A. INTRODUCTION

The evolution of digital technology has transformed consumer consumption patterns through the integration of social media and e-commerce a concept known as "social commerce." TikTok Shop offers a shopping experience that combines video content, social interaction, customer reviews, live streaming, and transactions within a single ecosystem. Consequently, the purchasing decision process relies not only on product information but also on the social stimuli and interactive experiences encountered by consumers. This phenomenon is particularly relevant to Generation Z, a demographic characterized by high social media usage and a habit of seeking product recommendations through digital content.

In the fashion sector, consumers have a significant need for information, as purchasing decisions hinge on factors such as appearance, size, quality, authenticity, and suitability. Fashion influencers serve as reference sources that shape audience perceptions and preferences. Online customer reviews provide social validation based on the experiences of other consumers, while live streaming allows consumers to view product demonstrations and receive real-time answers to their questions. These three forms of stimuli have the potential to strengthen consumer confidence prior to completing a transaction.

Adidas was selected for this study because footwear is a dominant product category in the digital marketplace and possesses strong visual appeal. Preliminary research involving 30 respondents in Ngawi Regency revealed that Adidas was the most frequently chosen brand and TikTok Shop was the most widely used purchasing platform. Furthermore, 22 respondents reported having encountered fashion influencer content, online customer reviews, and live streaming sessions before deciding to purchase shoes. These initial findings demonstrate the relevance of these three variables to the purchasing decision process

Previous studies have yielded inconsistent results. Alfinaldi (2023) found a positive influence of fashion influencers, whereas Lestari et al. (2023) found that online customer reviews had no significant effect. Zahro (2024) also found that live streaming was not significant, while other studies reported positive outcomes. Beyond these differing results, much of the prior research focused on measuring purchase intention rather than actual purchase decisions. This study builds upon that body of work by focusing on purchase decisions for Adidas shoes via TikTok Shop among Generation Z respondents in Ngawi Regency.

This study employs the Theory of Planned Behavior (TPB) as a framework to explain that consumer behavioral responses are linked to attitudes, subjective norms, and perceived behavioral control. In the context of social commerce, influencer recommendations, customer reviews, and live streaming interactions can serve as social stimuli and sources of information that shape consumer evaluations prior to making a purchase decision. Based on this framework, the research

hypotheses are formulated as follows: H1 Fashion influencers have a positive and significant effect on purchase decisions; H2 Online customer reviews have a positive and significant effect on purchase decisions; H3 Live streaming has a positive and significant effect on purchase decisions.

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) explains that individual behavior is influenced by behavioral intention, which is shaped by attitude, subjective norm, and perceived behavioral control. In the context of social commerce, these three components can explain how consumers evaluate product information, social recommendations, and interactive shopping experiences before making purchasing decisions. Fashion influencer recommendations may shape consumers' attitudes and subjective norms, while online customer reviews and live streaming provide information that can strengthen consumers' perceived control and confidence in making purchasing decisions.

Fashion Influencer

Fashion influencers are individuals who influence consumers' perceptions and preferences through fashion-related content and product recommendations on social media. Their effectiveness is closely associated with trustworthiness, expertise, and attractiveness, which determine how consumers perceive the credibility of influencer recommendations. Alfinaldi and Astuti (2023) found that fashion influencer characteristics can influence consumer responses toward brands and purchase intention. In this study, fashion influencers are expected to strengthen consumers' evaluations and consequently influence their purchase decisions for Adidas shoes through TikTok Shop.

Online Customer Review

Online customer reviews provide information based on consumers' previous experiences with a product. Reviews can reduce uncertainty and assist consumers in evaluating product quality,

suitability, and credibility before purchasing. In this study, online customer review is measured through perceived usefulness, quality of reasoning, source credibility, review valence, and number of reviews. Previous research has demonstrated the relevance of online customer reviews in explaining consumer purchasing behavior in e-commerce and TikTok Shop contexts. Therefore, informative and credible reviews are expected to positively influence purchase decisions.

Live Streaming

Live streaming enables consumers to obtain product information and interact directly with sellers or hosts in real time. Its effectiveness is reflected through interactivity, informativeness, entertainment value, real-time communication, and purchase urgency. Wongkitrungrueng and Assarut (2020) explain that live streaming can strengthen consumer trust and engagement in social commerce, while Audina et al. (2023) found that live streaming shopping is related to purchasing decisions. In the context of this study, live streaming allows Generation Z consumers to observe Adidas shoes, ask questions, and receive immediate responses, thereby reducing uncertainty and supporting purchase decisions.

Purchase Decision

Purchase decision refers to the consumer's decision to select and purchase a particular product after evaluating available information and alternatives. In this study, purchase decision includes product choice, brand choice, retailer choice, purchase timing, purchase quantity, and payment method. Based on TPB, consumers' decisions can be influenced by their attitudes toward the product, social influences from other people, and their perceived ability to perform the purchase. Accordingly, fashion influencer recommendations, online customer reviews, and live streaming are expected to provide social and informational stimuli that strengthen consumers' purchase decisions.

B. METHOD

This study employed a quantitative approach with a causal research design to examine the effects of Fashion Influencer, Online Customer Review, and Live Streaming on Purchase Decision. The population consisted of Generation Z consumers in Ngawi Regency who had purchased Adidas shoes through TikTok Shop. A total of 385 respondents were selected using purposive sampling based on the criteria of being Generation Z residents of Ngawi Regency, actively using TikTok, and having purchased Adidas shoes through TikTok Shop at least once. Primary data were collected through a structured questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4, including the evaluation of the measurement model through convergent validity, discriminant validity, and construct reliability, as well as the structural model through R-square, f-square, and hypothesis testing using bootstrapping. Hypotheses were considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05.

C. RESULTS AND DISCUSSIONS

Respondent Characteristics

A total of 385 respondents met the research criteria. All respondents resided in Ngawi Regency. The gender composition was relatively balanced, consisting of 201 males (52.2%) and 184 females (47.8%). In terms of education, respondents were predominantly high school/vocational high school graduates, totaling 258 respondents (67%). Based on occupation, students constituted the largest group, with 185 respondents (48.1%). The most common monthly income or allowance was in the range of IDR 1,000,000–2,500,000, reported by 135 respondents (35.1%).

Measurement Model Evaluation

The outer loading results show that all indicators have values above 0.70. The AVE values are also above 0.50, namely 0.732 for Fashion Influencer, 0.673 for Online Customer Review, 0.677 for Live Streaming, and 0.660 for Purchase Decision. Therefore, convergent validity is established. The cross-loading results show that each indicator has its highest loading on the construct it measures, indicating that discriminant validity is established.

Tabel 1. Discriminant Validity

Konstruk	AVE	Cronbach's Alpha	Composite Reliability (rho_c)
Fashion Influencer	0,732	0,795	0,879
Online Customer Review	0,673	0,852	0,893
Live Streaming	0,677	0,867	0,904
Keputusan Pembelian	0,660	0,913	0,932

Source: Smartpls 4, 2026

All Cronbach's Alpha values are above 0.70, and composite reliability also meets the reliability criteria. This indicates that the indicators have adequate internal consistency for measuring the research constructs.

Structural Model Evaluation

The R-square value for Purchase Decision is 0.860, and the adjusted R-square is 0.859. Thus, Fashion Influencer, Online Customer Review, and Live Streaming collectively explain 86.0% of the variation in Purchase Decision, while the remaining 14.0% is explained by factors outside the model. The f-square values are 0.120 for Fashion Influencer, 0.140 for Online Customer Review, and 0.187 for Live Streaming, indicating the contribution of each variable to Purchase Decision.

Tabel 2. Path Coefficient

Relationship	Original Sample	T-statistics	P-values	Keputusan
Fashion Influencer → Purchase Decisions	0,276	6,393	0,000	H1 supported
Online Customer Review → Purchase Decisions	0,326	6,774	0,000	H2 supported
Live Streaming → Purchase Decisions	0,370	8,416	0,000	H3 supported

Source: SmartPLS 4, 2026

The Effect of Fashion Influencer on Purchase Decision

Fashion Influencer has a positive and significant effect on Purchase Decision. The coefficient of 0.276 indicates a positive relationship, while the t-statistic of 6.393 and p-value of 0.000 meet the significance criteria. This finding means that the higher the influencer's trustworthiness, expertise, and attractiveness in delivering information about Adidas shoes, the stronger consumers' purchase decisions become. Influencer recommendations may be perceived as more personal and authentic than conventional advertising, thereby helping consumers evaluate products.

This result is consistent with Alfinaldi (2023), which demonstrates the role of Fashion Influencers in shaping consumer responses. From the TPB perspective, influencers can shape attitudes and social norms that consumers consider before engaging in purchasing behavior. The

finding also highlights the importance of selecting influencers who have credibility and are compatible with the characteristics of Generation Z audiences.

The Effect of Online Customer Review on Purchase Decision

Online Customer Review has a positive and significant effect on Purchase Decision, with a coefficient of 0.326, a t-statistic of 6.774, and a p-value of 0.000. This means that the better the quality, credibility, valence, usefulness, and quantity of available reviews, the stronger consumers' purchase decisions. Customer reviews provide user experiences that can be used to assess product quality, size, authenticity, and suitability before a transaction.

This finding supports research that positions online reviews as a form of electronic word of mouth and a source of social validation. It also responds to inconsistencies in previous research, including the finding by Lestari et al. (2023) that Online Customer Review was not significant. In the context of Adidas shoes on TikTok Shop, consumers appear to use reviews as additional information to reduce uncertainty before purchasing.

The Effect of Live Streaming on Purchase Decision

Live Streaming has the strongest positive and significant effect in the model, with a coefficient of 0.370, a t-statistic of 8.416, and a p-value of 0.000. This result indicates that interactivity, information quality, entertainment value, real-time communication, and purchase urgency during live broadcasts can encourage purchase decisions. Consumers can observe products more realistically, ask questions, receive direct responses, and obtain information about product specifications and promotions.

This result is consistent with research by Damanik et al. and Audina et al. concerning the role of live streaming in purchase decisions. Live streaming combines information, two-way communication, entertainment, and transactions simultaneously. For fashion products, this mechanism can reduce consumer uncertainty because products can be demonstrated and explained directly. Therefore, interactive experiences become an important factor in converting digital attention into actual purchase decisions.

Main Findings

All three variables have been shown to have positive and significant effects on Purchase Decision. The largest coefficient belongs to Live Streaming (0.370), followed by Online Customer Review (0.326) and Fashion Influencer (0.276). Substantively, the results indicate that real-time interactive experience is the strongest stimulus in the research model, although all three variables contribute. The R-square value of 0.860 demonstrates that the combination of these three social-digital stimuli has strong explanatory power for Adidas shoe purchase decisions on TikTok Shop.

D. CONCLUSIONS

This study concludes that Fashion Influencer, Online Customer Review, and Live Streaming have positive and significant effects on Adidas shoe purchase decisions through TikTok Shop among Generation Z in Ngawi Regency. The findings indicate that purchase decisions in social commerce are influenced not only by product information but also by the credibility of recommendation sources, consumer experiences reflected in reviews, and real-time interaction during live streaming. The research model has strong explanatory power. However, the study is limited by the use of purposive sampling and its focus on one product category and one geographical area; therefore, the findings may not represent all TikTok Shop users or other product categories.

E. SUGGESTIONS

For Adidas and sellers on TikTok Shop, marketing strategies should strengthen informative and interactive live streaming, select credible fashion influencers who are compatible with Generation Z characteristics, and actively manage online customer reviews. Future research may expand the geographical scope, compare product categories or other social commerce platforms, and include variables such as price, product quality, brand image, trust, or promotion to explain variations in purchase decisions that are not covered by the current model.

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