

Effectiveness of Shopee Live Streaming at Night on Purchasing Decisions (Case Study of CV Avero Indonesia)

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ABSTRACT

The development of technology and the internet has changed the way consumers interact with brands. Live streaming, especially via Shopee, has become an effective strategy in the digital era. This research analyzes the application of live streaming at night as an effort to influence purchasing decisions for Avero products. The research method uses descriptive qualitative with a SWOT matrix. Avero live streaming is powerful in live interactions, product presentations, and reading live comments. Disadvantages include connection disruptions and competing evening activities. Opportunities include special evening promotions and free delivery vouchers. Threats involve monotonous content and the emergence of new competitors. SO, WO, ST, and WT strategies are recommended to optimize Avero's live-streaming marketing on Shopee. The conclusion emphasizes adapting to competitors' strategies for greater live-streaming effectiveness. This research is expected to guide Shopee Live users in formulating more efficient marketing strategies.

INTRODUCTION

Technological developments and the reach of the internet have changed the way consumers interact with brands and products. People can quickly explore and compare products, make purchasing decisions based on online reviews, and engage in direct interactions with brands through social platforms and websites. This phenomenon creates new challenges and opportunities for companies to understand and respond to consumer needs and preferences more effectively, changing the traditional paradigm of marketing and making digital interactions a crucial element in their business strategy. According to Suhyar and Pratminingsih (2023), easy internet access has enabled people to carry out various activities online, including the purchasing process.

Significant changes have also occurred in sellers' promotional strategies, which now focus more on internet platforms as e-commerce develops. One service that is currently widely used by sellers is live streaming. Live streaming is often interpreted as broadcasting content directly over a network, where the content can be watched by many people simultaneously at the time the event takes place, similar to the original situation (Kurniawati, 2019: 10). Modern consumers tend to be more digitally connected, and live streaming has become a highly effective means of reaching and interacting with audiences directly. The application of live streaming as a product marketing strategy has become a trend among Micro, Small and Medium Enterprises (MSMEs). One of the popular live shopping platforms is Shopee. Live streaming can be the right method to interact directly with consumers, promote products, and increase sales. From live streaming, consumers have the opportunity to gain a deeper understanding of detailed information regarding the product they are going to buy, including material composition, physical characteristics, structure, as well as advantages and disadvantages (Prajana, Syafikarani, & Nastiti, 2021)

There are several opinions among marketing experts regarding the most effective approach in the digital era, especially in the context of live streaming. Based on previous research conducted by (Prajana, Syafikarani, & Nastiti, 2021) it also shows that through live streaming, sellers can increase product sales volume and at the same time increase the number of new followers. In the view of Chao and Chien (2021), the factors that play a role in the attractiveness of live streaming are related to competence, which includes knowledge, experience and expertise, as well as trust, which is seen from honesty and integrity. Apart from that, the results of research conducted by Chan & Asn (Ashfiah, 2023), found that live streaming has a significant influence on consumers' intentions to make purchases. The results of this research show that live streaming can be an effective tool in motivating consumers to make transactions.

By looking at the background above, this research aims to explore the effectiveness of marketing strategies in the digital era by utilizing Shopee live

streaming at night as a potential effort to influence product purchasing decisions, especially at CV Avero Indonesia. The focus of this research is to provide an in-depth understanding of how implementing live streaming at night can affect product marketing performance on the Shopee platform. It is hoped that the results of this research can provide valuable input and become a reference for parties who use Shopee Live as a marketing medium, helping them formulate strategies that are more effective and adaptive to the ever-growing market dynamics.

THEORETICAL REVIEW

Live Streaming

Live streaming is a platform that can record and transmit audio and visuals in real-time, by utilizing various communication technologies, thereby creating the impression that the audience is attending a live event (C. C. Chen & Lin, 2018). The concept of live-streaming shopping allows consumers to easily view products from various points of view and ask questions directly to the provider, which has resulted in many consumers who usually enjoy shopping online being attracted to shopping via live-streaming shopping platforms (Z. Lu et al., 2018). Live-streaming shopping has changed the way we shop by providing a more interactive experience, allowing consumers to feel closer to the products they want. In general, live streaming activities specifically aimed at marketing products involve live broadcasts by sellers, showing various aspects of the product and encouraging viewers to make purchases. Active interaction is a key element in the live-streaming commerce environment, because this shapes the attitudes, beliefs and active behavior of users in communicating and making transactions (Suhyar & Pratminingsih, 2023).

Buying Decision

Purchasing decisions are actions taken by consumers when selecting and purchasing products or services. According to Intan Febriah and Mohamad Trio Febriantoro (2023), purchasing decisions are a response to consumer behavior towards promotions or sales of a product. Purchasing decisions become the result of a dynamic interaction between individual preferences, marketing influences, and consumer stimulation, which together shape the thinking that leads to a purchase. Purchasing decisions involve steps in which consumers identify problems, search for information related to a particular product or brand, and carefully evaluate alternatives that can meet their needs (Alghifabri, 2021). This entire process ultimately leads consumers towards making purchasing decisions. Two factors influence purchasing decisions, namely

external and internal factors. Internal factors include aspects such as level of certainty, behavior, knowledge, personal characteristics, brand awareness, lifestyle, and individual role and status. Meanwhile, external variables involve cultural grouping, social class, and membership in a group as examples of factors that play a role in influencing consumer purchasing decisions (Lislindawatila, Yusminar, & Muhammad Saputra, 2023).

METHODOLOGY

This research uses a qualitative descriptive method as a framework to reveal phenomena related to Avero product marketing. Research begins by identifying the problem and research objectives, followed by determining the research object and sample. After selecting the research object, the next step is to analyze the object using the SWOT matrix. The final stage includes the process of concluding the research results.

The data collection process is divided into two stages, namely primary data collection and supporting data. Primary data was collected through online searches on the Internet and the Shopee platform while supporting data was collected from relevant sources such as books, literature, reports and marketing records. The research object focuses on streaming video recordings on the Replay tab of the official Shopee Avero account. Data analysis was carried out carefully by identifying the key parts of the video streaming, then the data was processed using the SWOT matrix. The analysis is based on theoretical foundations related to marketing, connecting visual elements in streaming video with relevant theories. This approach provides an in-depth understanding of streaming video content and its impact on SWOT aspects in the context of Avero product marketing.

RESULTS AND DISCUSSION

Avero Indonesia is a startup in Indonesia that sells body care products such as deodorant, foot care, mouth spray, and so on. Avero utilizes Shopee e-commerce as a sales channel for their products. To increase product marketing, Avero actively uses the live streaming feature on Shopee via the Avero Official Shop account. As of December 23, 2023, the Avero Official Shop account had 48.1 thousand followers. Avero implements a live-streaming strategy by selecting hosts who effectively present the various body care products they offer. This can be observed in the streaming video recording on the Replay tab "Buy Out on Thursday" on the Shopee Avero Official Shop account. The 1 hour 54 minute video has been watched by 1.1 thousand viewers and the product presented is the Avero body care product. The strategies and patterns in the video streaming recordings will be analyzed using a SWOT matrix to determine the effectiveness of live streaming in influencing purchasing decisions. This

analysis relies on the belief that a successful strategy will optimally exploit strengths and opportunities while minimizing weaknesses and threats. Applying these simple assumptions, if done accurately, can have a significant impact on designing a successful strategy.



Figure 1. Live Streaming Video Recording Documentation on the Shopee Avero Official Shop account

Identify internal and external factors

SWOT analysis is a strategic planning technique used to assess internal factors such as strengths and weaknesses, as well as external factors such as opportunities and threats in a project or business plan (Tina, Muhamad, & Galuh, 2021).

1. Strengths

This analysis explores the advantages of video streaming on the "Built Out on Thursday" tab on the Avero Official Shop account on Shopee:

- Direct Interaction

Consumers have the opportunity to communicate directly, asking questions related to product details such as composition, texture, comfort and instructions for use. In this way, consumers can more easily understand information related to the product being presented. This level of understanding can then have a significant impact on consumer purchasing decisions.

- Appearance and Way of Presenting Products

The quality of appearance and expertise in presenting products is a strength, creating a professional and attractive impression for the audience. This strategy can be observed through streaming video recordings on the "Buy Out of Stock on Thursday" tab on the Shopee Avero Official Shop account. In the video, product information is presented engagingly and creates a positive experience for the viewer. Perfection in product appearance and presentation can be one of Avero's competitive advantages in the world of live streaming.

- Comments are read directly

Interactivity is enhanced by reading live comments, creating engagement with the audience and clarifying questions or feedback in real-time. By providing immediate feedback, hosts can provide clarification, and additional information, or even respond to individual needs and preferences, which can be a catalyst in the purchasing decision-making process.

- Products use natural ingredients and BPOM

Avero stands out in the market with its products that use natural ingredients and are officially registered with BPOM. This advantage gives consumers confidence regarding the safety and authenticity of the product. During the evening live stream, host Avero can actively highlight these unique characteristics, respond to consumer questions regarding the ingredients used, and emphasize the importance of official permits from BPOM. The presence of official permits and the use of natural ingredients are often determining factors in the purchasing decisions of consumers who are increasingly smart and selective.

2. Weaknesses

This analysis aims to review what are the weaknesses of the Live Streaming Video "Buy Out on Thursday" in the history of the Avero Official Shop account:

- Internet Connection Disruption

At night, there can be higher internet usage loads, which can cause connection interruptions or reduced video quality, hampering the viewer's experience. So when the internet is disconnected, Avero cannot respond or there is a possibility that the audience's questions will not be read. This can cause customers or potential customers to be disappointed and not buy Avero products.

- Competition with Other Night Activities

Implementation of live streaming at night competes with various evening activities, such as other shows, TV shows, or offline activities, which can divide consumers' attention.

- Consumer Fatigue Conditions

At night, consumers may experience fatigue, making them less able to focus or less interested in the live-streaming process, affecting its effectiveness in influencing purchasing decisions.

3. Opportunities

Opportunities analysis is carried out to identify opportunities for success or profitable situations from implementing live streaming on the Shopee Avero Official Shop account.

- Special Evening Promotions and Discounts

The discounted discount starting at 20:00 from Shopee Live provides a limited-time incentive, encouraging consumer purchasing decisions. In Intan & Mohamad's (2023) research, the greater the number of discounts given by a company, the greater the consumer's desire to buy products from that company. By implementing live streaming sessions at night, opportunities to increase sales can also be met.

- Free Shipping Voucher

Live streaming not only provides product information but also provides added value by offering free shipping vouchers, making purchases more attractive for consumers. According to Asiyah (2021), consumers consider the price of goods and shipping costs when they make purchasing decisions. This statement indicates that consumers tend to make more limited purchases if they are subject to expensive shipping costs.

4. Threats

Threats are used to observe threats that arise during live streaming at night on the Avero Official Shop account.

- Monotonous content

Monotonous content in Avero live streaming can be a threat because it can result in boredom and loss of interest on the part of the audience. This threat can be detrimental to marketing efforts due to the potential for reduced consumer engagement and attention. In the context of live streaming, diversity and creativity in presenting content are the keys to maintaining audience interest, generating high engagement, and ultimately positively influencing consumer purchasing decisions.

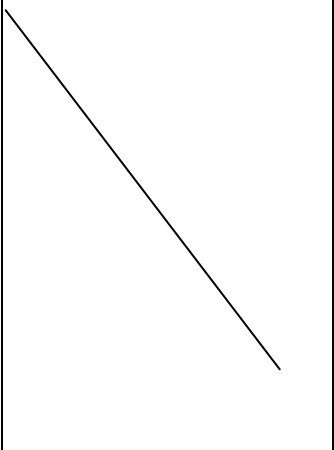
- The emergence of new competitors in the same field

When many new competitors adopt live streaming as a marketing medium, this could become a threat to Avero. New competitors may

bring more aggressive marketing strategies or offer more attractive added value. This allows for customer separation and reduced loyalty to Avero.

Strategy Formulation Using the SWOT Matrix

According to (Suryatman, Kosim, & Eko, 2021), the SWOT Matrix is a systematic approach to identifying the four factors included in the analysis that best reflect the situation. This analysis assumes that a strategy will optimize strengths and opportunities while minimizing weaknesses and threats. The use of the SWOT Matrix aims to formulate four types of alternative strategies, namely SO (strengths - opportunities), WO (weaknesses - opportunities) strategy, ST (strengths - threats) strategy, and WT (weaknesses-threats) strategy. The following is a SWOT Matrix that can be used as an alternative strategy for CV Avero:

	<p>Strengths (S)</p> <ul style="list-style-type: none"> • Can interact directly • Appearance and Way of Presenting Products • Comments are read directly • Products use natural ingredients and BPOM 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Internet Connection Disruption • Competition with Other Night Activities • Consumer Fatigue Conditions
<p>Opportunities</p> <ul style="list-style-type: none"> • Special Evening Promotions and Discounts • Free Shipping Voucher 	<p>SO Strategy</p> <ul style="list-style-type: none"> • Provide special offers, answer questions, and announce evening discount promotions. • Using a live streaming platform to provide additional information about natural ingredients and official permits from BPOM, building consumer trust. 	<p>WO Strategy</p> <ul style="list-style-type: none"> • Improve internet connection infrastructure to overcome interference and ensure optimal video quality at night. • Take advantage of nighttime to hold special promotions and discounts that are only valid at certain times.

Threats	ST Strategy	WT Strategy
<ul style="list-style-type: none"> • Monotonous content • The emergence of new competitors in the same field 	<ul style="list-style-type: none"> • Create variety and creativity in product presentation • Strengthen marketing strategies and product displays to respond to new competitors 	<ul style="list-style-type: none"> • Improve quality in live streaming and respond quickly when new competitors enter • Increase added value, such as increasing interactivity and consumer experience in live streaming

Figure 2. SWOT Matrix of Live Streaming Video on the Shopee Avero account

1. SO Strategy (Strengths-Opportunities)

Leverage Avero's internal strengths to take advantage of external opportunities. Avero can maximize its advantages by providing special offers, answering live questions, and announcing special discount promotions during evening live-streaming sessions. By utilizing a live streaming platform, Avero not only presents product information interactively but can also provide additional insight into the use of natural ingredients and product validity through official permission from BPOM. Through this direct communication, Avero can build consumer trust by conveying clear and transparent information, adding value to the customer experience. So that it can increase the attractiveness of products in the Shopee live-streaming market.

2. WO Strategy (Weaknesses-Opportunities)

Overcoming internal weaknesses by exploiting external opportunities. Cv Avero can consider strategies that can significantly influence consumer purchasing decisions by making improvements to internet connection infrastructure, ensuring smooth live streaming, and guaranteeing optimal video quality, especially at night. By improving connection quality, Avero can overcome potential disruptions and ensure seamless interactivity, providing consumers with a more satisfying experience. In addition, using nighttime as a strategic opportunity to hold special promotions and discounts that are only valid for certain periods can be an important factor in motivating consumer purchasing decisions.

3. ST Strategy (Strengths-Threats)

Utilize internal strengths to face external threats. Avero can improve the consumer experience by creating variety and creativity in product presentations via live streaming. By implementing this strategy, Avero can avoid the threat of monotonous content which can cause boredom and loss

of interest on the part of the audience. Creativity in product presentation can create ongoing appeal, keep consumers engaged, and in turn, positively influence purchasing decisions. In addition, to overcome threats from the emergence of new competitors in the same field, Avero needs to strengthen its marketing strategy and product display. This involves continuously monitoring market trends, responding to changes in consumer preferences, and increasing competitive advantage through product innovation and effective marketing strategies.

4. WT Strategy (Weaknesses-Threats)

Address internal weaknesses to reduce the impact of external threats. Avero can implement a defensive strategy by focusing on improving quality in live streaming and quick response to the emergence of new competitors. By improving the quality of live streaming content, including variety in product presentation and creativity in communication approaches, Avero can mitigate the risk of boredom and maintain consumer interest. Additionally, rapid response to new competitors involves constant monitoring of industry developments and competitors' marketing strategies, as well as quick adjustments to emerging trends. Avero can also increase added value by focusing on improving interactivity and consumer experience in live streaming, creating an engaging atmosphere and building high engagement.

Based on the above strategy, Avero can optimize the SO approach. In the live streaming recording on the Avero Official Shop account, it can be seen that the host has succeeded in establishing active interactions with customers, responding effectively to questions and comments. This direct interaction is an opportunity to influence consumer decisions and encourage purchases on the spot. Apart from that, Avero's advantage lies in its products which use natural ingredients and are registered with BPOM, providing safety which is often an important consideration for consumers. Official licensing factors and product safety are often important concerns in the eyes of customers. By combining the power of direct interaction and product security, Avero can make the SO (Strengths-Opportunities) strategy the main focus to continue developing its business in a dynamic market.

CONCLUSIONS AND RECOMMENDATIONS

In the digital era, implementing live streaming via the Shopee platform has been proven to be an effective strategy in influencing consumer purchasing decisions. Avero Indonesia, a startup in Indonesia, has succeeded in utilizing the power of live streaming to market its products. By using the live streaming feature, Avero has succeeded in promoting the various products they offer,

taking advantage of direct interaction and attractive product displays. The strategic use of live streaming provides an opportunity for Avero to strengthen relationships with consumers, increase engagement and positively influence the purchasing decision-making process.

SWOT analysis of the Avero Official Shop live streaming on Shopee reveals several key factors that influence the company's marketing strategy. Internal strengths, such as direct interaction and attractive product presentations, are important foundations in building Avero's professional image. On the other hand, drawbacks such as internet connection interruptions and competition with other evening activities can hinder the effectiveness of live streaming. Nonetheless, opportunities such as nightly promotions and free delivery vouchers provide scope to improve consumer purchasing decisions. The threat comes from monotonous content and new competitors who are also adopting live streaming as a marketing medium.

Focusing on a Strengths-Opportunities (SO) approach, Avero can maximize internal strengths, such as direct interaction and product safety, to take advantage of market opportunities such as nighttime promotions and free shipping vouchers. In addition, improvements to internet connection infrastructure need to be considered to overcome weaknesses that can hinder the effectiveness of live streaming. By focusing its strategy on strengthening internal strengths and exploiting market opportunities, Avero can continue to develop in a dynamic market, increase consumer confidence, maximize customer satisfaction, and have a positive influence on consumer purchasing decisions.

FURTHER STUDY

This research still has limitations, so, further research needs to be done related to the topic "Effectiveness of Shopee Live Streaming at Night on Purchasing Decisions". Future research can use different Purchasing Decisions to add insight for readers.

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