

# The Role of Product Belief in Mediating the Effect of Live Streaming and Consumer Ethnocentrism on Online Purchase Intention of Local Skincare for Men

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**Abstract** - This study investigated how product belief mediates the effect of live streaming and consumer ethnocentrism on online purchase intentions for local male skincare products on TikTok. The male segment tends to be less targeted by marketers than the female segment, even though it has promising growth potential. Few studies focus on male consumers in the skincare category, leaving a gap in the understanding of their behavior. This research employs a causal associative design using a survey method. The population comprised young males aged 17-38 years, sampled purposively. Data analysis was performed using SmartPLS. Results show that live streaming significantly and positively impacts online purchase intention and product belief. Although consumer ethnocentrism positively influences product belief, its effect on purchase intention is not significant. Consumer ethnocentrism significantly enhances product belief, which in turn positively affects purchase intention. The combined impact of live streaming and consumer ethnocentrism on purchase intention, mediated by product belief, is also significant. These findings highlight the critical mediating role of product belief in the relationship between live streaming and consumer ethnocentrism and online purchasing behavior. Based on these findings, companies should focus more on building consumer trust in their products, particularly local products, to increase consumer online purchase intentions.

**Keywords:** Consumer Ethnocentrism, Live Streaming, Online Purchase Intention, Product Belief

## I. INTRODUCTION

In recent years, men's awareness of the importance of appearance and self-care has increased significantly (Sayon et al., 2021). Appearance is no longer considered merely a complement but an essential part of lifestyle and self-identity (Sayon et al., 2021). Healthy skin is increasingly regarded as a valuable asset by many men, alongside growing awareness of the importance of maintaining it through appropriate care products (Fadjarina, 2023; Vannia et al., 2022). This shift in perception has altered men's consumption patterns, with previously less desirable skincare products now an essential part of men's daily routines (Magklaras et al., 2023). This change is fueling the rapid growth of the men's skincare industry, which is experiencing a global upward trend in demand, with estimates projecting a value of US\$166 billion by 2022 (Mangkuto, 2019). In Indonesia, the men's skincare market has also experienced significant growth, with industry growth reaching 20% (Alfonsius & Gilbert, 2021). Skincare companies are also responding to this by launching a variety of male-specific products, signaling a paradigm shift in an industry previously closely associated with women (Elfi, 2023; Pranata & Winarko, 2023; Sanny et al., 2020).

Alongside industry growth, digitalization plays a key role in expanding consumer access and purchase interest, particularly through e-commerce platforms. One of the most striking digital innovations is the emergence of live-streaming features in social media platforms such as TikTok. These platforms not only facilitate practical and informative online shopping but also amplify real-time interactions between

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sellers and consumers, creating a more immersive, personalized, and convincing shopping experience (Solihin & Suyono, 2024). TikTok Shop, with its live-streaming feature, has become one of the most influential platforms for promoting local products, including men's skincare, which is now receiving wider attention and competing in the domestic market. Although live-streaming shopping has been shown to increase customer engagement (Aulia & Harto, 2024), it remains unclear whether this engagement positively affects purchase intentions.

On the other hand, findings from various studies differ regarding the effectiveness of live streaming in increasing consumer purchase intention. Some studies report a positive and significant effect (Hafizhoh et al., 2023; Sun et al., 2019), whereas others report no significant impact (Putra et al., 2023). This inconsistency indicates a research gap that warrants further exploration, particularly in the context of male consumer behavior, which continues to receive less research attention than female consumers (Luo et al., 2025).

In addition to technological factors and digital interactions, product preferences are influenced by psychological factors such as consumer ethnocentrism. Ethnocentrism refers to consumers' tendency to prefer local products and reject foreign products on moral, cultural, or nationalist grounds (Kaniawati, 2019). In studies of ethnocentrism, findings regarding the effect of gender on ethnocentrism are mixed. Some studies show that, in specific contexts, men tend to show higher levels of ethnocentrism than women. For example, Erdogan and Okumuslar (2020) find that although there was no significant difference in intercultural sensitivity, men exhibited significantly higher levels of ethnocentrism. On the other hand, research has shown mixed or even contradictory results to these findings. Similar to the effects of live streaming, findings on the impact of ethnocentrism on purchase intention also show mixed results (Indrawan et al., 2022; Laraswati & Harti, 2022), indicating inconsistencies that warrant further study.

Trust in products is also an essential factor in shaping consumer purchase intentions, particularly in online shopping contexts. Consumer trust in the quality and origin of local products is believed to strengthen purchase intention and encourage loyalty to domestic brands (Mahliza, 2020; Pasaribu et al., 2024). In this case, live streaming and direct communication conducted through social media can play a strategic role in building such trust. Given the rapid development of the men's skincare industry, the widespread use of live streaming as a marketing strategy, and psychological dynamics among consumers, such as ethnocentrism and trust in local products, it is essential to conduct a more in-depth scientific study. This research is urgent to address a gap in the literature and to provide a more comprehensive understanding of the factors influencing male consumers' interest in local skincare products, particularly in the context of live streaming on the TikTok platform, which aligns with

the increasing needs of men and promises further development.

The Stimulus-Organism-Response (S-O-R) theory was first introduced by Mehrabian and Russell (1974). This theory describes how stimuli from the environment (stimulus) can affect internal processes within individuals (organisms), ultimately shaping their behavioral responses. These internal processes involve cognitive and emotional aspects and are influenced by individual characteristics and specific situational conditions. This framework is highly relevant to fields such as marketing and consumer behavior, as it can predict how various stimuli influence consumer responses, including purchase decisions and brand loyalty. Regarding this study, seller activity through live streaming can be positioned as a stimulus, and consumer ethnocentrism as an external stimulus. On the other hand, product belief as an organism, while consumer behavior, both immediate and delayed in this case, such as purchasing intention, is a form of response. Thus, the S-O-R theory helps explain how consumers' affective attitudes are influenced by external factors, which, in turn, shape consumer behavior.

Live streaming, or direct sales via social media, is an innovative promotional strategy that leverages real-time communication to generate consumer interest in purchasing (Suhyar & Pratminingsih, 2023). Zhang et al. (2020) explain that live streaming marketing involves live (online) broadcasts that facilitate communication between businesses and consumers (B to C) or between businesses (B to B). In the context of local products, this feature facilitates sellers convey product information directly, answer consumer questions, and build trust and a more personalized shopping experience (Zhang et al., 2020). Good communication skills and an effective delivery strategy are key to attracting consumer attention and reducing barriers in the buying process (Asyraf et al., 2022). The impact of live streaming on purchase intentions and behavior has been observed in a variety of contexts, including eco-friendly agricultural products (Dong et al., 2022), fashion products (Chandruangphen et al., 2022; Zalfa et al., 2024), and skincare products (Manzil & Vania, 2023; Suhyar & Pratminingsih, 2023). Thus, the hypothesis is proposed.

H1: The more positive the live streaming, the stronger the online purchase intention of local men's skincare.

Consumer ethnocentrism is the tendency of consumers to judge local products as superior to foreign products (Kaniawati, 2019). This attitude significantly influences purchasing behavior, particularly when consumers perceive that supporting local industries is part of their identity (Madu & Nworie, 2022). In the context of local skincare, consumers with high ethnocentrism tend to be more loyal to domestic products, especially when the quality of these products

is perceived as comparable to that of foreign products (Budiarti et al., 2022; Karki & Khadka, 2023). Previous research shows that ethnocentrism can increase interest in purchasing local products (Budiarti et al., 2022; Indrawan et al., 2022; Sherina & Selamat, 2023). Thus, the hypothesis is proposed.

H2: The higher the consumer ethnocentrism, the stronger the online purchase intention of men's local skincare.

Live streaming is becoming an increasingly effective promotional strategy because it provides authentic, interactive, real-time communication (Suhyar & Pratminingsih, 2023). Through the TikTok Shop feature, sellers can display products directly without editing, thus fostering consumer trust. Direct interaction in live sessions, including responding to comments or demonstrating products, helps consumers feel closer to the brand and more confident in product quality. TikTok live streaming is considered more authentic and easier to build consumer trust because it is not edited. The more frequently users are exposed to engaging live streams, the more likely they are to develop confidence in the product (Chandrruangphen et al., 2022; Diarya & Rafida, 2023). Thus, the hypothesis is proposed.

H3: The more positive the live streaming, the stronger the product belief in local men's skincare.

Consumer ethnocentrism reflects consumers' beliefs about the appropriateness and morality of purchasing domestic products over foreign products, often influenced by national pride and loyalty to local industries (Madu & Nworie, 2022). Research shows that ethnocentrism plays an essential role in influencing consumer behavior, with individuals who exhibit high levels of ethnocentrism tending to avoid purchasing foreign products, even when they are of higher quality (Muchandiona et al., 2021). In countries with emerging local industries, high levels of consumer ethnocentrism tend to encourage positive evaluations of local products, as they are perceived as supporting the national economy (Akbarov & Cafarova, 2021). Thus, the hypothesis is proposed.

H4: The higher the consumer ethnocentrism, the stronger the product belief in local men's skincare.

Product confidence, defined as consumers' perceptions of a product's value and attributes, is positively associated with purchase intention (Yang, 2020). Consumers are more likely to purchase a product if they perceive it as having desirable qualities and meeting their needs (Yang, 2020). The impact of product beliefs on purchase intention has been studied in various product categories, including liquid

milk (Hoque & Hossan, 2020), skin care products (Kapoor et al., 2022), and bottled water (Jalloh et al., 2018). In this context, the general finding is that positive product beliefs are associated with higher purchase intentions. In the context of social media, Pasaribu et al. (2024) trust developed through social media interactions directly affects consumer behavior, underscoring its importance in shaping purchasing decisions. Furthermore, Fatimah and Adinugraha (2023) demonstrate that trust in a product significantly affects consumer interest and purchasing decisions. Thus, the hypothesis is proposed.

H5: The higher the product belief, the stronger the online purchase intention of local men's skincare.

Research on the effects of live streaming on online purchase intention continues to show differences. Some studies report significant effects (Hafizhoh et al., 2023; Sun et al., 2019), whereas others report no significant impact (Putra et al., 2023; Saputra et al., 2023). This inconsistency opens up opportunities for mediating variables that bridge the relationship, one of which is product belief, namely, consumer confidence in product quality and reliability. Previous research supports this conjecture. Studies by Diarya and Rafida (2023) and Chandrruangphen et al. (2022) confirmed that live streaming can increase trust in products, while Yulianto et al. (2021) and Hapsari et al. (2022) proved that product belief has a significant influence on online purchase intention. Therefore, in the context of local men's skincare products on TikTok, product belief is thought to play an important mediating role. Thus, the hypothesis is proposed.

H6: Product belief mediates the effect of live streaming on the online purchase intention of local men's skincare.

Research by Indrawan et al. (2022) shows that consumer ethnocentrism has a positive and significant influence on purchase intention. However, this result is not in line with the findings, Laraswati dan Harti (2022) which show no significant effect. This difference in results suggests the presence of mediating variables that moderate the relationship, one of which is product belief, namely, consumer confidence in the quality and value of local products. This assumption is reinforced by several studies, which show that product belief has a significant influence on purchase intention (Hapsari et al., 2022; Nurhayati & Nurlinda, 2022; Yulianto et al., 2021). In other words, the higher the level of consumer ethnocentrism, the stronger their belief in local products, which in turn drives purchase intention. Thus, the hypothesis is proposed.

H7: Product belief mediates the effect of consumer ethnocentrism on the online purchase intention of local men's skincare.

## II. METHODS

The population in this study consists of young male consumers aged 17-38 years (referring to Sulhaini et al., 2022) and know local skincare products through TikTok live streaming on the "Beli Lokal" feature. An appropriate sample size is between 30 and 500; ideally, it should be at least 100 (Sekaran & Bougie, 2016). Researchers decided to collect 150 samples in this study because it met the minimum sample size requirement (Sarstedt et al., 2022). Moreover, this study applies purposive non-probability sampling because the population is not known with certainty. Samples were selected according to criteria relevant to the research objectives. The requirements for respondents are: (1) TikTok application users, and (2) have watched local skincare live streaming on the "Beli Lokal" feature on TikTok.

Data collection is conducted using an online questionnaire. This method is chosen because it is cost- and time-efficient, enables reaching a wide range of respondents across various regions, and provides respondents with the convenience of completing questionnaires at their convenience (Minnaar & Heystek, 2016). To maintain data relevance, researchers set specific criteria for respondents. The questionnaire is closed and uses a 1-7 semantic differential scale, from strongly disagree to strongly agree. It is to measure respondents' perceptions of the

research variables. The collected data are processed using SmartPLS version 4.0.

## III. RESULTS AND DISCUSSIONS

This study included 150 male respondents who met the inclusion criteria. Respondents in this study are young consumers with an aged range of 17-38 years, who are then grouped into two age ranges. Based on the results of data collection, the majority of respondents came from the age group 17-28 years, as many as 129 people (86%). Regarding education level, the majority of respondents held an undergraduate degree and accounted for 86 respondents (57.3%). By occupation, the majority of respondents in this study were students with 49 respondents (32.7%), consistent with the dominance of the 17-28 age group. For income-based characteristics, the majority of respondents have an income of less than Rp. 1,500,000, with 44 people (29.3%). So, this is consistent with previous findings indicating that most respondents are students aged 17-28. By origin, the majority of respondents are from Bali and Nusa Tenggara, comprising 55 respondents (36.7%). Finally, based on the characteristics of the local skincare product brands of interest, the majority of respondents express greater interest in Kahf's local skincare products with 68 respondents (45.3%).

Based on Table 1, the factor loadings for each

Table 1 Validity and Reliability

Measurement Item	Loading	Cronbach's Alpha	Composite Reliability	AVE
<b>Live Streaming</b> (Fitryani et al., 2021)		0.935	0.960	0.759
TikTok live streaming feature gives me a sense of real communication interaction	0.698			
TikTok live streaming feature gives the feeling of being present in person	0.920			
The live streaming feature allows me to see the condition of the product in real time	0.956			
The live streaming feature is very effective for me to shop in real time	0.771			
TikTok live streaming feature makes the negotiation process easier for me	0.949			
TikTok's live streaming feature makes it easy for me to find out about product promotions that are sold	0.901			
<b>Consumer Ethnocentrism</b> (Shimp & Sharma, 1987)		0.918	0.940	0.557
Buying local skincare helps me maintain my country's identity	0.790			
I believe that buying local skincare is a moral obligation for every Indonesian citizen.	0.781			
I feel better when I support domestic products	0.634			
Local skincare is better than imported skincare	0.761			
Local skincare is made to a high standard and no other country can match it.	0.644			
I will not buy foreign products because it will harm Indonesian businesses.	0.603			
Buying foreign products is a threat to the domestic economy	0.875			
I am confident to buy local skincare if a campaign is launched in mass media to promote Indonesian products	0.652			

Table 1 Validity and Reliability (Continued)

Measurement Item	Loading	Cronbach's Alpha	Composite Reliability	AVE
I am aware of the impact of using foreign products, so I will prefer domestic products.	0.858			
I buy local skincare products out of habit	0.879			
I prefer to buy local skincare because I know more about local products.	0.656			
<b>Product Belief</b> ( Munuera-Aleman et al., 2003)		0.874	0.913	0.739
I trust local skincare products because they fulfill my desires.	0.628			
I get good results after using local skincare products	0.948			
I trust local skincare brands because their safety is guaranteed.	0.916			
Local skincare products are responsible for product safety by providing consumer media	0.907			
<b>Online Purchase Intention</b> (Zeithaml, 1988)		0.797	0.799	0.711
I hope to buy local skincare on TikTok live streaming	0.818			
I intend to buy local skincare on TikTok live streaming	0.839			
I consider buying local skincare while live streaming	0.871			

statement item are  $> 0.5$  (Sarstedt et al., 2022). It can be concluded that the total outer loadings for each statement are valid. Then, the AVE value obtained for each construct is all greater than 0.5, which is the rule of thumb model of a good AVE value if the AVE value of each construct is above 0.5 (Sarstedt et al., 2022), so that the AVE value of each construct in this study is included in the good category. This indicates that all variables have met the criteria for convergent validity.

Table 1 also shows that the composite reliability for all variables exceeds 0.7 (Sarstedt et al., 2022). Thus, the variables in this study meet the composite reliability criterion and exhibit high reliability. In addition to the composite reliability value, the variable's reliability is further assessed using Cronbach's alpha. The variable is deemed reliable if Cronbach's alpha exceeds 0.7 (Hair et al., 2022). The study's results indicate that Cronbach's alpha for all variables exceeds 0.7. Overall, the composite reliability and Cronbach's alpha values for all variables in this study exceed the standard threshold of 0.7. It is concluded that all construct indicators are reliable and meet the reliability test.

Based on Table 2, the correlations between indicators and their variables/constructs are higher than those between indicators and other constructs. This indicates that the latent construct predicts the indicators in its own block better than indicators in different blocks (Sarstedt et al., 2020).

The R-squared value measures the proportion of variance in the dependent variable explained by changes in the independent variable. The coefficient of determination ( $R^2$ ) ranges from 0 (0%)  $<$  1 (100%). The higher the coefficient of determination, the greater the independent variables' ability to explain variation in the dependent variable (Hair et al., 2022). As shown in Table 3, product belief (Z) has an R-squared of 0.769. This value indicates that the product belief

variable accounts for 76.9% of the influence of live streaming on consumer ethnocentrism, which in turn mediates the relationship with online purchase intention; the remaining 23.1% is attributable to variables not examined in this study. Then, online purchase intention (Y) has an R-Square of 0.751. This value indicates that the live streaming and consumer ethnocentrism constructs account for 75.1% of the variance in the online purchase intention construct. In contrast, the remaining 24.9% is attributable to factors not included in this study.

The purpose of hypothesis testing is to statistically test the truth of a hypothesis or assumption statement and draw conclusions whether to accept or reject the hypothesis or assumption statement. In hypothesis testing, this study uses several criteria, namely the original sample value, the t-statistic, and the PLS bootstrap-based probability value. Figure 1 presents the processed results of the research framework using Smart PLS. Table 4 shows the results of hypothesis testing for direct and indirect effects.

After assessing validity and reliability and examining goodness-of-fit results, the next step is to test the hypothesis. The results of this study's hypothesis test are based on the significance and t-statistics. The effect can be significant if the t-statistic value  $>$  1.97 at a significance level (p-values) of less than 5%. This indicates an influence between variables, and the hypothesis can be accepted.

The results of hypothesis testing in Table 4 indicate that live streaming has a positive and significant effect on online purchase intention, with an original sample value of 0.316, a t-statistic of 2.444, and a p-value of 0.015. Therefore, Hypothesis 1 (H1) is accepted. This means that the more active and quality the interaction through live streaming, the greater the consumer's interest in buying local skincare products online.

Table 2 Cross Loading

Items	Live Streaming (LS)	Consumer Ethnocentrism (CE)	Product Belief (PB)	Online Purchase Intention (OPI)
LS1	<b>0.698</b>	0.626	0.527	0.467
LS2	<b>0.920</b>	0.777	0.834	0.810
LS3	<b>0.956</b>	0.807	0.808	0.808
LS4	<b>0.771</b>	0.585	0.524	0.477
LS5	<b>0.949</b>	0.801	0.811	0.806
LS6	<b>0.901</b>	0.789	0.787	0.771
CE1	0.532	<b>0.790</b>	0.669	0.587
CE2	0.504	<b>0.781</b>	0.611	0.529
CE3	0.525	<b>0.634</b>	0.530	0.509
CE4	0.470	<b>0.761</b>	0.573	0.487
CE5	0.371	<b>0.644</b>	0.449	0.406
CE6	0.523	<b>0.603</b>	0.480	0.457
CE7	0.843	<b>0.875</b>	0.825	0.821
CE8	0.617	<b>0.652</b>	0.469	0.422
CE9	0.853	<b>0.858</b>	0.795	0.759
CE10	0.829	<b>0.879</b>	0.820	0.775
CE11	0.628	<b>0.656</b>	0.496	0.467
PB1	0.506	0.540	<b>0.628</b>	0.517
PB2	0.737	0.738	<b>0.948</b>	0.738
PB3	0.716	0.703	<b>0.916</b>	0.688
PB4	0.866	0.871	<b>0.907</b>	0.885
OPI1	0.684	0.616	0.637	<b>0.818</b>
OPI2	0.719	0.715	0.758	<b>0.839</b>
OPI3	0.657	0.653	0.725	<b>0.871</b>

Source: SmartPLS 4

Table 3 Coefficient of Determination Result (R<sup>2</sup>)

Variables	R Square	R Square Adjusted
Product Belief (Z)	0.769	0.765
Online Purchase Intention (Y)	0.751	0.746

Table 4 Hypothesis Test

Influence between variables	Original Sample	T statistics	P values	Description
H1 Live Streaming → Online Purchase Intention	0.316	2.444	0.015	Significant
H2 Consumer Ethnocentrism → Online Purchase Intention	0.115	0.956	0.339	Not Significant
H3 Live Streaming → Product Belief	0.438	4.685	0.000	Significant
H4 Consumer Ethnocentrism → Product Belief	0.475	4.971	0.000	Significant
H5 Product Belief → Online Purchase Intention	0.479	4.209	0.000	Significant
H6 Live Streaming → Product Belief → Online Purchase Intention	0.209	3.804	0.000	Partial Mediation
H7 Consumer Ethnocentrism → Product Belief → Online Purchase Intention	0.227	2.688	0.007	Full Mediation

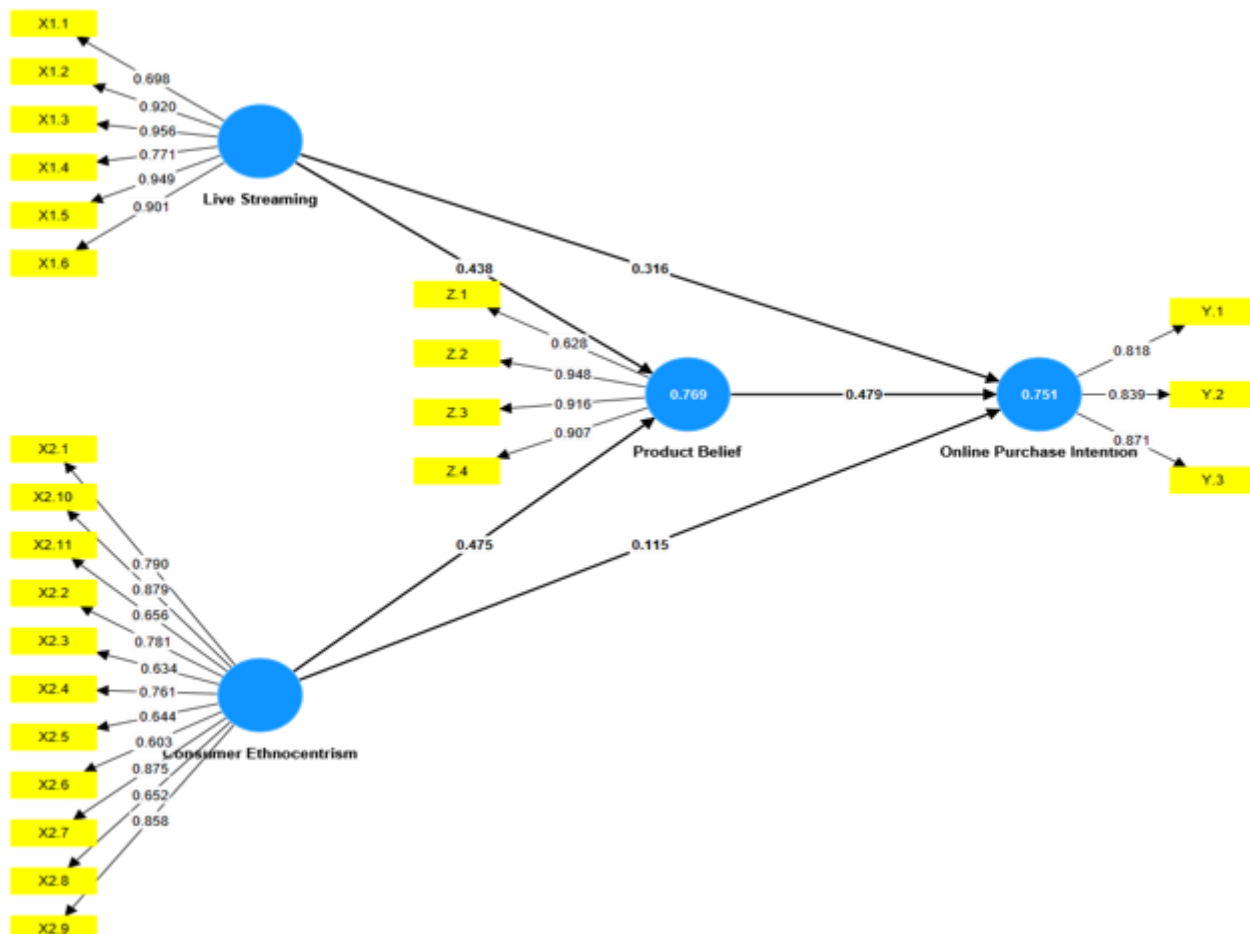


Figure 1 Output of the research framework

Live streaming is not just a regular broadcast. Live streaming integrates audio, video, text, and real-time interaction, creating an intuitive, transparent, and personalized shopping experience. Consumers can view live product demonstrations, interact with sellers, and receive limited-time offers available only during live-streaming sessions, all of which build trust and a sense of presence that are crucial to purchasing decisions.

In the context of local skincare products, live streaming feature is particularly effective. Since skincare requires a clear understanding of the benefits, ingredients, and usage, live streaming enables sellers to educate consumers directly and answer questions in real time. This has been shown to reduce perceived risk and increase consumer confidence in purchasing. This finding becomes even more interesting when linked to the dominant characteristics of the respondents in this study, namely, young men in the age range of 17-28 years.

This age group is known as the digital-native generation, who are highly active in consuming video content, including live streaming on platforms such as TikTok. They tend to seek a more engaging, faster, and more transparent shopping experience before making a purchase decision. More than a promotional tool, live streaming serves as a two-way communication

channel that shapes customer loyalty and satisfaction. With this approach, social commerce is superior to traditional e-commerce, which lacks interaction. This research strengthens the findings of previous studies that show similar results (Dong et al., 2022; Fakri & Astuti, 2023; Hafizhoh et al., 2023).

The results of hypothesis test in Table 4 indicate that consumer ethnocentrism has a positive but insignificant effect on online purchase intention for local male skincare products. With an original sample value of 0.115, a t-statistic of 0.956, and a p-value of 0.339, Hypothesis 2 (H2) is rejected. This means that although male consumers tend to support local products, such support is insufficient to increase their interest in purchasing them online. Consumer ethnocentrism is an attitude that prioritizes domestic products. However, in the context of men's local skincare, product quality and effectiveness are paramount. Male consumers are more focused on tangible outcomes and the product's suitability for their skin needs than on its origin.

Interestingly, although ethnocentrism is often associated with support for local products, this result contradicts several previous studies showing that ethnocentrism can encourage the purchase of domestic products, particularly among women. Previous studies have shown that women tend to be more ethnocentric

in their choice of local products, such as shoes, skincare, and electronic devices (Indrawan et al., 2022). However, the results of this study are more consistent with those of Laraswati and Harti (2022), who found that ethnocentrism has no significant impact on online purchases. Factors such as ease of access, product quality, and digital marketing proved more influential in the e-commerce context.

There are two main reasons why consumer ethnocentrism is not significant in this context. First, skincare products are quality-based. Men prefer products that are effective and have proven results, without placing much emphasis on the country of origin. Second, the younger generation is more open to globalization. The predominantly young male respondents (aged 17-28) were more influenced by social media recommendations, such as those on TikTok, than by ethnocentric values. These results show that, in online shopping, particularly for men's skincare products, interest in local products is insufficient without quality and a robust digital marketing strategy. In other words, consumers now buy based on need rather than nationalism.

The results of hypothesis testing in Table 4 indicate that live streaming has a positive and significant effect on product belief, with an original sample value of 0.438, a t-statistic of 4.685, and a p-value of 0.000; therefore, Hypothesis 3 (H3) is accepted. This indicates that live streaming can increase consumer confidence in local male skincare products. Product belief, or trust in the product, is the consumer's expectation that the product will meet their needs and expectations. The greater this trust, the higher the consumer's interest in buying the product.

In the context of online shopping, live streaming has become one of the most powerful promotional tools. Through live streaming, consumers can view products in real time, hear direct explanations from sellers, and ask questions. This interaction creates a stronger sense of connection and trust. Platforms such as TikTok Shop facilitate this process. Consumers not only view product images and descriptions but can also see how products are used, hear reviews from sellers, and get live demonstrations. This provides a more authentic and transparent experience because there are no edits, no filters, just reality.

The study also note that young men, as key respondents, are highly familiar with technology and more receptive to emerging trends, such as live-streaming commerce. Among higher-education graduates (the majority of S1 graduates), they tend to make more rational evaluations before purchasing. Live streaming provides in-depth information that consumers need in the decision-making process. Frequent live streaming appearances on TikTok's FYP amplify exposure, familiarity, and ultimately foster trust in brands and products. This research also supports several previous studies, such as those by Chandruangphen et al. (2022) and Diarya and Rafida (2023), that direct interaction on social media can increase confidence and encourage purchase intention.

The results of hypothesis testing in Table 4 show that consumer ethnocentrism has a positive and significant effect on product belief. With an original sample value of 0.475, a t-statistic of 4.971, and a p-value of 0.000, Hypothesis 4 (H4) is accepted. This means that the higher the level of consumer ethnocentrism, the greater their trust in local skincare products. Consumer ethnocentrism is the belief that domestically produced products are superior to imported products (Muchandiona et al., 2021). This attitude not only reflects a sense of patriotism but also reinforces the perception that local products are more relevant to and aligned with the needs of the local community. Consumers with high ethnocentrism tend to believe that local products, such as the Kahf brand of men's skincare, have advantages because they are specifically formulated for Indonesian skin, adapt to the tropical climate, use natural ingredients, and convey an image that reflects local values, such as halalness and masculinity typical of Indonesian men.

In this study, the majority of respondents are undergraduate students, who generally have access to extensive information and critical-thinking skills. However, their level of education also reinforces the tendency to support local products, especially when packaged with marketing strategies that emphasize cultural identity and nationalism. In addition, the group with limited income (< Rp1,500,000) tends to choose local products because they are more affordable without sacrificing quality. This strengthens the product's claim that local products are not only price-competitive but also trustworthy and suitable for regular use. The results support previous research by Rusdan et al. (2018), which confirms that consumer ethnocentrism plays an essential role in shaping trust in domestic products.

The results of hypothesis testing in Table 4 indicate that product belief has a positive and significant effect on online purchase intention, with an original sample value of 0.479, a t-statistic of 4.209, and a p-value of 0.000. Therefore, Hypothesis 5 (H5) is accepted. This finding confirms that the greater consumers' trust in a product, the higher their propensity to buy it online. In the context of local skincare, building trust in product quality and reliability is key in driving purchasing decisions through digital platforms.

Trust in the product entails the belief that it can meet consumer expectations and align with the seller's claims. In e-commerce, where consumers cannot touch or try products directly, trust is a cornerstone. Consumers rely on information such as product descriptions, user reviews, and brand reputation in making decisions. Previous research by Tong (2017) shows that consumer trust in products and seller platforms such as Shopee, Tokopedia, and Instagram Shop significantly affects purchase intention. Information transparency, clear communication, and positive testimonials are the primary factors that support the formation of a sense of security and confidence when purchasing online. In addition, trust

in product attributes increases product attractiveness to consumers.

The results of hypothesis testing in Table 4 show that live streaming has a positive and significant effect on online purchase intention through the mediating role of product belief, with an original sample value of 0.209, a t-statistic of 3.804, and a p-value of 0.000, so Hypothesis 6 (H6) is accepted. This means that live streaming not only directly influences purchase intention but also strengthens consumers' initial belief in the product, thereby encouraging them to purchase it online.

This finding confirms that product belief is an important bridge linking live-stream interactions to purchase intention, particularly for local men's skincare products on TikTok. Through the live streaming feature, sellers and influencers can deliver information in a real-time, interactive, and authentic manner. Consumers can observe how the product works, ask questions, and interact directly with the seller. This experience fosters greater trust in the product's quality and claims. When consumers find information credible and suitable for their needs, product belief emerges: the belief that the product will deliver the promised benefits.

However, without strong product beliefs, watching live streams alone is insufficient to foster purchase intention. Product belief plays a key role as a psychological reinforcer, helping consumers feel more confident that the product is worth buying. They are not only interested but also feel safe to buy after witnessing live explanations and demonstrations. Platforms such as TikTok maximize this potential through the TikTok Shop feature, which integrates live streaming and e-commerce. Consumers not only witness the promotion but also experience the emotional closeness and trust that develop through live interaction during the broadcast.

TikTok provides a more personalized, faster, and more convincing shopping experience, particularly for younger generations who prefer an authentic and spontaneous approach. In short, live streaming is not merely a promotional medium but a strategic tool for building consumer trust (product belief), which ultimately increases online purchase intention. This shows that, in today's digital era, trust built in real time and interactively is the primary weapon for winning over consumers, especially in the fast-growing local men's skincare industry.

The results of hypothesis testing in Table 4 show that consumer ethnocentrism has a significant indirect effect on online purchase intention through the mediating role of product belief. With an original sample value of 0.227, a t-statistic of 2.688, and a p-value of 0.007, Hypothesis 7 (H7) is accepted. This means that although consumers feel proud and want to support local products, it is not enough to encourage them to buy products online, unless they have strong beliefs in the quality and benefits of these products. Consumer ethnocentrism, the tendency of consumers to prefer domestic products for nationalist reasons,

creates an initial preference for local products. However, particularly in the men's skincare category, purchase decisions are not solely driven by national sentiments. Men tend to be more rational; they purchase not because the product is local, but because it is effective.

This is where the role of product belief becomes crucial. Consumers initially motivated by pride in local products will purchase the product if they believe it meets their needs with respect to quality, safety, and effectiveness. Thus, product belief serves as a bridge linking ethnocentrism to purchase intention. Platforms like TikTok play an essential role in shaping this belief. Through live-streaming features, real-time testimonials, and product demonstrations, sellers can provide consumers with direct evidence of product quality.

This interaction not only strengthens the emotional connection but also increases credibility and trust in the product. Consumers can see how the product works, hear others' experiences, and feel confident that the product's claims can be substantiated firsthand. In other words, sentiment favoring local products is essential, but it is insufficient without trust in the product. This finding confirms that, in the context of online shopping for skincare products, product belief is a key factor that transforms nationalism into purchase behavior.

#### IV. CONCLUSIONS

This study examined the factors influencing the intention to purchase local men's skincare products online on TikTok, particularly the roles of live streaming, ethnocentrism, and product belief. The study finds that, amid the increasing use of skincare among male consumers, belief in the product is the most decisive factor shaping the intention to purchase local men's skincare products on TikTok.

Live streaming has been shown to directly and indirectly increase online purchase intention by strengthening consumer trust in products through real-time interactions and authentic content. Meanwhile, consumer ethnocentrism does not directly affect online purchase intention. Still, it can have a positive effect when accompanied by the belief that local products have quality and benefits that match consumer expectations. Thus, trust in the product is the primary foundation for translating consumers' positive perceptions and attitudes into concrete purchasing decisions. In the context of digital marketing, particularly on social media platforms such as TikTok, a communication strategy that combines transparency, interactivity, and the strengthening of local identity is key to increasing consumer interest in purchasing local men's skincare products online.

Companies need to focus on building consumer trust through transparent, credible, and informative product claims, including active ingredients, clinical benefits, and promised results. Live streaming has

also been shown to be effective in increasing online purchase intention by strengthening product trust. Therefore, companies are advised to optimize live-streaming strategies that are interactive, transparent, and responsive, including by training hosts or marketing teams to respond to consumer questions effectively. On the other hand, although consumer ethnocentrism does not directly affect purchase intention, its influence on product belief remains significant, so it is essential for companies to strengthen elements of locality and national pride in brand communication, for example, through campaigns themed "100% locally made" or "local skincare, global quality."

Future research is recommended to develop a more comprehensive model that incorporates additional variables, such as psychological and social factors, as well as price and promotion, to understand online purchase intention better. In addition, comparisons between social media platforms such as TikTok, Instagram, Facebook, and YouTube can be made to assess the effectiveness of each in shaping consumer purchase intention.

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