

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

## Authors

**Abstract** – This study aims to examine the role of product belief as a mediating variable in the influence of live streaming and consumer ethnocentrism on online purchase intention on local male skincare in the TikTok application. The male segment is a segment that is less noticed by marketers than the female segment. Previous studies related to the male segment for the skincare product category are still rare, so that understanding of male consumer behavior is not yet fully understood. This type of research is causal associative. The method used in this research is a survey sample. The population in this study were all young male consumers with an age range of 17-38 years. The sampling technique used purposive sampling. The analytical tool used is SmartPLS. The results of this study indicate that live streaming has a positive and significant effect on online purchase intention and product belief. Consumer ethnocentrism has a positive but insignificant effect on online purchase intention. Consumer ethnocentrism has a positive and significant effect on product belief. Product belief has a positive and significant effect on online purchase intention. Live streaming and consumer ethnocentrism on online purchase intention with product belief mediation have a positive and significant effect. The findings of this study indicate that product belief plays a very important role in influencing online purchase intention. Product belief is able to become a mediating variable between the influence of live streaming and consumer ethnocentrism on online purchase intention.

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

## I. INTRODUCTION

In today's modern era, men's awareness of the importance of appearance and self-care has increased significantly (Sayon et al., 2021). Appearance is no longer considered a mere complement, but an important part of lifestyle and self-identity (Sayon et al., 2021). Healthy skin is now seen as a valuable asset by many men, along with an increasing awareness of the importance of maintaining healthy skin through the use of the right care products (Fadjarina, 2023; Vannia et al., 2022). This shift in perception has changed men's consumption patterns, where previously less desirable skincare products are 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 globally shows an upward trend in demand, even estimated to reach a value of US\$166 billion by 2022 (CNBC Indonesia). In Indonesia, the men's skincare market also shows significant development 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 that was previously very synonymous with women (Elfi, 2023; Pranata & Winarko, 2023; Sanny et al., 2020).

Along with the growth of the industry, digitalization also plays a key role in driving consumer access and buying interest, particularly through e-commerce platforms. One of the most striking digital innovations is the emergence of live streaming features in social media apps such as TikTok. These platforms not only facilitate practical and informative online shopping, but also amplify real-time interactions between 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 media in promoting local products, including men's skincare, which is now receiving wider attention to compete in the domestic market. Although live streaming shopping is proven to build customer engagement (Aulia & Harto, 2024), it remains unclear whether this increased customer engagement will positively impact customer purchase intentions. On the other hand, there are different findings from various studies regarding the effectiveness of live streaming on increasing consumer purchase intention. Some studies show a positive and significant effect (Hafizhoh et al., 2023; Sun et al., 2019), while others show an insignificant effect (Putra et al., 2023). This inconsistency indicates a research gap that needs to be further explored, especially in the context of male consumer behavior, which still receives less research attention than female consumers (Luo et al., 2023).

In addition to technological factors and digital interactions, preferences for products are also influenced by psychological aspects such as consumer ethnocentrism. Ethnocentrism reflects the tendency of consumers to prefer local products and reject foreign products for moral, cultural, or nationalism reasons (Kaniawati, 2019). In the study of ethnocentrism, there are different findings regarding the effect of gender on the tendency of ethnocentrism. Some studies show that, in certain contexts, men tend to show higher levels of ethnocentrism than women. For example, Erdogan and Okumuslar (2020) found that although there was no significant difference in intercultural sensitivity, there was a significant difference in higher levels of ethnocentrism in men. On the other hand, research by Bernabeu et al. (2020) showed mixed or even contradictory results to these findings. As with the effect of live streaming, findings related to the effect of ethnocentrism on purchase intention also still show mixed results (Aliviani et al., 2022; Indrawan et al., 2022; Laraswati & Harti, 2022), indicating inconsistencies that require deeper study.

Trust in products is also an important factor in shaping consumer purchase intention, especially in the context of online shopping. Consumer trust in the quality and origin of local

products is believed to be able 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. Seeing the rapid development in the men's skincare industry, the widespread use of live streaming as a marketing strategy, and the psychological dynamics of consumers such as ethnocentrism and trust in local products, it is important to conduct a more in-depth scientific study. This research is an urgency to fill the existing literature gap and provide a more comprehensive understanding of the factors that influence male consumers' buying interest in local skincare products, especially in the context of live streaming on the TikTok platform, where this is in line with the increasing needs of men and promises further development.

This theory was first introduced by Mehrabian and Russell in 1974. This theory describes how stimuli from the environment (stimulus) can affect internal processes within individuals (organisms), which ultimately shape 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 in fields such as marketing and consumer behavior studies, as it is able to predict how various stimuli will influence consumer responses, such as the decision to purchase or brand loyalty. In the context of this study, seller activity through live streaming can be positioned as a stimulus, then 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, purchasing intention, is a form of response. Thus, the S-O-R theory helps explain how consumers' affective attitudes are influenced by certain external factors, which in turn shape consumer behavior.

Live streaming, or direct sales through social media, is an innovation in promotion that utilizes real-time communication to attract consumer buying interest (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 makes it easier for sellers to convey product information directly, answer consumer questions, and build trust and a more personalized shopping experience (Zhang et al., 2020). Good communication skills and the right delivery strategy are key in 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).

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

Consumer ethnocentrism is the tendency of consumers to judge local products as superior to foreign products (Kaniawati, 2019). This attitude has a major influence on purchasing behavior, especially when consumers feel 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 if the quality of these products is considered to be able to compete with foreign products (Budiarti et al., 2022; Karki & Khadka, 2023). Previous research shows that ethnocentrism can encourage buying interest in local products (Aliviani et al., 2022; Budiarti et al., 2022; Indrawan et al., 2022; Sherina & Selamat, 2023).

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

Live streaming is becoming an increasingly effective promotional strategy because it provides authentic and 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 such as answering comments or demonstrating products makes consumers feel closer and more confident about product quality. TikTok live streaming is considered more authentic and easy to build consumer trust because it does not undergo an editing process. The more often users are exposed to interesting live streams, the more likely they are to form trust in the product (Chandruangphen et al., 2022; Diarya & Raida, 2023).

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 important role in influencing consumer behavior, where individuals with high levels of ethnocentrism tend to resist buying foreign products, even if they are of better quality (Muchandiona et al., 2021). In countries with emerging local industries, high levels of consumer ethnocentrism tend to encourage positive valuations of local products, as they are perceived as a form of support for the national economy (Akbarov & Cafarova, 2021).

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

Product confidence, which refers to consumers' perceptions of the value and attributes of a product, has been shown to have a positive relationship with purchase intention (Yang, 2020). Consumers are more likely to purchase a product if they believe the product has desirable qualities and can meet 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 result in higher purchase intentions. In the context of social

media, Pasaribu et al. (2024) revealed that trust developed through social media interactions directly impacts consumer behavior, highlighting its importance in shaping purchasing decisions. Furthermore, Fatimah and Adinugraha (2023) reveal that trust in a product significantly affects consumer interest and purchasing decisions.

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

The results of research on the effect of live streaming on online purchase intention still show differences. Some studies show a significant effect (Hafizhoh et al., 2023; Sun et al., 2019), while other studies show insignificant results (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 Raida (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 through TikTok, product belief is thought to play an important role as a mediator.

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

Research by Aliviani et al. (2022) and 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 of Laraswati dan Harti (2022) which shows that there is no significant effect. This difference in results indicates the possibility of mediating variables that bridge 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.

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

## II. METHODS

The population in this study refers to young male consumers with an age range of 17-38 years, referring to (Sulhaini et al., 2022), and know local skincare products through Tiktok live streaming on the "BuyLocal" feature. An appropriate sample size is more than 30 but less than 500, and ideally, the sample size should reach 100 or more (Sekaran & Bougie, 2016). Researchers decided to take 150 samples in this study because it met the minimum sample limit (Hair et al., 2022). This study uses a non-probability sampling method with purposive sampling technique, because the population is not known with certainty. Samples were selected based on certain criteria relevant to the research objectives. The criteria for respondents are: (1) TikTok application users, and (2) have watched local skincare live streaming on the "BuyLocal" feature on TikTok.

Data collection in this study was carried out through a questionnaire distributed online. This method was chosen because it is cost and time efficient, able to reach a wide range of respondents in various regions, and provides convenience for respondents to fill out questionnaires according to their time (Minnaar & Heystek, 2016). To maintain data relevance, researchers set specific respondent criteria. The questionnaire used is closed and uses a 1-7 semantic differential scale, from strongly disagree to strongly agree, to measure respondents' perceptions of the research variables. The collected data were processed using the SmartPLS version 4.0 software application.

## III. RESULTS AND DISCUSSION

Respondents in this study totaled 150 male respondents who met the inclusion

criteria. Respondents in this study are young consumers with an age range of 17-38 years (Sulhaini et al., 2022), which 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%). Furthermore, based on the level of education, the majority of respondents in this study have an undergraduate education level as many as 86 people (57.3%). Based on occupation, the majority of respondents in this study have status as students as many as 49 people (32.7%), which is in line with the dominance of the 17-28 years age group. Then, for characteristics based on income, the majority of respondents in this study had an income of less than Rp. 1,500,000 as many as 44 people (29.3%). This is in line with previous findings which show that most respondents are students aged 17-28 years. Based on origin, the majority of respondents in this study came from Bali and Nusa Tenggara as many as 55 people (36.7%). Finally, based on the characteristics of the local skincare product brands of interest, the majority of respondents in this study showed a higher interest in Kahf brand local skincare products with 68 people (45.3%).

Based on Table 1, it is known that the factor loading value for each statement item is  $> 0.5$  (Hair et al., 2022). So, it can be concluded that the entire outer loadings value of each statement has described valid. Then, the AVE value obtained for each construct is all greater than 0.5, the rule of thumb model of a good AVE value if the AVE value of each construct is above 0.5 (Hair et al., 2022), so that the AVE value of each construct in this study is included in the good category. This means that all variables have met convergent validity.

Table 1 also shows that the composite reliability value of all variables is greater than 0.7 (Hair et al., 2022). Thus the variables used in this study have met the composite reliability value and have a high level of reliability. In addition to the composite reliability value, the reliability test is also strengthened by the Cronbach's alpha value, the variable is declared to meet reliability or reliability if the Cronbach's alpha value is greater than 0.7 (Hair et al., 2022). The results of the study show that the Cronbach's alpha value of all variables is greater than 0.7. Overall, the composite reliability value and Cronbach's alpha value of

all variables in this study meet the standard value of more than 0.7. So it is concluded that all construct indicators are reliable or meet the reliability test.

Based on Table 2, it can be seen that the correlation between indicators and their variables/ constructs is higher than the correlation of indicators with other constructs, this indicates that the latent construct predicts the indicators in its block better than the indicators in other blocks (Sarstedt et al., 2020).

The R-Square value is used to measure the level of variation in changes in the independent variable on the dependent variable. The coefficient of determination ( $R^2$ ) ranges from  $0$  (0%)  $< 1$  (100%). The higher the coefficient of determination, the higher the ability of the independent variables to explain variations in changes in the independent/dependent variable (Hair et al., 2022). Based on Table 3, it is known that product belief (Z) has an R-Square of 0.769. This value indicates that the product belief variable contributes to the influence as a mediating variable between live streaming and consumer ethnocentrism with online purchase intention by 76.9% which mediates the relationship between, the remaining 23.1% is influenced by other variables not examined in this study. Then, online purchase intention (Y) has an R-Square of 0.751. This value indicates that the construct variables of live streaming and consumer ethnocentrism can explain the construct variable online purchase intention by 75.1%, while the other 24.9% is influenced by other factors that are not included in this research variable.

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 that must be met, namely the original sample value, t-statistic value and probability value through bootstrapping in PLS. Figure 1 presents the processed results of the research framework using Smart PLS. The results of hypothesis testing for direct and indirect effects are presented in Table 4.

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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			
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> (Ballester 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			

Table 2 Cross Loading

	Live Streaming	Consumer Ethnocentrism	Product Belief	Online Purchase Intention
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 ( $R^2$ )

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

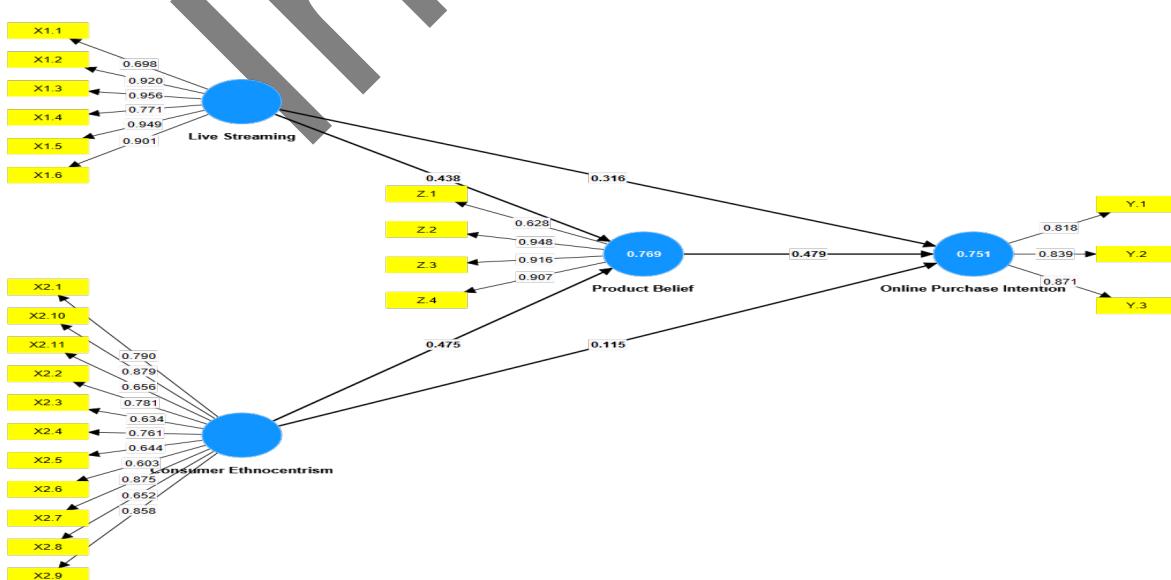


Figure 1 Output of the research framework

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	Significant Partial
H7	Consumer Ethnocentrism → Product Belief → Online Purchase Intention	0.227	2.688	0.007	Significant Full

After testing validity, reliability, and knowing the results of goodness of fit, the next step is to test the hypothesis. The results of testing the hypothesis of this study are based on the significance value and t-statistic value. The effect can be said to be significant if the t-statistic value  $> 1.97$  at a significance level (p-values) of less than 5%. This means that there is an influence between variables and the hypothesis can be accepted.

The results of hypothesis testing in Table 4 show that live streaming has a positive and significant effect on online purchase intention, with an original sample value of 0.316, t statistic 2.444, and p-value 0.015, so 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. Live streaming is not just a regular broadcast. Live streaming combines sound, images, text and real-time interaction, creating an intuitive, transparent and personalized shopping experience. Consumers can see live product demonstrations, interact with sellers, and get limited offers that are only available during live streaming sessions, all of which build trust and a sense of presence that are crucial in making purchasing decisions.

In the context of local skincare products, this feature is particularly effective. Since skincare requires a clear understanding of

the benefits, ingredients, and usage, live streaming allows 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 very active in the consumption of video-based content, including live streaming on platforms such as TikTok. They tend to look for a more engaging, fast and transparent shopping experience before making a purchase decision. More than just a promotional tool, live streaming becomes a two-way communication bridge that shapes customer loyalty and satisfaction. With this approach, social commerce is superior to traditional e-commerce that 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 testing in Table 4 show 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, t-statistic 0.956, and p-value 0.339, Hypothesis 2 (H2) is rejected. This means that

although male consumers tend to support local products, this is not strong enough to make them more interested in buying these products online. Consumer ethnocentrism itself is an attitude that prioritizes domestic products as the first choice. However, in the context of men's local skincare, the quality and effectiveness of the product is more dominant. Male consumers are more focused on tangible results and the suitability of the product to their skin needs, rather than just the origin of the product.

Interestingly, although ethnocentrism is often associated with support for local products, this result contradicts several previous studies that show that ethnocentrism can encourage the purchase of domestic products especially when the respondents are women. Previous studies have shown that women tend to be more ethnocentric in choosing local products such as shoes, skincare, and electronic devices (Aliviani et al., 2022; Indrawan et al., 2022). However, the results of this study are more in line with the findings of Laraswati and Harti (2022), which states that ethnocentrism has no significant impact in the context of online purchases. Factors such as ease of access, product quality, and digital marketing turned out to be more influential in the e-commerce realm. There are two main reasons why consumer ethnocentrism is not significant in this context. First, skincare is a quality-based product. Men prefer products that are effective and have proven results, without caring too much about 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 recommendations on social media such as TikTok than ethnocentric values. These results show that in the world of online shopping, especially for men's skincare products, buying interest in local products is not enough if it is not accompanied by quality and a strong digital marketing strategy. In other words, consumers now buy based on need, not nationalism.

The results of hypothesis testing in Table 4 show that live streaming has a positive and significant effect on product belief with an original sample value of 0.438, t-statistic of 4.685, and p-value of 0.000, so Hypothesis 3 (H3) is accepted. This means that live streaming is proven to be able to increase consumer

confidence in local male skincare products. Product belief, or trust in the product, is the consumer's belief that the product will meet their expectations and needs. The greater this trust, the higher the consumer buying interest in product.

In the era of online shopping, live streaming has become one of the most powerful promotional tools. Through live streaming, consumers can see products in real time, hear direct explanations from sellers, and ask questions in real-time. This interaction creates a stronger sense of connection and trust. Platforms like TikTok Shop make this process easier. Consumers don't just see product images and descriptions, they can also see how to use them, hear reviews from sellers, and even get live demonstrations. This provides a more authentic and transparent experience because there are no edits, no filters, just reality. The study also noted that young men as key respondents are very familiar with technology and are more receptive to new trends such as live streaming commerce. With a higher educational background (the majority of S1 graduates), they tend to make rational evaluations before buying. 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 Raida (2023), that direct interaction on social media can increase trust 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, t-statistic of 4.971, and 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 an attitude that believes that domestically made products are better than 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 and in line with the needs of the local community.

Consumers with high ethnocentrism tend to believe that local products, such as Kahf brand men's skincare, have advantages because they are specially formulated for Indonesian skin, adapt to the tropical climate, use natural ingredients, and have an image that represents local values such as halalness and masculinity typical of Indonesian men.

In this study, the majority of respondents were 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 if they are packaged with marketing strategies that emphasize cultural identity and nationalism. In addition, the group with limited income (<Rp,1,500,000) also shows a tendency to choose local products because of the more affordable price factor without sacrificing quality. This strengthens the product belief that local products are not only price competitive, but also worthy of trust and regular use. The results of this study support previous research such as Rusdan et al. (2018) which confirms that consumer ethnocentrism plays an important role in shaping trust in domestic products.

The results of hypothesis testing in Table 4 show 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, so 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, this suggests that building trust in product quality and reliability is key in driving purchasing decisions through digital platforms.

Trust in the product includes the belief that the product is able to meet consumer expectations and is in line with the claims made by the seller. In the world of e-commerce, where consumers cannot touch or try products directly, this trust becomes an important 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 main supporting factors for the formation of a sense of security and confidence when buying online. In addition, trust in product attributes increases product attractiveness in the eyes of 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, t-statistic of 3.804, and p-value of 0.000, so Hypothesis 6 (H6) is accepted. This means that live streaming not only influences purchase intention directly, but also strengthens consumers' belief in the product first, which in turn encourages them to buy the product online. This finding confirms that product belief is an important bridge in transforming interactions during live streaming into purchase intention, especially in the context of 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 directly see how the product works, ask questions, and even interact directly with the seller. This experience creates a higher sense of trust in the quality and claims of the product. When consumers find the information credible and suitable for their needs, product belief emerges, which is the belief that the product will deliver the promised benefits.

However, without strong product beliefs, the experience of watching live streaming alone is not enough to foster purchase intent. 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 like TikTok maximize this potential through the TikTok Shop feature, which combines live streaming and e-commerce seamlessly. Consumers not only witness the promotion, but also feel the emotional closeness and trust that grows from the live interaction during the broadcast. TikTok creates a more personalized, fast and convincing shopping experience, especially for younger generations who prefer

an authentic and spontaneous approach. In short, live streaming is not just a promotional medium, but a strategic tool in building consumer trust (product belief) which ultimately leads to an increase in online purchase intention. This shows that in today's digital era, trust that is built in real time and interactive is the main weapon in 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, t-statistic of 2.688, and 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, or the tendency of consumers to choose domestic products for reasons of nationalism, does create an initial preference for local products. However, especially in the men's skincare category, buying decisions are not only driven by national sentiments. Men tend to be more rational, they buy not because the product is local, but because the product is effective.

This is where the role of product belief becomes crucial. Consumers who are initially driven by pride in local products, will decide to buy if they believe that the product really meets their needs, from quality, safety, to effectiveness. Thus, product belief acts as a bridge that connects ethnocentrism with purchase intention. Platforms like TikTok play an important role in shaping this belief. Through live streaming features, real-time testimonials, and product demonstrations, sellers can convey proof of product quality directly to consumers. 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 other people's experiences, and feel that the product claims can indeed be proven firsthand. In other words, sentiment in favor of local products is important, but it is not enough without trust in the product. This finding confirms that in the context of online shopping

for skincare products, product belief is a key element that transforms nationalism into action to buy.

#### IV. CONCLUSION

This study was conducted to address issues regarding the factors that influence the intention to purchase local men's skincare products online on the TikTok platform, particularly the role of live streaming, ethnocentrism, and belief in the product. The results of the study show that amid the increasing trend of skincare use among male consumers, belief in the product is the most decisive factor in shaping the intention to purchase local men's skincare products on the TikTok platform.

Live streaming is proven 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, but can have a positive impact if accompanied by the belief that local products have quality and benefits that match consumer expectations. Thus, trust in the product becomes the main foundation in turning consumers' positive perceptions and attitudes into concrete purchasing decisions. In the context of digital marketing, especially on social media such as TikTok, a communication strategy that combines transparency, interactivity, and strengthening local identity is key to increasing consumer interest in buying local men's skincare products online.

Companies need to focus on building consumer trust through clear, 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 trust in the product. Therefore, companies are advised to optimize live streaming strategies that are interactive, transparent and responsive, including by training hosts or marketing teams to be able to answer consumer questions convincingly. On the other hand, although consumer ethnocentrism does not directly affect purchase intention, its influence on product belief

remains significant, so it is important 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 by considering additional variables such as psychological and social factors, as well as aspects of price and promotion, to understand online purchase intention more thoroughly. 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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