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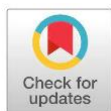
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## The Influence of Exclusive Product Bundling and Live Streaming on Purchase Intention: The Mediating Role of Perceived Product Quality

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### Article History



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Exclusive Product Bundling  
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Live Commerce  
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### JEL Classification

M31, L81, D91

### Abstract

This study examines how exclusive product bundling and live streaming influence purchase intention for Kahf skincare products on TikTok Shop Live, with perceived product quality as a mediating variable. Using a quantitative explanatory approach, data were collected from 162 respondents who had purchased Kahf products via TikTok Live within the past six months. Analysis using PLS-SEM (SmartPLS 4.0) shows that live streaming significantly enhances both perceived product quality and purchase intention through real-time interaction, host credibility, and visual demonstration. Exclusive product bundling increases purchase intention but reduces perceived product quality, suggesting that while bundles drive value-seeking behavior, they may weaken quality perceptions due to discount-oriented cues. Perceived product quality significantly boosts purchase intention and mediates the effects of both strategies, though negatively for bundling. These findings highlight how platform-native dynamics shape consumer evaluation and provide strategic insights for optimizing live-commerce marketing in the male grooming segment.

## Introduction

The Indonesian male skincare industry is experiencing rapid expansion. The men's grooming market in Indonesia which includes skincare, shaving, and toiletries has demonstrated strong growth between 2020 and 2024 and is projected to continue expanding through 2029. Complementing this, Statista (2021, as cited in U.S. Department of Commerce, International Trade Administration) reports that Indonesia's overall beauty and personal care market reached USD 7.5 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of around 6.5% through 2025. It is assumed that the Indonesian skincare market will reach USD 18.8 billion by 2030, underscoring the sector's long-term growth potential. This expansion reflects not only increasing consumer demand but also shifting notions of masculinity and self-care among urban men (Kenalemang-Palm, 2023). Brands like Kahf

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Skincare have responded to this shift by aligning grooming with a professional and modern lifestyle, positioning skincare as a normalized part of male identity.

TikTok has evolved beyond a social media platform into a socio-algorithmic commerce ecosystem where product discovery and evaluation are strongly shaped by algorithmic recommendation systems. Through the For You Page (FYP), TikTok curates content visibility using engagement signals such as comments, likes, and viewer interaction. These signals function as indicators of popularity and credibility that influence how consumers interpret product value even before entering a live streaming session. Consequently, the discovery stage in TikTok commerce is embedded within a socially validated environment where algorithmic exposure and community interaction jointly shape consumer perception. Within such an ecosystem, marketing strategies such as exclusive product bundling and live-stream shopping function not merely as promotional tools but as performative mechanisms that influence how consumers interpret product value and credibility (Shen et al., 2022; Jiang et al., 2024)

Kahf, a halal-certified local brand under Paragon Technology & Innovation, offers a relevant case. By integrating TikTok Live with time-limited exclusive bundles, Kahf achieved notable sales growth and market position in the male grooming segment (Orlando & Fachira, 2023). However, the effectiveness of such strategies cannot be attributed solely to exposure. Rather, their effectiveness depends on how these marketing activities shape consumers' perceptions of product quality through digital interaction cues such as comments, reactions, and host credibility, all of which are orchestrated within the platform's algorithmic environment (Mady & Liang, 2024).

In live commerce environments, perceived product quality should not be viewed as a stable cognitive evaluation but rather as a socially constructed perception emerging from real-time interaction and digital social proof. Consumers frequently rely on audience reactions, host explanations, and visible engagement signals to interpret product credibility, particularly in visually saturated online environments (Islam et al., 2023) Despite the rapid expansion of live commerce research, many studies still treat social media platforms as neutral marketing channels, focusing primarily on promotional effectiveness and consumer engagement.

Building on this gap, this study examines the combined effects of exclusive product bundling and live streaming as interrelated platform strategies. Specifically, it seeks to answer the following question: *How do exclusive product bundling and live streaming influence purchase intention toward Kahf Skincare, with perceived product quality as a mediating variable?* This study contributes to digital marketing literature by conceptualizing product quality as a platform-shaped outcome and highlighting how live commerce operates as a socio-algorithmic environment that configures consumer perception and behavior.

## Literature Review

Exclusive product bundling has shifted from a simple pricing tool to a symbolic strategy that signals scarcity and added value in algorithmically mediated digital commerce; recent evidence shows that allowing consumers to choose among product bundles can enhance perceived value and increase shopping basket size (Kobuszewski Volles et al., 2024a) Yet promotions that make access to savings feel conditional or overly constrained may trigger psychological reactance, leading consumers to spend less than they would under standard discounts (Bertini & Aydinli, 2020). Taken together, these findings suggest that exclusive bundling must combine credible value signals with a sense of autonomy to optimize behavioral outcomes.

In TikTok Shop, live streaming functions not as a passive channel but as an emotionally charged, algorithmically curated commerce interface. (Kang Jinhui, 2025) demonstrated that live interactivity fosters parasocial trust and emotional closeness, especially when supported by visual demonstration and immediate audience feedback. The ecosystem of live commerce on platforms such as TikTok no longer acts merely as a passive channel but functions as an emotionally immersive and algorithmically curated space, where atmospheric cues such as popularity signals, interactivity, and scarcity-inspired performance significantly shape consumer behavior (Lou et al., 2022). Nonetheless (Maharani & Setyaning, 2025) report that overexposure to scarcity cues and social pressure can lead to skepticism, distrust, and post-purchase regret. Therefore, live streaming should be seen as a performative digital structure that governs emotional responses, urgency, and perceived value through immersive, non-neutral design.

Perceived product quality, once anchored in functional attributes, is now co-constructed through social algorithms, platform aesthetics, and emotional signaling. (Wahjoedi et al., 2025) argue that TikTok live streams create a perceived sense of exclusivity and curation through visual storytelling and real-time interactivity, which emotionally anchors product value. However, (Wan Zurey et al., 2025) warn that visual exaggeration and urgency tactics may increase perceived risk, undermining product credibility. (Ding et al., 2025) further show that intensive personalization algorithms can lead to overexposure and reduced authenticity, eroding consumer confidence. This indicates that perceived product quality on platforms like TikTok is not simply evaluative, but performatively produced through digital semiotics and platform logic.

Purchase intention in digital environments is no longer purely rational; it is shaped by emotional resonance, trust dynamics, and alignment with identity and social values. (Aish & Noor, 2025) highlight that trustworthiness, similarity, and likeability of influencers are key predictors of purchase intention, moderated by consumer skepticism. (Hasim et al., 2025) expand this view in halal cosmetic markets, showing that value perception and platform engagement significantly shape intention to buy. Together, these findings emphasize that purchase intention is not merely an outcome of exposure but a mediated construct emerging from trust, cultural relevance, and emotionally intelligent engagement within platform architectures.

### ***The Relationship Between Exclusive Product Bundling and Perceived Product Quality***

Exclusive product bundling is more than a promotional tactic; it is a perceptual strategy that shapes how consumers evaluate product quality in digital commerce. (Kobuszewski Volles et al., 2024) explain that bundling triggers holistic thinking, prompting consumers to perceive the bundle as a single, cohesive entity. This increases perceived completeness, value, and ease of judgment. (Luo et al., 2025) emphasize that aesthetically designed bundles evoke positive emotions and mental simulation, which enhance perceived product fit and elevate quality perception. (Liu & Zhang, 2024) add that bundling aligned with platform-specific logic, such as thematic cohesion and exclusivity, reinforces symbolic value and signals product curation, ultimately strengthening quality impressions. Collectively, these studies show that bundling not only combines items but also orchestrates a curated consumer experience that can enhance perceived product value. However, the effectiveness of bundling as a quality signal remains debated in marketing literature.

From the perspective of signaling theory, pricing strategies such as bundling act as informational cues that consumers use to infer product quality when direct evaluation is limited. While bundling strategies increase perceived economic value by offering multiple products at a reduced combined price, heavily discounted bundles may unintentionally signal

lower exclusivity or aggressive promotion. As a result, consumers may interpret bundled offers as indicators of reduced product differentiation, which can weaken perceived product quality despite their economic attractiveness.

**H1:** Exclusive product bundling positively affects perceived product quality.

### **The Relationship Between Live Streaming and Perceived Product Quality**

Live streaming commerce, particularly on platforms like TikTok Shop, is reshaping how consumers perceive product quality by creating immersive, real-time interactions. (W. Li et al., 2025) found that the social atmosphere driven by interactivity, scene design, and identity signaling fosters emotional resonance and trust, which amplify perceived product quality. (Guo et al., 2021) emphasized that credible hosts and dynamic visual demonstration can create a sense of authenticity and reduce cognitive effort, thus enhancing perceived quality. However, Yang et al. (2024) caution that the same immersive environment may blur the line between entertainment and evaluation, potentially distorting objective product judgment. These contrasting findings highlight that while live streaming can enhance perceived product quality through social and emotional cues, it may also compromise evaluative depth when trust is algorithmically manufactured or overexposed.

Live streaming environments can also be understood through Social Presence Theory, which explains how communication technologies create a psychological sense of interpersonal closeness between participants. In interactive platforms such as TikTok Live, real-time communication, host responsiveness, and visible audience engagement increase the perception that consumers are interacting with a real person rather than a static digital interface. This sense of presence reduces informational uncertainty and strengthens trust, enabling consumers to evaluate product attributes through both informational cues and social interaction.

**H2:** Live streaming positively affects perceived product quality.

### **The Relationship Between Perceived Product Quality and Purchase Intention**

Perceived product quality is widely recognized as a central determinant of purchase intention, particularly in digital and fast-moving consumer contexts where consumers rely heavily on indirect cues to assess product value. (Mamuaya, 2024) demonstrates that perceived product quality exerts a strong and significant influence on consumer purchase intentions within the FMCG sector, with high-quality perceptions substantially increasing consumers' likelihood of buying). Similarly, (Asyhari et al., 2024) reveal that perceived quality plays a decisive role in shaping e-commerce behavior, indicating that when consumers judge a product to be of high quality, their behavioral tendencies including the intention to purchase become more favorable. Complementing these findings, (Wang et al., 2023) shows that consumers with more positive perceptions of product attributes, including quality, exhibit higher purchase intention due to reduced uncertainty and reinforced confidence in their evaluation process. Collectively, this body of evidence confirms that perceived product quality consistently strengthens consumers' willingness to buy across various online and retail settings.

**H3:** Perceived product quality positively affects purchase intention.

### **The Relationship Between Exclusive Product Bundling and Purchase Intention**

Exclusive product bundling has emerged as a strategic tool in digital retail to enhance consumers' purchase intention by amplifying perceived value and reducing decision-making complexity. (Volles et al., 2024) found that presenting product bundles increases consumers' overall basket size by altering their perception of quantity and product complementarity, driving more purchases due to underestimation of selected items. (Doha et al., 2017)

demonstrate that well-structured online product bundling significantly boosts purchase intention, confirming that bundling itself acts as a strong value-enhancing mechanism in digital commerce. However, (Wang et al., 2023) cautioned that forced or misaligned bundling may lead to psychological reactance, thereby reducing purchase likelihood. These insights underscore that while exclusive bundling can effectively boost purchase intention, its success hinges on perceived relevance, complementarity, and consumer autonomy.

**H4:** Exclusive product bundling positively affects purchase intention.

### **The Relationship Between Live Streaming and Purchase Intention**

Within algorithmically curated platforms like TikTok Shop, exclusive product bundling operates not merely as a pricing incentive but as a platform-native mechanism that fuses content and commerce, engineering desirability through scarcity and aesthetic cohesion. Rather than being a static promotion, bundling in live-stream contexts becomes performative, stimulating impulse purchases through real-time social proof and symbolic completeness. (Gao et al., 2021) reveal that ecosystem-based bundling can increase narrative positivity while potentially reducing perceived quality due to lack of post-purchase rationalization. In contrast, Volles et al. (2024) demonstrate that when consumers actively select bundles perceived as meaningful, purchase intention rises due to perceived complementarity and decision ease. Additionally, (Cao et al., 2024) show that mixed bundling enhances consumer agency and retailer profitability by offering modular options. On TikTok, where product visibility is algorithmically earned and attention is a commodity, exclusive bundling becomes a digital signal of value, urgency, and social relevance.

**H5:** Live streaming positively affects purchase intention.

### **The Mediating Role of Perceived Product Quality**

Perceived product quality serves as a critical mediating mechanism linking exclusive product bundling and live streaming to purchase intention. (Yang et al., 2024) and (Jiang et al., 2024) demonstrate that interactivity, streamer expertise, and content authenticity in live streaming significantly enhance quality perceptions, thereby increasing buying intent. Similarly, (Summerlin et al., 2025) and (Bogdan et al., 2025) find that bundling strategies are only effective when consumers perceive the bundled products as high quality. Thus, perceived product quality is not merely a response to marketing stimuli but a central cognitive filter through which promotional exposure is translated into actual purchase decisions.

**H6:** Perceived product quality mediates the relationship between exclusive product bundling and purchase intention.

**H7:** Perceived product quality mediates the relationship between live streaming and purchase intention.

## **Methods**

This study applies a quantitative explanatory research design to objectively examine causal relationships between variables through numerical data analysis and inferential statistics. The sampling technique used in this research was purposive sampling, with specific criteria that respondents must have engaged in TikTok live streaming sessions and purchased Kahf Skincare products within the last six months. Since the exact population size was unknown, the minimum sample size was determined using the “10-times rule” of PLS-SEM, which requires at least ten times the largest number of structural paths directed at a construct (Hair et al., 2019). Based on this calculation, at least 90 respondents were needed, but to ensure robustness and

statistical validity, 162 valid responses were obtained and analyzed. The sample size also exceeds the recommended threshold for PLS-SEM models with multiple constructs, thereby ensuring adequate statistical power for testing both direct and mediating relationships.

Data collection was carried out using a structured questionnaire distributed through Google Forms. The questionnaire items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree, in line with the original concept introduced by Likert (1932), which remains widely applied to measure attitudes, perceptions, and behavioral intentions.

The operational definitions of the variables in this study are as follows. Exclusive Product Bundling is defined as a marketing strategy in which multiple products are packaged together to create additional value and exclusivity, with indicators referring to completeness, visual appeal, symbolic value, and exclusivity (Chen, 2023). Live Streaming refers to real-time, interactive digital selling sessions where hosts demonstrate and promote products while fostering engagement, urgency, and trust; indicators include interactivity, host credibility, urgency cues, and real-time engagement (Lestari et al., 2025). Perceived Product Quality is conceptualized as consumers' judgment of a product's overall excellence and credibility, co-constructed through perceptions of authenticity, credibility, and value shaped by digital interaction (Wang et al., 2023). Finally, Purchase Intention is defined as the consumer's willingness or likelihood to purchase products after exposure to live-streaming promotions, measured through purchase willingness, recommendation likelihood, and repurchase intention (Lin et al., 2025)

To test the proposed relationships between these variables, data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique with the support of SmartPLS 4.0 software. This analytical method was chosen because it can accommodate models involving complex latent constructs, is robust to non-normal data, and is effective for examining both direct and indirect (mediated) relationships (Hair et al., 2019; Henseler et al., 2015).

## Results and Discussion

This study involved 162 respondents who had purchased Kahf Skincare products via TikTok Shop Live. Most respondents were male (97.53%), while female respondents accounted for 2.47%. In terms of age, 62.35% were under 20 years old, 37.04% were aged 20–25 years, and 0.62% were aged 26–30 years, indicating that the majority of Kahf's consumers are young, digitally active males. Based on occupation, 59.88% were students, 36.42% private employees, and 3.70% entrepreneurs. Behaviorally, most respondents frequently watched TikTok Live sessions (3–5 times) to shop for skincare products (70.37%), while 28.40% watched occasionally (1–2 times), and 1.23% watched more than five times. All respondents had purchased through TikTok Shop Live, with 62.96% making purchases more than three times, 19.75% twice, and 17.28% once, reflecting high engagement and loyalty toward Kahf's live-commerce marketing.

The respondent profile indicates that Kahf's live-commerce audience is predominantly young, digitally immersed, and highly engaged a demographic composition that strengthens the relevance of the study's model. The overwhelming presence of male respondents aligns with Kahf's brand positioning, while the concentration of users under 25 reflects TikTok's strong influence among digital-native consumers who are highly responsive to interactive shopping formats. The majority being students and young employees suggests high platform familiarity, making them more receptive to real-time demonstrations, promotional cues, and social proof

commonly encountered in TikTok Live sessions. Their frequent exposure to live streaming (3–5 times) and substantial repeat purchasing behavior demonstrate not only strong involvement in live-commerce ecosystems but also trust in Kahf’s marketing approach. This pattern of engagement validates the necessity of examining how live streaming and exclusive product bundling influence perceived product quality and purchase intention within this demographic.

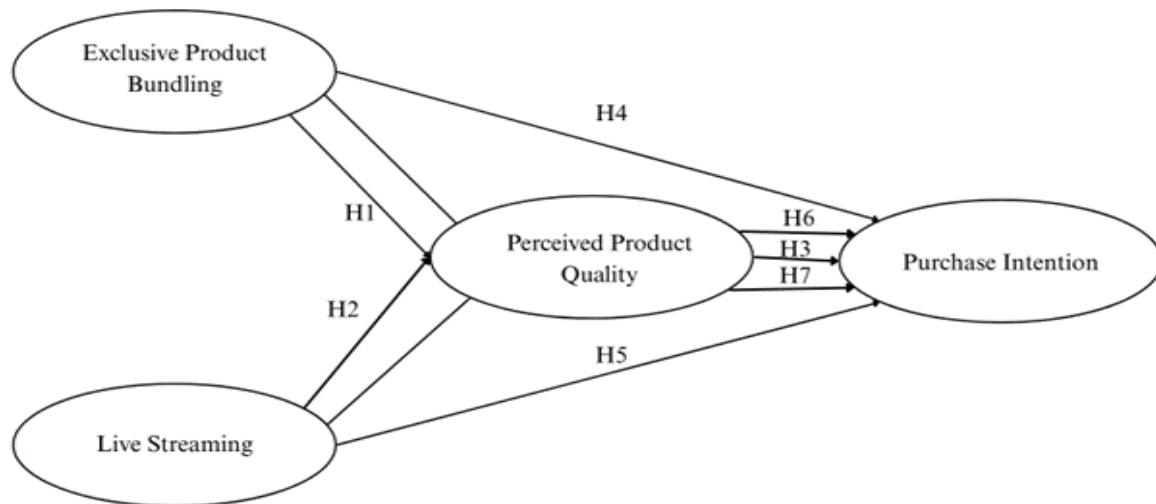


Figure 1. Conceptual Framework

The study tested four main variables, namely: X1: Live Streaming (L); X2: Exclusive Product Bundling (PB); M: Perceived Product Quality (PQ) as a mediating variable; and Y: Purchase Intention (PI). These variables were examined to determine both the direct and mediating effects of live streaming and product bundling on consumers’ purchase intentions for Kahf Skincare products through TikTok Shop Live.

**Descriptive Statistics**

Descriptive statistical analysis was conducted to provide an overview of respondents’ perceptions toward the variables Exclusive Product Bundling (EPB), Live Streaming (LS), Perceived Product Quality (PPQ), and Purchase Intention (PI). The analysis summarizes the mean and median values to evaluate the overall response tendency and data distribution.

Table 1. Descriptive Statistics

Variable	Number of Indicators	Mean
Exclusive Product Bundling (EPB)	12	3.52
Live Streaming (LS)	14	3.53
Perceived Product Quality (PPQ)	9	3.43
Purchase Intention (PI)	9	3.52

The mean scores, ranging from 3.43 to 3.53, indicate that respondents generally expressed moderate to positive evaluations toward all constructs. The balanced distribution of responses across the 5-point Likert scale suggests that the measurement indicators were consistent and reliable, confirming their suitability for subsequent multivariate analysis using SEM–PLS.

**Convergent Validity Test**

Convergent validity was tested to ensure that all reflective indicators accurately measure their respective latent constructs. According to Hair et al. (2019), an indicator is considered valid when its outer loading exceeds 0.70 and the Average Variance Extracted (AVE) value is greater than 0.50 for each construct.

**Table 2. Convergent Validity Test**

Variable	Loading Range	AVE
Exclusive Product Bundling (EPB)	0.736 – 0.875	0.718
Live Streaming (LS)	0.731 – 0.871	0.673
Perceived Product Quality (PPQ)	0.809 – 0.876	0.700
Purchase Intention (PI)	0.740 – 0.867	0.688

The results indicate that all indicators recorded outer loading values above 0.70 and AVE values greater than 0.50, confirming that each construct demonstrates adequate convergent validity. Specifically, Exclusive Product Bundling showed loading values between 0.736–0.875 with an AVE of 0.718; Live Streaming between 0.731–0.871 with an AVE of 0.673; Perceived Product Quality between 0.809–0.876 with an AVE of 0.700; and Purchase Intention between 0.740–0.867 with an AVE of 0.688. These findings affirm that all constructs meet the convergent validity requirements and can be used for further structural model analysis within the SEM–PLS framework.

### Discriminant Validity Test (HTMT Ratio)

Discriminant validity was assessed using the Heterotrait–Monotrait Ratio (HTMT) criterion to confirm that each construct is empirically distinct from the others. According to Henseler et al. (2015), discriminant validity is achieved when the HTMT value is below 0.85 for all construct pairs.

**Table 3. Discriminant Validity Test (HTMT Ratio)**

Variable Pair	HTMT Value	Threshold	Status
Live Streaming (LS) ↔ Exclusive Product Bundling (EPB)	0.087	< 0.85	Valid
Live Streaming (LS) ↔ Purchase Intention (PI)	0.596	< 0.85	Valid
Live Streaming (LS) ↔ Perceived Product Quality (PPQ)	0.443	< 0.85	Valid
Exclusive Product Bundling (EPB) ↔ Purchase Intention (PI)	0.269	< 0.85	Valid
Exclusive Product Bundling (EPB) ↔ Perceived Product Quality (PPQ)	0.521	< 0.85	Valid
Purchase Intention (PI) ↔ Perceived Product Quality (PPQ)	0.370	< 0.85	Valid

The results indicate that all HTMT values are below the threshold of 0.85, confirming that each construct is empirically distinct and no multicollinearity occurs among variables. Thus, the model meets the discriminant validity criterion, ensuring that the constructs are uniquely measured and appropriate for subsequent structural analysis using Structural Equation Modeling–Partial Least Squares (SEM-PLS).

### Construct Reliability Test

Construct reliability was examined to assess the internal consistency and stability of the measurement items. According to Hair et al. (2019), reliability is considered satisfactory when Cronbach's Alpha and Composite Reliability ( $\rho_c$ ) values exceed 0.70, indicating that the construct demonstrates adequate internal consistency.

**Table 4. Construct Reliability Test**

Variable	Cronbach's Alpha	Composite Reliability ( $\rho_a$ )	Composite Reliability ( $\rho_c$ )	Average Variance Extracted (AVE)
Live Streaming (LS)	0.963	0.965	0.966	0.673
Perceived Product Quality (PPQ)	0.939	0.940	0.949	0.700
Product Bundling (EPB)	0.964	0.966	0.968	0.718
Purchase Intention (PI)	0.943	0.946	0.952	0.687

The results show that all constructs have Cronbach's Alpha values ranging from 0.939 to 0.964 and Composite Reliability ( $\rho_c$ ) values ranging from 0.949 to 0.968, all exceeding the minimum threshold of 0.70. These findings indicate that each construct possesses high internal consistency and measurement stability, confirming that the research instrument is reliable and suitable for further analysis using the Structural Equation Modeling–Partial Least Squares (SEM–PLS) approach.

### Coefficient of Determination (R-Square)

The coefficient of determination ( $R^2$ ) was used to assess the explanatory power of the independent variables on the endogenous constructs within the structural model. According to Hair et al. (2019), an  $R^2$  value of 0.75 is considered substantial, 0.50 moderate, and 0.25 weak, indicating how well the exogenous variables explain the variance of the dependent variable.

Table 5. R-Square Values

Dependent Variable	R <sup>2</sup> Value	R <sup>2</sup> Adjusted	Category
Perceived Product Quality (PPQ)	0.456	0.449	Moderate
Purchase Intention (PI)	0.469	0.459	Moderate

The results show that Perceived Product Quality has an  $R^2$  of 0.456, indicating that Exclusive Product Bundling and Live Streaming together explain 45.6% of its variance. Meanwhile, Purchase Intention recorded an  $R^2$  of 0.469, meaning that all predictor variables collectively account for 46.9% of its variation. Both values fall within the moderate explanatory power category, implying that the model possesses adequate predictive strength and is appropriate for further structural analysis using the SEM–PLS framework.

### Predictive Relevance (Q<sup>2</sup>)

The predictive relevance ( $Q^2$ ) of the model was evaluated using the PLS Predict procedure to assess its capability in accurately predicting the indicators of the endogenous constructs. According to Ringle et al. (2024),  $Q^2$  values greater than 0.02, 0.15, and 0.35 indicate small, moderate, and high predictive relevance, respectively.

Table 6. Predictive Relevance ( $Q^2$  Values)

Endogenous Variable	Q <sup>2</sup> predict Range	Mean Q <sup>2</sup>	Category
Perceived Product Quality (PPQ)	0.232 – 0.384	0.303	Moderate
Purchase Intention (PI)	0.183 – 0.292	0.246	Moderate

The results show that both Perceived Product Quality and Purchase Intention have  $Q^2$  values exceeding the minimum threshold of 0.02, confirming that the model possesses moderate predictive relevance. This implies that the research model is capable of accurately predicting the observed data, thereby confirming its adequacy for further interpretation within the SEM–PLS structural analysis framework.

### Goodness of Fit (GoF) Index

The Goodness of Fit (GoF) index was calculated to evaluate the overall suitability of the research model by integrating construct validity (measured through the average variance extracted/AVE) and the model's explanatory power (measured through the R-square). According to the approach by (Tenenhaus et al., 2005) and Wetzels et al., (2009), the GoF value is obtained using the following formula:

Table 7. Goodness of Fit (GoF) Index

AVE (Average)	R <sup>2</sup> (Average)	GoF Formula	GoF Value	Interpretation
0.695	0.462	$\sqrt{(0.695 \times 0.462)}$	0.566	Substantial Model Fit

The calculation results show a GoF value of 0.566, which exceeds the threshold value of 0.36 (Wetzels et al., 2009), indicating a substantial level of model fit. This finding suggests that the research model has a strong overall quality both in terms of indicator validity and predictive capability of the endogenous variables (*Perceived Product Quality* and *Purchase Intention*). Therefore, the model is considered suitable for explaining the structural relationships in this study.

### Hypothesis Testing

The hypothesis testing in this study was conducted using the bootstrapping procedure in SmartPLS 4.0, following the guidelines of (Hair et al., 2019). A relationship is considered significant when the T-statistic  $> 1.96$  and p-value  $< 0.05$  at a 95% confidence level. Positive path coefficients indicate a direct positive relationship, while negative values indicate an inverse effect.

Table 8. Hypothesis Testing Results

H	Path	Original Sample (O)	T-Statistics	P-Values	Results
H1	Live Streaming → Purchase Intention	0.372	5.093	0.000	Supported
H2	Live Streaming → Perceived Product Quality	0.456	7.796	0.000	Supported
H3	Product Bundling → Purchase Intention	0.439	6.721	0.000	Supported
H4	Product Bundling → Perceived Product Quality	-0.524	9.776	0.000	Supported (Negative Effect)
H5	Perceived Product Quality → Purchase Intention	0.412	5.041	0.000	Supported

The results of the hypothesis testing indicate that all proposed relationships in the model are statistically significant ( $p < 0.05$ ), confirming the overall robustness of the structural model. Live Streaming shows a positive and significant effect on both Perceived Product Quality ( $\beta = 0.456$ ;  $T = 7.796$ ) and Purchase Intention ( $\beta = 0.372$ ;  $T = 5.093$ ), suggesting that interactive live sessions enhance consumer perceptions and encourage purchasing behavior. Similarly, Product Bundling has a positive and significant influence on Purchase Intention ( $\beta = 0.439$ ;  $T = 6.721$ ), but a negative and significant relationship with Perceived Product Quality ( $\beta = -0.524$ ;  $T = 9.776$ ), indicating that while bundling strategies increase purchase motivation, they may simultaneously lower perceived product quality due to price-value associations. Furthermore, Perceived Product Quality significantly affects Purchase Intention ( $\beta = 0.412$ ;  $T = 5.041$ ), highlighting its mediating role and emphasizing that higher perceived quality strengthens consumers' willingness to purchase. Overall, these findings demonstrate that Live Streaming and Product Bundling collectively shape consumer behavior within TikTok Shop's live-commerce ecosystem through their influence on perceived quality and purchase intention.

Table 9. Indirect (Mediating) Effects

H	Indirect Path	Original Sample	T-Statistics	P-Values	Results
H6	Live Streaming → Perceived Product Quality → Purchase Intention	0.188	4.286	0.000	Supported

<b>H7</b>	Product Bundling → Perceived Product Quality → Purchase Intention	-0.216	4.673	0.000	Supported (Negative Mediation)
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The mediation analysis reveals that Perceived Product Quality significantly mediates the relationships between Live Streaming and Product Bundling toward Purchase Intention, with both indirect paths showing statistical significance ( $p < 0.05$ ). The indirect effect of Live Streaming on Purchase Intention through Perceived Product Quality is positive ( $\beta = 0.188$ ;  $T = 4.286$ ), indicating that higher quality perceptions generated during live sessions enhance consumers' purchasing intentions. In contrast, the mediation effect of Product Bundling is negative ( $\beta = -0.216$ ;  $T = 4.673$ ), suggesting that while bundling strategies stimulate purchase motivation directly, they may simultaneously lower perceived product quality potentially due to discount-based or value-perception cues thus reducing indirect purchase intention. These findings highlight that Live Streaming strengthens purchase behavior through improved quality perception, whereas Product Bundling exerts a dual effect, both promoting and undermining purchase intention depending on consumer quality evaluation.

The results of the study indicate that TikTok live streaming exerts a significant positive effect on both perceived product quality and purchase intention. This finding underscores the critical role of live commerce in enhancing informational clarity, emotional engagement, and brand credibility within the skincare sector. Live streaming allows brands to showcase product attributes in real time, such as texture, application, scent, and visible results. These demonstrations enable consumers to form more accurate and confident judgments regarding product quality. In contrast to static advertising, TikTok's interactive features such as comment sections, real-time questions, and feedback loops generate a two-way communication process that fosters transparency and immediacy. These affordances effectively reduce the uncertainty and perceived risk often associated with online skincare purchases, leading to an elevated perception of product quality (Liu & Zhang, 2024; Yang et al., 2024)

Beyond functional demonstration, live streaming also builds symbolic and emotional value through parasocial interaction between host and audience. The perceived authenticity of the host, tone of communication, and contextual cues such as lighting, demonstration realism, and audience engagement jointly contribute to the consumer's evaluation of product quality. When the host demonstrates the use of Kahf Skincare products on camera showing absorption, non-stick texture, or visible freshness the audience experiences cognitive reassurance supported by social proof. Previous studies affirm that interactivity and perceived presence heighten consumers' sense of trust and involvement, transforming live streaming into a credibility-enhancing medium rather than a mere sales platform (Ji et al., 2025; Li et al., 2025). This phenomenon is particularly relevant for male consumers, who often seek clarity, performance evidence, and functional reliability before committing to a grooming purchase. Hence, TikTok live streaming becomes an experiential bridge between demonstration and validation, directly enhancing the perception of product quality and, consequently, purchase intention.

Interestingly, the effect of exclusive product bundling differs; it does not strengthen perceived product quality but still positively influences purchase intention. This suggests that bundling strategies in skincare act primarily through utilitarian rather than symbolic pathways. Male consumers often interpret bundles as an opportunity for value optimization rather than quality signaling. The perceived advantage of cost efficiency and convenience derived from purchasing multiple complementary products simultaneously triggers a pragmatic decision-making process (Hähnchen & Baumgartner, 2020; N. Li & Song, 2022). In this sense, bundling operates as a *purchase accelerator*: consumers are encouraged to act quickly due to the

perceived savings and completeness of the set, regardless of whether the bundling enhances perceptions of quality.

The direct influence of bundling on purchase intention without a corresponding improvement in quality perception can be explained by behavioral framing theory. Discounts and exclusive packages generate a sense of scarcity and temporal urgency, which stimulate impulse buying tendencies. For Kahf's target audience, young, digitally active males the appeal of convenience and price bundling aligns with fast-paced, low-effort decision styles common in e-commerce environments (Yin et al., 2022). The absence of a quality mediation path reflects a cognitive shortcut: rather than evaluating intrinsic product attributes, consumers respond to perceived financial advantage and immediacy. This explains why bundling remains effective in increasing purchase volume but does not contribute meaningfully to perceptions of authenticity or excellence.

Beyond promotional strategies such as bundling and live streaming, the platform infrastructure itself also plays a critical role in shaping consumer perception. Another important implication therefore relates to the role of platform algorithms in influencing how consumers encounter and evaluate live commerce content. TikTok's recommendation system determines which live sessions gain visibility based on engagement signals such as viewer counts, comments, and interaction intensity. These algorithmically amplified signals function as indicators of collective approval that may influence consumers' expectations regarding product credibility even before the evaluation process begins. Consequently, purchase intention in live commerce environments cannot be separated from the socio-algorithmic infrastructure that structures consumer exposure and interaction.

Furthermore, the coexistence of these two mechanisms of live streaming's emotional trust and bundling's economic convenience reveals the dual nature of digital purchase intention. Live streaming primarily activates affective and cognitive processes through trust, while bundling activates utilitarian motivation through cost-benefit evaluation. This interaction highlights the need for strategic integration: when brands combine transparent live demonstrations with thoughtfully constructed bundles that maintain narrative coherence, the synergy between emotional and rational motives can optimize conversion rates. For Kahf, this balance is vital; the brand's masculine and minimalist identity thrives on trust, consistency, and perceived honesty, elements that must not be overshadowed by aggressive price promotions.

Overall, these findings emphasize that perceived product quality is the key interpretive filter through which experiential marketing translates into behavioral outcomes. TikTok's live streaming environment provides the ideal infrastructure for brands to enhance that perception through dynamic storytelling, authenticity, and real-time validation. Meanwhile, bundling should be applied as a complementary strategy aimed at reinforcing purchase convenience rather than manipulating perceptions of quality. The convergence of these strategies offers valuable managerial insight: while emotional credibility builds the foundation for loyalty, economic accessibility ensures market competitiveness. Thus, Kahf and similar brands must align live streaming narratives with functional bundling logic to sustain both trust and transactional efficiency in the evolving digital grooming marketplace.

These findings extend existing live commerce theories by emphasizing that TikTok operates not merely as a transactional platform but as a socio-algorithmic environment that actively co-creates consumer perception through visibility, interactivity, and emotional cues. The positive impact of live streaming on perceived product quality confirms that consumers' trust and intention are shaped by performative authenticity, real-time validation and host credibility rather than static brand messaging. This supports emerging digital marketing perspectives that view platform architecture and emotional engagement as antecedents of perceived value,

reinforcing the need to reconceptualize product quality as an *algorithmically mediated construct*.

The Indonesian socio-cultural context also provides an important perspective for interpreting these findings. In recent years, urban masculinity in Indonesia has gradually shifted toward a more self-care-oriented identity, where skincare is increasingly associated with professionalism, hygiene, and personal confidence. Male consumers therefore approach grooming products primarily from a functional perspective, emphasizing effectiveness and practicality. In this context, Kahf's positioning as a halal-certified skincare brand introduces an additional dimension of trust, as halal certification signals product transparency, ethical production, and ingredient safety.

From a managerial perspective, these findings suggest that brands should integrate live streaming and bundling strategies in a complementary manner rather than treating them as isolated promotional tools. Live streaming builds emotional credibility and transparency, while bundling enhances transactional efficiency and perceived value. For Kahf, maintaining a consistent masculine and minimalist brand identity within live-commerce storytelling while offering exclusive but authentic bundles can optimize both trust-based loyalty and conversion performance. Future research could further explore algorithmic moderation, host persona authenticity, and cultural masculinity cues as mediators shaping perceived quality in male grooming categories.

Despite its contributions, this study has several limitations. First, the respondent profile is dominated by young consumers, particularly students under the age of 25. As digital natives, this group is generally more familiar with interactive social media environments and may respond differently to urgency cues and promotional tactics compared to older consumer segments. Consequently, the behavioral responses observed in this study may not fully represent working professionals or older consumers who may evaluate product quality more cautiously. Future research could extend this study by incorporating additional psychological constructs such as consumer trust, perceived risk, or parasocial interaction to better explain the mechanisms through which live streaming interactions influence purchase intention in social commerce environments.

## Conclusion

This study examined how live streaming and exclusive product bundling influence consumers' purchase intention toward Kahf Skincare products in the TikTok Shop Live environment, with Perceived Product Quality serving as a mediating variable. The results confirmed that both Live Streaming and Exclusive Product Bundling significantly affect consumers' Purchase Intention, either directly or indirectly through Perceived Product Quality. Live Streaming demonstrated the strongest positive effect, highlighting the importance of real-time interaction, host credibility, and product demonstration in shaping consumers' perceived trust and product quality. Meanwhile, Exclusive Product Bundling positively influenced Purchase Intention but negatively affected Perceived Product Quality, suggesting that while bundling drives short-term purchase motivation, excessive focus on discounts may undermine consumers' perception of authenticity and value.

Furthermore, Perceived Product Quality was proven to play a crucial mediating role between marketing strategies and Purchase Intention, reinforcing that consumer judgment of quality is central to decision-making in live commerce environments. This finding contributes theoretically by framing product quality as an *experiential and algorithmically mediated construct*, and practically by emphasizing the need for brands to balance promotional

incentives with credibility-building strategies. The study likewise highlights that interactive, authentic, and value-driven marketing approaches on TikTok Live can foster both consumer engagement and long-term loyalty. Future studies are recommended to investigate the moderating roles of audience interaction intensity, host authenticity, and platform algorithmic exposure to further deepen the theoretical integration between social commerce dynamics and consumer trust formation.

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