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An Analysis of Consumer Purchase Decisions Influenced by Product Quality, Live Shopping, and Product Information

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ABSTRACT

Purpose: This study investigates the impact of product quality, live shopping, and product information on consumer purchasing decisions, with a specific focus on Nanotech Protection automotive care products sold through TikTok Shop. The research investigates whether each factor, individually and collectively, significantly influences the shaping of consumer behavior in a digital commerce setting.

Research Method: This study adopted a quantitative research approach, the study collected data from 85 consumers in Makassar City who had previously purchased Nanotech Protection products via TikTok Shop. This analysis was supported by validity and reliability testing, as well as t-tests, F-tests, and R-square analysis, all processed using SPSS version 27 to ensure statistical accuracy and robustness.

Results and Discussion: The results show that product quality, live shopping, and product information have a statistically significant and positive effect on consumer purchase decisions, with product quality being the most influential factor.

Implications: The study offers valuable insights for marketers, particularly in digital commerce, on how to strategically integrate high product standards with engaging live content and accurate product information. Future research is suggested to expand the geographical scope and adopt longitudinal approaches.

Keywords: product quality; live shopping; product information; purchase decision; digital marketing.

Introduction

In recent years, consumer behavior has undergone a profound transformation driven by the rapid advancement of digital technologies and the widespread adoption of e-commerce platforms. Modern consumers now navigate a digital landscape enriched by online reviews, interactive product demonstrations, and abundant product information, allowing them to make more informed purchase decisions than ever before. As Kotler & Keller, (2016) emphasize, purchase decisions are significantly influenced by consumers' perceived product value and how that value is communicated and experienced. In this digital context, companies must prioritize product quality and ensure that this

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quality is clearly and persuasively communicated through digital channels. Product quality remains a pivotal attribute within the automotive industry—particularly in the vehicle maintenance sector, which includes detailing and coating. Consumers in this segment often prioritize long-term benefits such as protection and visual appeal, making perceived quality an essential determinant of purchasing behavior (Parasuraman *et al.,* 1988). Simultaneously, the rise of live shopping through platforms such as TikTok Shop, Shopee Live, and Instagram Live has introduced new avenues for real-time product interaction and engagement, further shaping consumer expectations (Ali *et al.,* n.d.). In Indonesia, brands like Nanotech Protection increasingly utilize live streaming as part of their marketing strategy, targeting a growing demand for immersive and trustworthy consumer experiences.

Recent studies have examined various factors that influence consumer purchase decisions in the live commerce environment. Live streaming has significantly impacted consumer decisions by reducing product uncertainty and stimulating interest (Chen *et al.,* 2022; Sulihandini *et al.,* 2024). Both product quality and product information have been identified as critical elements, especially when detailed and honest information is presented via social media platforms (Budhaye & Oktavia, 2023). However, not all findings are consistent. While some research indicates a strong link between product quality and purchase intention, other studies, such as Sulihandini *et al.,* (2024), found that product quality had no significant effect. Product reviews, perceived ease of use, and perceived usefulness were also found to influence purchase intentions (Budhaye & Oktavia, 2023). Persuasive communication and direct selling strategies appear to impact purchase intention positively (Akromah & Nurhadi, 2024), while habitual engagement with live shopping platforms moderates the relationship between product quality uncertainty and purchase intention (Chen *et al.,* 2022). Moreover, the dual effect of information overload in live commerce has been found to lower perceived product fit while enhancing the perceived expertise of streamers (Zhang *et al.,* 2023). Interestingly, persuasive communication was found to have a negative and non-significant effect on purchase intentions in some contexts (Akromah & Nurhadi, 2024), underscoring the complexity of digital consumer behavior.

While a growing number of studies have examined the individual influence of live shopping, product quality, and product information on consumer purchase behavior, there remains an apparent lack of integrative research that explores how these three factors interact in a unified model—particularly within the automotive maintenance industry in developing markets such as Indonesia. Existing studies tend to isolate variables: some focus solely on the persuasive potential of live streaming (Chen *et al.,* 2022; Sulihandini *et al.,* 2024), while others analyze the effects of product reviews and quality perceptions (Budhaye & Oktavia, 2023). This fragmented approach fails to capture the multidimensional nature of online consumer behavior in contemporary digital commerce ecosystems, where consumers often consider product quality, engage in live interactions, and evaluate technical information simultaneously when making purchasing decisions. Empirically, the automotive detailing sector, which heavily relies on visual proof of product efficacy, has not been sufficiently explored in terms of live shopping trends. Additionally, discrepancies in past findings, such as the insignificant effect of persuasive communication (Akromah & Nurhadi, 2024) or the mixed influence of product quality on purchase intentions (Sulihandini *et al.,* 2024), indicate an inconsistency that warrants deeper investigation. Theoretically, the existing literature also lacks models that account for contextual and cultural nuances, such as the behavior of Indonesian consumers in the emerging digital economy. These gaps highlight the need for a more comprehensive, context-specific study that bridges theoretical frameworks with empirical realities.

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This study offers a novel contribution by integrating three pivotal constructs—product quality, live shopping, and product information—into a single analytical framework to examine their combined influence on consumer purchase decisions within the context of Indonesia's automotive detailing industry. Unlike previous studies that examine these variables in isolation or report conflicting findings, this research acknowledges the complex and interactive nature of consumer behavior in digital commerce, especially within a product category that requires both technical validation and visual demonstration. The uniqueness of this study also lies in its focus on the live commerce environment, where immersive and real-time engagement reshapes how consumers assess trust, value, and quality. Furthermore, by focusing on a local brand like Nanotech Protection, this research offers culturally relevant insights that are often overlooked in the literature. Therefore, the primary objective of this study is to empirically assess the extent to which perceived product quality, live shopping engagement, and product information transparency influence consumer purchase intentions, offering both theoretical enrichment and practical guidance for digital marketing strategies in the automotive sector.

Literature Review and Hypothesis Development

Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (S-O-R) theory is a foundational behavioral model that explains how external stimuli influence internal psychological processes, ultimately shaping consumer behavior. Initially introduced by Mehrabian & Russell, (1974), this framework has been widely adopted in marketing and consumer behavior research, particularly in digital commerce. In this model, the stimulus (S) represents external environmental cues, such as product quality, digital marketing messages, or live shopping interactions, that engage consumers' attention. These stimuli are processed by the organism (O), referring to the internal states of the consumer, including perceptions, emotions, and cognitive evaluations. The response (R) is the resulting behavioral outcome, such as the decision to purchase, repeat a purchase, or advocate for a brand. The S-O-R theory is especially relevant in today's digital marketplace, where consumer decisions are driven not solely by rational evaluations but by a combination of perceived value, emotional connection, and trust. For example, Bai *et al.,* (2024) used the S-O-R framework to demonstrate how the attractiveness of virtual endorsers (stimulus) enhances consumers' perceived emotional appeal (organism), which in turn positively influences purchase intention (response). This theoretical model provides a nuanced understanding of how interactive and immersive digital environments influence internal consumer responses. It is a valuable framework for analyzing online consumer decision-making processes in various commercial settings.

Recent empirical studies have further validated the applicability of the S-O-R theory in interpreting consumer behavior within the context of e-commerce and digital marketing. Explicit product cues—such as quality labels and certifications—are effective stimuli that trigger cognitive evaluations of product reliability, significantly influencing consumers' purchase decisions (Bai, 2015). Madhura & Panakaje, (2022) found that consistent exposure to high-quality stimuli, such as informative product content and engaging online shopping experiences, leads to the formation of positive consumer perceptions, resulting in habitual purchasing behavior. Tankovic & Benazic, (2018) reinforced this view by showing that product quality and seamless online shopping experiences jointly influence perceived customer value and comfort, ultimately enhancing customer loyalty. Budhaye & Oktavia (2023) also highlighted the role of complete and transparent product information as a critical stimulus

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that shapes the perceived quality during the organism phase, influencing purchasing outcomes. Regarding pricing strategies, Li & Zhang, (2025) showed that price signaling and product attributes function as stimuli that activate internal judgment processes in consumers. Additionally, Jabeen *et al.,* (2024) illustrated how social media advertising stimuli can foster consumer trust as a response by first engaging cognitive and emotional processing within the organism.

Product Quality

Product quality refers to the extent to which a product meets or exceeds customer expectations through its functional attributes, such as reliability, durability, performance, aesthetics, and ease of use (de Araújo *et al.,* 2022). This concept is foundational in marketing, directly impacting consumer perception, brand reputation, and long-term customer loyalty. Blecharz & Stverkova, (2011) emphasize that product quality is not merely a set of technical specifications but results from consumer evaluations shaped by objective attributes and subjective experiences. In modern digital commerce, product quality has evolved into a multidimensional construct influenced by user-generated content, peer reviews, social proof, and digital interaction. Consumers are no longer passive recipients of product information—they actively assess quality based on how well a product's attributes align with their needs and values. According to Li & Zhang, (2025) product quality is now often interpreted through behavior-based pricing and digital signals, making it a fluid concept that blends performance with perception. A superior quality perception can be the key differentiator in markets characterized by high competition and product parity. Thus, businesses must focus on enhancing the physical aspects of their offerings and managing consumer expectations and perceptions effectively through transparent communication, interactive media, and personalized engagement strategies that reinforce the perceived quality of their products in every stage of the digital consumer journey.

Recent empirical studies further support the strategic role of product quality in shaping consumer purchase intentions, especially in sectors where technical function and aesthetic appeal are simultaneously important, such as automotive maintenance and care. Wisnicki, (2022) assert that consumers often display inertia when they trust the quality of a product, making them less sensitive to price fluctuations and external promotions. This highlights how consistent quality can foster long-term customer retention. Similarly, van Ooijen *et al.,* (2017) found that clear quality cues—such as detailed product descriptions, live demonstrations, and customer testimonials—can significantly enhance consumer inference about product reliability, encouraging stronger purchase decisions. Nevertheless, not all research has confirmed a direct and significant link between product quality and purchase behavior. For instance, Abigail *et al.,* (2024) reported that product quality alone may not be the primary determinant of consumer decisions in specific digital contexts, especially where persuasive communication is dominant. Instead, digital trust, live engagement, and the presenter's credibility can modulate consumer responses. Moreover, Kumar *et al.,* (2025) argue that the completeness and transparency of online product information heavily shape the perception of product quality. These insights underline the importance of treating product quality as a complex interplay of physical performance, experiential factors, and information accessibility.

Live Shopping

Live shopping is a form of interactive digital commerce that integrates real-time video streaming with product promotion and transactional features. In this format, sellers showcase their

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products live through TikTok Shop, Shopee Live, or Instagram Live. They engage with viewers by answering questions, giving demonstrations, and offering time-limited promotions. Yang et al. (2024) argue that live shopping functions not merely as a promotional tool but as an immersive experience that fosters trust and emotional connection with consumers. This model enables buyers to access product information more visually, authentically, and immediately, reducing the uncertainty often associated with online purchasing. Zheng *et al.,* (2022) support this by asserting that customer engagement during live streaming significantly enhances the product's perceived value, ultimately influencing purchase intention. Unlike static e-commerce formats, live shopping facilitates dynamic two-way communication, making consumers feel more informed and connected. This experiential aspect transforms the purchasing process into an entertaining and persuading real-time event. The integration of visual appeal, verbal persuasion, and real-time interaction aligns with the evolving expectations of digital consumers who demand more than convenience—they seek transparency, entertainment, and authenticity. In this sense, live shopping has evolved into a strategic digital marketing approach that bridges the gap between brand storytelling and purchase behavior in a highly engaging format.

Further empirical studies highlight how specific characteristics of live streaming can shape consumer purchase behavior. Wang *et al.,* (2024) emphasize that elements such as the length of the broadcast, the host's communication style, and the speed of viewer interaction significantly influence how consumers perceive the product and the credibility of the seller. These findings are echoed by Xin *et al.,* (2024), who found that social interaction features, such as live greetings, real-time responses to comments, and shout-outs, generate a psychological sense of engagement and trust. Wang *et al.,* (2022) propose that consumer decision-making during live streams is guided by two primary cognitive processes: systematic processing of detailed product information and heuristic responses triggered by social influence and product visualization. This dual-process framework positions live shopping as a sales medium and a comprehensive, interactive ecosystem that reshapes consumer behavior. Kao & Cui (2025) argue that it is essential to distinguish between different consumer roles during live shopping events, particularly watchers versus buyers, since each group requires tailored communication and engagement strategies. Meanwhile, Long *et al.,* (2024) apply the Theory of Planned Behavior to show that streamers, especially influencers with established credibility, play a pivotal role in shaping consumer attitudes, subjective norms, and perceived behavioral control toward purchasing.

Product Information

Product information refers to all data and explanations producers or sellers provide to inform potential consumers about a product's specifications, benefits, usage instructions, and competitive advantages. In digital marketing and e-commerce, product information encompasses textual descriptions and visual elements such as high-resolution images, product demonstration videos, and user-generated reviews. Hwang & Youn, (2023) explain that in online shopping environments, where physical interaction with products is absent, product information becomes crucial for reducing uncertainty and perceived risk. Consumers rely heavily on product information's completeness, clarity, and credibility to assess whether a product meets their needs and expectations. (M. S. Pereira *et al.,* 2023) highlight that presenting high-quality product visuals significantly shapes positive consumer perceptions and enhances purchase intention by reinforcing product appeal and usability. Beyond technical descriptions, product information communicates the symbolic and emotional value associated with the product. Akdeniz *et al.,* (2013) emphasize that explicit cues, such as quality certifications,

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performance metrics, and feature labels, help consumers make more accurate inferences about a product's reliability and trustworthiness. As digital consumers increasingly demand transparency and authenticity, the strategic use of informative and persuasive product content becomes a vital aspect of online retail success, helping bridge the gap between consumer needs and the virtual experience of the product.

The quality of product information significantly influences perceived value and customer loyalty, particularly in competitive online marketplaces. According to Kumar *et al.,* (2025), when consumers are exposed to comprehensive and transparent product information, they develop stronger perceptions of product quality, increasing their confidence during decision-making. Consumers assess a product based on its physical attributes and how well it is described and communicated through digital channels. Li & Zhang, (2025) argue that behavior-based pricing combined with clear product signals can strategically influence targeted consumer behaviors, making product information a critical component of marketing communication. When consumers form strong perceptions of product quality based on informative content, they tend to exhibit inertia in their choices, continuing to prefer the same product or brand even when alternatives are available (Yoo & Sarin, 2018). This behavioral consistency is further reinforced when consumers feel they have enough credible information to support their decisions. Akromah & Nurhadi, (2024) add that a seamless online shopping experience—enhanced by interactive and transparent product communication—can significantly strengthen customer loyalty. These insights collectively underline that product information plays a strategic role in shaping first-time purchase behavior and fostering long-term consumer trust.

Purchase Decision

A purchase decision is the final stage in the consumer decision-making process, where an individual evaluates alternatives and selects a product or service based on various psychological, social, and informational factors. Kotler & Keller, (2016) emphasize that the decision to purchase is not a single action but the outcome of a series of cognitive and emotional processes influenced by need recognition, product information search, evaluation of options, and finally, the act of buying. In the current digital era, these processes have become increasingly dynamic and multidimensional due to the abundance of available information, online reviews, digital promotions, and social media interactions. Jia *et al.,* (2023) argue that consumer purchase behavior today is powerfully shaped by expectation-based reasoning, where consumers project perceived product value against anticipated outcomes. The influence of emotional engagement, trust in the brand, and the perceived credibility of online content now play more significant roles than traditional advertising or pricing strategies. According to Kankam & Charnor, (2023) emotional intelligence can also impact decision-making styles, with brand trust and loyalty acting as mediators that guide consumers toward consistent purchase behavior. This indicates that purchase decisions are not solely based on rational evaluation but also emotional and relational dynamics shaped within the digital consumption experience.

Recent studies further reveal that product-related cues, digital engagement, and social proof significantly affect the speed and confidence consumers make purchase decisions. Explicit product cues—such as labels, certifications, and demonstrative content—facilitate faster inferences regarding product quality, which helps consumers feel more certain about their purchase choice. In addition, Wisnicki, (2022) note that consumer inertia can emerge when individuals repeatedly rely on perceived product quality, leading to habitual purchasing without reevaluation. This underscores the importance

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of building initial product trust through transparent and reliable information. Li & Zhang, (2025) expand on this by highlighting that behavior-based pricing and strategic information signals can influence consumers' perceived control over the purchase process, ultimately strengthening decision commitment. In e-commerce settings, Kumar *et al.,* (2025) assert that perceived product quality, influenced by accurate and detailed product information, remains a strong predictor of purchase intention. Furthermore, Sulihandini *et al.,* (2024) show that a positive online shopping experience, including responsiveness, clarity, and interactivity, can enhance consumer confidence and loyalty.

Hypothesis

H1: Product quality has a positive and significant effect on consumer purchase decisions.
H2: Live shopping has a positive and significant effect on consumer purchase decisions.
H3: Product information has a positive and significant effect on consumer purchase decisions.
H4: Product quality, live shopping, and product information simultaneously have a positive and significant effect on consumer purchase decisions.

Research Method

This study employs a quantitative research design to test predefined hypotheses and examine the influence of product quality, live shopping, and product information on consumer purchase decisions. Using numerical data, this approach is appropriate for understanding patterns and relationships among variables (Sugiyono, 2017). The population in this study includes all consumers who have purchased Nanotech Protection automotive care products through TikTok Shop. Since the exact number of the population is unknown, the sampling method used is accidental sampling, a type of non-probability sampling in which respondents are selected based on their availability and willingness to participate (Sugiyono, 2013). Hair *et al.,* (2014) recommend multiplying the indicators by 5 to 10 to determine the sample size. With 17 indicators in this study, the minimum required sample size is 17 × 5, totaling 85 respondents.

Data collection techniques consisted of observation, documentation, and online questionnaire distribution. Primary data were collected via a Google Forms-based questionnaire targeting consumers who had purchased on TikTok Shop. The instrument used a Likert scale to measure consumer perceptions across all indicators for each variable. Data analysis, the study utilized multiple linear regression analysis to assess the relationship between the independent and dependent variables. This analysis was supported by validity and reliability testing, t-tests, F-tests, and R-square analysis, processed using SPSS version 27 to ensure statistical accuracy and robustness.

Results and Discussion

Analysis Result

This study was conducted among consumers in Makassar City who had purchased Nanotech Protection automotive care products through TikTok Shop, with data collected via a Google Form questionnaire. Out of the targeted 85 respondents, the data revealed a predominance of male participants, with 63 males and 22 females. In terms of age characteristics, the majority of respondents

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were between 31 and 45 years old, indicating that most consumers were within the productive age group.

Table 1. Validity Test Result

Items	Correlation Coefficient (r)	r Table Value	Description
PQ.1	0,906	0.197	Valid
PQ.2	0,862	0.197	Valid
PQ.3	0,932	0.197	Valid
PQ.4	0,920	0.197	Valid
PQ.5	0,936	0.197	Valid
LS.1	0,836	0.197	Valid
LS.2	0,829	0.197	Valid
LS.3	0,879	0.197	Valid
LS.4	0,885	0.197	Valid
PI.1	0,856	0.197	Valid
PI.2	0,895	0.197	Valid
PI.3	0,877	0.197	Valid
PI.4	0,912	0.197	Valid
PD.1	0,879	0.197	Valid
PD.2	0,841	0.197	Valid
PD.3	0,899	0.197	Valid
PD.4	0,874	0.197	Valid

Source: Processed Primary Data (2025)

Table 2. Reliability Test Result

Variable	Alpha Cronbach's	Criteria	Description
Product Quality	0.948	0.600	Reliable
Live Shopping	0.879	0.197	Reliable
Product Information	0.907	0.197	Reliable
Purchase Decisions	0.896	0.197	Reliable

Source: Processed Primary Data (2025)

As presented in Table 1, the results of the validity test indicate that each item for the variables of product quality, live shopping, product information, and purchase decision has a calculated r-value greater than the r-table value (0.1975) and is positive. Therefore, all questionnaire items are considered valid. Meanwhile, Table 2 displays the results of the reliability test, showing that the Cronbach's alpha coefficients for all variables—0.948, 0.879, 0.907, and 0.896—exceed the minimum threshold of 0.60. Thus, it can be concluded that the items for all variables are reliable.

The purpose of the multiple linear regression analysis in this study is to examine the predictive accuracy of the independent variables—product quality (PQ), live shopping (LS), and product information (PI)—on the dependent variable, purchase decision (PD).

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Table 3. Regression Test Result

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.198	.247		.800	.426
	Product Quality	.446	.067	.507	6.706	.000
	Live Shopping	.219	.092	.202	2.386	.019
	Product Information	.283	.090	.272	3.145	.002

Source: Processed Primary Data (2025)

Based on Table 3, the multiple linear regression equation can be formulated as follows:

$$PD = 0.198 + 0.446PQ + 0.219LS + 0.283PI + e$$

- a (Constant) = 0.198
  This indicates that if all independent variables—product quality, live shopping, and product information—are held constant or assumed to have no effect (i.e., equal to zero), the baseline value of the consumer's purchase decision for Nanotech Protection automotive care products is 0.198. In other words, even when the independent variables have a value of zero, the purchase decision still has a positive baseline value.
- b_1PQ (Product Quality Coefficient) = 0.446
  This indicates that the product quality variable has a positive impact on consumer purchasing decisions. Specifically, if the perceived quality of the product increases by one unit, the purchase decision for Nanotech Protection products via TikTok Shop is expected to increase by 0.446 units, assuming all other variables remain constant.
- b_2LS (Live Shopping Coefficient) = 0.219
  This implies that the live shopping variable has a positive impact on consumer purchase decisions. A one-unit increase in live shopping engagement is expected to result in a 0.219-unit increase in the purchase decision, holding all other variables constant.
- b_3PI (Product Information Coefficient) = 0.283
  This indicates that the product information variable has a positive impact on purchase decisions. An improvement of one unit in the quality or clarity of product information is expected to result in a 0.283-unit increase in consumer purchase decisions for Nanotech Protection products via TikTok Shop, assuming other factors remain unchanged.

The t-test in this study is used to determine the individual (partial) significance of each independent variable —specifically, product quality, live shopping, and product information —on the dependent variable, which is the consumer's purchase decision. The t-test for the Product Quality variable yields a t-value of 6.706, which is greater than the t-table value of 1.98552, and a significance value of 0.000, which is less than $\alpha = 0.05$. Therefore, it can be concluded that the Product Quality variable has a significant positive effect on the Purchase Decision variable. The t-test for the Live Shopping variable yields a t-value of 2.386, which is greater than the t-table value of 1.98552, and a

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significance value of 0.019, which is less than α = 0.05. Thus, the Live Shopping variable also has a significant positive effect on the Purchase Decision variable. The t-test for the Product Information variable yields a t-value of 2.386, which is greater than the t-table value of 1.98552, and a significance value of 0.002, which is less than α = 0.05. Consequently, the Product Information variable has a significant positive effect on the Purchase Decision variable.

The F-test is used to examine the simultaneous effect of all independent variables—product quality, live shopping, and product information—on the dependent variable, namely, the consumer's purchase decision. A significant positive effect is determined by comparing the p-value with the significance level α = 0.05, or by comparing the calculated F-value with the F-table value at the same significance level.

Table 4. F Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.288	3	7.096	107.757	.000[b]
	Residual	5.334	81	0.66		
	Total	26.622	84			

Source: Processed Primary Data (2025)

Based on Table 4, it is evident that the independent variables—product quality, live shopping, and product information—have a significant simultaneous influence on the dependent variable, namely, consumer purchase decisions for Nanotech Protection automotive care products through TikTok Shop. This conclusion is supported by the calculated F-value of 107.757, which is greater than the critical F-value of 2.31, and a significance value of 0.000, which is less than α = 0.05. These findings suggest that product quality, live shopping, and product information collectively have a statistically significant impact on consumer purchasing decisions. Accordingly, an improvement in any of these independent variables is likely to enhance purchase decisions for Nanotech Protection products via TikTok Shop. Conversely, a decline in these factors may reduce consumer purchasing intent.

The coefficient of determination (R^2) essentially measures the extent to which the model can explain the variation in the dependent variable based on the independent variables. The R^2 value ranges between zero and one. A low R^2 value indicates that the independent variables have a limited ability to explain the variation in the dependent variable.

Table 5. R Square Test Result

Model	R	R Square	Adj. R Square	Std. Error of The Estimate
1	.894[a]	.800	.792	.25662

Source: Processed Primary Data (2025)

Based on Table 6, the R Square value is 0.800 or 80%, indicating that the dependent variable, Purchase Decision (Y), is influenced by 80% of the variation in the independent variables—Product Quality (X_1), Live Shopping (X_2), and Product Information (X_3). The remaining 20% is influenced by other factors not included or explained in this model.

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Discussion

Product Quality on Purchase Decision

The findings of this study reveal that product quality has a significant and positive influence on consumer purchase decisions for Nanotech Protection automotive care products. This result confirms that consumers devote considerable attention to the quality attributes of products before making a purchase, particularly for vehicle care items, where effectiveness, safety, and durability directly impact both their vehicles' functional and aesthetic outcomes. Consumers tend to prefer products whose performance aligns with expectations, such as long-lasting protection, safe and reliable ingredients, and ease of application. In the case of Nanotech Protection, the brand consistently demonstrates high standards in material selection, professional finish, and delivery of promised results, which collectively cultivate a strong brand image and consumer trust. This reinforces the notion that quality serves as both a physical and technical indicator, and also plays a psychological role in influencing consumers' confidence and satisfaction. Such outcomes are aligned with the core premise of the Stimulus-Organism-Response (S-O-R) Theory. In this context, product quality serves as a stimulus that triggers internal cognitive evaluations (within the organism), resulting in a behavioral response—in this case, the decision to make a purchase. Consumers' perceived value and emotional reassurance from product quality become the internal state that ultimately guides their purchase behavior.

From a theoretical standpoint, these findings support the perspectives of Kotler & Keller (2016), who argue that product quality is a fundamental component in creating customer value and satisfaction, thereby shaping purchasing behavior. Zeithaml, (1988) This is further supported by the explanation that consumers' perceptions of quality are constructed through information, personal experience, and user reviews. Rangkuti, (2003) emphasizes that high-quality products enhance consumer confidence, leading to repeat purchases and increased willingness to recommend the product. Likewise, Tjiptono (2007) Suggests that superior product quality contributes to brand differentiation, which is essential in highly competitive markets and is a primary motivator behind consumers' buying decisions. The S-O-R Theory helps articulate how these external stimuli (quality cues) create internal perceptions and emotional responses that culminate in concrete behavioral actions such as purchasing or recommending a product. The consistency between product performance and marketing claims strengthens consumer perception, thus leading to stronger behavioral intentions and brand loyalty. When consumers feel secure and satisfied with their purchase, they are more likely to develop a long-term commitment to the brand.

In addition to theoretical support, these findings are consistent with previous empirical research. For example, Oktavia (2024) found that product quality has a significant influence on consumer purchase decisions in the context of digital shopping platforms. Their study emphasized the role of product credibility and the consumer's trust in brand claims, mirroring the importance of consistency and transparency found in the current study. Similarly, Saputra (2022) reported that quality assurance, durability, and performance were key determinants of purchasing behavior in the automotive care sector. These earlier studies, like the present one, highlight that product quality triggers initial purchases and fosters positive post-purchase evaluations, as well as sustained brand loyalty. Furthermore, consumer satisfaction is amplified in the digital era through user-generated content such as online reviews and product demonstrations, which visually reinforce quality perception and influence broader

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purchase decisions. This aligns with the S-O-R framework, wherein social and informational stimuli enhance internal processing, leading to favorable consumer behavior.

Product Quality on Purchase Decision

The results of this study reveal that live shopping has a significant influence on consumer purchase decisions regarding Nanotech Protection automotive care products. This finding underscores the pivotal role of interactive and real-time shopping experiences in shaping modern consumer behavior. Live shopping creates a dynamic environment where potential buyers are exposed to product features and encouraged to engage actively with the seller through live demonstrations and immediate responses. Such engagement allows consumers to evaluate the product's performance visually and contextually, especially relevant for detailing products, where attributes like gloss, hydrophobic effects, and application techniques are best communicated through real-time demonstrations. In this case, the interactivity and visual authenticity offered by live shopping stimulate immediate interest and foster trust, encouraging consumers to make informed purchasing decisions with confidence. This aligns with the core logic of the Stimulus-Organism-Response (S-O-R) Theory, wherein live shopping acts as a stimulus that triggers cognitive and emotional evaluations within the consumer (organism), leading to a behavioral response in the form of a purchase. The immersion and credibility generated through this medium serve as powerful internal motivators, enhancing clarity in decision-making and consumer confidence.

The application of the S-O-R framework further supports this interpretation. In this theory, live shopping serves as an external stimulus, offering sensory, emotional, and cognitive engagement. When consumers witness product demonstrations and interact with hosts in real-time, they undergo a psychological process involving increased attention, comprehension, and an affective response. This internal processing—the organism phase—leads to the behavioral response of purchasing. The study's results validate that for products requiring visual validation and technical explanation, such as Nanotech Protection, the experiential nature of live shopping enhances perceived product value and reduces uncertainty. The consumer's perception is shaped by what is shown, how the product is presented, who delivers the message, and how responsive the communication is. This layered engagement strengthens the consumer's internal trust mechanism, creating a concrete behavioral outcome. Therefore, live shopping is not merely an informative platform—it is a persuasive psychological tool that engages both rational and emotional faculties, facilitating purchasing decisions.

The study's findings align with previous literature. Wongkitrungrueng & Assarut (2020) found that live-streaming commerce fosters intimacy and trust between consumers and sellers, ultimately accelerating purchasing behavior through a heightened sense of social presence. Sun et al. (2019) Similarly, it was concluded that real-time interactions in live shopping enhance emotional connections and reinforce perceptions of authenticity. Lu & Chen (2021) emphasized that entertainment and interactive elements are essential in driving purchase intent and post-purchase loyalty. More recent studies echo these findings. Husniyyah et al. (2024) found that live commerce significantly enhances customer engagement and increases the likelihood of impulsive yet confident purchasing. Likewise, Rahmawati et al. (2023) confirmed that real-time communication through live streams fosters a sense of assurance and satisfaction that directly influences buying behavior.

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Product Information on Purchase Decision

The findings of this study indicate that product information has a significant and positive influence on consumer purchase decisions regarding Nanotech Protection automotive care products. This reinforces the critical role that clear, complete, and accessible product information plays in guiding consumer decision-making. In the automotive detailing segment, where technical understanding is vital, consumers rely heavily on product explanations to evaluate usability, effectiveness, and expected outcomes. Product information provides essential cues about nano-coating durability, hydrophobic performance, and ease of application. These details are practical and serve as trust-building elements, enabling consumers to assess the functional value of the product. In this regard, product information becomes more than a descriptive tool—it serves as a strategic mechanism for value communication. This interpretation is consistent with the Stimulus-Organism-Response (S-O-R) Theory. In this framework, product information serves as the external stimulus, which is cognitively and emotionally processed by the consumer, resulting in a behavioral response—specifically, the decision to purchase. The depth and clarity of the information reduce consumer uncertainty, facilitating more confident decisions and stronger engagement with the product.

The S-O-R Theory provides a valuable lens through which to analyze these behavioral dynamics. In this study, the detailed and consistent information shared about Nanotech Protection acts as a powerful external trigger that evokes internal evaluation processes within the consumer. These processes include rational cognition, such as comparing benefits and application procedures, as well as emotional responses like trust, assurance, and perceived alignment with personal needs. Kotler and Keller (2016) affirm that product information is a fundamental form of marketing communication that shapes consumers' perception of product value. The relevance and accuracy of product information help reduce perceived risk, particularly in purchases that involve technical or specialized products. Moreover, consumers in today's digital landscape are more analytical and skeptical; they tend to validate company-provided information by consulting user testimonials, online reviews, and independent sources. When brand messaging aligns with the consumer experience, it supports the decision to buy and fosters long-term trust and brand loyalty. This alignment between structured communication and consumer expectation reflects the organism phase in the S-O-R model, wherein internal congruence between stimulus and belief facilitates a favorable response.

The results of this study align with previous research that emphasizes the positive impact of product information on consumer behavior. Ritonga & Firah (2022) confirmed that detailed product information significantly influences purchase decisions by increasing clarity and reducing consumer doubt. The study highlighted that informative content leads to higher trust and purchase satisfaction when tailored to consumer needs. Similarly, Nazar (2021) found that the completeness and transparency of product information directly affect purchase behavior, particularly in categories where consumers seek a technical understanding before making a purchase. These findings resonate with the current study, particularly within the context of automotive care, where technical specifications must be communicated to ensure customer confidence. When digital content—whether through e-commerce listings, live product demonstrations, or social media—delivers trustworthy and comprehensible information, consumers are more likely to feel secure in their choices.

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Conclusion

This study examined the impact of product quality, live shopping, and product information on consumer purchasing decisions, with a specific focus on consumers who purchased Nanotech Protection automotive care products through TikTok Shop. The research was guided by the Stimulus-Organism-Response (S-O-R) theoretical framework, which provided a structured lens through which to examine how external stimuli, such as product attributes, interactive shopping experiences, and detailed information, affect consumers' internal psychological responses and, ultimately, their purchase behavior. The study addressed core research questions on how each variable individually and collectively influences consumer decisions, revealing valuable insights into modern consumer behavior within a digital commerce environment.

This research makes a meaningful contribution to the academic literature and managerial practice by highlighting the importance of integrated digital strategies in influencing consumer decisions. From a theoretical standpoint, the study extends the application of the S-O-R framework in the context of e-commerce and experiential marketing. Practically, it offers clear implications for marketing professionals, particularly in the automotive care sector. It emphasizes the importance of delivering consistent product quality, leveraging real-time engagement through live shopping, and providing transparent and accessible product information. Businesses can enhance consumer trust and drive purchasing behavior by aligning product messaging with consumer expectations. The study's originality lies in its comprehensive examination of these three interrelated factors in a live commerce setting. It offers a valuable model for companies seeking to optimize customer engagement and conversion in digital platforms.

This study has several limitations that open avenues for future research. First, the use of accidental sampling limits the generalizability of the findings to a broader population. Second, the study focuses solely on consumers in Makassar City and a single product category, which may limit the applicability of the results across different regions or industries. Future research should consider using probability sampling techniques and expanding the geographical scope to improve representativeness. Additionally, longitudinal studies could explore the long-term impact of these variables on brand loyalty and post-purchase behavior. Researchers are also encouraged to examine moderating variables, such as consumer demographics, digital literacy, or product involvement levels, to deepen their understanding of consumer behavior in digital shopping environments. These future directions will help build a more comprehensive framework for predicting and influencing consumer decisions in an increasingly digitalized marketplace.

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