

CHAPTER V

CLOSING

5.1 Research Conclusion

This study examined the effects of Influencer Credibility, Influencer Expertise, and Live Streaming Interaction on consumers' Purchase Intention for Muslim men's clothing through TikTok Shop live streaming. Data were collected from TikTok users who had watched live sessions promoting Muslim men's clothing. The findings reveal that Influencer Credibility and Influencer Expertise positively influence Purchase Intention, whereas Live Streaming Interaction has a significant negative effect. Based on these findings, the research questions can be answered as follows.

1. Influencer marketing in TikTok Shop live streaming significantly affects consumers' Purchase Intention for Muslim men's clothing. The simultaneous test confirms that Influencer Credibility, Influencer Expertise, and Live Streaming Interaction collectively explain consumers' Purchase Intention. This indicates that influencer marketing remains an important element of social commerce, particularly in encouraging purchase decisions within the Muslim fashion market. Rather than depending on a single factor, consumers appear to evaluate several aspects of influencer marketing before deciding whether a product is worth purchasing.
2. Influencer Credibility has a significant positive effect on consumers' Purchase Intention, indicating that H1 is supported. Consumers are more likely to consider purchasing when influencers are perceived as trustworthy, honest, and consistent in delivering product information. This finding is consistent with Source Credibility Theory, which explains that trust in the message source strengthens persuasive communication. Because consumers cannot directly inspect the fabric, sizing, comfort, or overall quality of Muslim men's clothing during online shopping, they rely heavily on influencers who provide transparent and reliable product

explanations. Credibility therefore becomes an important foundation for reducing uncertainty before a purchase decision is made.

3. Influencer Expertise has a significant positive effect on consumers' Purchase Intention and is the strongest predictor in this study, supporting H2. Respondents showed stronger purchase intention when influencers demonstrated product knowledge through detailed explanations, accurate responses, and useful recommendations. This finding suggests that consumers value expertise because it helps them evaluate whether the product matches both their practical needs and religious expectations. Rather than being persuaded by popularity or entertainment alone, respondents appeared to place greater confidence in influencers who could explain the product clearly and professionally.
4. Live Streaming Interaction has a statistically significant negative effect on consumers' Purchase Intention, meaning that H3 is not supported in the proposed direction. Although respondents reported enjoying live interactions through discussions, product demonstrations, and comment sections, greater interaction did not necessarily encourage stronger purchase intention after Influencer Credibility and Influencer Expertise were taken into account. Information Overload Theory and Cognitive Load Theory provide a reasonable explanation for this finding. During live sessions, consumers are exposed to multiple sources of information simultaneously, including demonstrations, conversations, promotions, and visual content. Processing these different stimuli at once may reduce their ability to evaluate important product attributes, such as fabric quality, sizing, comfort, and suitability for religious or formal occasions. The findings therefore suggest that consumers benefit more from interactions that simplify product evaluation than from interactions that merely increase engagement.

Overall, this study demonstrates that purchase intention for Muslim men's clothing in TikTok Shop live streaming is influenced more by the credibility and expertise of the influencer than by the intensity of live interaction itself. For

businesses, this means that selecting knowledgeable and trustworthy influencers is likely to be more effective than simply creating highly interactive live sessions. In the context of Muslim fashion, consumers appear to appreciate interactions that help them make better purchasing decisions rather than interactions that only make the shopping experience more entertaining.

5.2 Research Implication

5.2.1 Academic Implication

This study contributes to the growing body of literature on influencer marketing, social commerce, and consumer purchase intention by examining TikTok Shop live streaming within the context of Muslim men's clothing. Although previous studies have consistently reported that influencer characteristics influence consumer behaviour in digital commerce, most of them have focused on general product categories such as beauty products, fashion in general, electronics, or lifestyle goods. By concentrating specifically on Muslim men's clothing, this research broadens the existing discussion to a product category in which consumers evaluate products not only from aesthetic and functional perspectives but also from cultural and religious considerations. The findings therefore provide additional evidence that purchasing decisions within this market involve more complex evaluation processes than those commonly discussed in mainstream influencer marketing literature.

The positive effect of Influencer Credibility further reinforces the continuing relevance of Source Credibility Theory in contemporary social commerce environments. Although TikTok Shop provides various interactive features that enable consumers to communicate directly with sellers and influencers, respondents still relied heavily on trustworthy and transparent communication before developing purchase intention. This finding demonstrates that technological advancement does not reduce the importance of credibility. Instead, the increasing amount of information available through live commerce makes credibility even more valuable because consumers require reliable sources to minimise uncertainty when evaluating products that cannot be physically

examined before purchase. In this respect, the study extends the application of Source Credibility Theory from traditional endorsement settings into highly interactive live-commerce environments.

The findings also strengthen previous research concerning Influencer Expertise by demonstrating that expertise represents more than product knowledge alone. Within the context of Muslim men's clothing, respondents appreciated influencers who were capable of explaining practical product attributes, including fabric quality, sizing, comfort, cutting, durability, and appropriate occasions for wearing the products. Such information allows consumers to determine whether a product satisfies both their personal preferences and religious expectations before making a purchasing decision. The results therefore suggest that expertise contributes to purchase intention by improving consumers' ability to evaluate product suitability rather than merely increasing confidence in the influencer. This interpretation expands previous studies by highlighting that the value of expertise depends on the usefulness and relevance of the information delivered during live streaming sessions.

One of the most important academic contributions of this study lies in the unexpected negative relationship between Live Streaming Interaction and Purchase Intention. Previous studies generally describe interaction as an important mechanism for increasing consumer engagement, trust, and purchase intention within social commerce. However, the present findings indicate that interaction does not automatically generate positive consumer responses. Instead, its effectiveness appears to depend on how interaction influences consumers' information processing during product evaluation. When viewers are simultaneously exposed to demonstrations, promotional messages, conversations, comments, discounts, and various visual stimuli, they may experience greater cognitive demands that reduce their ability to focus on the information required for purchasing decisions. Consequently, interaction should not be evaluated solely according to its intensity or frequency but also according to its ability to facilitate efficient product evaluation.

This finding also provides empirical support for Information Overload Theory and Cognitive Load Theory within the context of TikTok Shop live streaming. The results suggest that consumers may experience limitations in processing multiple sources of information presented simultaneously during live commerce sessions. Rather than improving purchase intention, excessive interaction may increase cognitive burden and distract consumers from evaluating important product characteristics. Consequently, this study demonstrates that communication quality is more influential than communication quantity in shaping consumers' purchasing decisions. Future research should therefore examine not only whether interaction exists during live commerce but also how interaction is structured, delivered, and processed by consumers throughout the decision-making process.

Overall, this study enriches the literature by demonstrating that successful influencer marketing within social commerce depends on the combined roles of credibility, expertise, and well-managed interaction. Instead of assuming that every interactive feature strengthens consumer responses, the findings encourage future researchers to investigate the conditions under which interaction becomes beneficial or counterproductive. Such an approach may provide a more comprehensive understanding of consumer behaviour across different live-commerce platforms, product categories, and cultural settings.

5.2.2 Practical Implication

The findings of this study provide several practical implications for businesses, influencers, and digital marketers who utilise TikTok Shop live streaming to promote Muslim men's clothing. The results clearly demonstrate that improving purchase intention requires more than simply increasing audience engagement. Businesses should prioritise communication strategies that enable consumers to evaluate products accurately and confidently before making purchasing decisions.

First, businesses should place greater emphasis on selecting influencers who possess genuine product knowledge instead of focusing primarily on follower

numbers or entertainment value. Since Influencer Expertise emerged as the strongest predictor of Purchase Intention, businesses are likely to obtain better marketing outcomes by collaborating with influencers who understand product characteristics thoroughly and can explain them in a clear, informative, and professional manner. Demonstrations should include detailed explanations regarding fabric quality, material thickness, comfort, sizing, stitching quality, colour accuracy, and suitable occasions for wearing the products. Such information reduces uncertainty and enables consumers to make more informed purchasing decisions.

Second, maintaining Influencer Credibility should become a long-term strategic priority rather than merely a short-term promotional objective. Consumers responded more positively to influencers who communicated honestly, presented realistic product demonstrations, avoided exaggerated promotional claims, and maintained consistency throughout the live streaming session. For Muslim men's clothing, where purchasing decisions often involve considerations related to modesty, comfort, and religious appropriateness, transparent communication becomes particularly important because consumers cannot physically inspect products before purchasing them. Honest explanations are therefore more valuable than aggressive promotional techniques that may create unrealistic expectations.

Third, the findings indicate that businesses should carefully redesign the structure of their live streaming sessions. Continuous interaction, rapid conversations, and excessive promotional activities do not necessarily improve purchase intention if they distract viewers from evaluating product information. Instead, businesses should organise live sessions using a structured sequence consisting of product introduction, product demonstration, detailed explanation, question-and-answer sessions, customer testimonials, and promotional offers. Such an arrangement enables viewers to process information gradually while maintaining attention on the product itself.

Furthermore, businesses should use consumer feedback collected during live sessions as an important source of continuous improvement. Frequently asked

questions, repeated concerns regarding sizing, fabric quality, or product suitability can help businesses identify the information most needed by potential customers. These recurring questions may subsequently be incorporated into future live streaming sessions, thereby reducing uncertainty and improving communication effectiveness. Such continuous refinement enables businesses to deliver increasingly relevant information while reducing unnecessary interaction that contributes little to consumers' purchasing decisions.

Finally, this study suggests that successful live commerce should be evaluated not only through engagement indicators such as comments, likes, or viewer participation but also through the extent to which live streaming assists consumers in understanding products before making purchasing decisions. For businesses operating in the Muslim fashion industry, creating informative, trustworthy, and well-structured live streaming sessions is likely to produce stronger purchase intention than relying solely on highly interactive but less organised promotional activities. These findings encourage practitioners to shift their focus from maximising interaction to maximising the quality and usefulness of communication delivered throughout the consumer decision-making process.

5.3 Research Limitations

Although this study provides valuable insights into the influence of influencer marketing on consumers' Purchase Intention toward Muslim men's clothing through TikTok Shop live streaming, several limitations should be acknowledged when interpreting the findings.

First, this study employed a purposive sampling technique, meaning that respondents were selected based on specific criteria rather than through probability sampling. Although this approach was appropriate for identifying individuals with relevant experience in watching TikTok Shop live streams featuring Muslim men's clothing, the findings cannot be fully generalised to the broader population of online consumers. Different demographic groups may exhibit different purchasing behaviours and responses to influencer marketing.

Second, the research focused exclusively on TikTok Shop live streaming. While TikTok has become one of the leading social commerce platforms in Indonesia, other live commerce platforms such as Shopee Live, Instagram Live, Facebook Live, and emerging digital marketplaces provide different user interfaces, interaction mechanisms, and shopping experiences. Consequently, consumer behaviour observed in this study may not be directly applicable to other live-streaming platforms.

Third, the scope of this study was limited to Muslim men's clothing. Consumers purchasing other product categories may rely on different considerations before developing purchase intention. For example, products such as cosmetics, electronic devices, food, or household appliances involve different evaluation criteria that may alter the relative importance of influencer credibility, expertise, and interaction during live streaming. Therefore, caution should be exercised when extending these findings beyond the context of Muslim fashion products.

Another limitation concerns the research design. This study adopted a cross-sectional approach in which data were collected at a single point in time. Consumer preferences and online shopping behaviour continue to evolve rapidly alongside technological developments, promotional trends, and changes in digital platforms. As a result, the relationships identified in this study may change over time as consumers become more familiar with live commerce or as TikTok introduces new features that influence shopping behaviour.

Furthermore, this study examined Purchase Intention rather than actual purchasing behaviour. Although purchase intention is widely recognised as an important predictor of consumer decision-making, consumers who express strong purchase intentions do not always complete a purchase. Factors such as financial conditions, product availability, promotional timing, competing alternatives, or changes in personal preferences may influence the final purchasing decision after consumers leave the live streaming session.

Finally, respondent characteristics and the timing of data collection may also have influenced the findings. The questionnaire was distributed during a

specific period in Indonesia, and consumer interest in Muslim men's clothing may fluctuate according to religious events, seasonal promotions, or major shopping campaigns. Future studies conducted under different market conditions may therefore produce different results regarding the influence of influencer marketing on consumers' purchase intention.

5.4 Suggestions

5.4.1 Suggestions for Future Research

Future studies are encouraged to expand the scope of research by examining different product categories and live-commerce platforms. Comparing Muslim men's clothing with other fashion products, cosmetics, electronics, or lifestyle products may provide a broader understanding of whether the relationships identified in this study remain consistent across different purchasing contexts. Similarly, comparative studies involving platforms such as Shopee Live, Instagram Live, or other social commerce applications could identify platform-specific characteristics that influence consumer behaviour.

Future researchers may also consider employing more advanced analytical techniques, such as Structural Equation Modelling (SEM), to investigate more complex relationships among variables. Additional variables, including consumer trust, perceived value, perceived risk, parasocial relationships, customer engagement, or brand image, may be incorporated as mediating or moderating variables to explain the mechanisms through which influencer marketing affects purchase intention.

Moreover, longitudinal research designs could provide deeper insights into how consumer perceptions change over time as live commerce continues to evolve. Experimental research may also be conducted to compare different live-streaming formats, interaction styles, or influencer characteristics under controlled conditions. Such approaches would strengthen causal explanations and contribute to a more comprehensive understanding of consumer decision-making in digital commerce.

Future studies are also encouraged to investigate different consumer segments based on age, gender, income level, shopping experience, or digital literacy. Consumers with different backgrounds may process information differently during live streaming, resulting in variations in the influence of credibility, expertise, and interaction on purchasing decisions. Exploring these differences would contribute to a more nuanced understanding of influencer marketing effectiveness across diverse consumer groups

5.4.2 Managerial Recommendations

For businesses operating in the Muslim fashion industry, influencer selection should prioritise credibility and product expertise rather than popularity alone. Influencers who understand product specifications and communicate them clearly are more likely to build consumer confidence and encourage purchase intention. Businesses should therefore provide influencers with sufficient product training before conducting live-streaming sessions so they can answer consumer questions accurately and consistently.

Live-streaming sessions should also be designed in a structured and informative manner. Product demonstrations should explain important product attributes, including fabric quality, material thickness, comfort, sizing, colour accuracy, stitching quality, and appropriate occasions for wearing the clothing. Presenting information in a logical sequence enables consumers to evaluate products more efficiently while reducing unnecessary cognitive burden during the shopping process.

The findings also highlight the importance of managing audience interaction carefully. Businesses should encourage meaningful communication by prioritising questions directly related to the products rather than allowing excessive conversations that distract viewers from essential product information. Moderators or hosts may assist influencers by organising questions, highlighting frequently asked issues, and ensuring that important information remains the primary focus throughout the live session.

Finally, businesses should continuously evaluate the effectiveness of their live-streaming strategies using both engagement indicators and business performance metrics. Besides monitoring views, comments, and likes, companies should analyse conversion rates, customer feedback, repeat purchases, and post-purchase satisfaction to determine whether live-streaming activities successfully support consumer decision-making. Continuous evaluation enables businesses to refine future marketing strategies while maintaining informative, trustworthy, and consumer-oriented live-commerce experiences.

