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## **LIVE STREAMING SALES, TRUST, CONTENT MARKETING TIKTOK APPLICATION AND CONSUMER BUYING INTEREST**

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### **ABSTRACT**

*The number of TikTok users in Indonesia reached 157.6 million users as of July 2024. Important factors in the social media platform include live streaming sales, trust, and content marketing. This study aims to examine how live streaming sales, trust, and content marketing on TikTok affect consumer buying interest. The population in this study is TikTok application users in DKI Jakarta with a sample size of 100 people obtained using the Slovin formula. The sampling was done using purposive sampling techniques. Data analysis using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method with SmartPLS software version 4. The results of the study show that live streaming of sales on the Tik Tok application influences buying interest. Trust has no effect on buying interest on the Tik Tok Application. Marketing Content Affects Buying Interest on the Tik Tok Application*

*Keywords: live streaming; belief; content marketing; buying Interest*

### **INTRODUCTION**

The rapid development of digital technology in the last decade has changed the way modern people shop, including the emergence of live streaming features as part of e-commerce. TikTok, as one of the largest social media platforms with over a billion active users, capitalizes on this popularity by presenting sales live streaming feature Onofrei et al., (2021). The number of TikTok users in Indonesia reaches 157.6 million users as of July 2024 "Indonesia is the Largest TikTok User in the World,

breaking 157 million to Beat the US", (<https://tekno.kompas.com/read/2024/10/25/15020057/indonesia-pengguna-tiktok-terbesar-di-dunia-tembus-157-juta-kalahkan-as.>)

A key factor in TikTok social media platforms in addition to live streaming sales is the aspect of trust and content marketing. In the digital era, consumers cannot hold or try products directly, so trust becomes a crucial element in the decision-making process Chen et al., (2023). Research shows that trust can be built through transparent interactions, quick

responses, and the seller's ability to convey information honestly. Long et al., (2024)

In addition, creative marketing content is one of the key elements to attract consumers' attention. TikTok is known for its unique, short, and often viral content, which leverages popular trends and music to reach a wider audience. An effective content marketing strategy on TikTok allows sellers to align their products with ongoing trends and create an emotional attachment with consumers Li et al., (2023a). The combination of live streaming, trust formed through direct interaction, and engaging marketing content creates an ecosystem that can significantly encourage consumer buying interest. The object of this study is TikTok application users in DKI Jakarta with a total of 100 people. Products offered during live streaming include fashion, food, and beauty products. The product brands offered are mostly local or MSME brands. The product brands offered are mostly local or MSME (Small and Medium-sized Enterprises) brands with live streaming an average of 2 or 3 times a day.

This study aims to examine how live streaming sales, trust, and content

marketing on TikTok affect consumer buying interest. By understanding the relationship between these three elements, it is hoped that the results of the study can provide practical guidance for businesspeople in designing an effective digital marketing strategy on TikTok.

## **LITERATURE REVIEW**

Live streaming sales have become one of the effective digital marketing methods in attracting consumers, especially on social media platforms like TikTok. Through live streaming, sellers can show products in real-time, highlight features, answer questions directly from the audience, and create an interactive experience that approaches the shopping experience in a physical store Onofrei et al., (2021). Live streaming offers a more interactive shopping experience and allows sellers to build closer relationships with consumers. Research shows that live streaming features on social media increase consumer engagement, and this level of engagement is positively correlated with buying interest Nguyen et al., (2024). With the ease of interaction provided, consumers can assess

products more deeply and form a more positive perception of the product.

Trust is one of the essential elements in e-commerce transactions because consumers do not have the opportunity to see or try the product directly Chen et al., (2023). In sales live streaming, trust becomes more crucial because consumers can see sellers show products directly, answer questions, and communicate openly. Trust in live streaming sales is influenced by information transparency and seller responsiveness in handling consumer inquiries Shih et al., (2024) Luo et al., (2023) added that influencer or seller characteristics, such as credibility and communication skills, also play a key role in building consumer trust during live streaming. The trust formed at the beginning of this interaction can increase consumer confidence in product quality and encourage buying interest.

Content marketing is a marketing strategy that focuses on creating and distributing content that is relevant, engaging, and valuable to the audience. TikTok, a short video-based platform that is popular among the younger generation, provides a variety of opportunities to create creative content,

from engaging short videos to viral challenges that engage users (Fernanda et al., (2019). Content marketing on TikTok aims to attract users' attention and make products look more relevant and attractive.

According to (Li et al., 2023a) an effective content marketing strategy on TikTok can increase interaction between sellers and consumers, build emotional attachment, and strengthen positive perceptions of the brand. The use of catchy music, trends, and stories has proven to be effective in increasing product appeal and creating stronger buying interest.

Consumer Buying Interest in the Context of E-commerce, consumer buying interest is an important indicator in understanding consumer behavior in the e-commerce environment. Buying interest describes how much consumers are inclined to buy a product after being exposed to certain information or promotions Long et al., (2024). In the context of live streaming on TikTok, consumers' buying interest can be influenced by interactive and personalized experiences, trust formed during live interactions, and content presented in an engaging and relevant way to

current trends. Onofrei et al., (2021) showed that live streaming increases consumers' buying interest by providing a shopping experience closer to reality, while Wongkitrungrueng et al., (2020) found that consumer trust in influencers or sellers influences the decision to buy. Thus, in the context of TikTok, live streaming, trust, and content marketing factors play a key role in influencing consumer buying interest.

From the literature review, it can be concluded that live streaming sales, trust, and content marketing contribute significantly to the increase in consumer buying interest. TikTok provides an ideal platform to blend these three elements and create an interactive, engaging, and trustworthy shopping experience for consumers. The existence of real-time interaction through live streaming allows consumers to get more transparent and responsive information, which in turn increases trust and desire to buy. In addition, creative and relevant marketing content is a key factor in building emotional attachment and increasing product appeal. This research is expected to add insight into how a combination of live streaming,

trust, and content marketing can influence consumer buying interest on TikTok, as well as pave the way for further research in this area.

## **RESEARCH METHOD**

The population in this study is TikTok application users in DKI Jakarta which is 20% of the 157.6 million Tik Tok users in Indonesia as of July 2024. The sample size of 100 people was obtained using the Slovin formula. Sampling uses a purposive sampling technique with the criteria of active users of the TikTok application in the last 3 months and at least 16 years old.

Variable Operational Definition, Live Streaming Sales is a promotional activity or sale of a product conducted by sellers or influencers directly through social media platforms such as TikTok. Consumers can witness products in real-time, ask questions, and interact directly with sellers. The measures used in this study were Consumer Interaction, Watch Time, and Seller Responsiveness. Jamil et al., (2024) and Peng et al., (2023). Trust is the consumer's belief that sellers on TikTok are dependable and trustworthy in providing the promised information

and products, as well as maintaining the security of transactions. Indicators of trust include Product Quality Perception, Seller Integrity, Seller Credibility, and Transaction Security. Chen et al., (2023). Content marketing is a marketing strategy that uses engaging or educational content on the TikTok app to engage audiences and drive their engagement with a product or brand. The measures used are Content Relevance, Content Creativity, User Engagement, and Brand Recall. Zhang et al., (2023) Consumer Buying Interest through the TikTok Application is the tendency of consumers to make product purchases after being exposed to content or live streaming on the TikTok application. Metrics of Frequency of Page Visits, Intent to Buy, Engagement Rate on Ads, and Conversion Rate. Long et al., (2024) .

Research Instruments, Data collection instruments use closed questionnaires consisting of statements for each variable. The questionnaire was compiled using a 5-point Likert scale, where 1 indicated "Strongly Disagree" and 5 indicated "Strongly Agreed". This questionnaire is

evaluated first to measure its validity and reliability.

Data Analysis Technique: The data collected was analyzed using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method with SmartPLS software version 4.

## **RESULT AND DISCUSSION**

By tabulating the frequency of respondents' answers, customer perception of Live Streaming Sales, Trust, Marketing Content of the TikTok Application towards Consumer Buying Interest was obtained from a questionnaire with a Likert scale of 1 to 5 that had been collected using google form.

Live Streaming Sales, with an average score of 4.11, shows that respondents (100 objects) agree with promotional activities or product sales (include fashion, food, and beauty products) carried out by sellers or influencers directly through social media platforms such as TikTok. Consumers can witness products in real-time, ask questions, and interact directly with sellers. This is shown by Consumer interaction: the number of comments, likes, or questions during a

live streaming session. Watch time: the average duration that users spend while watching a live stream. Seller responsiveness: speed and quality of response to questions or comments during live streaming.

Trust with an average score of 3.91 shows that respondents have confidence that sellers on TikTok are dependable and trustworthy in providing promised information and products, as well as maintaining the security of transactions. This is shown by the perception of product quality: the consumer's perception of the quality of the product displayed. Seller integrity: consumer confidence that the seller is honest and trustworthy. Seller credibility: perception of the seller's or influencer's expertise and skills in explaining products. Transaction security: the belief that the transaction process on TikTok is safe and reliable.

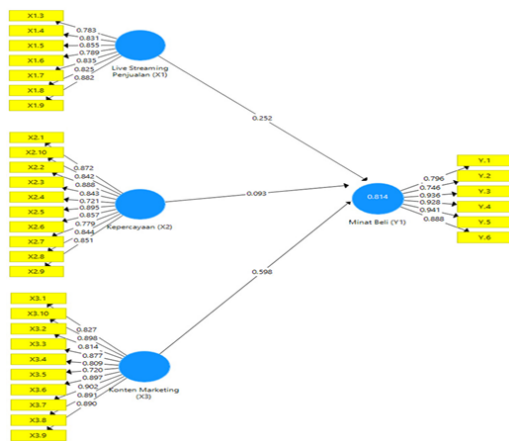
Content Marketing with an average number of 4.08 shows that respondents agree with marketing strategies that use interesting or educational content on the TikTok application to attract audience interest and encourage their engagement with the product or brand. This is shown by Content relevance: how relevant and appealing the content

is to the target audience. Content creativity: creativity in the presentation of content, both through visuals and audio. User engagement: the number of likes, shares, or comments on marketing content. Brand Recall: The ability of consumers to remember a brand after viewing content.

Buying Interest with an average number of 3.94 means that there is a tendency for consumers to make product purchases on the TikTok application. This is indicated by the frequency of visiting product pages: how often consumers visit a product page after seeing a promotion on TikTok. Intent to buy: the expressed desire to buy the product soon. Engagement rate on ads: Engagements such as clicks or visits directed to product links.

By using the Structural Equation Modelling- Partial Least Square (SEM-PLS) analysis tool with smart-PLS 4.0 software, with the following model:





Source: Primary Data, Processed

**Figure 1: Model of Live Streaming Influence of Sales, Trust, Content Marketing and Buying Interest**

Evaluation of the measurement model (Outer Model). The outer model test is used to determine the relationship specifications between the variables of Live Streaming Sales, Trust, Marketing Content and Buying Interest through the Tik Tok Application. Evaluating the validity of the data, the loading factor value of all indicators in the 2nd iteration stage is above 0.7 (figure 1) indicating that all items have met the convergent validity standard so that it can be concluded that all constructs are valid. Discriminant validity, the test of the validity of discrimination can be seen from the Average Variance Extracted (AVE). In table 1, the AVE value of each variable (variables Live Streaming Sales, Trust, Marketing

Content on Buying Interest) shows a > value of 0.5 which means that the validity of the discrimination is declared valid.

Instrument Reliability Test; Composite Reliability, a measure of the reliability of a construct with Cronbach Alpha and Composite Reliability with Cronbach's Alpha value > 0.70, it can be concluded that all variables have a good level of reliability. In table 1, the Composite Reliability value produces a value of > 0.80, which shows that all variables meet the composite reliability criteria and have a very good reliability value.

**Table 1 Validity and Reliability Test**

|                      | AVE   | Composite Reliability | Cronbach's Alpha |
|----------------------|-------|-----------------------|------------------|
| Live Streaming Sales | 0.688 | 0.939                 | 0.924            |
| Belief               | 0.707 | 0.960                 | 0.953            |
| Content Marketing    | 0.730 | 0.964                 | 0.958            |
| Buying Interest      | 0.767 | 0.951                 | 0.937            |

Table 2 Buying interest in the Tik Tok Application can be explained by the elements of Live Streaming Sales, Trust, Content Marketing by 81.4 percent and the rest is explained by variables outside this study such as Social Influence, Ease of Use

**Table 2 R Square Value**

| Items           | R Square | R Square Adjusted |
|-----------------|----------|-------------------|
| Buying Interest | 0.814    | 0.808             |

**Evaluation of the Structural Model (Inner Model).** To answer the research objectives, the results can be seen in table 3.

**Table 3 Path Coefficients Analysis**

| Items                                | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|--------------------------------------|---------------------|-----------------|----------------------------|------------------------|----------|
| Live Streaming Sales Buying Interest | 0.252               | 0.270           | 0.095                      | 2.643                  | 0.008    |
| Trust Buying Interest                | 0.093               | 0.115           | 0.110                      | 0.850                  | 0.396    |
| Content Marketing Buy Interest       | 0.598               | 0.564           | 0.144                      | 4.165                  | 0.000    |

From table 3 above, it can be concluded that:

**Live streaming of sales on the Tik Tok Application affects buying interest.**

Based on previous research, the influence of sales lives streaming on TikTok with indicators of consumer interaction, watch time, and seller responsiveness on buying interest has been widely explored. Several studies have found that live streaming as an interactive marketing medium offers advantages in increasing consumer engagement and trust in sellers, which positively contributes to consumer

buying interest. A study by (Li et al., 2023b) showed that direct interactions between sellers and consumers, such as questions and comments during live streaming sessions, create emotional engagement that can influence consumers' perception of product quality. The study found that consumers who felt engaged in communication tended to have a higher desire to buy the products they saw in the live stream.

This interaction builds a sense of closeness and trust between consumers and sellers. When consumers are given the opportunity to ask questions directly about a product and receive answers immediately, they feel more emotionally connected. This reduces doubts and encourages buying interest.

Research by Zhang et al., (2023) observed that the duration of watch time during live streaming can be used as an indicator of consumer interest. They found that consumers who watched live streams for longer tended to have a higher buying interest because they had invested time in understanding the product. According to this study, long live streams with informative and engaging content increase the chances of sales



conversion. Watch time reflects the consumer's level of interest and their level of attention to the product. The content delivered in live streaming must be relevant and interesting to maintain consumer attention. Consumers who spend more time watching usually also tend to have a high sense of curiosity about the product, which affects buying interest.

According to Nguyen et al., (2024), responsive sellers increase a positive experience for consumers in live streaming sessions. In this study, the quick and responsive response to consumer questions strengthens consumers' perception of the seller's credibility and reliability, which has a positive impact on purchase intention. The more responsive the seller is in answering consumer questions, the higher the buying interest generated. Seller responsiveness is a key aspect in creating a comfortable and personalized shopping experience. When consumers get quick answers, they feel more confident to make a purchase decision. This responsiveness also shows the seller's commitment to serving consumers, thereby increasing trust and buying interest.

### **Trust has no effect on buying interest on the Tik Tok Application.**

Based on previous research, there are cases where the trust variable, which is measured through indicators of product quality perception, seller integrity, seller credibility, and transaction security, does not have a significant effect on buying interest on TikTok. This can be seen from several indicators of buying interest such as the frequency of visiting product pages, intent to buy, engagement rate on ads, and conversion rate.

A study by Nguyen et al., (2024) shows that the perception of product quality is often formed through real experiences, while on digital platforms such as TikTok, this perception is limited to visual representations and product descriptions that can give rise to bias. Consumers on TikTok tend to be more interested in attractive visual displays than in-depth information about product quality, which makes the perception of product quality less relevant to buying interest. The platform prioritizes attractive visuals and trend factors, which often distract consumers from the actual quality of the product. Seller Integrity, according to (Kim, 2022) research, seller

integrity, while important, has not always been the focus in short video-based platforms like TikTok. This research shows that TikTok consumers are more influenced by the attractiveness of the content, rather than the reputation for integrity of the seller. Many TikTok users may not have the time or motivation to assess the integrity of a seller in depth, especially if they are buying due to an impulse or viral trend.

On TikTok, the buying process is more often driven by the visual appearance and appeal of short videos, which tends to obscure the importance of judgment on the integrity of the seller. In a study by Li et al., (2023b), it was found that seller credibility does not always have a significant impact on social media platforms because the focus of users is usually entertainment and quick interaction. TikTok is a platform that prioritizes entertaining content and an instant approach, which makes the seller's credibility less influential on buying interest. Seller credibility, while important in the context of traditional e-commerce, isn't always the focus in the impulse purchases that often occur on TikTok.

Users may be more influenced by how the product is displayed or by the influence of the creators they follow, rather than the reputation or credibility of the seller itself. Wongkitrungrueng et al., (2020) noted that transaction security is not the main factor on TikTok because most users who shop on TikTok Shop may already consider this platform to be a trusted app. They prioritize a pleasant shopping experience over the security aspect that they already consider secure. TikTok users who are familiar with this platform may have the assumption that the security of transactions is already guaranteed by the app's system. Therefore, transaction security is not a prominent factor in influencing buying interest, as users' attention is more focused on interesting content and the latest trends than security factors.

### **Marketing content *affects* buying interest on the Tik Tok Application**

Based on previous research, marketing content variables measured through content relevance, content creativity, user engagement, and brand recall indicators show a significant influence on buying interest in the TikTok application. This is reflected in

indicators of buying interest such as the frequency of visits to product pages, intent to buy, and engagement rate on ads.

A study by (Jamil et al., 2024) shows that the relevance of content is a key factor in attracting consumers' attention on social media. Consumers are more likely to respond to content that matches their interests or needs, which can increase intent to buy. Relevant content helps consumers feel that the product being marketed has a direct relationship to their needs or preferences. On TikTok, the algorithm system also helps in personalizing content, ensuring consumers see relevant content. This increases the frequency of visiting product pages and purchase intent, as users feel the content is in line with their interests.

According to (Shih et al., 2024), content creativity affects engagement rates because consumers are attracted to unique and refreshing content. Creative content attracts attention longer and increases user engagement, which has the potential to increase sales conversions. Creativity in content marketing on TikTok is important because the platform is dominated by short videos and

attractive visuals. Creative content can differentiate a product from others, making it more prominent and memorable for consumers. With strong visual appeal, consumers are more likely to visit a product page and be interested in buying. It also increases the engagement rate on ads because users are more interested in unusual or innovative content.

A study by (Peng et al., 2023) emphasized that content that encourages user engagement, such as liking, commenting, or sharing, tends to be more effective in driving buying interest. User engagement is a form of direct interaction with content that can increase the frequency of visits to product pages and purchase intent. On TikTok, content that can drive user engagement has a chain effect, where content that is popular and often responded to by users tends to appear more often in other people's feeds. This engagement creates a stronger connection between consumers and brands, increasing the frequency of visiting product pages as consumers feel more socially and emotionally interested in the product.

In a study by (Onofrei et al., 2021), brand recall was found to be an

important factor in building buying interest on social media. Consumers who often see a particular brand in the content they like will have a better memory of the brand, which can drive intent to buy in the future. Brand recall plays an important role in building a strong association between consumers and brands. On TikTok, content that is repeated or uses distinctive visual and audio elements (such as songs or taglines) can increase brand recall.

## **CONCLUSION**

This study concludes that several factors on the TikTok application affect consumers' buying interest. First, live streaming sales on TikTok significantly affect buying interest. Factors such as consumer interaction, watch time, and seller responsiveness have been proven to increase consumer engagement and trust. Second, trust does not have a significant influence on buying interest. TikTok as an entertainment-based platform tends to encourage impulse purchases, where factors such as consumers less prioritize seller integrity and credibility. Lastly, content marketing has a big influence on buying interest. Relevance, creativity, user

engagement, and brand recall in content marketing encourage consumers to visit product pages more often and have the intent to buy, thereby increasing sales conversions.

## **Suggestion**

**Optimize Live Streaming Strategy:** Sellers on TikTok are advised to maximize interaction during live streaming sessions, increase responsiveness to consumer questions, and keep the duration of live streams informative and engaging. This can create higher emotional engagement, build trust, and reduce consumer doubt.

**Focus on Creative and Relevant Content:** Given that content marketing has a great influence on buying interest, sellers should continue to develop content that is relevant, creative, and in accordance with consumer preferences. The use of attractive visual elements and brand recall will increase consumer appeal and memory of the product.

**Leverage User Engagement:** For content to go viral and increase sales conversions, it's important to create content that encourages user engagement, such as content that can be liked, commented on, or shared. Popular content will appear more often

in other users' feeds, increasing product exposure.

Improve Visual Aspects and Trends for Impulse Buying: Given that the trust factor doesn't really influence buying interest, sellers can prioritize the visual appearance of a product that is appealing and take advantage of trending trends to encourage impulse buying on TikTok.

By implementing these strategies, sellers on TikTok can maximize the effectiveness of their marketing campaigns and increase the potential for sales conversions on the platform for fashion, food and beauty products offered by local brands or MSME.

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