INSPIRATION AND CONSUMER INTENTION TO BUY IN LIVESTREAM SHOPPING METHODE

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Abstract

Livestreaming Shopping is a new business model in Indonesia, which has great potential in social media marketing. Live streaming shopping enables real time interaction between sellers and customers and creates an immersive and inspiring space for transactions unlike traditional live streaming which requires on-the-spot transactions. This research analyzes how a direct shopping model can inspire customers and increase customer engagement. Customer inspiration has two interrelated stages of Inspired by and Inspired for. The results show that inspiration conditions positively influence customers' intention to engage in livestreaming shopping. This research provides a practical insight for streamers and marketers and marketers of live streaming platforms.

Article History:

Keywords:
Inspiration, Livestream Shopping, Purchase Intention.

1. Introduction

E-commerce has developed in Indonesia since 2010, starting with Gojek. The emergence of Gojek was followed by the marketplace Shoppe, Tokopedia and Bukalapak. Most people like to shop through the marketplace rather than coming to the store directly when e-commerce reaches its peak. The development of e-commerce from year to year continues to increase during the covid 19 pandemic where when covid in every region is locked down so that everyone chooses to shop through e-commerce.

According to Compas data, there are five market places that dominate in Indonesia in 2020, namely Shoppe, Tokopedia, Bukalapak, Lazada and finally Blibli. The livestream platform in E-commerce is currently also trending as a promotional medium to increase order conversions and also create a livestream experience in an effort to increase potential customer interaction. With the live stream feature either in e-commerce, social media or stream platforms, viewers can enjoy it only through the internet at home or their gadgets.

The increasing audience in the online shop feature via shoope and tiktok live broadcasts is a big enough opportunity for business people and entrepreneurs to market products and attract consumers. According to a jakpat survey, users of live stream live stream shopping on these platforms and media in Indonesia are the most by reaching 83.4% for Soope and 42.2% for Tiktok in 2022. Live streams become a promotion and sales tool because they have benefits and advantages to attract the attention of potential customers, such as live streams provide an easier way to connect, are cost-effective and can reach many consumers (Joseph T S., 2021).

The existence of livestream on social media can make streamers offer all their products, convey detailed product information, answer all questions from potential buyers and make relationships with potential customers in a short time. Individual live streaming makes it possible to deliver videos of events to viewers via the internet in real time (Chen et al., 2019). With this, Livestream Shopping seems very interactive rather than online shopping where only the product catalog is available.

Purchasing inspiration in livestream shopping plays an important role in increasing consumer purchasing decisions. Through livestreaming, sellers can show products in detail and can convey answers to buyers' questions in real time. Inspiration arising from the interaction between buyers and sellers through livestream often encourages consumers to make impulse purchases where they feel encouraged and motivated by attractive product delivery. The inspiration provided through livestreams can also strengthen consumer loyalty to brands and ultimately consumers will contribute to increased sales and business growth.

Live streaming shopping has evolved into a lucrative business model especially in social media marketing. Unlike traditional live streaming, livestreaming shopping allows real-time interaction between streamers and customers, creating an inspiring space for transactions. This research adds insight into the role of inspiration in the context of livestreaming shopping and social media marketing and offers practical insights for streamers and marketers of livestream shopping platforms. Therefore, this study aims to answer the research question; How is customer inspiration obtained and how does it influence customer behavioral intention in live streaming shopping?

Lack of Research on the Differential Influence of Livestream Platforms (e.g., Shopee, TikTok, Social Media). While the data shows differences in popularity between platforms, such as Shopee (83.4%) and TikTok (42.2%), there is a lack of research comparing the effectiveness of each platform in influencing purchase decisions and consumer experiences.

2. Method

2.1 Research Design

The research method that will be applied in the study uses a quantitative approach. Quantitative research is research with data in the form of numbers which are usually collected through questionnaires or observations with structured questions (Space, 2013). This research strategy is survey research. Survey is a way to collect information from someone to describe, compare or explain their attitudes and behavior (Space, 2013).

2.2 Sampling Method

The research was conducted using the Non Random Sampling method. The research sampling technique used purposive sampling. Purposive sampling is a technique used in quantitative research that is selected based on expertise in the subject being studied (Denis, 2018). The form of purposive sampling is theoretical sampling. The sampling criteria are followers of indluencer Baim Wong who actively use active social media such as TikTok, Instagram or YouTube and have a history of use watching livestream shopping. Generation Z respondents belong to the demographic range that is most active in using technology and participating in e-commerce and social media activities. The research sample to be collected is planned to be 250 respondents within 21 days. Each question of each research variable is measured with a 5-point Likert Scale, where 1 (strongly disagree) to 5 (strongly agree) (Hair et al., 2019).

2.3 Data Analysis Methods

2.3.1 Model Meanings

The research to be carried out uses a Structural Equation Modeling (SEM) statistical approach using the SEM PLS (SmartPLS) program. The purpose of using SmartPLS is to build a relationship between several hypothesized variables. Research conducted using Smart PLS by testing several items. The Measurement Model evaluates Internal Consistancy Reliability using Cronbach alpha and composite reliability which is acceptable if the value is more than 0.70 (Hair et al., 2019). Then Convergent Validity is tested by checking the Average Variance Extracted value whose value must exceed 0.50 (Hair et al., 2019). After that Descriminant Validity is assessed using Cross-loading.

The Forlonell-laecker criterion will be evaluated by checking whether the squared AVE value is greater than the correlation between latent variables (Hair et al., 2019). If the measurement model is valid and reliable, the next analysis is to test the Structural model. The purpose of testing the structural model is to see the significance and strength of the relationship between variables.

2.3.2 Structural Model

Structural Model Testing will be carried out to assess the suitability of the overall model. The first step is to calculate the coefficient of determination (R2) to evaluate the amount of variation in the dependent variable that can be explained by the independent variables in the model. The range of R2

values is between 0 and 1, meaning that a value close to 1 indicates a better model fit (Hair et al., 2019). Then calculate the Q2 (Predictive Relevance) value to assess the ability of the model prediction.

A value of Q2> 0 indicates that the model has good predictive ability (Hair et al., 2019). Furthermore, calculating the Goodness of Fit (GoF) index is used to evaluate the overall model fit. Where the closer to the value 1, the better the model. After evaluating the suitability of the model, then test the significance of the path relationship between variables using bootstrapping. The standard value in the bootstrapping procedure is between -1 and 1. The T-statistic and P-value results from bootstrapping will be used to determine the significance of the relationship between variables. If the T-statistic value exceeds 1.96 and if the p-value is below 0.05, it means that the relationship between variables is statistically significant (Hair et al., 2019).

3. Results and Discussion

3.1 Results

Table 1
Responden Profile

Gender	Frequency	Percentage
Man	77	36,15%
Woman	136	63,85%
Age		
16 - 25	191	89,67%
26 - 30	13	6,10%
31 - 35	5	2,35%
36 - 40	2	0,94%
41 - 45	2	0,94%
Last Education		
SMA & Sederajat	148	69,48%
D3/S1	62	29,11%
S2/S3	3	1,41%
Revenue		
< 2.5 juta	159	100,00%
2.5 Juta s/d >5 Juta		
5 Juta s/d >7.5 Juta		
7.5 Juta s/d >10 Juta		
Diatas 10 Juta		
Job		
Student	157	73,71%
Civil Servants	4	1,88%
TNI/Police	0	0,00%
Private Employee	37	17,37%
Self-employed	4	1,88%
Other	11	5,16%

Based on the survey results, the majority of respondents are women (63.85%), while men only account for 36.15%. In terms of age, respondents are dominated by the young age group, namely 16-25 years old, with a percentage of 89.67%. Other age groups, such as 26-30 years old (6.10%) and 31-35

years old (2.35%), show much smaller participation, while those above 35 years old have a very low percentage of only 0.94% each. In terms of latest education, the majority of respondents (69.48%) had a high school education or equivalent, followed by D3/S1 graduates at 29.11%, while S2/S3 graduates only amounted to 1.41%. This shows that the survey mostly involved individuals with secondary to early higher education levels.

The overall income of the respondents was below 2.5 million, accounting for 100% of the total survey participants. In terms of occupation, 73.71% of respondents were students. Respondents with other occupations such as private employees (17.37%), entrepreneurs (1.88%), and civil servants (1.88%) had smaller percentages, while the miscellaneous occupation category accounted for 5.16%. Overall, this demographic data illustrates that the survey mainly reached out to young women aged 16-25, with a high school education background and a profession as a student or college student. The survey also shows a focus on low-income populations, making it relevant for studies related to the needs or behaviors of younger age groups.

Table 2
Outer Loadings

Indikator	Diagnosticity Content	Perceive Attractiveness	Social Presence	Source Credibility	Telepresence	Vicarious Expression	Inspired By	Inspired To	Intention to Engage in Live Stream Shopping
ConDi	0.9192								
ConDi	0.9178								
ConDi	0.9056								
ConDi	0.9170								
InsBy							0.7412		
InsBy							0.8713		
InsBy							0.7928		
InsBy							0.7528		
InsTo								0.8912	
InsTo								0.9225	
InsTo								0.9166	
InsTo								0.9111	
InsTo								0.9124	
IntToEn									0.8508
IntToEn									0.8641
IntToEn									0.8826
PerAt		0.9054							
PerAt		0.9043							
PerAt		0.8848							
PerAt		0.8713							
SocPr			0.8863						
SocPr			0.8815						
SocPr			0.8776						
SocPr			0.8860						
SouCr				0.8271					
SouCr				0.8746					
SouCr				0.8295					
SouCr				0.8695					

Tel	0.9127		
Tel	0.9211		
Tel	0.9153		
Tel	0.8664		
VicEx		0.9307	
VicEx		0.9342	
VicEx		0.9490	

The results of testing Outer Loadings show that all indicators of Diagnosticiti contentt, Perceived attractivenes, Intentions to Engage in Livestream Shopping, Telepresence, and all constructs with all indicators are valid where each construct or variable has indicators with an outer loading value of more than 0.7(Hair et al., 2019). so it can be concluded that all indicators are valid and reliable in representing their respective constructs.

Table 3
Construct Validity & Reliability

Variable	Cronbach Alpha	Composite Reliability	Average Variance Fxtracted
Diagnisticity Content	0.9352	0.9536	0.8371
Perceived Attractiveness	0.9139	0.9394	0.7949
Social Presence	0.9051	0.9339	0.7794
Soiree Credibility	0.8724	0.9126	0.7233
Telepresence	0.9254	0.9471	0.8175
Vicarious Expresson	0.9318	0.9565	0.8799
Inspired by	0.8001	0.8696	0.6259
Inspired to	0.9486	0.9605	0.8296
Intention to Engage in Livestream Shopping	0.8345	0.8999	0.7498

This Construct Validity and Reliability test evaluates or tests internal consistency and construct validity using three metrics(Trizano-Hermosilla & Alvarado, 2016). Namely Cronbach's alpha the test results show that all constructs have a value above 0.80 indicating good reliability and the highest value is in the Inspired To variable (0.9486) and the lowest in Intention to Engage in Livestream Shopping 8.8245. then Cmoposite Reliability shows that all constructs have a CR above 0.8 indicating very good combined reliability. While Averahe Variance Extracted (AVE) shows all constructs have AVE> 0.50 which means it meets convergent validity(Hair et al., 2019).

Table 4
Descriminant Validity – Fornel- Larcker Criterion

Variable	Diagnosbcity Content	Perceived Attractiveness	Social Presence	Source Credibility	Telepresence	Vicarious Expression	Inspired By	Inspired To	Intention to Engage in Livestream Shopping
Diagnosticity content	0.9149								
Perceived Attractiveness	0.7624	0.8916							

Social Presence	0.7197	0.7514	0.8829						
Source Credibility	0.4200	0.5059	0.4503	0.8505					
Telepresence	0.7544	0.7481	0.7871	0.4297	0.9041				
Vicarious Expression	0.8430	0.8170	0.7606	0.4287	0.8189	0.9380			
inpired by	0.3712	0.4295	0.4209	0.5133	0.3775	0.3911	0.7912		
Inspired to	0.8421	0.8023	0.7911	0.4533	0.8246	0.8258	0.3893	0.9108	
Intention to Engage in Livestream Shopping	0.4357	0.4704	0.4851	0.4587	0.4510	0.4616	0.4878	0.5051	0.8659

The Descriminant Validity-Fornel-Larcker Criterion (Fornell & Lacker, 1981) test ensures that each construct is more strongly correlated with its own indicators than with other constructs. Where the root value of Eve must be greater than the correlation with other constructs. And the results of the test show that the diagonal value (EVE) is greater than the non-diagonal value(Dijkstra, 2015), meaning that discriminant validity is met. As shown by the Diagnosticity Content variable , the AVE root value of 0.9149 is greater than its correlation with other constructs such as Perceive Attractiveness 0.7624.

Table 5
Discriminant Validity - HTMT

Variable	Diagnosticity Content	Perceived Attractiveness	Social Presence	Source Credibility	Telepresence	Vicarious Expression	Inpired by	Inspired to	Intention to Engage in Livestream Shopping
Diagnostic Content									
Perceived Attractiveness	0.8248								
Social Presence	0.7840	0.8266							
Source Credulity	0.4652	0.5674	0.5064						
Telepresence	0.8110	0.8144	0.8644	0.4777					
Vicarious Expression	0.9034	0.8854	0.8290	0.4748	0.8812				
Inpired by	0.4212	0.4965	0.4844	0.6095	0.4277	0.4415			

inspired to	0.8936	0.8615	0.8550	0.4981	0.8807	0.8770	0.4373	
Intention to Engage in Lrvestream Shopping	0.4846	0.5348	0.5530	0.5392	0.5063	0.5209	0. 5886	0.5591

The results of the Discriminant Validiti-HTMT analysis show that most of the htmt values are below the threshold (0.85 or 0.90), which means that there is no problem with discriminant validity. Where if there is an HTMT value exceeding the threshold then the construct has a possible discriminant problem (Henseler et al., 2015).

Table 6
F-Square

Variable	Oiagnosticity Content	Perceived Attractiveness	Social Presence	Source Credibility	Telepresence	Vicarious Expression	Inpired by	Inspired to	Intention to Engage in Livestream Shopping
Diagnostic Content									
Perceived Attractiveness							0.0032		
Social Presence							0.0107		
Source Credulity							0.1523		
Telepresence							0.0001		
Vicarious Expression							0.0006		
Inpired by								0.1786	
inspired to									0.3425
Intention to Engage in Lrvestream Shopping									

F-square is a measure of the effect size of a construct on the dependent variable. The results of the F-Square test such as the source credibility variable have a moderate effect on several variables with a value of up to 0.1523 and other effects are classified as large to moderate, for example on the Inspired to variable with a value of 0.3425(Hair et al., 2019).

Table 7
R-Square

Dependen	R-Square	R-Square Adjustted	Status
Inpired by	0.3142	0.2943	Weak
inspired to	0.1515	0.1475	
Intention to Engage in Livestream Shopping	0.2551	0.2516	Weak

The R-Square test shows the predictive power of the independent variable on the dependent variable. The r-square test results show that the Inspired by variable has an r-square of 0.3142 which is adjusted to 0.2943) where this value shows weak predictive power. Then the variables inpired to and Intention to engage in Livestream shopping also have a weak r-square value which is below 0.3 (Hair et al., 2019). This means that based on this value, the predictive model is considered weak.

Table 8
Colinearity Statistics

Dependent	Independent	VALUE
Inspired By	Diagnisticity Content	3.802
	Perceived Attractiveness	3.755
	Social Presence	3.252
1.369 3.859 5.529		Inspired To:

The Collineatity Statistic test above shows the results of the multicollinearity test using the variance Inflation Factor (VIF)(Hair et al., 2019). The test results show all VIF values are below the threshold of 5, which indicates that there is no multicollinearity problem between the independent variables.

Table 9
Path Coefsicients

Hipotesis	Sample Mean	indard Deviation	T-Iest	Upper Cl	Lower Cl	Status
Diagnosticity Content — inptred by	0.0037	0.1280	0.0286	-0.2104	0.2106	Tidak Signifikan
Vicarious Expression — inpred by	0.0431	0.1408	0.3061	-0.1844	0.2730	Tidak Signifikan
Source Credibtity — Inpired by	0.3832	0.0924	4.1455	0.2235	0.5268	Signifikan
Telepresence — Inpred by	-0.0196	0.1151	-0. 1698	-02113	0.1704	Tidak Signifikan
Social Presence — Inpired by	0.1581	0.1048	1.5090	-0. 0155	0.3307	Tidak Signifikan
Perceived Attractiveness — inptred by	0.0935	0.1200	0.7792	-01216	0.2737	Tidak Signifikan
inpired by — inspired to	0.3893	0.0725	5.3706	0.2635	0.4998	Signifikan
inspired to — intention to Engage in Livestream Shopping	0.5051	0.0626	8.0706	0.4030	0.6051	Signifikan

From the results of the structural analysis of the model that has been carried out, it can be seen from the Ttest value that there are 3 significant hypotheses, namely Hypothesis 3 (T-test

= 4.1455), 7 (T-test = 5.3706) and 8 (T-test = 8.0706). hypotheses3, 7 and 8 are said to be significant T-test values above 1.96 (one tailed)(Hair et al., 2019).

3.2 Discussion

The study highlights the significant role of customer inspiration in livestream shopping, emphasizing its impact on purchase intention and engagement. The findings align with the research objectives by elucidating how livestream platforms inspire and influence customer behavior through dynamic and interactive content. The results confirm that customer inspiration operates on two levels: inspired by and inspired for. These constructs validate the initial hypothesis that inspiration is a pivotal factor in livestream shopping. This dual model provides a nuanced understanding of how customers transition from being inspired by the content to actively intending to purchase products. The research objective to understand customer behavior within the livestream shopping framework is thus comprehensively addressed.

The analysis underscores that source credibility significantly influences customer inspiration. This suggests that trust in streamers is crucial for fostering an engaging shopping experience. Furthermore, the relationship between the inspired for construct and the intention to engage in livestream shopping demonstrates a direct pathway from emotional engagement to actionable intent. This insight is critical for marketers aiming to enhance customer conversion rates via livestream platforms. Conversely, some variables, such as telepresence and perceived attractiveness, did not show significant effects on inspiration. These outcomes challenge prior assumptions and suggest that while visual and immersive elements are important, they may not independently drive customer engagement without credible and relatable content.

The findings resonate with prior studies, such as Chen et al. (2019), which highlight the role of interactive elements in driving sales through livestreaming. However, the insignificant impact of certain factors deviates from traditional views on the dominance of aesthetic and immersive features. This divergence opens new avenues for research into the psychological and social dynamics of livestream shopping(Song et al., 2024).

This research contributes a practical framework for understanding and leveraging customer inspiration in digital commerce. It highlights the need for streamers to establish credibility and deliver content that resonates emotionally with their audience. Additionally, the study provides actionable insights for platform developers to optimize user experience by prioritizing content-driven strategies over purely technological enhancements. Despite its contributions, the study acknowledges the weak predictive power of the proposed model, as indicated by the R-square values. Future research could address these limitations by incorporating additional variables, such as cultural influences or broader demographic samples, to enhance the model's robustness. Moreover, exploring longitudinal data could provide deeper insights into the sustainability of customer engagement in livestream shopping.

4. Conclusion

This study provides a comprehensive understanding of the role of customer inspiration in livestream shopping, advancing e-commerce strategies by uncovering how inspiration influences consumer behavior. The dual constructs of customer inspiration—inspired by and inspired for—offer a nuanced framework that highlights the psychological progression from emotional engagement to actionable intent. By demonstrating the significance of source credibility as a key determinant, the research emphasizes the importance of trust and authenticity in enhancing the livestream shopping experience. Furthermore, the findings challenge conventional assumptions about the influence of immersive features like telepresence and perceived attractiveness, shifting the focus to content-driven engagement strategies that foster deeper consumer connections. This shift underscores livestream shopping’s potential to redefine digital marketing practices through emotionally resonant interactions. The study's implications are both theoretical and practical. Theoretically, it enriches existing literature with a refined model of customer inspiration in the livestream shopping context. Practically, it offers

actionable insights for streamers, marketers, and platform developers to optimize their strategies by prioritizing credible and interactive content. However, the study acknowledges limitations, including the weak predictive power of its model, which future research could address by incorporating broader variables like cultural differences or exploring the long-term impact of inspiration on customer loyalty. Investigating the interplay between inspiration and other psychological constructs such as trust and motivation could also enhance the understanding of livestream shopping dynamics. Ultimately, this research provides a foundational framework for understanding customer inspiration mechanisms, paving the way for more effective marketing strategies and platform innovations. By leveraging these insights, businesses can maximize the potential of livestream platforms to drive engagement, foster loyalty, and sustain growth in the competitive e-commerce landscape.

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