

PURCHASE DECISION EFFECTS OF IN STORE LIVE STREAMING IN INDONESIA

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Abstract

Introduction- Based on previous literature, in-store live streaming has gained immense popularity in the Chinese market, providing interactive engagement for consumers. This study investigates how in-store live streaming influences Indonesian consumers' desire to make in-person purchases, considering different retail environments and influencer characteristics in the Indonesian market. In this research, we add the variable of Consumers Attitude toward Platform Interactivity, in addition to the previous two variables, Consumers Attitude toward In-Store Influencer and Consumers Attitude toward Product in the organism in the SOR model.

Review of Literature and Hypotheses Development- The present research employs the Stimulus-Organism-Response (SOR) model to examine the influences of informativeness, wishful identification, para-social interaction, and customer inspiration on consumers' perceptions of influencers, products, and platform interactivity.

Research Method- This research examines how in-store live streaming influences consumers' offline purchase intent in Indonesia. A survey of 300 live stream viewers measured perceptions of the influencer, product, and platform, along with offline purchase motivation. Findings from exploratory factor and regression analysis reveal that an informative, interactive, and inspiring streaming session positively affects attitudes and buying intent.

Results and Discussion- The majority of respondents were 26-35 year old employed females with an undergraduate degree and monthly income below IDR 16 million. Shopee (38%) and TikTok (37%) were the most used platforms for viewing live streams. Exploratory factor analysis confirmed scale validity and reliability. Regression analysis revealed informative and inspirational streaming content positively influences attitudes towards the influencer and product, driving key purchase motivation. An engaging platform also reinforces buying intent. These findings indicate live commerce can effectively stimulate offline sales in Indonesia.

Conclusion- The research examines the impact of in-store live streaming on consumer purchase decisions in Indonesia. Results reveal a positive relationship between informativeness, wishful identification, para-social interaction, and inspiration with attitudes toward influencers, products, and platforms. Positive perceptions of influencers and products lead to increased offline purchase intent after live streaming. Moreover, interactive platforms contribute to motivating offline purchases. Implementing an effective in-store live streaming strategy can effectively enhance offline purchase intentions.

Keywords: In-store live streaming, Offline purchase intentions, Influencer marketing, Consumer attitudes.

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INTRODUCTION

Recently, there has been a notable rise in the popularity of in-store live streaming, especially in the Chinese market, across diverse product categories such as general and fashion retail, tourism, dining experiences, makeup tutorials, and talent showcases. This increasing trend enables influencers to showcase different facets of products or services in real-time, fostering interactive engagement as viewers can actively engage by posing questions and interacting with the influencer throughout the live stream. In-store live streaming has swiftly transformed into a marketing tactic that simulates the in-store shopping experience for audiences, removing the necessity for them to visit physical stores.

Remarkably, it has captivated the attention of over 703 million individuals, roughly 68.2% of all Internet users in China. Furthermore, research conducted (Zhang et al., 2023) revealed that in-store live streaming can positively influence consumers' offline purchase intentions. Viewers of in-store live stream sessions were inclined to develop a positive perception of the products and the store, consequently resulting in a heightened inclination to make in-store purchases. Live-stream marketing presents numerous advantages not only for customers and products, but also for sellers/influencers, including:

- a) By the concept of Live-stream marketing who is the seller/influencers doing online and communicate directly and real-time to customers, gives the better understand and evaluate products, often features limited-time offers and discounts, which can encourage customers to buy.
- b) Live-stream marketing offers an effective platform for in-depth showcasing and demonstration and can help businesses to increase brand awareness and visibility by reaching a large audience of potential customers then might give the repeat order if the product has good quality.
- c) Successful live streams can enhance seller/influencers' reputation and credibility, attracting more followers and revenue from sponsorships, endorsements, and affiliate marketing. The endorsement and promotional strategy employed by an influencer can facilitate businesses and entrepreneurs in expeditiously stimulating sales, as exemplified in the research conducted by Xueli Wang et al., 2022.

Factors like the store's feel and how the salesperson shows things in live streaming were seen to increase people's desire to buy. Additionally, findings from a study conducted by Clement Addo et al., 2021 suggest that in-store live streaming can be particularly effective in influencing consumers to purchase luxury goods. Their research indicates that viewers of in-store live streams were more inclined to perceive luxury goods as of higher quality and more exclusive, subsequently increasing their intent to make purchases of such items. This phenomenon underscores the multifaceted and powerful role of in-store live streaming in shaping consumers' purchasing decisions. Live stream marketing is experiencing a notable surge in prominence, particularly in the Chinese context, where it has captivated the attention of an audience exceeding 700 million individuals, as reported by the China Internet Network Information Center in 2022. Concurrently, the emerging trend of in-store live streaming is gaining traction, affording influencers the ability to recreate the in-store shopping experience for viewers, eliminating the need for physical visits to brick-and-mortar establishments, as expounded upon by Clement Addo et al., 2021. Live stream shopping isn't just popular for easy online buying. It's also becoming a key method to encourage people to buy in physical stores, as noted by Liu et al., 2021. However, it is pertinent to note that prior academic research in this area has predominantly centered on examining the impact of live stream marketing on online purchase intentions, with significant contributions from Ang et al.,

2018, Hu & Chaudhry, 2020, Wongkitrungrueng et al., 2020, and Wongkitrungrueng & Assarut, 2020

There is a gap in research on the effects of live stream marketing on offline or in-store purchase intentions (Zhang et al., 2023) as live stream marketing is increasingly being used to promote offline or in-store purchases. While live stream marketing can be a very effective way to reach a target audience, they need to choose the right platform to make a big difference. In the world of live stream marketing, choosing the right platform is critical to leaving a lasting impression on your target audience. As in the other journal research that we found, it defines platform as "Social commerce platforms are online platforms that enable interactions and shopping experiences among consumers, merchants, and various other participants." (Hussain et al., 2021). The research by Hussain et al., 2021 explores how platform features influence purchase intentions in social commerce through psychological contracts. They discovered that platform interactivity and user ratings and reviews positively affect purchase intentions, both directly and by shaping psychological contracts. Social commerce is an emerging trend characterized by a growing populace utilizing social media platforms to engage in commercial transactions, encompassing the purchase of goods and services. This trend is underpinned by a multitude of determinants, notably the convenience afforded by the ability to shop from any location and at any hour, the capacity for users to establish connections with peers and acquire product recommendations, as well as the often more cost-effective options available through online channels.

Interestingly, the journal paper we are discussing emphasizes that there has not been much research on how influencer marketing through live streaming affects whether customers decide to shop in physical stores or buy things offline. However, it does not talk about something important, the choice of the platform used for live streaming. Our study aims to fill in this gap by looking at how in-store live streaming affects how customers decide whether to shop in a physical store or offline. To address this missing piece in the existing journal literature, our research wants to investigate not just the effects of in-store live streams, but also how the choice of platform influences how customers make decisions about shopping in physical stores or offline. This paper is organized in the following manner: Section 2 offers an in-depth look at previous studies. Section 3 details the methods used to tackle the research aim. Our study endeavors to offer a comprehensive understanding of how live stream marketing influences consumer behavior in the context of offline purchase decisions, considering the content of live streams and the specific platform utilized.

REVIEW OF LITERATURE AND HYPOTHESES DEVELOPMENT

Stimulus

Environmental cues influence consumers' cognitive and affective states in online purchasing environments, ranging from business design to customers' inner thoughts (Gao et al., 2021). Various factors studied in previous research on social media marketing could impact consumers' tendencies to make online buying decisions. These factors have the capacity to evoke emotional responses concerning both products and influencers, thereby potentially shaping consumers' intentions to make purchases. The recent emergence of in-store live streaming introduces unique characteristics that warrant a thorough examination of its comparability to conventional social media marketing methods.

a) Informativeness (IN)

Media sources provide value when they offer comprehensive product information (Rotzoll et al., 1986). Several factors, including content accuracy and timeliness, determine this value (Cheung & Thadani, 2012; Kang et al., 2020). In online retail, informative content can shape

potential customer perceptions. This research contemplates the prospective role of informative content as an external stimulus in the context of live stream influencer marketing.

b) **Wishful Identification (WI)**

People often seek identification with those sharing interests or those they aspire to emulate, a process known as "wishful identification" (Hoffner & Buchanan, 2005; Schouten, 2020). Social media influencers can significantly impact this process, with viewers feeling a stronger connection with them compared to traditional celebrities (Schouten, 2020). This research aims to explore the effect of wishful identification within a live streaming setting.

c) **Para-social Interaction (PI)**

The concept of para-social interaction (PI) arises from perceived interactions between viewers and performers, such as audiences and influencers (Sokolova & Kefi, 2020). Direct eye contact and personal conversations, often initiated through cameras, can foster PI or PR (Para-social relationship) (Hartmann & Goldhoorn, 2011; Reinikainen et al., 2020). Previous studies highlight the influence of PI and PR on audience attitudes and behaviors, with PR enabling two-way interactions, whereas traditional media mainly offers PI (Agnihotri & Bhattacharya, 2021; Kim et al., 2015). This study suggests the potential for live chat features and influencer's approachability to foster PR, possibly influencing consumer perceptions.

d) **Customer Inspiration (IS)**

Live streams from inside stores can motivate viewers, an idea known as "customer inspiration" as mentioned by Bottger et al., 2017 and Izogo & Mpinganjira, 2020. Streamers often use detailed terminology and offer time-sensitive promotions, potentially influencing customer perspectives in the live stream marketing process.

Organism

In the SOR framework, the "organism" signifies an individual's emotional condition, including emotions, perceptions, and buying tendencies triggered by stimuli, as highlighted by Chetioui et al., 2020 and Vazquez et al., 2020. The influence of attitudes on consumer behavior intensifies during active engagement in the advertising process. This study suggests that customer perceptions of influencers (AI) and products (AP) play a pivotal role, further emphasizing platform interactivity's importance (AF), which encompasses user engagement, real-time communication, and content usefulness (Hussain et al., 2021).

Response

The response in the SOR model encapsulates consumers' actions, including their purchase intentions (IP) and behaviors (Chetioui et al., 2020; Xu et al., 2020). Integrating influencer endorsements in live streaming platforms has the potential to strengthen the relationship between influencers and viewers, thereby enhancing message receptivity. Given the essential role of in-store (offline) purchases in the context of in-store live streaming, it is crucial to examine consumers' intentions within this particular environment. Emphasizing the centrality of purchase intention within the Stimulus-Organism-Response (SOR) framework highlights the importance of this study. (Zhu et al., 2020).

Development of Hypothesis

The central aim of this study is to elucidate how environmental cues can impact consumers' feelings towards a product. In an engaging online context, these environmental cues have the potential to stimulate prospective customers, thereby positively affecting their attitudes (Ganesh et al., 2010.). This study suggests that by using certain signals, like giving informativeness, wishful identification, para-social interaction, and consumers inspiration, influencers can shape how

viewers see them and the products they talk about in live streams from stores. Considering the foregoing, we posit the ensuing hypothesis:

- *H1 (IN, WI, PI, IS → AI)*: Elements such as informativeness, wishful identification with the influencer, para-social interaction, and the inspiration sourced from the live stream can shape how viewers perceive the influencer. Positive and effective presentation of these elements can engender favorable opinions towards the influencer.
- *H2 (IN, WI, PI, IS → AP)*: Similarly, these elements also dictate perceptions of the endorsed product. A well-executed live stream that's informative, relatable, and inspirational can generate a positive product image.
- *H3 (IN, WI, PI, IS → AF)*: The elements within the live streaming environment can affect perceptions about the platform's interactivity. High scores in these elements can improve user satisfaction concerning platform interactivity.

Historically, positive views of online shopping settings have affected buying habits, as noted by Chetoui et al., 2020; Park & Lin, 2020 highlighted that how consumers feel about a product can play a key role in their decision to buy it. While past research has investigated online purchase intentions linked to these attitudes, there's a gap when it comes to intentions for in-store or physical buying. We believe that in-store live streaming can boost positive perceptions of products and influencers, intensify engagement with ads, and eventually drive the desire to buy in-store or offline.

- *H4 (AI → IP)*: Favorable perceptions of an influencer can elevate the intent to make in-store purchases. This intent can be driven by influencer credibility, relatability, and overall appeal.
- *H5 (AP → IP)*: Trust and perceived value in the showcased product can stimulate in-store purchasing. A positive product perception greatly enhances this motivation.
- *H6 (AF → IP)*: An immersive live streaming experience on a given platform can motivate in-store product purchases. Enhanced interactivity and user experience on the platform positively correlate with this intent.

The SOR framework underscores the significance of the "organism" as an intermediary between the stimulus and the resulting action, as highlighted by Fu et al., 2021. This study suggests that influencers can spark consumer curiosity in products, shape favorable views of both the items and themselves, and inspire people to contemplate in-store buying. Consequently, consumer

sentiments can serve as a bridge connecting the diverse environmental signals (stimuli) with the eventual buying actions (response).

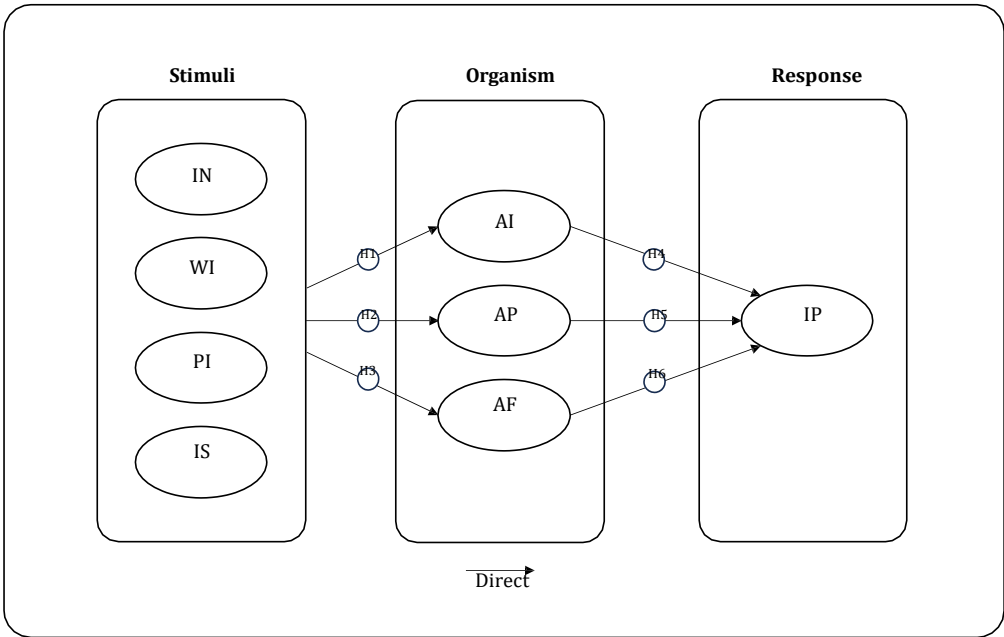


Figure 1. SOR Diagram Model (IN: Informativeness, WI: Wishful Identification, PI: Para-Social Interaction, IS: Customer Inspiration, AI: Consumers attitude toward in store influencer, AP: Consumers attitude toward Product, AF: Consumers attitude toward Platform Interactivity, IP: Consumers offline purchase intention)

RESEARCH METHODS

Data source and selection of variable

The online questionnaire will be developed for this study, and we will collect data in Indonesia. The sample population comprises individuals who have engaged in online interactions during in-store live streams. Given the extensive population size and an unfamiliarity with their behavioral tendencies, employing Slovin's best-fit formula for sample size determination is advisable.

$$n = \frac{N}{1 + \sqrt{e^2 \left(\frac{N}{e} \right)^2}}$$

n - sample size, N - population size, e - marginal error

Indonesia Population until mid 2023 is 278.696.200 and we expect the marginal error is 7%. Using the Slovin's formula, the minimum total sample is 204. A total of 300 respondents were collected/surveyed for the study. A survey was administered to the target demographic to gather data. To maximize data collection while meeting the study's criteria, both random and convenient sampling techniques were employed. An essential criterion for respondents to qualify for participation in the study was their prior exposure to in-store live streams.

We first checked if participants were eligible and willing to join the study by asking:

- a) Have you watched in-store live streams before? Are you open to participating in our academic research? Answer with either: Yes or No.
- b) If someone answered "No", they didn't move on to the main survey.

- c) Prior to commencing the primary survey, we conducted a trial of our questions with 10 individuals from diverse backgrounds to ensure clarity and comprehension.
- d) Any confusing questions were fixed.
- e) Each person could only answer once to keep the results fair. Also, you had to be 18 or older to join.

Analytical approaches

We used exploratory factor analysis (EFA) to check the sample's adequacy, biases, and relationships between elements. We tested our EFA model with SPSS v29. Additionally, we analyzed respondent demographics with descriptive statistics. To assess the direct impacts of independent variables on offline purchase intention, multiple regression analysis was employed. Hypothesis decisions were determined by evaluating the significance of p-values at the 0.05 level. Additionally, we conducted examinations on convergent and discriminant validities and identified factors through exploratory factor analysis (EFA).

RESULTS AND DISCUSSION

Demographics and Characteristics of the Respondents

This study collected survey responses from 300 participants in Indonesia to analyze the effects of in-store live streaming on purchase decisions. The majority of respondents were 26-35 year old employed females with an undergraduate degree. 42% earned below IDR 8 million monthly, while 30% earned IDR 8-16 million per month. In terms of live streaming platform preference, Shopee (38%) and TikTok (37%) were the top two platforms used by respondents to watch in-store live streams. Capturing this demographic and usage context provides helpful background when examining the effects of in-store live streaming on purchase decisions.

Table 1. Socio-demographic characteristic

	Frequency	Percent	Cumulative Percent
Gender			
Male	126	42,00	42,00
Female	174	58,00	100,00
Occupation			
Part-Time	21	7,00	7,00
Full-Time	242	80,67	87,67
Student	16	5,33	93,00
Unemployed	10	3,33	96,33
Prefer not to say	11	3,67	100,00
Age Group			
18 - 25	53	17,67	17,67
26 - 35	175	58,33	76,00
36 - 45	43	14,33	90,33
46 - 55	18	6,00	96,33
56 - 65	11	3,67	100,00
Educational Level			
Elementary school	3	1,00	1,00
Senior High School	39	13,00	14,00

Undergraduate	223	74,33	88,33
Master	35	11,67	100,00
Monthly Income Group			
Below Rp 8.000.000,-	126	42,00	42,00
Rp 8.000.000,- to Rp 16.000.000,-	89	29,67	71,67
Rp 16.000.000,- to Rp 24.000.000,-	47	15,67	87,33
Rp 24.000.000,- to Rp 32.000.000,-	21	7,00	94,33
Above Rp 32.000.000,-	17	5,67	100,00
Live Streaming Platform Used for Watching			
Instagram	47	15,67	15,67
Shopee	113	37,67	53,33
Tiktok	110	36,67	90,00
Tokopedia	16	5,33	95,33
Youtube	13	4,33	99,67
Others	1	0,33	100,00

Reliability & Validity

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy scored 0.971, signifying excellent sampling adequacy for factor analysis, significantly surpassing the minimum threshold of 0.5 (Williams et al., 2010). The Bartlett's test of sphericity yielded a significant result ($p < .001$) affirming the factorability of the correlation matrix as it meets the standard threshold ($p < 0.05$) (Williams et al., 2010). The results indicate outstanding reliability and validity of the sample supporting the initiation of exploratory factor analysis, highlighted by a high KMO value far surpassing the minimum requirement and a significantly significant Bartlett's test meeting the standard criteria.

Table 2. KMO and Bartlett's test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,971
Bartlett's Test of Sphericity	Approx. Chi-Square	6078,468
	df	378,000
	Sig.	<.001

Following the analysis, it was observed that the factor loading values for each statement assessing a specific construct exceeded 0.5. As suggested (Hair et al., 2017), factor loadings exceeding 0.5 indicate that the survey questions asked to respondents are valid measures of their intended construct. Moreover, the Cronbach's alpha reliability coefficient computed for each construct exceeded the 0.7 threshold. Values above 0.7 signify acceptable scale reliability (Kline, 2005). Hence, both assessments validate that the measurement scales employed in this research exhibit sufficient validity and internal reliability to capture the respective constructs outlined in the conceptual framework.

Table 3. Measurement of scale and their factor loadings

Construct	Items	Loading
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Informativeness (Cronbach's $\alpha = 0.855$)	IN1: Information provided by the in-store live streamer is beneficial.	0,557
	IN2: I think the in-store live streamer provides timely information about the product or service.	0,596
	IN3: The in-store live stream supplies relevant product or service information.	0,675
	IN4: I found that watching the in-store live stream is a convenient source of getting the product or service information.	0,743
	IN5: The in-store live stream always provides complete product information.	0,605
Wishful Identification (Cronbach's $\alpha = 0.859$)	WI1: The in-store live streamer is the person I want to be like myself.	0,841
	WI2: I wish I could be more like the in-store live streamer.	0,863
Para-social Interaction (Cronbach's $\alpha = 0.861$)	PI1: I look forward to watching the in-store live streamer on her/his channel.	0,814
	PI2: When I watch a certain in-store live stream, I feel like I am part of the streamer's group.	0,818
	PI3: The in-store live streamer makes me feel relax and comfortable as if I am with friends.	0,735
	PI4: When the in-store live streamer expresses his/her feeling about a certain product or service, it helps me make up my mind about that product or service.	0,614
Consumer Inspiration (Cronbach's $\alpha = 0.767$)	IS1: I consider that the in-store live streamer serves as a reliable source of information and discovery.	0,743
	IS2: In-store live-streaming helps me to be imaginative about the products/services.	0,787
	IS3: In-store live-streaming inspired me to visit the physical store/service providers.	0,624
Consumers' Attitudes Towards In-Store Influencers (Cronbach's $\alpha = 0.825$)	AI1: I consider that the in-store live streamer serves as a reliable source of information and discovery.	0,620
	AI2: I believe that the in-store live streamer presents interesting content.	0,642
	AI3: I think the in-store live streamer serves as a reliable source for me	0,633
Consumers' Attitudes Towards Products (Cronbach's $\alpha = 0.855$)	AP1: I have a favourable opinion about the product or service that the in-store live streamer recommended.	0,633
	AP2: I think the product or service that the in-store live streamer recommended is interesting.	0,681

	AP3: I think the product or service that the in-store live streamer recommended is likable.	0,724
	AP4: I think the product or service that the in-store live streamer recommended is pleasant	0,674
Consumers' Attitude Towards Platform Interactivity (Cronbach's $\alpha = 0.821$)	AF1: I think the platform has lots of different things to see.	0,674
	AF2: I think the platform is interesting enough to keep me watching.	0,566
	AF3: I think it's easy to use the platform and find what I want.	0,635
	AF4: I think the platform gives fast answers when I ask questions.	0,644
Consumers' Offline Purchase Intentions (Cronbach's $\alpha = 0.831$)	IP1: I feel the product/service that the live streamer recommended is worth buying in-store.	0,632
	IP2: I want to try the product that the live streamer recommended during live-streaming in-store.	0,633
	IP3: I am willing to recommend the product or service that the live streamer advertised to my friends and family	0,531

Regression Analysis

The model exhibits acceptable predictive capabilities as shown by adjusted R² values exceeding 0.67 (Hair et al., 2017). All predictors significantly ($p < .001$) explain substantial variance in key dependent variables, Consumers attitude toward in store influencer (71.3%), Consumers attitude toward Product (71.7%), Consumers attitude toward Platform Interactivity (67.6%) and Consumers offline purchase intention (70.7%). The Durbin-Watson statistics range from 1.82 to 2.24, indicating no serious auto-correlation issues (Field, 2013). With R values above 0.80 and significant R² values, the conceptual framework demonstrates predictive validity in modeling online shoppers' decision making regarding live streaming powered social commerce.

Table 4. Regression Model Fit Summary

Predictors	Dependent Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
IS, WI, IN, PI	AI	.847a	0,7170	0,7130	0,4113	1,8150
IS, WI, IN, PI	AP	.849a	0,7205	0,7167	0,3668	1,8583
IS, WI, IN, PI	AF	.825a	0,6804	0,6760	0,3853	2,2436
AI, AP, AF	IP	.842a	0,7096	0,7067	0,4072	1,9985

Table 5. Coefficients of multiple regression and critical ratios (t-values) for theoretical pathways

Dependent Variable	Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
AI	IN	0,3854	0,0646	0,3234	5,9636	0,0000
	WI	0,1342	0,0371	0,1956	3,6227	0,0003

	PI	0,1368	0,0539	0,1564	2,5381	0,0117
	IS	0,3466	0,0570	0,3011	6,0815	0,0000
AP	IN	0,2980	0,0576	0,2788	5,1703	0,0000
	WI	0,0350	0,0330	0,0568	1,0587	0,2906
	PI	0,1915	0,0481	0,2442	3,9851	0,0001
	IS	0,3929	0,0508	0,3806	7,7302	0,0000
AF	IN	0,2784	0,0605	0,2652	4,6003	0,0000
	WI	0,0346	0,0347	0,0573	0,9973	0,3195
	PI	0,2002	0,0505	0,2599	3,9660	0,0001
	IS	0,3575	0,0534	0,3526	6,6979	0,0000
IP	AI	0,1474	0,0549	0,1506	2,6857	0,0076
	AP	0,5077	0,0698	0,4653	7,2750	0,0000
	AF	0,3129	0,0616	0,2817	5,0792	0,0000

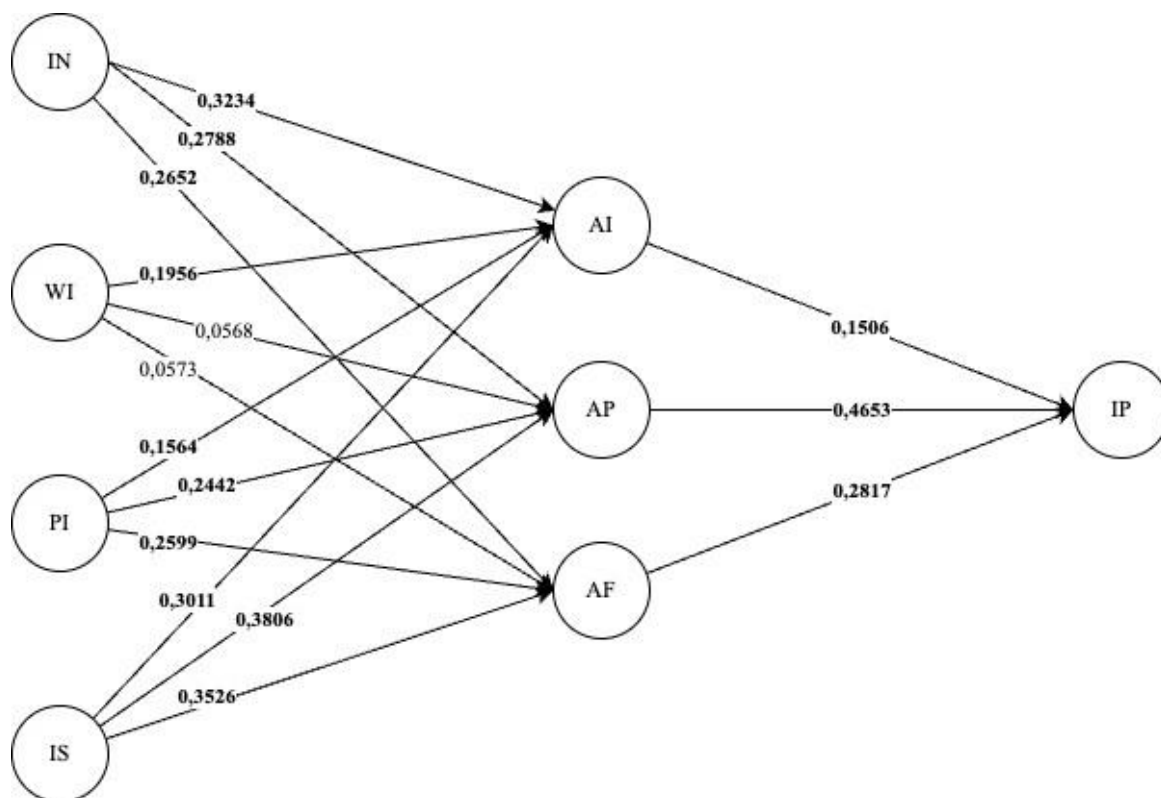


Figure 2. Path Diagram (Bold – $p < 0,05$)

Based on the previously presented path diagram and regression coefficient table, here are the conclusions for each hypothesis:

- H1 is supported ($p < 0,05$). IN, WI, PI, and IS are proven to have a significant positive influence on AI. IS has the greatest influence (beta=0.3011) followed by IN (beta=0.3234). This indicates that the inspiration and information provided by the influencer plays the biggest role in shaping viewers' positive perceptions towards the influencer.

- H2 is supported ($p < 0.05$). IN, PI and IS have a significant positive influence on AP. The greatest influence is given by IS ($\beta = 0.3806$) then PI ($\beta = 0.2442$). Inspirational live streaming with para-social interactions is effective in building a good product image.
- H3 is supported ($p < 0.05$). IN, PI and IS have a significant positive influence on AF. IS has the greatest influence ($\beta = 0.3526$) followed by PI ($\beta = 0.2599$) in enhancing user satisfaction with platform interactivity.
- H4 is supported ($p < 0.05$). AI has a significant positive influence on IP ($\beta = 0.1506$). Positive influencer perception affects offline purchase intent.
- H5 is supported ($p < 0.05$). AP has the strongest influence ($\beta = 0.4653$) on IP. A good product image is the key driver of intent to purchase products offline.
- H6 is supported ($p < 0.05$). AF has a significant positive influence on IP ($\beta = 0.2817$). An interactive and immersive live streaming experience motivates consumers for offline purchases.

The hypotheses tests in this study provide empirical validation for several key arguments made in prior literature. Firstly, the findings that environmental stimuli like influencer wisdom, attractiveness and product interaction shape positive perceptions and affinity (H1, H2, H3), addresses the limited understanding on how live streaming drives offline purchase intentions (Zhang et al., 2023). By linking these influencer and platform features to higher offline buying motivation (H4, H5, H6), the study offers behavioral explanations connecting platform experiences with actual purchase decisions, plugging a key knowledge gap in this emerging marketing channel (Wongkitrungrueng & Assarut, 2020).

Additionally, the results support the conceptual premise that psychological contracts explaining user exchange behavior are shaped by platform interactivity and capability to showcase products and seller reputation (Hussain et al., 2021). Specifically, inspirational content and product interactions reflect the platform's focus on engaging users, hence fostering greater trust and reciprocity norms captured in the affinity and appeal perception measures (H1, H2, H3). As these psychological expectations boost purchase intentions (H4, H5, H6), the hypotheses tests validate proposed models integrating psychological contracts as a vital driver linking platform characteristics to commercial outcomes.

Overall, by evidencing how technological affordances and emotional connections motivate online viewers to make offline purchases, this study's empirical findings enable more precise explanations of customer decisions and outcomes in live stream marketing. The results offer actionable insights for platforms seeking to optimize social commerce features that strengthen psychological bonds with users to achieve greater sales impact.

CONCLUSION

The study investigated the impact of in-store live streaming on consumer purchase behavior in Indonesia. Results suggest that factors such as informativeness, wishful identification, para-social interaction, and inspiration have a positive effect on consumers' perceptions and intentions to make offline purchases, supporting the findings of Zhang et al., 2023. Specifically, inspiration and para-social interaction with the influencer stood out as most impactful in shaping positive perceptions and driving purchase motivation. This highlights the importance of an engaging, relatable influencer in capturing viewer mindshare and conversions.

The testing of hypotheses reveals that factors such as informativeness, wishful identification, para-social interaction, and inspiration have a positive impact on consumers' attitudes and intention to purchase in Indonesia. This aligns with the survey data showing significant positive effects of these independent variables on attitudes towards the influencer, product, and platform ($p < 0.05$). Specifically, inspiration (IS) from the influencer has the greatest impact on favourable

perceptions across all attitudes. This matches the data whereby IS has the highest beta coefficient for influencer attitude (0.3011), product attitude (0.3806), and platform attitude (0.3526).

Additionally, product attitude (AP) has the strongest effect on purchase intention based on the beta value (0.4653). This supports the hypothesis that positive product perceptions mainly drive offline buying motivation after viewing in-store streams. While wishful identification has a significant influence on influencer attitude, it does not significantly impact product and platform attitudes. This indicates that relating with the influencer may not directly translate to product or platform favourability.

Moreover, platform interactivity had a greater effect on purchase intention compared to influencer attitude, suggesting the vital role platforms play in connecting consumers and influencers to boost sales (Hussain et al., 2021). Facilitating immersive user experiences and leveraging emerging technologies could further motivate offline purchasing. Overall, an effective in-store live streaming strategy requires strong influencer-product likeability coupled with an interactive platform that informs, inspires, and fosters social connections with viewers. Executed well, this can successfully drive offline purchases in Indonesia.

Limitations and Future Research This research relied solely on quantitative surveys. Future studies could qualitatively explore consumer decision-making processes in depth. Moreover, examining differential impacts across product categories and demographic segments (age, gender, income) could reveal additional insights.

Cross-cultural comparisons to developing Southeast Asian countries would provide helpful context as government regulations and consumer behaviour vary across markets (Zhang et al., 2023). Finally, investigating how technologies like augmented reality and virtual reality could enhance live stream effectiveness remains an open frontier.

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