

The Influence of Inspirational Factors in Forming Intentions Generation Z Consumers Purchase Through Features Livestream Shopping on E-Commerce in Indonesia

Syahdia Roudhatul Janah^{1*}, Alldila Nadhira Ayu Setyaning²
Universitas Islam Indonesia

Corresponding Author: Syahdia Roudhatul Janah 21311078@students.uui.ac.id

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ABSTRACT

This study aims to determine the influence of content diagnosticity, vicarious expressions, source credibility, social presence, and telepresence in inspiring generation Z consumers who use e-commerce in Indonesia to form purchase intentions through livestream shopping. This study uses a convenience sampling technique with a final total of 372 respondents. The analysis test in this study uses the SEM method with the help of the SmartPLS 4.0 application. The results of this study are that there is an influence of vicarious expressions, source credibility, social presence, and telepresence in inspiring generation Z consumers who use e-commerce in Indonesia to form purchase intentions through livestream shopping, but content diagnosticity cannot provide inspiration to the subjects of this study.

INTRODUCTION

Currently, many people are more interested in shopping online due to technological advancements. The widespread use of the internet and online activities, particularly in the context of online shopping, has resulted in limitations in seeing, assessing, and feeling the texture of a product or service. Due to this issue, many sellers are utilizing the livestream shopping features that are available. Live streaming shopping is a business innovation aimed at increasing sales in e-commerce (Liu & Yu, 2022). Live streaming shopping is conducted online, where sellers offer their products directly or in real time to consumers (Pelesia & Paramita, 2023). When offering a product, sellers can show it in its entirety, allowing consumers to get a clear picture of the product they are considering purchasing (Hartanto & Rodhiah, 2024).

Consumers are driven to take action due to inspiration. Inspiration is considered to enhance active participation from consumers, resulting in purchase intentions (P. Gao et al., 2021). It is an important component in creating purchasing behavior through live streaming shopping, which needs to be explored further (Song et al., 2024). Interactive and engaging content is described as an external incentive that can trigger inspiration, leading to consumers' purchase intentions during live streaming shopping events (Chen et al., 2024). When live streaming occurs, several supporting objects may catch the attention of consumers, leading to characteristics that need to be considered regarding the content and scenes that can create interaction between the streamer, as the seller, and the audience, as potential consumers (Song et al., 2024).

Content quality refers to the trust generated by consumers towards the streamer as a seller to further explore the offered product. When content quality is taken into account, live streaming helps the streamer transfer product information to the viewers or potential consumers (Song et al., 2024). Indirect expression in content characteristics is a form of interaction arising from the expressions generated during the live streaming event. In this context, the streamer, as the seller, offers their products by inspiring the viewers or potential consumers in a clear manner (Song et al., 2024). Li et al., (2021) identify that indirect expressions during live streaming shopping occur when consumers, as viewers, share the same thoughts as the streamer when a product is introduced. Consumers will visualize how the product promoted by the streamer looks when used, subsequently inspiring an intention to purchase. Source credibility is a condition where consumers place their trust due to inspiration drawn from what the streamer presents (Song et al., 2024). The source is crucial, as the credibility of a source is perceived to have a persuasive effect on the message conveyed by the streamer during live stream shopping. When a source is considered highly credible, the information presented by the streamer is valued highly by consumers, as the streamer appears knowledgeable, trustworthy, and appealing in inspiring consumers to generate purchase intentions. Social presence is a primary experience that can create a sense of connection through the communication established. When social presence positively influences live streaming shopping, consumers can understand what content or information the streamer intends to convey. Social presence is viewed as reducing the psychological distance between the streamer

and consumers. Telepresence is the second factor in scene characteristics that needs to be identified. When telepresence is created, it conditions consumers to feel they are part of the same location as the streamer during the live streaming event (Song et al., 2024). Telepresence essentially refers to how the environment is mediated by high interactivity of media involving video, audio, and more (P. Gao et al., 2021). Telepresence is considered to create cognitive results when combined with inspirational factors that act as mediators and result in purchase intentions.

In Indonesia, the trend of shopping through e-commerce is highly popular and continues to surge. A survey conducted by Populix in July 2023 states several reasons why shopping via e-commerce has become a favorite. The reasons include saving effort and time (79%), free shipping (72%), generally lower prices than offline stores (62%), discounts (61%), and the ease of quickly comparing prices with other stores (57%). There are three leading e-commerce platforms commonly utilized by the Indonesian public, namely Tokopedia (for electronic goods), Shopee (for household and health items), and Lazada (for household and health items) (Populix, 2023)

In relation to shopping habits, Populix conducted another survey regarding the shopping behaviors of the Indonesian population. The results indicate that 76% of the Indonesian people, particularly those in Gen Z, prefer using the Shopee e-commerce app to meet their needs. The majority of Gen Z Shopee users are female, accounting for 86%. The survey also revealed that people today enjoy utilizing the live stream shopping feature available on e-commerce platforms. Shopee ranks first with 55% as the app where users utilize the most live stream shopping features, followed by Tokopedia in second place (Febriarni, 2024). Generation Z tends to follow current trends (Prastya, 2024). Gen Z tends to engage in impulse buying, so streamers must encourage consumer purchase intentions by leveraging opportunities and features available in live stream shopping (Sukma & Sirega, 2024). Live streaming shopping serves as a feature that can reach a broader market and provide more detailed information for the purchase decisions of Gen Z consumers using the Shopee app (Kurniawan & Hardianti Sartika, 2023). There is still limited research discussing the concept of inspiration as a mediator, as well as content characteristics and scenes as key factors in building consumers' purchase intentions during live stream shopping events.

As a summary from this research, the related questions are as follows: Does content quality influence the condition of consumers being inspired by something in live stream shopping? Does indirect expression influence the condition of consumers being inspired in live stream shopping? Does source credibility influence the condition of consumers being inspired by something in live stream shopping? Does social presence influence the condition of consumers being inspired by something in live stream shopping? Does telepresence influence the condition of consumers being inspired by something in live stream shopping? Does the process of consumers being inspired by something affect their condition to take action in live stream shopping? Does

the state of consumers being inspired influence the generation of purchase intentions through live stream shopping?

THEORETICAL REVIEW

Content Diagnosticity

Content diagnosticity in this research is defined as a reference for consumers to more effectively resolve issues, which means it relates to how consumers will act when they experience an inspirational effect while interpreting their purchase intentions during live stream shopping. In the study, a high level of content diagnosticity will be increasingly beneficial and influential for consumers in deciding to purchase a product. Song et al., (2024) discuss that the context of content diagnosticity during live stream shopping pertains to the level of trust that can be generated by the streamer towards the audience or consumers. Research conducted by Yi et al., (2017) states that content diagnosticity aids consumers in seeking information about a product online and results in a positive outcome for the consumer shopping experience. Based on this analysis, the proposed hypothesis is as follows:

H1 : Content Diagnosticity has a positive influence in enhancing feelings of inspiration among consumers during live stream shopping.

Vicarious Expressions

In the research conducted by Lee & Lee, (2022), it is stated that vicarious expression defines the extent to which consumers can understand a product from the content provided by the streamer. Additionally, in the study by Peng et al., (2024), it is stated that vicarious expression refers to how well consumers or viewers can feel or comprehend the intentions behind what the streamer is demonstrating. When vicarious expression is effectively conveyed by the streamer, consumers can easily perceive what the streamer means regarding a product, which also produces a positive emotional effect. The interactions generated from live stream shopping can influence consumers both directly and indirectly through the expressions produced. Based on this analysis, the proposed hypothesis is as follows:

H2: vicarious expression has a positive influence in enhancing feelings of inspiration among consumers during live stream shopping.

Source Credibility

In online, source credibility is often associated with the expertise possessed by the streamer in providing information, knowledge about a product, and competence, so consumers regard the information provided by the streamer during live stream shopping as accurate and credible, which they can trust for their purchasing activities (Yang et al., 2023). Content presented with high source credibility is perceived to more easily capture positive thoughts from consumers as viewers during live stream shopping, whereas content with low source credibility is less effective in generating positive thoughts when viewers receive the information presented by the streamer. Source credibility is considered to predict the behaviors taken by consumers when they adopt the

content presented by the streamer (Yang et al., 2023). Based on this analysis, the proposed hypothesis is as follows:

H3: Source credibility has a positive influence in enhancing feelings of inspiration among consumers during live stream shopping.

Social Presence

In the study by W. Gao et al., (2023), social presence is defined as the sense of intimacy that individuals possess psychologically. This study finds that social presence creates a positive relationship, as it can foster trust when consumers receive information from the seller. When trust is established, consumer loyalty will follow, leading to purchase intentions. Social presence is considered an essential factor in establishing secure virtual relationships.

In Online, the desired social presence is a situation where the connection between the streamer and the audience is strong during live stream shopping. When a close virtual relationship exists, it results in a sense of humanity, which helps enhance interpersonal relationships (Lim et al., 2021). A high level of social presence creates opportunities for consumers to position themselves affectively and socially. This may increase the likelihood of consumers making more informed purchasing decisions. Based on this analysis, the proposed hypothesis is as follows:

H4: Social presence has a positive influence in enhancing feelings of inspiration among consumers during live stream shopping.

Telepresence

W. Gao et al., (2023) identify telepresence as the sense of presence created virtually in an environment that is distant between the streamer and consumers or viewers during live stream shopping. Telepresence is also regarded as one of the most important aspects for sellers to understand, particularly for those utilizing live stream shopping features to present a virtual store. In the research conducted by Song et al., (2024), telepresence is described as a high level of presence felt by consumers in a different location from the streamer. Telepresence in live stream shopping plays a role in generating cognitive assessments that trigger inspiration. This, in turn, allows consumers to direct themselves and predict their behaviors and states of inspiration. Based on this analysis, the proposed hypothesis is as follows:

H5: Telepresence has a positive influence in enhancing feelings of inspiration among consumers during live stream shopping.

Inspired by and Inspired to

The process of inspiration provides a deeper understanding of how an individual will take action in subsequent steps. The relationship between the variables 'inspired to' and 'inspired by' is interconnected, with the variable 'inspired to' serving as a trigger that stimulates feelings and thoughts within the individual. This, in turn, activates the variable 'inspired by' in a more complex way to inspire individuals to act, which can influence individual behavior more

broadly, especially in decision-making. Based on this analysis, the proposed hypothesis is as follows:

H6: Feelings of inspiration among consumers have a positive influence on their desire to take action during live stream shopping.

Purchase Intention

In the research conducted by Böttger et al. (2017a), it is stated that inspiration can trigger purchase intentions through the relationship between psychological factors and behavior. When an individual is exposed to something, they will feel an interest in the object in question, which raises their curiosity, leading them to seek more in-depth and detailed information to support the inspirational process and enhance their personal knowledge. When individuals are inspired and sellers understand the concept of inspiration that is interconnected with consumer behavior, it can be beneficial in developing strategies that are deemed effective in promoting consumer purchase intentions. Based on this analysis, the proposed hypothesis is as follows:

H7: Purchase Intention has a positive influence on generating purchase intentions among consumers during live stream shopping.

Based on the results of the discussion, the framework is:

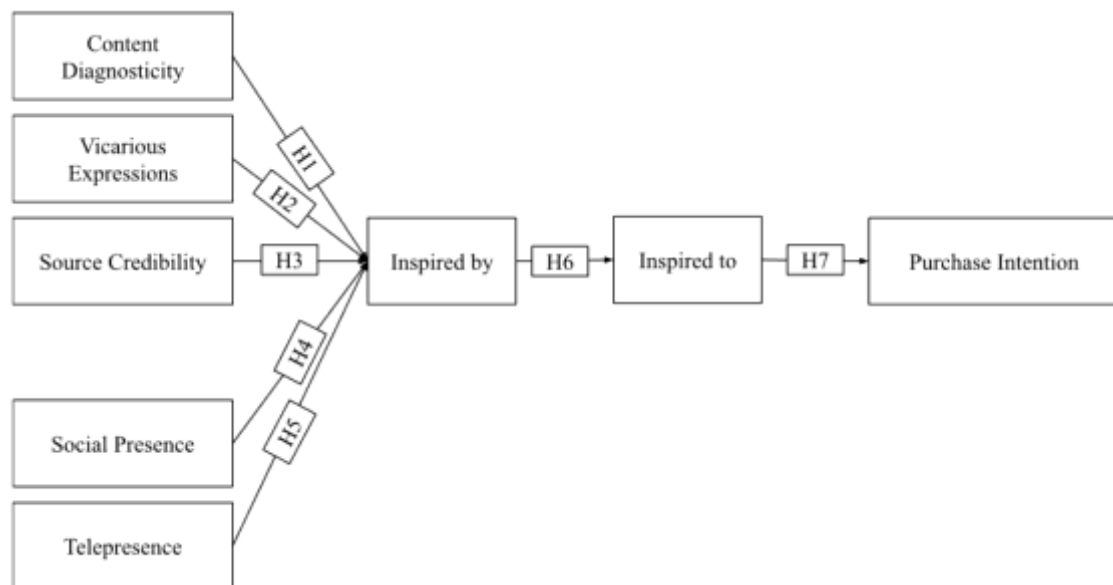


Figure 1. Conceptual Framework

METHODOLOGY

This research uses a quantitative approach method located in Indonesia. The subjects of the approach in this study are Generation Z (Indonesian citizens born in 1997-2012) who use e-commerce. Data collection uses a questionnaire created through Google form and then distributed through social media. Data analysis in this study uses the SEM (Structural Equation Model) method with the SmartPLS 4.1.0.9 application tool.

RESULTS

Descriptive Analysis

Data was collected through an online questionnaire created through Google Form with a convenience sampling technique which means measuring on the smallest scale of 1-2-3-4-5-6 to the largest. This online questionnaire was then distributed to Generation Z (Indonesian citizens born in 1997-2012) as e-commerce users. In this research then obtained 374 respondents who were then filtered into 372 respondents eligible for testing.

Table 1. Characteristic of respondent

Characteristics	Frequency	Percentage
Gender		
Male	113	30,4%
Female	259	69,6%
Age		
12-14 years old	6	1,6%
15-17 years old	18	4,8%
18-20 years old	84	22,6%
21-23 years old	189	50,8%
24-27 years old	75	20,2%
Education		
Junior High School	17	4,6%
Senior High School	239	64,2%
College	110	29,6%
Others	6	1,6%
Work		
Students	238	64%
Entrepreneurs	75	20,2%
Civil Servants	19	5,1%
Employees of State-Owned Enterprises	15	4%
Others	25	6,7%
Residence		
Special region of Yogyakarta	99	26,6%
Jakarta	41	11%
Central Java	82	22%
East Java	42	11,3%
West Java	59	15,9%
Bali	22	5,9%
Others	27	7,3%
Average Monthly Income		
< IDR 2.000.000	179	48,1%
IDR 2.000.000 - IDR 4.000.000	115	30,9%
IDR 4.000.000 - IDR 6.000.000	39	10,5%
IDR 6.000.000 - IDR 8.000.000	18	4,8%
IDR 8.000.000 - IDR 10.000.000	11	3%
> IDR 10.000.001	10	2,7%
Types of e-commerce		

Shopee	236	63,4%
Tokopedia	56	15,1%
Lazada	38	10,2%
Tiktok shop	295	79,3%
Others	14	3,8%
Frequency of Livestream shopping		
Almost everyday	76	20,4%
Several times a week	125	33,6%
Several times a month	111	29,8%
Several times a year	60	16,1%

Source: processed Primary Data, 2024

From the data above, it can be seen that the majority of the criteria for respondents in this study are female respondents (69%), aged 21-23 years (50.8%), last education in Senior high school (64.2%), work as students (64%), live in Special Region of Yogyakarta (26.6%), have an average monthly income of < IDR 2,000,000 (48.1%), use e-commerce TikTok Shop (79.3%) and Shopee (63.4%), and with a frequency of watching livestream shopping several times a week (33.6%)

Data Analysis

Data analysis was carried out to find out whether each variable has validity and reliability in this research.

Table 2. Validity test using a loading factor values

	CD	IBY	ITO	PI	SC	SP	TP	VE	Decisions
CD1	0,820								Valid
CD2	0,864								Valid
CD3	0,846								Valid
IBY1		0,806							Valid
IBY2		0,831							Valid
IBY3		0,808							Valid
IBY4		0,854							Valid
IBY5		0,779							Valid
ITO1			0,873						Valid
ITO2			0,887						Valid
ITO3			0,894						Valid
ITO4			0,890						Valid

PI1				0,889					Valid
PI2				0,924					Valid
PI3				0,895					Valid
SC1					0,918				Valid
SC2					0,914				Valid
SC3					0,754				Valid
SP1						0,924			Valid
SP2						0,935			Valid
SP3						0,905			Valid
TP1							0,903		Valid
TP2							0,911		Valid
TP3							0,879		Valid
VE1								0,842	Valid
VE2								0,837	Valid
VE3								0,819	Valid

Source: Processed Primary Data, 2024

Based on table 2 above, it can be concluded that all available variable indicator items are acceptable because they meet the value above the R-table value or above 0.5. This is concluded based on the formula in the research by (Hair et al., 2019).

Table 3. Validity test result using Average Variance Extracted (AVE)

	<i>Average Variance Extracted (AVE)</i>
Content Diagnosticity	0,711
Vicarious Expressions	0,666
Source Credibility	0,785
Social Presence	0,815
Telepresence	0,749
<i>Inspired by</i>	0,849
<i>Inspired to</i>	0,806
Purchase Intention	0,693

Source: Processed Primary Data, 2024

Based on the table above, it shows that the value of the Average Variance Extracted (AVE) in each variable of this study has a value above the criteria,

namely > 0.50. The Discriminant Validity Test is carried out by analyzing the values of all available variable items and is said to be valid if it is in accordance with the intended criteria.

Table 4. Validity test result using Fornell Lacker Criterion

	CD	IBY	ITO	PI	SC	SP	TP	VE	Keterangan
CD	0,843								Valid
IBY	0,430	0,816							Valid
ITO	0,461	0,684	0,886						Valid
PI	0,426	0,634	0,691	0,903					Valid
SC	0,568	0,538	0,506	0,521	0,865				Valid
SP	0,387	0,701	0,666	0,608	0,544	0,922			Valid
TP	0,278	0,528	0,455	0,451	0,434	0,630	0,898		Valid
VE	0,594	0,520	0,517	0,497	0,628	0,504	0,364	0,833	Valid

Source: Processed Primary Data, 2024

The table above is a table of the results of the discriminant validity test showing that most of each variable item has a greater value when compared to the variable item below it. For example, the value of the Content Diagnosticity item (0.843) which has a greater value when compared to the value of the inspired by variable (0.430) which is directly below it. Another example is also in the Social Presence variable item (0.898) which has a greater value than the Indirect Expression variable (0.364) below it. From this it can be said that the variables in this study can be said to be discriminant validity that has good results.

Table 5. Validity test result using HTMT

	CD	IBY	ITO	PI	SC	SP	TP	VE
CD								
IBY	0,505							
ITO	0,539	0,760						
PI	0,504	0,717	0,767					
SC	0,695	0,607	0,568	0,607				
SP	0,450	0,778	0,730	0,675	0,617			
TP	0,329	0,597	0,509	0,512	0,517	0,703		
VE	0,756	0,624	0,613	0,597	0,783	0,597	0,439	

Source: Processed Primary Data, 2024

In addition to using the Fornell Lacker Criterion discriminant validity test, the discriminant validity test was also carried out using the Heterotrait-Monotrait (HTMT) analysis validity test. HTMT analysis has a criterion that each variable item value must have a value <0.90 . The table above shows that the value of each variable in this study can be said to be valid because it has a value below 0.90.

Table 6. Reliability test result using Cronbach's Alpha and Composite Reliability

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_a)</i>	<i>Composite reliability (rho_c)</i>	<i>Average variance extracted (AVE)</i>	Decision
CD	0,797	0,804	0,881	0,711	Reliable
VE	0,779	0,780	0,872	0,693	Reliable
SC	0,833	0,883	0,899	0,749	Reliable
SP	0,911	0,914	0,944	0,849	Reliable
TP	0,880	0,880	0,926	0,806	Reliable
IBY	0,874	0,881	0,909	0,666	Reliable
ITO	0,909	0,911	0,936	0,785	Reliable
PI	0,887	0,889	0,930	0,815	Reliable

Source: Processed Primary Data, 2024

The value of a variable will be considered reliable when it has a Cronbach's alpha value of more than 0.6. (Hair et al., 2021) stated that the minimum standard for Cronbach's alpha is 0.6 so that the value of a variable can be considered reliable and composite reliability with a minimum value of 0.6. The value of each variable in this study is considered reliable because it has a value above the Cronbach's alpha standard.

Hypothesis Testing

The test conducted to test the hypothesis results is called the Path Coefficient. The path coefficient is calculated with the help of the SmartPLS application through the bootstrapping technique. Based on the rules of Hair et al., (2016), the supported variables are variables that have a P-value <0.05 and a T-statistics value > 1.96. In this study, it shows that all hypotheses are supported except the first hypothesis (H1).

Table 7. Path Coefficients Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Kesimpulan
Content Diagnosticity -> Inspired by	0,079	0,080	0,058	1.364	0,173	H1 Not Supported
Vicarious Expressions -> Inspired by	0,124	0,126	0,059	2.095	0,037	H2 Supported
Source Credibility -> Inspired by	0,106	0,106	0,054	1.972	0,049	H3 Supported
Social Presence -> Inspired by	0,479	0,478	0,053	9.009	0,000	H4 Supported
Telepresence -> Inspired by	0,112	0,112	0,049	2.316	0,021	H5 Supported
Inspired by -> Inspired to	0,684	0,691	0,036	18.993	0,000	H6 Supported
Inspired to -> Purchase Intention	0,691	0,693	0,037	18.452	0,000	H7 Supported

Source: Primary Data, 2024

DISCUSSION

Content diagnosticity have no effect on inspiring consumers during live stream shopping

From the results of the previous hypothesis testing table, the relationship between the content diagnosticity variable is not supported by the condition variable inspired by Generation Z consumers of e-commerce users in Indonesia during livestream shopping. This is evidenced by the P-value > 0.05, which is

0.173 and the T-value <1.96, which is 1.364, which means that the value of the content quality variable does not affect the feeling of being inspired by consumers during livestream shopping. There is a difference with previous research conducted by Song et al., (2024) which stated that content diagnosticity has a positive effect on the feeling of being inspired by consumers during livestream shopping. Toompea et al., (2024) in their research stated that the factor of being inspired by consumers during livestream shopping is driven by various factors such as demand, interactivity, and comfort so that it can produce a pleasant and profitable shopping experience for consumers. The presence of entertainment elements interspersed during livestream shopping can also increase the attraction of consumers to be involved in shopping, namely when livestream shopping is carried out by streamers.

The results of this study state that there is no influence in content diagnosticity on the conditions of inspiration in generation Z consumers to generate purchase intentions through the livestream shopping feature on e-commerce in Indonesia. The majority of respondents in this study were respondents aged 21-23 years who were respondents who were literate or understood technology so that respondents would tend to be more selective about what information would be saved and used as a reference for interacting through cyberspace. From this, it will also produce purchase intentions with mature thinking from each respondent.

Vicarious Expressions have an influence on inspiring consumers during live stream shopping

From the results of the previous hypothesis testing table, the relationship between the content quality variable is supported by the condition variable inspired by Generation Z e-commerce users in Indonesia during livestream shopping. The results of this study are in line with previous research conducted by Lee & Lee, (2022) In their research, there is a supported relationship between the indirect expression variable and the consumer purchase intention variable. Indirect expression in this study focuses on how much understanding can be captured by consumers from the content provided by the seller. When the content presented by the seller has good quality in forming consumer understanding of a product, consumers tend to trust the content because it has good output and is considered to be able to reduce risk.

This research is also in line with research conducted by Song et al., (2024). In previous research conducted by Song et al., (2024) showed that indirect expression has a function as a liaison for the interaction created by consumers and sellers as streamers. When the interaction that occurs during livestream shopping goes well, the consumer's experience will increase, resulting in the consumer's desire to act from the information they have previously obtained. In the context of this research, based on the results of the research that has been conducted, a survey has shown that Generation Z users of livestream shopping on e-commerce in Indonesia tend to utilize interactions with streamers to help understand the information provided by streamers or sellers. Generation Z users of livestream shopping on e-commerce in Indonesia require the appeal of how

sellers can deliver or package their product information attractively during livestream shopping. With the information saved and obtained by Generation Z consumers through streamers on e-commerce, it will certainly inspire them to think carefully about buying the product.

Source Credibility Influences Inspiration of Consumers During Live Stream Shopping

From the results of the previous hypothesis testing table, the relationship between the source credibility variable is supported by the condition variable inspired by Generation Z e-commerce users in Indonesia during livestream shopping. This positive relationship produces a value of 1.972. The results of this study are in line with previous studies by ((Song et al., 2024; M. Li et al., 2013).

Source credibility acts as a reinforcement of the two previous variables, namely content quality and indirect expression where consumers as viewers will trust the credibility of the seller when the information conveyed by the seller is considered credible because of the credibility of the source of information which then generates consumer motivation to make purchases. In the context of this study, generation Z users of livestream shopping on e-commerce in Indonesia trust information from streamers who are considered credible, usually streamers when carrying out livestream shopping utilize positive reviews, testimonials, or experiences in using products in order to inspire consumers to act in generating purchasing intentions. With credibility that continues to be improved, generation Z consumers who use e-commerce in Indonesia when livestream shopping is carried out will be said to be a key factor that can inspire consumers to make purchases.

Social Presence has an effect on inspiring consumers during live stream shopping

From the results of the previous hypothesis testing table, the relationship between the social presence variable is supported by the condition variable inspired by something for Generation Z consumers who use e-commerce in Indonesia during livestream shopping. This positive relationship produces a value of 9.009. The results of this study are in line with previous studies by ((Song et al., 2024; W. Gao et al., 2023; Lim et al., 2021). When the audience as an audience can feel the high social presence, it will result in a process of consumer inspiration towards a product in the content that has been presented by the streamer or seller. In this case, the social presence variable plays a role in increasing consumer participation in a product content promoted by the streamer during livestream shopping. In the context of this study, based on the results of a survey that has been conducted on Generation Z e-commerce users in Indonesia, it is clear how streamers can build a comfortable, warm, and togetherness atmosphere.

Telepresence has an effect on inspiring consumers during live stream shopping

From the results of the previous hypothesis testing table, the relationship between the telepresence variable is supported by the condition variable inspired by something for Generation Z consumers who use e-commerce in Indonesia during livestream shopping. This positive relationship produces a value of 2.316.

The results of this study are in line with previous studies by (Song et al., 2024; W. Gao et al., 2023). There are positive results between these two variables where there are conditions felt by consumers when the telepresence is at high intensity when livestream shopping is carried out by the streamer, which will then make consumers inspired to buy a product offered from the experience given by the streamer. telepresence is related to the emotional relationship that is built within consumers as the audience when livestream shopping takes place. The emotional relationship created in this case is described by how consumers can feel the same atmosphere, whether in terms of place, residence, taste, and others with the streamer even though the distance is not close. In the context of this research, generation Z users of livestream shopping on e-commerce in Indonesia pay attention to how streamers can provide detailed information by presenting nuances and atmospheres as if they or consumers are included in the same room or place when they shop online through the livestream shopping feature.

Inspired by influences Inspired to consumers during live stream shopping

From the results of the previous hypothesis testing table, the relationship between the condition variable inspired by is supported by the condition variable inspired to act for Generation Z consumers who use e-commerce in Indonesia during livestream shopping. This positive relationship produces a value of 18.993. The results of this study are in line with previous studies by (Song et al., 2024; Böttger et al., 2017). In this study, it was stated that there is a positive relationship between inspired by and inspired to. Song et al., (2024) in their research stated that the condition of being inspired by something influences consumers to act, which means that when the content presented by the streamer has been watched by consumers and then inspires them, it will result in purchase intentions. The inspired by something factor also acts as a mediator to increase consumer shopping intentions during livestream shopping. In this case, streamers must be able to present content that not only inspires consumers but must be able to encourage consumers to do something or produce purchase output. In the context of this research, the subject of the research is Generation Z in Indonesia which is then interpreted that Generation Z as consumers pay attention to how streamers act. Generation Z admits that they tend to feel interested, their imagination grows, and feel they have found something new from what is informed by the streamer. Respondents who have a large factor in this research survey are Generation Z with a frequency of viewing livestream shopping several times a week of 33.6%. From this, it can be seen that the information presented by the streamer has an important role in stimulating consumer purchasing intentions through the inspiration variable considering that consumers do not see livestream shopping carried out in an e-commerce every day.

Inspired to influence purchase intention

From the results of the previous hypothesis testing table, the relationship between the inspired to act condition variable is supported by the variable by the purchase intention of Generation Z e-commerce users in Indonesia during

livestream shopping. This positive relationship produces a value of 18.452. The results of this study are in line with previous studies by (Song et al., 2024; Böttger et al., 2017). Purchase intention is formed from how consumers feel motivated by what they have seen, heard, or gotten. In the context of livestream shopping, it means that consumers are motivated to make purchases after watching livestream shopping. Inspiration in this case is associated with a sense of desire as part of consumer decision making for a product offered. In the context of this study, as previously discussed, the majority of Generation Z e-commerce users in Indonesia as respondents in this research survey are female, which means that they pay attention to how an interaction in livestream shopping takes place. Generation Z as a generation that understands technological developments requires interaction in online shopping to foster purchase intention results. Consumers consider various aspects that can inspire them to act, such as how they are moved by the appeal of the streamer's promotion, the quality of the content provided by the streamer, and the sense of togetherness that is presented during livestream shopping.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that there is an influence of vicarious expressions, source credibility, social presence, and telepresence mediated by the inspiration variable to generate purchase intentions in generation Z consumers who use e-commerce in Indonesia. Meanwhile, content diagnosticity has no influence in inspiring consumers to make purchases through the livestream shopping feature of generation Z in Indonesian e-commerce. This can be overcome by ensuring that the streamer as the seller not only shares informative information but can also present an experience in using the product so that consumer inspiration can be stimulated more quickly. Consumers usually need excessive information so it would be better if the streamer could share his personal experience as a testimonial in promoting the product. This means that the content quality variable does not have an effect on inspiring the formation of purchase intentions of generation Z consumers through livestream shopping, streamers can overcome this by prioritizing an approach that forms emotional and more narrative relationships in an effort to convey information about a product.

FURTHER STUDY

This study has limitations, including only examining several variables regarding the factors that form the purchase intention of generation Z consumers who use livestream shopping e-commerce in Indonesia. In addition, there are also limitations in data collection which is only done using a questionnaire. Another limitation in this study is that it only focuses on one subject, namely generation Z (Indonesian citizens born in 1997-2012). The last limitation in this study is that the sample is too small.

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