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Attracting Consumer Interest Through In-Store Live Streaming: Analysis Of Influence On Purchase Intention

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Abstract

Live-streaming marketing via social media has attracted the attention of digital retail marketers in recent years. However, there is still a lack of evidence to understand the effect of in-store live-streaming on offline purchase intentions. This study aims to determine the effect of environmental stimuli on consumers' intention to purchase offline in-store after watching a live-streaming session in-store. The approach used in this study is a quantitative approach. The data collection technique was by distributing online questionnaires to 300 respondents using Google Form. The sampling technique used a non-probability sampling technique using the convenience sampling method which was then processed using structural equation modeling SEM (Structural Equation Modeling) using the PLS program. This study found that informativeness had a significant positive effect on consumers' attitude towards in-store influencers, attractiveness had a significant positive effect on consumers' attitude towards in-store influencers, wishful identification had a significant positive effect on consumers' attitude towards in-store influencers, parasocial interaction had a significant positive effect on consumers' attitude towards in-store influencers, and interactivity had a significant positive effect on consumers' attitude towards in-store influencers. In addition, consumers' attitude towards in-store influencers had a significant positive effect on purchase intention.

Keywords: Informativeness, Attractiveness, Wishful Identification, Parasocial Interaction, Interactivity, Consumers' attitude towards in store influencers, Purchase intention, e-commerce Tiktok

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INTRODUCTION

The development of information and communication technology in the last few decades has changed many aspects of life, including business and marketing. One of the biggest changes is the growth of social media such as Facebook, Instagram, Twitter, and TikTok. Social media has become an important tool for companies to reach consumers more personally, expand reach, increase interaction, and build brand awareness more efficiently. In addition, social media allows companies to receive real-time feedback, which can be used to adjust their marketing strategies.

Social media allows direct interaction between companies and consumers. Companies can respond to consumer questions and complaints directly through comments, messages, or live streaming. This increases customer satisfaction and brand loyalty. Consumers can also share their experiences, which becomes authentic promotion for other potential customers. This study explores how direct interaction on social media can affect the effectiveness of marketing and the relationship between companies and consumers.

One method that is increasingly popular is in-store live streaming, especially through TikTok. Live streaming allows companies to display products directly, answer consumer questions, and create urgency through special offers. With the "shop now" feature, consumers can immediately buy the products displayed. This study will examine how live streaming on TikTok can increase consumer purchase intention and become an important part of digital marketing strategy.

Parasocial interaction between live stream host and audience also plays a role in building trust. An informative and engaging host can create an emotional connection with the audience, increasing purchase intention and customer loyalty. In addition, the overall attractiveness of the host, both in terms of appearance and communication style, can make the live streaming session more engaging and increase influence on purchasing decisions.

This study aims to understand more deeply about the role of social media, especially live streaming on TikTok, in increasing consumer purchase intention. By exploring factors such as parasocial interaction, urgency, and host attractiveness, the results of this study are expected to provide insights for companies in optimizing live streaming strategies as an effective marketing tool..

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LITERATURE REVIEW

Informativeness

The theory of informativeness in the context of e-commerce live streaming is essential to understanding how information can influence consumer purchasing decisions. Informativeness refers to the extent to which the material delivered provides relevant, accurate, and useful information to the audience (Wang et al., 2021). Since e-commerce live streaming is interactive and real-time, informativeness is a crucial factor. Hosts or sellers often convey product details, such as specifications, how to use, and product benefits during live streaming sessions. This information gives consumers a better understanding before they decide to buy the product. Chen et al. (2022) also stated that a high level of informativeness in e-commerce live streaming can significantly increase consumer trust and purchase intention, because they feel safer and more informed.

In addition, informativeness in e-commerce live streaming is closely related to the perception of value received by consumers. Zhang et al. (2023) explained that when consumers feel that the information provided in a live streaming session is complete and useful, they are more likely to view the online shopping experience positively. This not only strengthens consumer loyalty but also increases the chances of repeat purchases. In a competitive e-commerce environment, the ability of service providers to deliver useful information directly through live streaming gives them a competitive advantage, where consumers are more likely to choose platforms that provide the information they need quickly and efficiently. Therefore, informativeness becomes a key element in the success of e-commerce live streaming marketing strategies, as it can build trust and help consumers make better decisions (Zhang et al., 2023)..

Wishfull Identification

Wishful identification in the context of e-commerce live stream refers to the tendency of consumers to identify with a figure or host in a live stream who is considered an ideal figure or role model. In this scenario, consumers feel connected to the host because they have characteristics, lifestyles, or achievements that consumers themselves desire. Wishful identification often triggers aspirations and desires to imitate the host's behavior or lifestyle, which can ultimately influence purchasing decisions. According to E Joo & Yang. (2023), wishful identification is an important factor in e-commerce live streams, because hosts often function not only as sellers, but also as figures idolized or admired by the audience.

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When consumers identify with the host, they are more likely to trust the product recommendations given and feel compelled to purchase the advertised product as a way to be more like the host. Wishful identification is closely related to emotional involvement and views of consumer self-image. Zhang et al., (2023) found that consumers who engage in wishful identification during e-commerce live streams feel more emotionally connected to the host and the advertised product. This increases the likelihood of impulse buying because buyers believe that the host's product can help them achieve their desired self-image. Furthermore, expected identification increases consumer loyalty to a brand or product because they believe that using the product helps them achieve their personal goals or aspirations. As a result, expected identification becomes an important component in e-commerce live streaming marketing tactics, as the emotional effects of the host can lead to better sales conversions (Zhang et al., 2023).

Parasocial Interaction

Parasocial contact is a form of psychological attachment that forms when media users feel connected to a media figure, such as an actor, influencer, or presenter, even though the relationship is one-sided. Users often feel a genuine bond with the figure, even without direct interaction. This familiarity arises from routine exposure to media figures through various platforms such as television and social media, creating the illusion of closeness. For example, media users may laugh at a joke made by a media figure or feel anxious when the figure is in a tense situation (Tukachinsky in Nabilla and Prakoso, 2019; Chung and Cho, 2014). Parasocial relationships develop over time, with users feeling they understand the lifestyle and personality of the media figure. Although there is no two-way communication, users often respond to the figure as if they were interacting directly, for example by commenting on posts on social media or feeling involved in the figure's life (Widiastuti et al., 2020).

In the context of live stream commerce, this parasocial relationship is closely related to the S-O-R (stimulus, organism, response) theory. This theory explains that environmental stimuli, such as parasocial interactions during live streaming, can trigger emotional and cognitive reactions in consumers, which then influence their behavior, such as increased purchase intention. The information conveyed by the host in live streaming creates a more personal experience for consumers. The influence of parasocial interactions is becoming increasingly important in digital marketing, where the perceived connection with the host or influencer can strengthen consumer trust in recommended products. Recent studies have shown that consumers who feel close to the host are more

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likely to trust product recommendations and increase their purchase intention (Li et al., 2024). This confirms that understanding the dynamics of parasocial interactions in live stream commerce can improve the effectiveness of marketing campaigns.

Consumer's Attitude Toward In Store Live Stream

"Attitude toward in-store livestream" in the context of e-commerce live stream refers to consumers' perceptions, evaluations, and attitudes toward the use of live streaming by sellers to promote products in-store. Consumer attitudes toward in-store livestream are influenced by various factors, such as perceptions of the authenticity of the content, the relevance of the information presented, and the interactive experience during the live stream session. According to Wang et al. (2022), consumers tend to have a positive attitude toward in-store livestream when they feel that live streaming provides an authentic shopping experience, similar to shopping in a physical store. In-store live streaming offers the advantage of providing a first-hand view of the product, how to use it, and even the store atmosphere, which are often difficult to obtain through traditional online shopping methods. Furthermore, a study conducted by Zhang et al. (2023) showed that consumer attitudes toward in-store livestream are greatly influenced by the level of interaction and engagement during the live session. Consumers who feel that they can interact directly with sellers, such as asking questions or requesting product demonstrations, tend to have a more positive attitude.

This positive attitude can increase consumer purchase intention and overall satisfaction. Zheng et al. (2022) also added that consumers who have positive experiences with in-store livestream are more likely to develop loyalty to the brand or seller, because they feel they get a more personal and immersive shopping experience. Therefore, understanding and managing attitudes toward in-store livestream is important for sellers in creating an effective live streaming strategy and supporting sales success on e-commerce platforms.

Purchase Intention

Lloyd and Luk (2010) define purchase intention as a combination of consumer interest in a brand or product and the possibility of making a purchase. Balakrishnan et al. (2014) describe purchase intention in three aspects: consumer willingness to consider a purchase action, intention to purchase goods in the future, and intention to repurchase the same product. Purchase intention also reflects consumer expectations of a particular brand, which is part of consumer cognitive behavior (Huang and Su, 2010). Purchase

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intention is considered a logical step before actual purchase behavior occurs, where this process is influenced by consumer perceptions of quality and trust levels. As stated by Husain et al. (2022), consumer purchasing decisions are often closely related to economic transactions and previous positive experiences in using the product.

RESEARCH FRAMEWORK

Based on the description and explanation of theoretical investigations and hypotheses, a research model can be created which is used in this research. This research model is shown in the following figure:

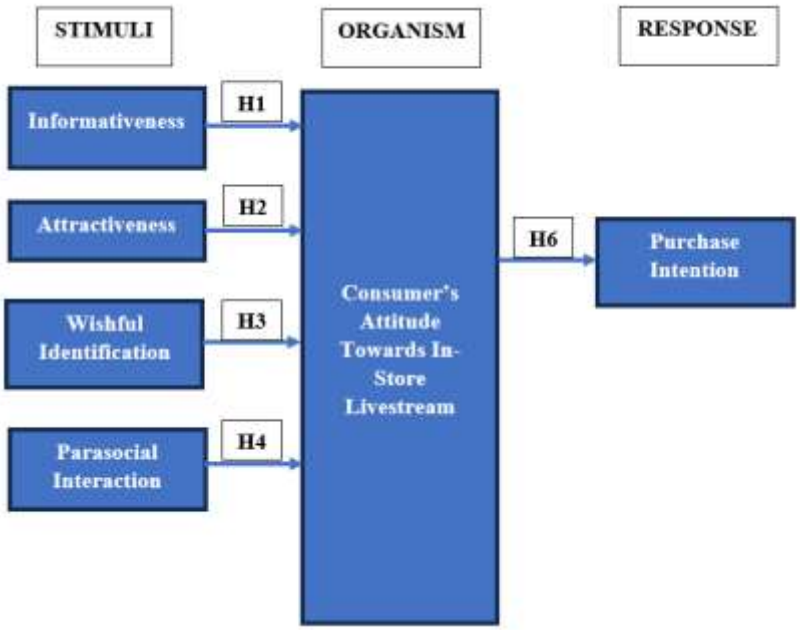


Figure 1. Research Framework

RESEARCH METHODS

This study uses a quantitative method, which aims to test the relationship between variables through the collection and analysis of numerical data. Data were collected through questionnaires distributed to all employees of PT BPD Sulawesi Tenggara, totaling 252 people. The sampling technique used was saturated sampling, where the entire population was used as a sample. This quantitative method allows for objective

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and structured analysis, so that the results obtained can be measured statistically and accounted for.

Data analysis in this study was carried out using the Partial Least Square (PLS) method, which is part of Structural Equation Modeling (SEM). PLS was chosen because it is able to handle complex models with low theory, and can predict relationships between latent variables. Model evaluation involves convergent and discriminant validity tests, as well as reliability tests with composite reliability and Cronbach's alpha. The results of the analysis will be used to test the research hypothesis and provide an overview of the causal relationship between the variables studied.

RESULTS

From the results of the questionnaires distributed, 252 respondents were obtained. From a number of respondents, data analysis was then carried out using model evaluation. The evaluation of the measurement model was tested using several indicators, including:

Statistics Analysis

Outer Model Testing (Measurement Model)

1. Convergent Validity Testing

An indicator is said to be valid if the loading factor of an indicator is positive and greater than 0.7 and the AVE value is more than 0.5. The loading factor value shows the weight of each indicator/item as a measure of each variable. An indicator with a large loading factor indicates that the indicator is the strongest (dominant) measure of the variable.

Table 2. Convergent Validity Testing Results

Variabel	Item	R Hitung	R Tabel	Keterangan
Informativeness	IN1	0.899	0.312	Valid
	IN2	0.858	0.312	Valid
	IN3	0.893	0.312	Valid
	IN4	0.817	0.312	Valid
	IN5	0.905	0.312	Valid
Atrractiveness	AT1	0.897	0.312	Valid

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Variabel	Item	R Hitung	R Tabel	Keterangan
	AT2	0.839	0.312	Valid
	AT3	0.892	0.312	Valid
Wishful Identification	WI1	0.899	0.312	Valid
	WI2	0.930	0.312	Valid
	WI3	0.954	0.312	Valid
Parasocial Interaction	PI1	0.826	0.312	Valid
	PI2	0.904	0.312	Valid
	PI3	0.854	0.312	Valid
	PI4	0.920	0.312	Valid
Interactivity	INT1	0.877	0.312	Valid
	INT2	0.841	0.312	Valid
	INT3	0.904	0.312	Valid
	INT4	0.898	0.312	Valid
Consumer's Attitude Towards In-Store Livestream	CTL1	0.738	0.312	Valid
	CTL2	0.896	0.312	Valid
	CTL3	0.915	0.312	Valid
Consumers's in Store Purchase Intention	CPI1	0.916	0.312	Valid
	CPI2	0.911	0.312	Valid
	CPI3	0.788	0.312	Valid

Based on table 2, it is known that the loading factor value produced by each indicator is more than 0.7 and the AVE value is more than 0.5. Thus, these indicators are declared valid as a measure of the latent variables.

2. Discriminant Validity Testing

Discriminant validity measures the validity of the model by examining the cross loading value and the Fornell-Larcker criterion, which shows the correlation between the construct and its indicators compared to other constructs. Discriminant validity is considered good if the square root value of the Average Variance Extracted (AVE) of each construct is higher than the correlation between the construct and other constructs in the model.

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Table 3. Fornell Larcker Criterion

Variabel	*Atrract-iveness*	*Consumers' in Store Purchase Intention*	*Consumer's Attitude towards In-Store Livestream*	*Informativeness*	*Interactivity*	*Para-social Inter-action*	*Wishful Identification*
Atrract-iveness	**0.879**						
Consu-mers' in Store Purchase Intention	0.721	**0.878**					
Consu-mer's Attitude Towards In-Store Live-stream	0.719	0.854	**0.892**				
Informa-tiveness	0.639	0.658	0.663	**0.835**			
Inter-activity	0.631	0.678	0.659	0.614	**0.885**		
Para-social Inter-action	0.674	0.565	0.638	0.672	0.492	**0.865**	
Wishful Identi-fication	0.565	0.560	0.578	0.546	0.543	0.523	**0.891**

Table 4. Cross Loading Results

Item	*Atrract-iveness*	*Consumers's In-Store Purchase Intention*	*Consumer's Attitude Towards In-StoreLivestream*	*Informativeness*	*Interactivity*	*Parasocial Inter-action*	*Wishful Identi-fication*
AT1	**0.872**	0.610	0.605	0.555	0.530	0.564	0.467
AT2	0.862	0.633	0.632	0.542	0.573	0.574	0.526
AT3	0.903	0.656	0.657	0.588	0.560	0.638	0.496
CPI1	0.661	0.893	0.767	0.599	0.589	0.499	0.507
CPI2	0.620	0.876	0.745	0.576	0.587	0.485	0.530
CPI3	0.615	0.863	0.737	0.555	0.609	0.503	0.436
CTL1	0.649	0.757	0.884	0.589	0.580	0.573	0.504

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Item	*Atrract-iveness*	*Consumers's In-Store Purchase Intention*	*Consumer's Attitude Towards In-StoreLivestream*	*Informativeness*	*Interactivity*	*Parasocial Inter-action*	*Wishful Identi-fication*
CTL2	0.651	0.785	0.893	0.592	0.592	0.552	0.516
CTL3	0.623	0.745	0.900	0.595	0.592	0.584	0.529
IN1	0.547	0.537	0.547	0.833	0.541	0.596	0.450
IN2	0.522	0.539	0.560	0.823	0.524	0.530	0.464
IN3	0.505	0.523	0.524	0.838	0.476	0.593	0.472
IN4	0.546	0.569	0.562	0.815	0.490	0.529	0.434
IN5	0.546	0.577	0.575	0.867	0.533	0.559	0.461
INT1	0.564	0.628	0.601	0.562	0.895	0.410	0.453
INT2	0.524	0.599	0.570	0.549	0.862	0.424	0.527
INT3	0.562	0.586	0.597	0.531	0.885	0.446	0.477
INT4	0.582	0.587	0.564	0.532	0.898	0.463	0.467
PI1	0.608	0.509	0.561	0.593	0.466	0.866	0.447
PI2	0.529	0.504	0.561	0.591	0.418	0.863	0.451
PI3	0.619	0.489	0.549	0.592	0.453	0.864	0.455
PI4	0.578	0.450	0.538	0.548	0.363	0.868	0.457
WI1	0.499	0.468	0.478	0.476	0.453	0.476	0.875
WI2	0.482	0.494	0.524	0.496	0.478	0.491	0.898
WI3	0.529	0.532	0.542	0.488	0.518	0.434	0.901

Based on tables 4 and 5, the cross loading value on each item has a value > 0.70, and also each item has the largest value when connected to its latent variable compared to when connected to other latent variables. This shows that each variable in this study has correctly explained its latent variable and proves that the discriminant validity of all items is valid.

3. Reliability Testing

Table 5. Reliability Testing Results

Variabel	*Cronbach's Alpha*	*Composite Reliability*
Atrractiveness	0.853	0.911

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Consumers's in Store Purchase Intention	0.851	0.909
Consumer's Attitude Towards In-Store Livestream	0.872	0.921
Informativeness	0.892	0.920
Interactivity	0.908	0.935
Parasocial Interaction	0.888	0.923
Wishful Identification	0.871	0.921

Based on table 5, it can be seen that the composite reliability value of all research variables is > 0.7 and Cronbach Alpha > 0.7. These results indicate that each variable has met the composite reliability and Cronbach alpha so that it can be concluded that all variables have a high level of reliability. So that further analysis can be carried out by examining the goodness of fit model by evaluating the inner model.

Inner Model (Structural Model)

The evaluation of the PLS structural model begins by looking at the R-square of each dependent latent variable. Table 7 is the result of the R-square estimate using PLS.

1. **R-Square (R^2)**

Table 6. R-Square Testing Results

Variabel	R-	R-*Square*
Consumers's in Store Purchase	0.730	0.729
Consumer's Attitude Towards In-	0.641	0.635

Based on table 4.7, the R-Square value of the Consumer Purchase Intention variable in Stores is 0.730, which means that 73.0% of the variance can be explained by the independent variable, while the remaining 27.0% is explained by variables not included in this study. Meanwhile, the Consumer Attitude variable towards Livestream in Stores has an R-Square value of 0.641, this value indicates that 64.1% of the variance can be explained by the independent variable, while the remaining 35.9% is explained by variables not included in this study.

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2. Predictive Relevance (Q-Square)

Table 7. Predictive Relevance

Variabel	Q^2 (=1-SSE/SSO)	Keterangan
Consumers's in Store Purchase Intention	0.558	Has a predictive relevance
Consumer's Attitude Towards In-Store Livestream	0.500	Has a predictive relevance

Based on the data presented in the table above, it can be seen that the Q square value on the dependent variable is > 0. By looking at this value, it can be concluded that this study has a good observation value because the Q square value is > 0 (zero).

3. Hypotesis Testing

Table 8. Hypotesis Testing Results

Variabel	Sampel Asli (O)	T Statistik (| O/STDEV |)	P Values	Keterangan
Atrractiveness -> Consumer's AttitudeTowards In-Store Livestream	0.301	5.145	0.000	Diterima
Consumer's AttitudeTowards In-StoreLivestream ->Consumers's in StorePurchase Intention	0.854	43.211	0.000	Diterima
Informativeness ->Consumer's AttitudeTowards In-Store Livestream	0.165	2.198	0.028	Diterima
Interactivity -> Consumer's Attitude Towards In-Store Livestream	0.232	3.388	0.001	Diterima
Parasocial Interaction -> Consumer's Attitude Towards In-Store Livestream	0.151	2.038	0.042	Diterima
Wishful Identification -> Consumer's AttitudeTowards In-Store Livestream	0.113	2.158	0.031	Diterima

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CONCLUSION

Based on the results of hypothesis testing, this study concluded that various factors influence consumer attitudes towards in-store livestream. First, content informativeness has a positive and significant influence, highlighting the importance of presenting complete and relevant information in attracting attention and building consumer trust. Second, the attractiveness factor also plays an important role, where attractive elements can increase interest and contribute to purchasing decisions. Furthermore, wishful identification shows that emotional connections with the audience can increase consumer engagement. In addition, parasocial interaction provides a more personal and interactive experience, strengthening consumers' sense of connectedness with the presenter. Interactivity in livestream also has a significant influence, where the opportunity for consumers to interact directly increases engagement and satisfaction. Finally, consumers' positive attitudes towards in-store livestream are proven to encourage purchase intentions in stores, indicating that positive experiences during livestream not only attract attention but also motivate purchasing actions.

RESEARCH LIMITATIONS

This study has several limitations, one of which is that it focuses on respondents aged 19-35 who are active on the TikTok platform, so the results may not be generalizable to other age groups or users of different social media platforms. In addition, the study only considered factors such as informativeness, attractiveness, wishful identification, parasocial interaction, and interactivity, without considering other variables that may have an influence, such as product price, user reviews, or social factors. The use of online questionnaires via Google Forms can also cause respondent bias, because only internet users who are active or interested in TikTok tend to participate, which can affect the representation of the population as a whole.

RECOMMENDATION

Based on the study's conclusions, some suggestions for future research are as follows: First, further research can explore other factors that influence consumer attitudes toward in-store livestream, such as brand trust or previous experience in online shopping, to provide a more comprehensive understanding. Second, the study can be expanded to other platforms such as Instagram or YouTube to compare the influence of elements such as informativeness, attractiveness, wishful identification, parasocial interaction, and interactivity on consumer attitudes and purchase intentions across platforms. Third, future

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research can explore the moderation of demographic characteristics, such as age and education level, on the influence of these elements to better understand the consumer groups that are most affected. Finally, further research can examine the long-term impact of positive consumer attitudes toward livestream, especially in relation to loyalty, to provide insight into the sustainability of livestream marketing strategies.

MANAGERIAL IMPLICATIONS

Three managerial implications of this study are as follows: First, brands can leverage parasocial interactions between consumers and influencers on TikTok to create more personal and emotional marketing strategies, by selecting influencers who are able to build closeness with the audience to increase purchase interest and loyalty. Second, brands must ensure that the content promoted through influencers is not only visually appealing, but also informative, because providing clear and relevant information about the product can increase consumer trust and influence purchasing decisions. Third, brands need to maximize interactive features on social media such as TikTok, such as live streaming, Q&A, and comment features, to strengthen consumer engagement, which can ultimately strengthen relationships with the brand and improve the online shopping experience.

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