VIRTUAL CONNECTIONS TO PHYSICAL BUYING: LIVE STREAMING INSTAGRAMS FOR OFFLINE BUYS

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ABSTRACT

Live streaming on social media is now attracting the attention of digital marketers because it has a big influence on consumer interest. However, there is little understanding of the impact of in-store live streaming on offline purchase intentions. The research aims to determine the influence of environmental stimulus patterns on consumers' intentions to buy offline/live after watching live streaming sessions held in stores via Instagram social media. The Stimuli-Organism-Response model is used as a theoretical framework as well as a questionnaire used to collect data from individuals who have had experience with live streaming marketing held at the Dianca Goods store via Instagram live broadcasts. This research uses SEM-PLS version 4.0. The results of this research show that informativeness and para-social relationships have a significant positive effect on consumers' attitudes towards in-influencers. Inspiration has an insignificant negative influence on consumers' attitudes towards in-influencers. Consumers' attitude towards in-influencers has a significant positive effect on consumers' offline purchase intention. Informativeness, para-social relationships, and inspiration have an insignificant negative influence on consumers' offline purchase intention. Informativeness and para-social relationships have a significant positive effect on consumers' offline purchase intention through consumers' attitudes towards in-influencers. Inspiration has an insignificant negative effect on consumers' offline purchase intention through consumers' attitudes towards in-influencers. These results differ from previous research findings that have significant positive influences through informativeness, para-social relationships, and inspiration in influencing consumer attitudes towards influencers and consumer offline purchasing intentions.

Keywords: informativeness, para-social relationship, inspiration, consumer attitudes towards in-influencer, consumers offline purchase intention

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INTRODUCTION

Active use of the Internet has become part of human daily activities in the current era, this is shown from statistical data that Internet users in the world are increasing (Martinez-Lopez et al., 2020). Currently, the number of internet users in Indonesia has reached 78.19% or around 215 million people out of Indonesia's population which currently amounts to 278.70 million people (Indonesia, 2023). As a result of the rapid development of technology, social media has become almost everyone's reason for accessing the internet. It is no surprise that social media has produced many online influencers or celebrities who can influence their followers in various ways such as expressing their thoughts and feelings there. Some of them produce unique and interesting content to build social networks and attract other social media users to follow them (Shan et al., 2019).

Today's retail marketers often use social media to market their goods, one of which is the social media Instagram (Ang et al., 2018). Instagram is currently not only used to fulfill entertainment needs and has become a very popular social media platform but also has the potential to support business activities (Puspitarini & Nuraeni, 2019). It is not surprising that most business people use Instagram social media as a promotional medium by utilizing direct product visualization, such as by using live streaming to increase attractiveness and motivate consumers to buy the goods they sell. Nowadays live streaming on social media is considered by many internet users as a more reliable source than other marketing methods. Several business actors operating in any business sector currently use social media influencers extensively to attract potential buyers (Martinez-Lopez et al., 2020). By using live streaming, influencers can display various aspects of goods or services in real time, and viewers can ask questions or interact with them during the live-streaming session (Hu & Chaudhry, 2020). This gives rise to direct audience judgments regarding authenticity, visualization, and interactivity (Hu & Chaudhry, 2020).

Live streaming shopping is quickly evolving into a marketing strategy that allows influencers to begin their in-store shopping experience without followers having to leave their homes to pre-monitor what's inside the store (Belanche et al., 2021). This has led to in-store live streaming, which has helped bridge the gap between conventional offline marketing and more sophisticated online marketing, and increased people's awareness of online shopping. Academics and industry practitioners should not overlook how important live-streaming marketing is for offline or in-store purchases. Despite its importance, only one previous study investigating influencer livestream marketing has studied its impact on customers' intentions to purchase goods offline (W. Gao et al., 2021).

To address the above differences, this research will investigate how in-store live streaming influences offline purchasing decisions. Live streaming via influencers on social media Instagram can be considered a stimulus, and consumer behavior that responds by watching the product or service they watch live can be considered a behavioral response (Y. Gao & Koufaris, 2006). Several recent studies in the field of online retail marketing use the Stimuli-Organism-Response Framework to understand consumers' online purchasing behavior (Hu & Chaudhry, 2020). Thus, the Stimuli-Organism-Response framework is used to see how live-streaming experiences influence customers' decisions to buy goods in-store offline in this research. Then one of the main advantages of using the Stimuli-Organism-Response model is the ability to explain how an individual's emotional state is influenced by various environmental components and produces their behavioral responses (Utami et al., 2021).

We looked at several stimuli such as informativeness, social media, and inspiration. Consumers can experience emotional reactions towards influencers due to this stimulation, which in turn can influence their intention to purchase (response). The main objectives of this research are (1) to investigate what stimulus factors will influence the organism (consumer's attitude), (2) to investigate the offline purchase intention of consumers and (3) to investigate the mediating effect of the organism (consumer's attitude) on the relationship between various stimuli and responses (purchase intentions). The following is a summary of the contributions of the research efforts undertaken. First, this research increases knowledge about live-streaming influencer marketing by emphasizing consumers' intentions to purchase goods offline, which has been overlooked by previous research. Second, the findings of this study increase our understanding of the relationship between environmental stimuli, consumers' perceptions of influencers and products, and their willingness to purchase goods offline.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT
Informativeness
Informativeness refers to a media outlet that offers users additional or thorough information about a product (Rotzoll et al., 1996). In addition, informativeness can be defined as the degree to which information imparts important knowledge or comprehension to the recipient (Lee & Hong,

2016). When informativeness is mentioned as a stimulus variable, this refers to the role of informativeness as a factor that influences or stimulates responses or reactions from recipients of information. In the context of stimulus variables, informativeness can play an important role in influencing how someone responds or interacts with information. For example, when someone receives highly informative information, they may tend to be more interested, engaged, and perhaps even better able to process and retain the information in their memory. According to (Cheung & Thadani, 2012), several factors can increase informativeness as a stimulus variable, including accuracy and relevance, uncertainty and surprise, conformity with previous knowledge, quality of presentation, and credibility of the source.

Para-Social Relationship

Para-social relationships are a type of relationship that occurs between individuals and public figures, such as celebrities, fictional characters, or media figures (Liebers & Schramm, 2019). This relationship is one-way, where the individual feels connected to the character, even though the character does not know or does not respond directly to the individual. Para-social relationships are usually formed through mass media, such as television, radio, or social media. In the context of para-social relationships, stimulus variables refer to factors that influence individuals to form and maintain para-social relationships with certain public figures. The variability of these parameters can exert a substantial influence on the intensity and characteristics of para-social relationships. The factors in question include the characteristics of public figures, media context, social media interactivity, and response, as well as shared values or identification (Buchanan, 2020).

Inspiration

Inspiration is encouragement or motivation that comes from external or internal factors and can stimulate someone to achieve goals or take certain actions (Andriani et al., 2018). Inspiration often arises from within the individual, such as interests, desires, or personal values. When someone feels inspired, their intrinsic motivation may increase, prompting them to take action or achieve a goal. External stimuli, such as witnessing others' achievements, receiving accolades, or being motivated by others, can also serve as a source of inspiration. These extrinsic factors can act as stimuli that trigger positive responses or changes in behavior. Therefore, inspiration can be considered as a stimulus variable that plays an important role in shaping a person's motivation and behavior. Responses to inspiration can involve positive emotional, cognitive, and behavioral changes, helping individuals achieve their potential more effectively (Roosen et al., 2018).

Consumers Attitude towards in-Influencer

Consumer attitude towards in-influencers is an evaluation or assessment formed by consumers regarding the influence or message conveyed by an influencer (Suri et al., 2023). This can include various aspects, such as trust, confidence, preferences, and emotions that consumers have towards the influencer. According to (Rathnakaran, 2016), consumer attitudes towards influencers can be influenced by various variables, such as credibility, personality, closeness, relevance, suitability, honesty, transparency, content quality, user experience, and responsiveness and involvement.

Consumers Offline Purchase Intention

Consumers' offline purchase intention refers to the inclination or intention of a consumer to acquire a product or service in the physical world, rather than through online platforms or environments (Athapaththu & Kulathunga, 2018). Furthermore, consumer offline purchase intention can be precisely defined as the inclination of consumers to engage in shopping activities in brick-and-mortar stores or outlets, where they can directly contact the items and services (Kotler & Amstrong, 2016). According to (Hawkins & Mothersbaugh, 2007), Consumer offline purchase intention is defined as the desire or intention of consumers to make purchases in physical stores. This variable functions

as a measure or indication of the degree to which consumers are inclined or have the intention to make purchases in offline settings, such as in brick-and-mortar stores, shopping centers, or conventional retail locations.

Informativeness towards Consumers Attitude towards in-Influencers

Informativeness pertains to the extent to which content delivers meaningful and pertinent information to its audience (Najiba et al., 2016). Within the realm of social media and influencer marketing, the level of information provided can significantly impact customer sentiments towards influencers. Informative information within the realm of online retail can enhance potential consumers' perceptions of websites and products, captivate their interest, and prompt them to interact with the brand or firm (Y. Gao & Koufaris, 2006). Since live-streaming influencer marketing shares similarities with television and online shopping site marketing, the informative nature of the content is believed to serve as an environmental stimulus that impacts consumer sentiments (Zhang et al., 2021). This is in accordance with research from (Zhang et al., 2023) and (Lou & Yuan, 2019) which state that informativeness has a positive and significant influence on consumer attitudes towards in-influencers.

H^1: Informativeness has a significant positive effect on consumers' attitudes towards in-influencers

Para-Social Relationship towards Consumers Attitude towards in-Influencer

Para-social relationship is defined as an illusion of interaction between the audience and the performer (Sokolova & Kefi, 2020). For this study, performers and subscribers might be regarded as streamers and viewers, respectively. This type of interaction or connection occurs when the streamer establishes direct eye contact with the camera, creating a sense of familiarity for the audience (Reinikainen et al., 2020). The following research from (Zhang et al., 2023), (Agnihotri & Bhattacharya, 2020), and (Sokolova & Kefi, 2020) states that para-social relationships influence the identity, attitudes, and behavior of the audience towards in-influencers.

H^2: Para-social relationships have a significant positive effect on consumers' attitudes towards in-influencers

Inspiration towards Consumers Attitude towards in-Influencer

Customer inspiration in traditional marketing fosters heightened consumer-brand connection and fortifies the consumer's bond with the brand (Bottger et al., 2017). Within the realm of live streaming marketing, streamers consistently offer time-constrained advertisements to their viewers and employ eloquent language to explain each product. These methods have the potential to motivate and stimulate audiences to actively participate in this marketing process. Therefore, inspiration is considered to be an environmental stimulus that influences consumer attitudes. This is in accordance with research from (Zhang et al., 2023), (Bottger et al., 2017), and (Izogo & Mpinganjira, 2020) which states that inspiration has a positive and significant influence on consumer attitudes towards in-influencers.

H^3: Inspiration has a significant positive effect on consumers' attitudes towards in-influencers

Consumer's Attitude Towards in-Influencer Towards Consumer's Offline Purchase Intention

Consumers typically purchase items or services from brands endorsed by influencers whom they consider as trustworthy and credible. If consumers perceive that the influencer has good knowledge or positive experiences with a particular product, they are more likely to have a positive attitude towards the brand and increase offline purchase intentions. This is in accordance with research from (Zhang et al., 2023), (Belanche et al., 2021), and (Chu et al., 2016) which states that consumer attitude towards in-influencers has a positive and significant influence on consumer offline purchase intention.

H^4: Consumers attitude towards in-influencers has a significant positive effect on consumers' offline purchase intention

Informativeness Towards Consumer's Offline Purchase Intention

Informativeness refers to the extent to which information presented to consumers can influence their offline purchasing intentions (Fu et al., 2020). The information provided can come from various sources, such as advertisements, product reviews, product descriptions, and so on. Based on the marketing context, companies tend to focus on providing relevant and meaningful information to consumers to increase offline purchasing intentions. Therefore, marketing strategies that emphasize informativeness can have a positive impact on consumer behavior, including the decision to purchase products directly in physical stores. This is in accordance with research from (Zhang et al., 2023) and (Kang et al., 2020) which states that informativeness has a positive and significant influence on consumer offline purchase intention.

H^5: Informativeness has a significant positive effect on consumers' offline purchase intention

Para-Social Relationship towards Consumers Offline Purchase Intention

Para-social relationships refer to relationships formed between individuals and media figures or celebrities, even though they are only one way. This means that a person feels a close relationship with the character, even though the character may not be aware of the individual's existence. Para-social relationships are considered to influence consumer offline purchase intention. If consumers feel close to a media personality promoting a product, they may be more inclined to choose that product over a product that lacks para-social engagement. This is in accordance with research from (Zhang et al., 2023), (Wahab & Tao, 2019), and (Fu & Hsu, 2023) which states that para-social relationships have a positive and significant influence on consumer offline purchase intention.

H^6: Para-social relationships have a significant positive effect on consumers' offline purchase intention

Inspiration Toward Consumer's Offline Purchase Intention

Consumers are often inspired to make offline purchases because they can touch and feel the product directly (Savastano et al., 2016). Apart from that, some consumers also often feel that purchasing directly in a physical store is faster and easier than the online process. This usually happens especially for certain products that can be found quickly and picked up in stores, such as clothing, cosmetics, household goods, etc. This is in accordance with research from (Zhang et al., 2023), (Bottger et al., 2017), and (Izogo & Mpinganjira, 2020) which state that inspiration has a positive and significant influence on consumer offline purchase intention.

H^7: Inspiration has a significant positive effect on consumers' offline purchase intention

Informativeness towards Consumers' Offline Purchase Intention Through Consumer's Attitude towards in-Influencers

The informativeness of the content delivered by influencers can influence consumers' attitudes towards influencers, which in turn can be a mediator in influencing consumers' offline purchasing intentions. Consumers generally consider influencer content to be informative, this can increase their positive attitude towards the influencer (Vrontis et al., 2021). Positive attitudes, in turn, can influence consumers' offline purchase intentions, as they tend to be more willing to make product or service purchases in physical stores. This is in accordance with research from (Zhang et al., 2023), (Zhang et al., 2021), and (Santiago et al., 2020) which states that informativeness has a positive and significant influence on consumer offline purchase intention which is mediated by consumers' attitude towards in-influencers.

H^8: Informativeness has a significant positive effect on consumers' offline purchase intention through consumers' attitude towards in-influencers

Para-Social Relationship towards Consumers Offline Purchase Intention Through Consumers Attitude towards in-Influencers

Para-social relationships can influence consumer attitudes toward influencers. As the para-social relationship strengthens, the consumer's attitude towards the influencer becomes increasingly positive. Positive consumer attitudes towards influencers can increase trust and preference for the products or brands advertised by influencers. This increase in trust and preference can shape offline purchasing intentions, where consumers are more inclined to buy products or services directly in stores or physical places. This is in accordance with research from (Zhang et al., 2023), (Dibble et al., 2016), and (Swoboda & Winters, 2021) which states that para-social relationships have a positive and significant influence on consumer offline purchase intention which is mediated by consumers' attitudes towards in-influencers.

H^9: Para-social relationships have a significant positive effect on consumers' offline purchase intention through consumers' attitudes towards in-influencers

Inspiration for Consumer's Offline Purchase Intention Through Consumers' Attitude towards in-Influencers

Inspiration that comes from influencer content or actions can motivate consumers to consider and ultimately make offline purchases. These offline purchases are based on consumer attitudes which are influenced by advice or recommendations offered by influencers. Various things can trigger buyers' offline purchasing attitudes, including product testimonials, influencers' personal experiences, or even direct recommendations from influencers. This is in accordance with research from (Zhang et al., 2023), (Chu et al., 2016), and (Belanche et al., 2021) which states that inspiration has a positive and significant influence on consumer offline purchase intention which is mediated by consumers' attitude towards in-influencers.

H^{10}: Inspiration has a significant positive effect on consumers' offline purchase intention through consumers' attitude towards in-influencers

Figure 1
Conceptual Model
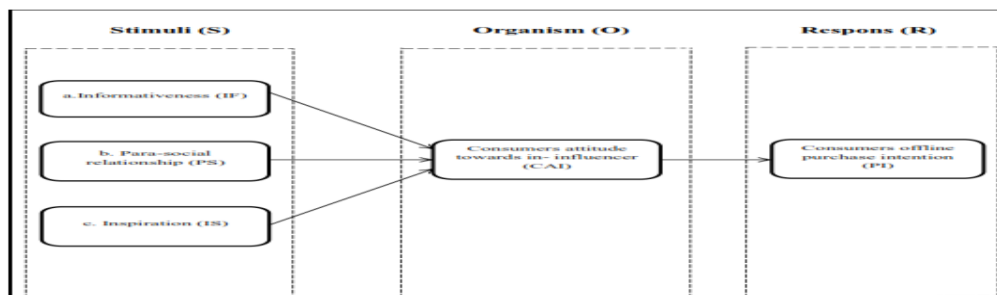
RESEARCH METHODS

The theory that researchers use to test the mediation hypothesis is the Theory of Reasoned Action (TRA). This theory states that a person's behavior is influenced by the intention to carry out the behavior, and intention is predicted by attitudes toward the behavior and subjective norms. In this context, consumer attitude towards influencers can be considered as an attitude towards the influence of influencers, which can mediate the relationship between factors such as informativeness, para-social relationship, inspiration, and offline purchase intention.

Data and Sample

This study uses a quantitative approach. Data collection used a questionnaire survey method using a five-point Likert scale ranging from "strongly disagree" (score 1) to "strongly agree" (score 5). This questionnaire was distributed to WhatsApp groups, social media, close friends, and the wider community. This research also uses a purposive sampling approach where the sampling method is very appropriate for this research. Considering this technique allows researchers to obtain more accurate information. To become a respondent in this research, respondents must have previous experience such as following the Dianca Goods store on Instagram and watching live broadcasts via Instagram social media, Dianca Goods which broadcasts live broadcasts in the store via live streaming on Instagram social media.

This research uses an online questionnaire that is created and administered by yourself using Indonesian. All measurement items were modified and adapted from previous research to help achieve the objectives of this research so that the measurement instruments can be adapted to the context of in-store live streaming. Based on a survey conducted by APJII in 2022, the majority of respondents in 34 provinces in Indonesia stated that the main reason for using the internet was to access social media, so researchers decided to choose one. from 34 provinces in Indonesia, and researchers decided to collect data in Bengkulu Province. The data collection was conducted by disseminating online questionnaires to all participants from 17 October to 1 November 2023. During 2 weeks of data collection, a total of 215 questionnaires were filled in and returned. Of this number, only 192 respondents were deemed suitable for analysis statistics.

Measures

In general, researchers adopt the concept of (Zhang et al., 2023) in measuring existing variables. The question scale used for the informativeness variable focuses on new insights presented in the content submitted by the influencer. The question scale used for the para-social relationship variable focuses on the extent to which respondents feel close or connected to the influencer and the extent to which they feel the influencer is a friend. The question scale used for the inspiration variable focuses on the extent to which the influencer's content provides motivation, ideas, or positive energy to consumers. The question scale used for the offline purchase intention variable focuses on the extent to which respondents have the intention to make offline purchases as a result of exposure to influencer content. The question scale used for the consumer attitude towards influencer variable focuses on trust, satisfaction, or positive and negative evaluations of influencers.

Data Analysis

The data analysis method used in this study is a variance-based structural equational model or PLS-SEM using two measurements outer and a structural model, with a reflective measurement model (Hair et al., 2014), and smartpls 4 software was used in this study. According to Hair et al. (2011), PLS-SEM can operate effectively with a range of sample sizes, including small and large samples, higher model complexity, and assumptions that are not required for normally distributed data.

RESULTS AND DISCUSSION

Based on table 1, shows that respondents based on female gender are 71.9% more than male respondents. Then based on domicile, all respondents live in Bengkulu. Respondents based on age, 50% of respondents are aged between 21-25, while the rest are aged 16-10, and 26-30 and 31-35. Respondents based on their activity in using social media are 99.1%. Respondents based on following Dianca Goods on Instagram are 87.7%. Respondents based on having watched Dianca Goods live streaming on Instagram are 89.3%.

Afterward, the results of the outer model (convergent and discriminant validity). Convergent and discriminant validity are two categories of PLS-SEM validity (Binus, 2023). The principle that constructs dimensions should be highly correlated is referred to as the convergent validity relationship (Hamid & Anwar, 2019). This validity test was carried out using reflective indicators in the SmartPLS

4.0 program. The minimum value is 0.7 (Hair et al., 2019). Meanwhile, discriminant validity itself is defined as the idea that measurements of different constructs should not show significant correlations (Hamid & Anwar, 2019).

Table 1
Respondent Characteristics

Size	Group	F	%
Gender	Woman	138	71,9
	Man	54	28,1
Domicile	Bengkulu	192	100
Age	16-20	56	29,2
	21-25	96	50
	26-30	38	19,8
	31-35	2	1
Are you an active user of Instagram on social media	Yes	192	99,1
	No	2	0,9
Do you follow store dianca goods on Instagram?	Yes	192	87,7
	No	23	12,3
Have you ever watched Dianca Goods live streaming on the Instagram application?	Yes	192	89,3
	No	23	10,7

Source: Primary Data, processed 2023

The result of this research confirmed that all of the constructs' outer loadings (see Table 1) were more than 0.7 as recommended Hair et al (2019). AVE values for all variables in convergent validity testing are > 0.5, in this case, each item can be said to be valid.

Table 2
Convergent Validity and Internal Consistency

Indicators	Loading Factor	AVE	Cronbach Alpha	Composite Reliability
CAI1	0.865			
CAI2	0.88	0.768	0.849	0.850
CAI3	0.884			
IF1	0.851			
IF2	0.813			
IF3	0.826	0.686	0.886	0.887
IF4	0.844			
IF5	0.808			
IS1	0.893			
IS2	0.885	0.76	0.842	0.848
IS3	0.836			
PI1	0.851			
PI2	0.843	0.683	0.767	0.770
PI3	0.783			
PS1	0.882			
PS2	0.869	0.711	0.863	0.864
PS3	0.856			

| | PS4 | 0.76 | | | |

Source: Primary Data, processed 2023

Then measure the outer model for internal consistency (reliability) using the Cronbach alpha value and composite reliability (Hair et al., 2014). It is considered reliable if the composite reliability value is higher than 0.70. Composite reliability assesses how successfully the predefined indicators test the construct. Likewise, Hair et al. (2019) suggested that Cronbach's alpha should be taken into consideration as good if it exceeds 0.70. Table 2 demonstrates the composite reliability of all the latent variables in this study, with Cronbach's alpha values more than 0.70, attesting to the reliability of each variable.

Table 3
Cross-Loading

Variable	Consumers Attitude towards in-Influencer	Informativeness	Inspiration	Consumers Offline Purchase Intention	Para-Social Relationship
CAI1	0.865	0.630	0.557	0.652	0.572
CAI2	0.880	0.627	0.537	0.710	0.591
CAI3	0.884	0.621	0.546	0.706	0.666
IF1	0.613	0.851	0.743	0.602	0.565
IF2	0.566	0.813	0.600	0.545	0.589
IF3	0.594	0.826	0.635	0.578	0.635
IF4	0.605	0.844	0.721	0.572	0.644
IF5	0.579	0.808	0.662	0.538	0.664
IS1	0.613	0.729	0.893	0.592	0.608
IS2	0.530	0.711	0.885	0.563	0.607
IS3	0.481	0.684	0.836	0.551	0.592
PI1	0.625	0.598	0.624	0.851	0.527
PI2	0.694	0.568	0.551	0.843	0.593
PI3	0.630	0.531	0.440	0.783	0.588
PS1	0.615	0.649	0.649	0.587	0.882
PS2	0.576	0.586	0.522	0.574	0.869
PS3	0.607	0.625	0.568	0.577	0.856
PS4	0.546	0.656	0.586	0.583	0.760

Source: Primary Data, processed 2023

Based on Table 3, all indicator loadings on constructs are greater than their cross-loadings. For example, the CAI1 indicator has a loading value of 0.865, which is greater than the cross-loadings for other constructs, namely 0.630, 0.557, 0.652, and 0.572. Therefore, this model can be said to have met the requirements for discriminant validity.

To evaluate the inner model (structural model), the first step is to look at the R-square value. The results showed that the R-Square value of the CAF variable was 0.571, which means that Informativenes, Para-social relationships, and Inspiration influenced 57.1% of the Consumer's attitude towards the in-influencers (CAF) variable. Then the R-Square value of the purchase intention variable is 0.621, meaning that Informativenes, Para-social relationships, Inspiration, and Consumers attitude towards in-influencers (CAF) affect the purchase intention variable.

Then evaluating the inner model with the effect size value, the impact of Informativenes on CAF has an f-square value of 0.109. the relationship between Para-social relationships and CAF is 0.001, and Inspiration is 0.129. Cohen (1988) gave directions regarding how to determine f-square, with small, medium, and large impacts indicated by values of 0.02, 0.15, and 0.35, respectively. Based on

this, there is a moderate relationship between the exogenous latent Informativeness, inspiration, and the endogenous latent Consumer attitude towards in-influencers (CAF), while Para-social relationships and CAF have low effect size values. Then the f-square value of Informativenes on purchase intention is 0.001, Para-social relationship and purchase intention is 0.038, inspiration is 0.030, and CAF is 0.380. based on Cohen (1988), there is a weak relationship between Informativenes, Para-social relationships, and inspiration on purchase intention, while a strong correlation between CAF and purchase intention.

Subsequently, the Q-Square predictive relevance of the structural model measures the model's ability to generate the observed values and parameter estimates. If the Q Square value is higher than zero, the model has predictive relevance (Hair et al., 2014). Variable CAF and purchase intention has Q Square values > 0 (Q2 CAF: 0.491, PI: 0.492). This suggests that for some endogenous constructs, our study paradigm has predictive relevance.

The direct effect that can be observed from the path coefficient of an exogenous variable to an endogenous variable is called a direct effect (Hakam et al., 2015). A variable can be said to have a direct and significant effect if the p-value is <0.05.

When testing a hypothesis, the significance level is determined by the value of the path coefficient or inner model. To test the hypothesis at a significance level of 5%, the route coefficient score or inner model must have a statistical t-value greater than 1.96 for a two-sided hypothesis or greater than 1.64 for a one-sided hypothesis (Hair et al., 2011). Hence, the t-table value for this investigation, with a significance threshold of 5% or 0.05, is determined to be 1.96

Table 4
Direct Effect

	Original Sample	Sample mean	Standard Deviation	T-Statistik	P.Value	Sig.
IF -> CAI	0.412	0.402	0.132	3.115	0.002	Significant
PS -> CAI	0.362	0.344	0.099	3.647	0.000	Significant
IS -> CAI	0.039	0.073	0.142	0.272	0.786	Not significant
CAI -> PI	0.536	0.476	0.179	2.988	0.003	Significant
IF -> PI	0.035	0.075	0.151	0.230	0.818	Not significant
PS -> PI	0.170	0.197	0.091	1.864	0.062	Not significant
IS -> PI	0.173	0.173	0.100	1.738	0.082	Not significant

Source: Primary Data, processed 2023

The statistical hypothesis test findings indicate that the informativeness variable has a significant direct effect on the consumer attitude towards the influencer variable, with a coefficient of 3.115. This coefficient is greater than the critical value of 1.96, suggesting a statistically significant relationship. Additionally, the p-value of 0.002 is less than the significance level of 0.05, further supporting the significance of the relationship. So H1 is accepted. In this study, it was found that the attribute "informativeness" has a statistically significant and favorable impact on customers' attitudes towards influencer marketing.

The t statistical hypothesis test indicates that the para-social relationship variable has a significant direct influence on the consumer attitude towards the in-influencer variable. The obtained result is 3,647, which is greater than the critical value of 1.96. Additionally, the p-value is 0.000, which is less than the significance level of 0.05. So H2 is accepted. In this study, it was found that the para-social relationship variable has a significant and favorable impact on the consumer attitude variable towards influencers.

The t statistical hypothesis test findings indicate that the inspiration variable has a direct influence of 0.272 on the customer attitude towards the in-influencer variable. This value is less than 1.96, and the p-value is 0.786, which is greater than 0.05. So H3 is rejected. This means that in this

research the inspiration variable has an insignificant negative influence on consumers' attitudes towards in-influencers.

The t statistical hypothesis test findings indicate that the consumer attitude towards the in-influencer variable has a significant direct influence on the customer offline purchase intention variable, with a value of 2.988, which is greater than the critical value of 1.96. Additionally, the p-value of 0.003 is less than the significance level of 0.05. So H4 is accepted. This research demonstrates that the variable of consumers' attitudes towards influencers has a notable and favorable impact on consumers' propensity to make purchases offline.

The t statistical hypothesis test findings indicate that the informativeness variable has a direct influence of 0.230 on the customer offline purchase intention variable. This value is less than 1.96, and the p-value is 0.818, which is greater than 0.05. So H5 is rejected. This means that in this research the informativeness variable has an insignificant negative influence on consumers' offline purchase intention.

The t statistical hypothesis test findings indicate that the para-social relationship variable has a direct influence of 1,864 on the customer offline buy intention variable, which is less than 1.96. Additionally, the p-value is 0.062, which is greater than 0.05. So H6 is rejected. This means that in this study the para-social relationship variable has an insignificant negative influence on consumers' offline purchase intention.

The t statistical hypothesis test findings indicate that the inspiration variable has a direct influence of 1,738 on the consumer offline buy intention variable, which is less than 1.96. Additionally, the p-value is 0.082, which is greater than 0.05. So H7 is rejected. This means that in this study the inspiration variable has an insignificant negative influence on consumers' offline purchase intention.

The indirect effect refers to a quantitative analysis that seeks to assess the degree of impact that a variable has on other variables, including both exogenous and endogenous factors (Haryono, 2016).

Table 5
Indirect Effect

	Original Sample	Sample mean	Standard Deviation	T-Statistik	P.Value	Sig.
IF -> CAI-> PI	0.322	0.318	0.105	3.053	0.002	Significant
PS -> CAI-> PI	0.285	0.265	0.078	3.655	0.000	Significant
IS -> CAI -> PI	0.035	0.060	0.112	0.311	0.756	Not significant

Source: Primary Data, processed 2023

Before analyzing the hypothesis test, the researcher discovered that the t-table value associated with this observation, at a significance level of 0.05, was 1.96. As a result of hypothesis testing, the relationship between each variable is explained as follows:

The t-statistical hypothesis test results indicate that the indirect effect of the informativeness variable on the consumer offline purchase intention variable, through the consumer attitude towards the in-influencer variable, is significant. The calculated value is 3,053, which is greater than the critical value of 1.96. Additionally, the p-value is 0.002, which is less than the significance level of 0.05. So H8 is accepted. In this study, it was found that the variable of informativeness had a notable and favorable impact on the variable of customer offline buy intention, mediated by the consumer's attitude towards the influencer.

The t statistical hypothesis test indicates that the indirect effect of the para-social relationship variable on the consumer offline purchase intention variable through the consumer attitude towards the in-influencer variable is statistically significant (t = 3.655, p < 0.05). So H9 is accepted. In this study, it was found that the para-social connection variable has a significant and favorable impact on the consumer's desire to make offline purchases. This effect is mediated by the consumer's attitude towards the influencer.

The t statistical hypothesis test findings indicate that the indirect effect of the inspiration variable on the consumer offline purchase intention variable through the consumer attitude towards the in-influencer variable is 0.311, which is less than 1.96. Additionally, the p-value is 0.756, which is greater than 0.05. So H10 is rejected. This means that in this study the inspiration variable has an insignificant negative influence on the consumer offline purchase intention variable through the consumer attitude towards the in-influencer variable.

Empirical research exploring influencer marketing via live streaming has always focused on the extent of consumers' intent to adopt a product or service online. We only found one previous study that investigated the influence of live streaming on consumers' intention to purchase products offline, namely a study in China. Previous research became the basis for this research (Zhang et al., 2023). For example, this research explains how to live streamers promote skincare products in physical stores in the hope that viewers will be inspired to visit cosmetics stores in person. In this study, we utilize a stimulus-organism-response framework to examine the factors that impact customers' intentions to make purchases in physical establishments. Specifically, we focus on environmental, individual, and response aspects that influence these intentions. We consider aspects of informativeness, social connection, and inspiration as environmental factors that can influence consumers' attitudes toward influencers, which will ultimately influence their intention to make offline purchases.

This research produces slightly different findings from previous research. First, support consists of H1 to H10. These results are different from previous research conducted by Zhang and colleagues in 2023 in China. In previous research, H3 inspirational environmental stimulation had a significant effect, whereas in this study inspirational environmental stimulation did not have a significant effect. The only environmental stimuli that have a significant effect are H1 and H2, namely informativeness and social relationships. This finding is supported by (Zhang et al., 2023). The findings indicate that live-streaming marketing effectively integrates offline and online marketing strategies. Additionally, the study reveals that environmental factors, such as the provision of informative content and fostering social relationships, have a positive impact on consumers' emotional responses and attitudes. Second, support was found for H4. The findings of this study underscore the significance of consumer perceptions in influencing their inclination to make purchases in brick-and-mortar and offline establishments. This finding is supported by (Zhang et al., 2023). Lastly, support was found for H8 and H9, which illustrate that consumer attitudes can act as mediators in the relationship between Informative and Social Relationship environmental factors and consumer intentions to make purchases in physical or offline stores. These findings are supported by (Zhang et al., 2023). Nevertheless, the study conducted in H10 revealed that consumer attitudes do not serve as a mediating factor in the connection between motivating environmental stimuli and customer intentions to make purchases in physical or offline stores.

CONCLUSIONS

Informativeness has a significant positive effect on consumers' attitudes towards in-influencers. Para-social relationships have a significant positive effect on consumers' attitudes towards in-influencers. Inspiration has an insignificant negative influence on consumers' attitudes towards in-influencers. Consumer's attitude towards in-influencers has a significant positive effect on consumers' offline purchase intention. Informativeness has an insignificant negative influence on consumers' offline purchase intention. Para-social relationships have an insignificant negative influence on consumers' offline purchase intention. Inspirational attitude towards in-influencers has an insignificant negative influence on consumers' offline purchase intention. Informativeness has a significant positive effect on consumers' offline purchase intention through consumers' attitudes towards in-influencers. Para-social relationships have a significant positive effect on consumers' offline purchase intention through consumers' attitudes towards in-influencers. Inspiration has an insignificant negative effect on consumers' offline purchase intention through consumers' attitudes towards in-influencers.

The objectives of this research include: (1) To investigate environmental stimuli that influence consumer attitudes, (2) To investigate consumers' offline purchase intentions, and (3) To investigate the mediating effect of consumer attitudes on the relationship between various stimuli and purchase intentions. offline. In evaluating hypotheses and answering research questions, this research uses a stimulus-organism-response model and the PLS-SEM analysis method.

Although this research has created something new in live streaming marketing, especially in terms of in-store live streaming which arouses consumer curiosity to shop directly offline, there are still several limitations that need to be addressed in future research. This research needs to consider the impact of a wider context on in-store live-streaming marketing, especially with diverse cultural backgrounds. Additionally, it is important to examine the impact of live-streaming marketing on different types of businesses, such as restaurants or shopping tourism, which may require different marketing strategies and engage different target audiences. It should also be remembered that this research was conducted in Bengkulu, so we cannot see the impact in a wider context.

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