
THE INFLUENCE OF LIVE STREAMING SHOPPING, TWIN DATE PROMOTION, AND E-WOM ON GEN Z SHOPEE USERS' IMPULSE BUYING IN SURABAYA

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Abstract

This study explores how live streaming shopping, twin event promotions, and E-WOM impact impulse buying behavior among Gen Z users of the Shopee e-commerce platform. It is intended to serve as a scholarly reference for future research. The study employed a quantitative descriptive approach, utilizing Partial Least Squares (PLS) for data analysis. The results suggest that while live streaming shopping and E-WOM do not affect impulse buying behavior among Gen Z users of Shopee in Surabaya, twin event promotions contribute to their impulse buying behavior.

Keywords: Live Streaming Shopping, Promotion, E-WOM

INTRODUCTION

The evolution of Internet infrastructure has significantly enhanced public accessibility to a wide array of products and services, consequently fostering the burgeoning popularity of e-commerce within Indonesia. According to Statista Market Insights, the overall e-commerce user base in Indonesia is projected to reach 208.55 million by 2024. Furthermore, Bank Indonesia (BI) reported a substantial increase in e-commerce transaction values, reaching 453.75 trillion IDR in 2023, with sales volume totaling 3.71 billion units, surpassing the previous year's 3.49 billion (Kontan.id).

Shopee stands as a pioneering force in the evolution of e-commerce in Indonesia. Since its inception, Shopee has consistently exhibited notable dominance within the e-commerce sector. This assertion is corroborated by SimilarWeb's report, which indicates that Shopee amassed 2.3 billion visits throughout 2023, marking the highest among its competitors (Katadata.id). Furthermore, Shopee secured the top rank in the Top Brand Index (2023) for the online marketplace category in 2023, commanding a share of 45.80%. However, Shopee is not without its challenges. According to a 2023 Populix survey on consumer preferences in Indonesia regarding electronic products, household items, and health products, Shopee ranked second with a 40% share, while Tokopedia led with 44%. These findings also underscore consumer perceptions, where Shopee is noted for its comprehensive product offerings and recommended applications, whereas Tokopedia is trusted for its reliability and quality products (info.populix.co). These insights highlight Shopee's opportunities to strengthen its market position, particularly in electronic products, household items, and health products, and to cultivate consumer confidence. Consequently, Shopee can enhance its competitive edge in the e-commerce landscape, boost sales volumes, and foster impulse purchases among its user base.

Impulsive buying can manifest due to sudden needs, visual stimuli, promotional campaigns, or diminished cognitive capacity to assess the benefits and drawbacks of such purchases (Rodrigues et al., 2021). Findings from a 2023 Populix survey among Indonesian individuals aged 18-25 reveal a noteworthy prevalence of impulsive shopping behavior in Indonesian society. This phenomenon is underpinned by various factors, including self-reward, spontaneous purchase opportunities, the allure of promotions and twin-date discounts, product reviews, cashback offers, free shipping incentives, and the influence of

key opinion leaders (KOLs) (Kumparan, 2023). These factors are commonly observed in practices such as live-streaming shopping, twin-date promotional events, and E-WOM.

The emergence of live-streaming shopping features in e-commerce has attracted growing interest among Indonesians. According to Sea Ahead Waves' 2022 survey, 78% of respondents were aware of live-streaming shopping features, with 71% having accessed them, and 56% having conducted transactions through this feature (Ipsos.com). Jakpat's 2023 publication validated these findings, reporting that 86% of respondents engaged in live-streaming shopping, with 65% making transactions (Jakpat, 2023). Both datasets indicate a significant rise in the utilization of this feature in Indonesia between 2022 and 2023.

Within the realm of e-commerce marketing strategies, twin-date promotional events have emerged as a pivotal initiative to stimulate consumer purchasing interest. According to Jakpat's 2023 survey findings, 62% of respondents engaged in transactions during twin-date events. Moreover, a Populix survey in 2023 observed that 91% of respondents participated in promotional periods, with 51% expressing definite intent to engage in ongoing promotional activities. This phenomenon underscores a substantial correlation between twin date promotions and consumer shopping behaviors.

Electronic Word-of-Mouth (E-WOM) has become a pivotal element in influencing consumer purchasing decisions in the digital age. According to the report "Digital Indonesia 2024" by We Are Social, word of mouth ranks fourth among the sources for discovering brands, accounting for 29.9% of responses. Consumer reviews, integral to E-WOM, hold the second position as a key driver of online purchases, with a significant percentage of 48.2% (We Are Social & Meltwater, 2024). Shopee, for instance, effectively utilizes E-WOM through features such as "Shopee Video," facilitating users in sharing photo or video reviews of products, and through Shopee affiliates who promote Shopee product links across social media channels.

Based on the preceding discussion, the aims of this study are outlined as follows: 1) To examine the impact of Live Streaming Shopping on Impulse Buying among Gen Z Shopee e-commerce users in Surabaya. 2) To examine the influence of Twin Date Event Promotions on Impulse Buying among Gen Z Shopee e-commerce users in Surabaya. 3) To examine the impact of E-WOM on Impulse Buying among Gen Z Shopee e-commerce users in Surabaya.

REVIEW OF LITERATURE

Live Streaming Shopping

Live streaming commerce denotes conducting e-commerce transactions through real-time broadcasting platforms, facilitating direct interaction between broadcasters and viewers (Xu et al., 2020). According to Dai & Cui (2022), live streaming shopping involves directly selling products to consumers using live broadcasts on e-commerce platforms or social media. There are two primary types: first, integration within e-commerce platforms like Shopee and Lazada, where hosts showcase products and offer recommendations; second, integration within short video apps or live streaming platforms such as TikTok (Dai & Cui, 2022). Dimensions of live streaming, as described by Song & Liu in Saputra & Fadhilah (2022), include streamers' credibility, media richness, and interactivity.

Li et al. (2022) explain that live-streaming e-commerce stimulates impulse purchases through interactions with hosts that elicit emotions like pleasure and excitement. Ardiyanti (2023) identifies factors such as competitive pricing, ease of interaction, and compelling promotions during live streams that enhance impulse buying behavior. Suhyar & Pratminingsih (2023) corroborate these findings, highlighting the positive impact of live streaming on impulse buying.

Twin Date Promotion

Sales promotion is a strategic marketing communication approach employed by manufacturers to stimulate retailers and elicit rapid consumer response (Kumar et al. in Al-Sahli, 2022). According to Tjiptono as cited in Sari & Hermawati (2020), sales promotion entails direct persuasion through incentives aimed at driving product purchases and increasing purchase volumes. Kotler et al. (2022) suggest that sales promotion can swiftly enhance sales and prompt consumers to buy more or faster than usual. "Twin Date" Event promotions utilize dates with identical numbers (e.g., 11.11, 12.12) to launch extensive promotional campaigns aimed at boosting sales. According to Kotler and Keller as cited in Apriani & Fadilla (2023), there are five key indicators of sales promotion effectiveness: (1) Frequency, (2) Quality, (3) Quantity, (4) Duration, and (5) Targeting accuracy.

Prasetio & Muchnita (2022) argue that appealing limited-time discounts can compel prospective buyers to make purchases even without prior intention. Aurelia et al. (2021) find that exposure to sales promotions influences impulse buying behavior, indicating that

increased exposure to promotions correlates with higher instances of impulse purchases. (Aprilia et al., 2023) corroborate that sales promotions exert a positive impact on impulse buying tendencies.

E-WOM

Word-of-mouth (WOM) refers to verbal or written communication through which satisfied consumers share their experiences and satisfaction regarding events, businesses, products, or services with others (Schiffman & Wisenblit, 2019). Electronic Word-of-Mouth (EWOM) involves positive or negative statements about products or companies made by potential, former, or current customers, disseminated over the internet and accessible to a wide audience (Hennig-Thurau et al. in Jan & Bhat, 2021). According to Ismagilova et al. in Salim et al. (2021), EWOM is less personal than traditional WOM but more effective as a marketing tool due to its broader reach and accessibility. The presence of EWOM helps consumers become more connected and informed, with recommendations facilitating the formation of objective product evaluations (King in Lai et al., 2022). Goyette in Purwaningdyah (2019) outlines three dimensions to measure EWOM: (1) Intensity, (2) Content, and (3) Valence of Opinion.

Ernestivita et al. (2022) highlight that EWOM significantly influences impulse buying as product recommendations and reviews can impact consumer psychology, influencing them to purchase products recommended by others due to the high credibility of the reviews. Increased online discussion intensity about a product heightens the desire to purchase it, even if there was no prior interest (Kurniawan & Setiawan, 2023). Herdiana & Supriyono (2023) affirm that positive reviews often spur impulse purchases among social media users.

Impulse Buying

According to Rook and Gardner as cited in Pandey & Bharti (2019), impulse buying entails a swift and unplanned decision to purchase a product immediately. Stern, in Husnain et al. (2019), distinguishes planned purchases involving information search and rational decision-making from unplanned purchases categorized under impulse buying, which occurs without prior planning. Stern, mentioned in Pandey & Bharti (2019), categorizes impulse buying into four types: pure impulse buying, reminder impulse buying, suggestion impulse buying, and planned impulse buying. Nagadeepa et al. (2021) delineate the process of

impulse buying through four primary stages: product search, the emergence of the desire to purchase influenced by internal and external factors, making a purchase decision without additional information-seeking, and post-purchase consequences, whether positive or negative. Rook, in Sinaga et al. (2023), proposes four indicators to measure impulse buying, including (1) Spontaneity, (2) Power, Compulsion, and Intensity, (3) Excitement and Stimulation, and (4) Disregard of Consequences.

RESEARCH METHOD

This research engaged 97 respondents who utilize Shopee e-commerce in Surabaya, selected through purposive sampling based on Gen Z criteria, residing in Surabaya, actively engaging in transactions via live streaming shopping, and participating in twin date event promotions. The data for this study was collected by distributing questionnaires to eligible respondents. The data analysis utilized the Partial Least Squares (PLS) method with SmartPLS software.

RESULTS AND DISCUSSION

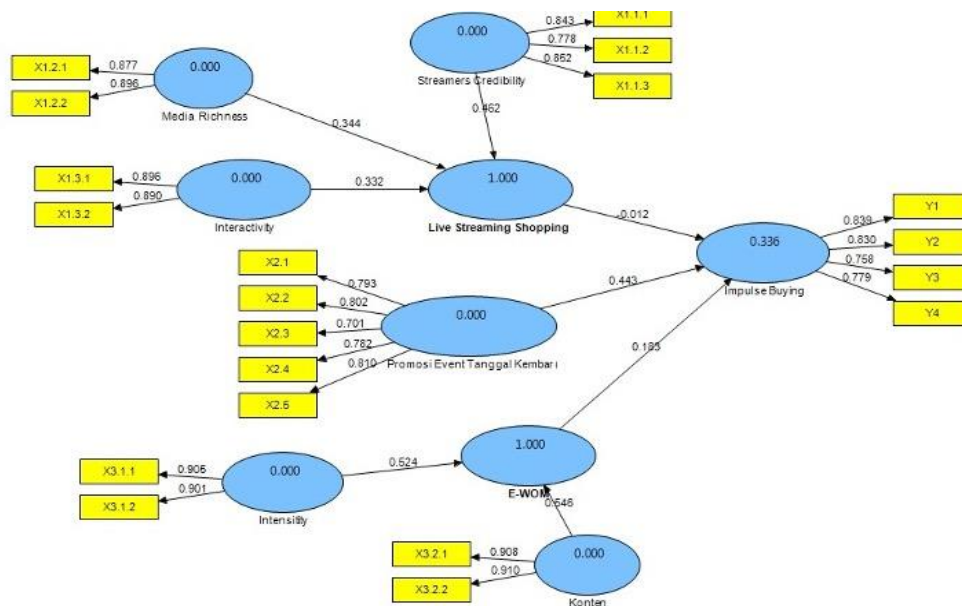


Figure 1
Outer model with values of Factor Loading, Path Coefficients, and R-Square

In conclusion, the outer model reveals factor loading values displayed above the arrows connecting variables and indicators. Additionally, path coefficients are illustrated above the

arrows linking exogenous and endogenous variables. Meanwhile, R-Square values are located within the circles representing the endogenous variable (impulse buying).

Based on the figure above, all reflective indicators for Live Streaming Shopping (X1), Twin Date Event Promotion (X2), E-WOM (X3), and Impulse Buying (Y) exhibit factor loadings greater than 0.50, with T-Statistic values exceeding the Z-value at $\alpha = 0.05$ (5%) = 1.96. Therefore, it can be concluded that the overall estimation results of the indicators meet convergent validity or demonstrate good validity.

AVE & Composite Reliability

Average Variance Extracted (AVE) represents the proportion of variance in the indicators explained by the latent variable. An AVE value above 0.5 suggests that the convergent validity of the latent variable is adequate. For construct reliability, assessed using composite reliability, a construct is deemed reliable if the composite reliability value surpasses 0.70, indicating that the indicators consistently measure the latent variable.

Table 1
AVE & Composite Reliability

	AVE	Composite Reliability
E-WOM	0.716816	0.910106
Impulse Buying	0.644182	0.878475
Intensity	0.815191	0.898187
Interactivity	0.797267	0.887198
Konten	0.825652	0.904501
Live Streaming Shopping	0.573024	0.903515
Media Richness	0.786109	0.880235
Twin Date Event Promotion	0.606380	0.884833
Streamers Credibility	0.680783	0.864644

Source: Processed Data (2024)

The AVE testing results across all dimensions, including the variables Live Streaming Shopping and E-WOM, Twin Date Event Promotion, and Impulse Buying, indicate AVE values above 0.5, affirming strong validity for the constructs and variables in this study. Similarly, composite reliability testing across all dimensions and variables, encompassing Live Streaming Shopping, Twin Date Event Promotion, E-WOM, and Impulse Buying, shows values exceeding 0.7, confirming high reliability for the constructs and variables examined in this research.

Structural Testing Results (Inner Model)

The structural (inner) model was assessed by examining the R-squared values, which serve as indicators of model goodness-of-fit. Inner model evaluation involves assessing the R-squared values within the equations linking latent variables. R-squared values indicate the extent to which exogenous variables (independent) in the model can elucidate endogenous variables (dependent).

**Table 2
 R-Square**

	R Square
Live Streaming Shopping	
Twin Date Event Promotion	
E-WOM	
Impulse Buying	0.335842

Source: Processed Data (2024)

The R-squared value is 0.335842. This indicates that the model explains 33.58% of the phenomenon of Impulse Buying influenced by exogenous variables such as Live Streaming Shopping, Twin Date Event Promotion, and E-WOM, while the remaining 66.42% is explained by other variables outside the scope of this study such as Price and Hedonic Motivation.

Hypothesis Testing

**Table 2.
 Path Coefficients (Mean, STDEV, T-Values)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Live Streaming Shopping -> Impulse Buying	-0.012301	0.005329	0.109272	0.109272	0.112571
Twin Date Event Promotion -> Impulse Buying	0.443125	0.449551	0.148538	0.148538	2.983235
E-WOM -> Impulse Buying	0.182926	0.166050	0.141965	0.141965	1.288528

Source: Processed Data (2024)

From the table above, conclusions can be drawn regarding the hypotheses as follows:

1. The hypothesis that Live Streaming Shopping positively affects Impulse Buying among Gen Z Shopee e-commerce users is not supported. The path coefficient is -0.012301, and the T-Statistic value of 0.112571 is below the critical value $Z\alpha = 1.96$ (at $\alpha = 0.05$), indicating insignificance.
2. The hypothesis that Twin Date Event Promotion positively affects Impulse Buying among Gen Z users of Shopee e-commerce is supported. The path coefficient is 0.443125, and the T-Statistic value of 2.983235 exceeds the critical value $Z\alpha = 1.96$ (at $\alpha = 0.05$), indicating significance.
3. The hypothesis that E-WOM positively impacts Impulse Buying among Gen Z Shopee e-commerce users is not supported. The path coefficient is 0.182926, and the T-Statistic value of 1.288528 is below the critical value $Z\alpha = 1.96$ (at $\alpha = 0.05$), indicating insignificance.

The Influence of Live Streaming Shopping on Impulse Buying

According to the research findings, it was found that the variable of live-streaming shopping does not contribute to impulsive buying among Gen Z users of Shopee in Surabaya. This finding suggests that the streamer's, media richness, and interactivity in live streaming do not encourage impulsive purchases. This could be because impulse buying is often triggered by other factors such as promotions and fund availability. Shopee itself consistently offers discounted prices, flash sales, and free shipping vouchers specifically to viewers during live streaming on Shopee. Consequently, consumers often participate in live streaming solely to claim these discount vouchers or free shipping offers provided. This is consistent with findings by Aqidah (2023) stating that Gen Z impulse buyers on Shopee e-commerce appreciate Shopee Live programs due to the discounts, free shipping offers, and special vouchers offered during the live streams, which then stimulate impulsive purchases. The study also reveals that the intensity of Gen Z's impulsive buying is influenced by fund availability, as impulsive purchases occur when they have sufficient funds.

These research findings align with the findings of Sari & Kadi (2023), which indicates that live streaming does not significantly influence product impulse buying. However, these findings contrast with Ardiyanti's (2023) research, which suggests that live-streaming shopping positively influences impulsive buying behavior, as well as Al Jonet's (2024) study

showing that live streaming significantly affects impulsive buying on the Shopee in Surabaya.

The Influence of Twin Event Promotion on Impulse Buying

According to the research findings, it was established that the twin event promotion variable significantly contributes to impulsive buying among Gen Z users of Shopee in Surabaya. This suggests that higher frequencies, durations, quantities, and qualities of promotions provided by Shopee to its target market can enhance consumer impulse buying on the Shopee e-commerce platform.

Based on descriptive analysis, the most prominent indicator is the accuracy of twin event promotion targeting its audience. Shopee collaborates with celebrities or influencers to disseminate information about twin event promotions through social networking sites such as YouTube, TikTok, and Instagram. They also partner with major brands and sellers to offer exclusive discounts during twin events and place promotional banners on their app's main pages or use pop-up banners to attract user participation. These findings indicate that the more precise Shopee is in distributing promotion information to consumers, the greater the likelihood of consumers making impulsive purchases.

These research findings align with those of Prasetio & Muchnita (2022), indicating that sales promotion variables influence impulsive buying, and with Aurelia et al., (2021), whose research shows that exposure to sales promotions affects impulsive buying.

The Influence of E-WOM on Impulse Buying

According to the research findings, it was found that the E-WOM variable does not contribute to impulsive buying among Gen Z users of the Shopee app in Surabaya. This conclusion suggests that although the majority of participants show interest in purchasing products after exposure to information and recommendations, it does not lead them to make impulsive purchases. This could be due to the increasing exposure to E-WOM on social media and brands frequently collaborating with key opinion leaders or influencers, making consumers less easily swayed by E-WOM. This finding aligns with research by Gajanova et al. (2020), which found that Generation Z largely distrusts influencer marketing. Another possible factor contributing to these results could be the maturity of respondents in critically processing information on social media, which prevents them from engaging in impulsive buying behaviors. This statement aligns with findings from Abdurrahman in Fahriansah et

al. (2023) that student skepticism in processing social media information can deter them from impulsive buying behavior.

These research findings are consistent with the results of Hasim & Lestari (2022), indicating that E-WOM has no partial effect on impulse buying on Tokopedia, and the study by Puspita et al. (2022) indicating that E-WOM does not have a significant impact on impulsive buying behavior among e-commerce users in Pekanbaru. However, these findings do not align with the study conducted by Ernestivita et al. (2022), which found that E-WOM significantly influences impulse buying due to its perceived credibility, as well as the findings of Kurniawan & Setiawan (2023), which stated that E-WOM drives impulsive buying because the intensity of online discussions about a product can increase desire to purchase it, even if previously not interested.

CONCLUSION

Based on the findings, it can be concluded that both live-streaming shopping and E-WOM do not significantly influence impulse buying among Gen Z users of Shopee e-commerce. Despite the facilitation of communication between hosts and audiences through live streaming, and the observed interest in product purchases following exposure to E-WOM, these factors do not induce impulse buying behaviors. Conversely, promotions tied to twin events contribute significantly to impulse buying among Gen Z users in Surabaya. This underscores that increasing the frequency, duration, quantity, and quality of such promotions can effectively enhance impulse buying behaviors on the Shopee platform. The study recommends that Shopee enhance the interactivity of its live streaming features, conduct comprehensive surveys to better understand user preferences, consistently disseminate twin event promotion information through social media channels, and improve the visibility of discounted products through integrated app features. It is suggested that future researchers undertake further studies using additional variables or ones not yet explored in this research, such as Price, Hedonic Motivation, and Online Store Beliefs.

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