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What Drives Consumers to Keep Using Live Shopping in Indonesia?

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ABSTRACT: The rapid expansion of e-commerce in Indonesia has accelerated the rise of live shopping as a dominant digital retail innovation. By integrating real-time interaction, product demonstration, and instant purchase features, live shopping enhances consumer engagement and shapes new consumption behavior—particularly among Generation Z. This study examines the influence of Perceived Benefit (PB), and Information Quality (IQ) on Satisfaction (SAT), as well as the effect of SAT on Continuous Intention (CI). A total of 100 Gen-Z respondents in Greater Jakarta were surveyed, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that PB and IQ positively influence SAT. Furthermore, SAT positively enhances CI, indicating that user satisfaction of live shopping increases the likelihood of continued usage. These findings provide insights for digital retailers and platform managers to optimize live shopping strategies through trust-building, value reinforcement, and improved information delivery.

1. INTRODUCTION

The Indonesian retail industry has undergone significant transformation in recent years, driven by rapid urbanization, the expansion of e-commerce, and the impact of the COVID-19 pandemic. One notable development is the emergence of e-commerce live streaming, a retail format that integrates real-time interaction, entertainment, and product presentation into the online shopping experience (Hu & Chaudhry, 2020). This format enhances consumer engagement through interactivity, authenticity, and visibility, distinguishing it from traditional online shopping (Ma & Mei, 2019).

Retailers increasingly adopt live streaming as part of their digital marketing strategies, using anchors or hosts to deliver product information, promotions, and demonstrations across platforms (Zhou et al., 2021). Live shopping allows sellers to interact directly with consumers, fostering immediacy and trust while creating a more immersive shopping experience. Advances in digital technologies—such as augmented reality, virtual reality, avatars, and smart displays further enhance the vividness of online customer experiences (Wallace, 2015).

The popularity of live shopping is particularly evident among Generation Z, whose strong affinity for technology and openness to digital innovation drive engagement with interactive features such as virtual try-ons, live polls, and real-time communication. Born in the 1990s and raised in the digital era, Generation Z is the first cohort to grow up fully immersed on the internet, social media, and mobile technologie (Francis & Hoefel, 2018; Lestari, 2019). As the largest generational group globally, representing approximately 27% of the world's population, their consumption behavior offers valuable insight into future market trends (Raniwala, 2021). Therefore, examining Generation Z's continuous intention toward live shopping is highly relevant.

Despite its rapid adoption, live shopping remains a relatively underexplored research area, particularly in emerging markets. Prior studies suggest that factors such as perceived benefit, and information quality significantly influence consumer satisfaction (Attar et al., 2021; Sharabati et al., 2022). Given Indonesia's highly competitive e- commerce landscape, this study investigates Generation Z's continuous intention toward live shopping by examining the relationships among perceived credibility, perceived benefit, information quality, attitude, and continuous intention. The findings are expected to offer practical insights for retailers while contributing to the development of live shopping literature and future research.

2. LITERATURE REVIEW

2.1 Live Shopping

Invented in 2016 (Chen et al., 2019) and quickly gaining popularity in 2019 (Zhou et al., 2021), Live Shopping or live streaming shopping is a new retail trend. It combines e-commerce with live video streaming which enables sellers to interact with consumers on the internet in real-time (Chen et al., 2023).

Many e-commerce platforms and retailers have integrated live shopping functionalities directly into their websites or mobile apps, allowing consumers to access live shopping experiences within familiar digital environments. It has now become mainstream in e-commerce (Liu et al., 2022). In live shopping, sellers can show consumers products and services in real-time, allowing consumers who watch the stream to interact with hosts, ask questions about the product, see the product in real- time, and make purchases directly through the streaming platform. Live e-commerce shopping has reshaped the relationship among "consumers", "commodities" and "shopping malls", and it has become a revolutionary form of the retail market (Zhou et al., 2021).

2.2 Perceived Benefit

Perceived benefit refers to the subjective evaluation or perception of the advantages, gains, or positive outcomes that consumers believe they can obtain from engaging in online shopping activities. Perceived benefit is defined as an individual's perception that a particular action will result in positive consequences (Arora & Aggrawal, 2018; Leung, 2013). Kim et al. (2008) explained perceived benefits in the online context as "as a consumer's belief about the extent to which he or she will become better off from the online transaction with a certain Web site. Buyers could efficiently complete their jobs quickly and sense the joy of using simple m-payment technologies (Kim et al., 2010). This factor is frequently used as a perceived benefit (Oliveira et al., 2016; Venkatesh & Davis, 2000).

2.3 Information Quality

Information quality is consumers' overall perception of the quality of the content provided by a retailer (Chen, 2013). Information quality was defined by Muda and Khan (2020) as consumers' assessments of online-available product or service information aspects like accuracy, presentation, and completeness. Information quality had a beneficial influence on people's attitudes regarding beauty UGC on YouTube for purchase decision-making, according to Muda and Khan (2020). Information quality is a reliable indicator of purchase and reuse intention as well as satisfaction in context such as government mobile services (Wang and Teo, 2020), social networking mobile services (Gao and Bai, 2014; Wu and Chen, 2015), and health information sites (Shim and Jo, 2020). In the live streaming context, informational motivation drives consumers to watch live streams and engage in live-stream shopping (Cai et al., 2018).

2.4 Satisfaction

Satisfaction is an important component of how consumers evaluate their relationship with a company, as it directly affects their intention to continue interacting with or to make repeat purchases from the company (Crosby et al., 1990; Dagger & O'Brien, 2010; Izogo & Karjaluoto, 2022). Customer satisfaction is the strongest predictor of reuse intention, and the relationship between satisfaction and continuous intention has shown the highest consistency across different research contexts. This phenomenon provides a basis for understanding that when customers experience a high level of satisfaction, it serves as a strong predictor of their intention to continue using the service or technology (Bhattacherjee et al., 2008; Jiang, 2011; Chen et al., 2012; Malik & Rao, 2019).

2.5 Continuous Intention

Continuous Intention is an intent in which customer must continue using a service in the post-adoption phase, it is different from intention to use the service during pre-adoption phase (Montazemi and Qahri-Saremi, 2015). Continuous intention represents one distinct type of behavioral intention that comes in many forms such as purchase intention, recommendation intention, among others (Hepola et al., 2020). Consumer's perception stems from their shopping experience and determines whether they will continue using the service for future purchases and whether they will repurchase products from said retailers (Geng and Chang, 2022).

3 RESEARCH MODEL AND HYPOTHESIS

3.1 Hypothesis Development

Live shopping provides convenience and comfort for Generation Z consumers by allowing them to shop from home without the need for outdoor activities or long waiting times (Asmarani et al., 2024). When live shopping offers discounts and promotional incentives, it increases Generation Z's interest and purchase intention, helping to meet their expectations regarding price satisfaction (Dai et al., 2020). Moreover, the interactive features of live shopping enable real-time communication with sellers and other consumers, facilitating social interaction and access to additional product-related information. These interactions contribute to higher levels of satisfaction among Generation Z consumers when shopping through live shopping platforms (Dubey & Sahu, 2022).

The greater the benefits perceived by consumers, the higher the level of satisfaction they experience with the overall live shopping experience. Factors that make consumers feel supported, secure, and comfortable during live shopping transactions play a crucial role in enhancing satisfaction levels (Choi & Choo, 2016). Therefore, the researcher proposes the following hypothesis:

H1: Perceived Benefit has positive impact on Satisfaction

Information quality reflects consumers' evaluations of the accuracy, usefulness, and clarity of the content delivered by sellers (Chen, 2013). Prior research has demonstrated that higher information quality is positively associated with both e- commerce usage and consumer satisfaction (Ma, 2021). Before the widespread adoption of live shopping, uncertainty was recognized as a key obstacle in online purchasing, limiting consumer trust and transaction success (Pavlou et al., 2007). In this regard, the increasing adoption of live shopping has drawn scholarly attention, as this format is perceived to reduce uncertainty by offering more transparent and credible information (Zhang et al., 2020). Through real-time visual demonstrations and interactive communication, live shopping allows sellers to provide detailed and up-to-date product information, thereby enhancing consumers' understanding and confidence in their purchase decisions (Cai et al., 2018).

Based on the literature and studies discussed above, live shopping can help provide information that accurately reflects the products, and such information can be considered reliable because it is delivered in an up-to-date manner. Therefore, based on the existing literature and research, this study proposes the following hypothesis:

H2: Information Quality has positive impact on Satisfaction

Previous studies suggest that satisfaction in online shopping contexts arises when consumers' emotional responses or perceived fulfillment toward a product, service, or online social environment are met (Sharabati et al., 2022). Such satisfaction is shaped through social interactions across digital platforms, which have been shown to positively enhance overall satisfaction levels (Schillaci et al., 2024). As these interactions strengthen, users are more likely to engage in positive behaviors, including sharing favorable information and recommendations through word-of-mouth, indicating a high degree of satisfaction (Attar et al., 2021). Accordingly, enhancing user satisfaction plays a critical role in the effective management and development of live shopping platforms.

Customer satisfaction in live shopping settings has been widely recognized as a key determinant of consumers' continuance intention. Satisfied consumers are more likely to engage in repeat purchases, share favorable word-of-mouth, develop platform loyalty, and continue using the same live shopping services (Hallock et al., 2016; Lin et al., 2018). Higher levels of satisfaction also encourage greater consumer engagement, contributing to a more interactive and vibrant live shopping environment. Moreover, prior experience and perceived benefits have been identified as important drivers of continued participation in live shopping platforms (Chen et al., 2020). Accordingly, drawing on existing literature, this study proposes the following hypothesis:

H3: Satisfaction has positive impact on Continuous Intention

3.2 Research Model

A research model was developed to analyze the connections between perceived benefit, information quality, satisfaction, and Continuous intention. There are four constructs in the model we developed. The research model is presented as follows:

Fig.1 The research model

4 RESEARCH METHOD

4.1 Data Collection

The sample on this study targets consumer who have purchased from Indonesian e-commerce retailers and live-shopping e-commerce within the past three months, ensuring fresh and relevant experiences and perceptions. Gen Z generation was chosen for the data sampling process since the generation is aware of technologies and dominates the population of Indonesia. This generation has already been estimated to become the largest consumers in 2020, their direct spending is approximately $29–$143 billion, and 93% of parent's state that they influence household purchases (Lestari, 2019). Samples below the age of 17 are eliminated from the questionnaire as they are considered not mature enough to be able to make a purchase independently. Moreover, this paper extends the live shopping continuous intention using Greater Jakarta as the population his city has the highest Internet penetration in Indonesia above 45% (Das et al., 2016; Lestari, 2019).

Likert-type scale, a measurement tool that offers respondents opportunity to indicate their level of agreement or disagreement with a statement using a scale that typically ranges from five to seven points. To measure each variable, 5- point Likert scale was employed, 1 is assigned to represent "strongly disagree" and 5 "strongly agree".

This research employed a quantitative approach using Partial Least Squares Structural Equation Modelling (PLS-SEM) to analyze complex relationships between multiple variables, offering insights into information quality, perceived credibility, and perceived benefit's direct and indirect effect on Continuous intention. All constructs of this study are measured with items adapted from previous studies to maintain content validity, some modifications are made to contextualize it within the study.

4.2 Measurement Development

The survey instrument consisted of two sections, aimed at gathering essential data on respondent characteristics. The first section focused on basic demographic information, gathering information such as age, gender, education level, occupation, and prior experience with live shopping. The second part consists of constructs of perceived benefit (al-Debei et al., 2015; Schyff et al., 2022), information quality (Mun et al., 2013; Chen et al., 2018), satisfaction (Choi & Choo, 2016), and continuous intention on live shopping (Bueno et al., 2021).

Result

The model validation in this study was conducted using partial least squares structural equation modelling (PLS-SEM). PLS-SEM was selected as the preferred analytical method due to its predictive applications and theory building for small sample sizes and non-normal distribution data (Hair et al., 2022).
Modelling measurement was performed on 100 samples using SmartPLS4.
Based on this, it can be concluded that:

5.1 Distribution of Participant Profiles

Measure	Item	Frequency	Percentage
Age	17-21	22	22%
	22-25	78	78%
Gender	Male	22	22%
	Female	78	78%
Education	Master's degree	11	11%
	Highschool or below	13	13%
	Bachelor's degree	76	76%
Occupation	Housewife	1	1%
	Unemployed	2	2%
	Government Employee	5	5%
	Freelance	7	7%
	Student	33	33%
	Private Employee	52	52%
Have you ever done live shopping in the last of 3 months?	Yes	100	100%

Table 1: Respondents Characteristics

According to Table 1, most respondents were aged 22–25 years. This age distribution appears to reflect the sample's educational and occupational profile: most participants held a bachelor's degree and were employed in the private sector or enrolled as students. The sample was dominated by female. All respondents reported using live-shopping platforms within the past three months, indicating that questionnaire responses were informed by recent experience.

5.2 Analysis of the Measurement Model

According to SmartPLS, a result must be greater than 0.7 to be legitimate (Hair et al., 2022). However, other studies suggest that results greater than 0.6 may also be accepted (Chin et al.,1999). Most items exceeded the recommended threshold of 0.70; three items (IQ3, PB2, PB3) yielded loadings between 0.60 and 0.70. Given that all loadings were above 0.60 and that composite reliability and AVE for the constructs remained acceptable, these items were retained to preserve content validity. Decisions regarding item retention were further supported by cross-loading and discriminant validity analyses.

	CI	IQ	PB	SAT
CI1	0.819			
CI2	0.872			
CI3	0.748			
CI4	0.786			
CI5	0.799			
IQ1		0.841		
IQ2		0.819		
IQ3		0.664		
IQ4		0.787		
IQ5		0.833		
PB1			0.771	
PB2			0.672	
PB3			0.662	
PB4			0.808	
SAT1				0.876
SAT2				0.797
SAT3				0.873
SAT4				0.894
SAT5				0.722

Table 2: Validity Test

According to Hair et al. (2022), during the pre-test stage of convergent validity assessment, an Average Variance Extracted (AVE) value greater than 0.50 and factor loadings above 0.70 indicate acceptable validity. In addition, a composite reliability value exceeding 0.70 suggests that the construct is reliable based on established literature.

Table 3 displays the reliability results using Cronbach's alpha and composite reliability, both of which reveal that all variables in this study had Average Variance Extracted (AVE) value >0.50 and factor loading values >0.70.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CI	0.866	0.877	0.902	0.649
IQ	0.849	0.858	0.893	0.626
PB	0.709	0.728	0.820	0.534
SAT	0.890	0.905	0.920	0.697

Table 3: Reliability Test

5.3 Fit Model and Coefficient of Determination

The adjusted R-square value for satisfaction is 0.565, as shown in Table 4. A factor (PB and IQ) can account for 56.5% of the link between satisfaction. With an adjusted R- squared of Continuous intention is 0.378, Continuous intention indicates that satisfaction contributes for 37.8% of the association between Continuous intention and other variables.

	R-square	R-square adjusted
CI	0.384	0.378
SAT	0.573	0.565

Table 4: R-Square

5.4 Hypothesis Testing

Table 5 displays the results of the research hypothesis test. The P-value of 0.000 in the information quality path to satisfaction. As a result, information quality has a significantly positive effect on satisfaction. The relation of perceived benefit to satisfaction also shows that it has a significantly positive effect with P-value 0.000. Another relation is satisfaction to continuous intention show that has a significantly positive effect with P-value 0.000. The P-value in this study is less than 0.05, hence the results of the hypothesis testing are listed in the remark column below:

	Original sample (O)	T statistics (|O/STDEV|)	P values	Remark
IQ -> SAT	0,33888889	6.113	0.000	H1: Accepted
PB -> SAT	0,26111111	5.105	0.000	H2: Accepted
SAT -> CI	0,43055556	8.693	0.000	H3: Accepted

Table 5: Result

Discussion and Conclusion

The results indicate that perceived benefit and information quality have a direct and significant influence on consumer satisfaction in the live shopping context. Consistent with prior research (Zhang et al., 2020; Asmarani et al., 2024), both constructs serve as key antecedents of consumer satisfaction toward live shopping.

Consumers are more likely to engage in live shopping experiences when they perceive clear benefits, such as convenience, promotional value, and overall usefulness. This finding aligns with previous studies by Dai et al. (2020), Dubey and Sahu (2022), and Asmarani et al. (2024), which emphasize that perceived benefits play an important role in enhancing consumer satisfaction. The findings suggest that the greater the benefits perceived by consumers during live shopping, the higher their level of satisfaction.

Among the examined antecedents, information quality emerges as the most influential factor affecting consumer satisfaction. The results demonstrate that when product information provided by live shopping sellers is clear, detailed, and easy to understand, consumer satisfaction increases significantly. This highlights the

importance of real-time product demonstrations and transparent communication in reducing uncertainty during the shopping process. The finding is consistent with earlier studies that report a strong positive relationship between information quality and consumer satisfaction in online and live shopping environments (Chai et al., 2018; Zhang et al., 2020; Ma, 2021). High-quality information delivered by sellers plays a critical role in shaping positive consumer experiences in live shopping.

Furthermore, the findings confirm that satisfaction has a positive and significant effect on continuance intention toward live shopping. Consumers who experience higher levels of satisfaction are more likely to continue using live shopping platforms for future purchases. This result suggests that satisfaction functions as a key mechanism driving repeat usage and long-term engagement in live shopping commerce. The finding is in line with prior studies indicating that satisfied consumers tend to develop loyalty and sustained usage intentions in digital shopping contexts (Attar et al., 2021; Sharabati et al., 2022; Schillaci et al., 2024).

Limitation and Future Research

This study is not without limitations which need to be explored for further knowledge. This study measures consumer satisfaction and their continuous intention. However, it is important to note that the scope of this study is restricted to these aspects only. Future studies may expand this model and study the influence of continuous intention on their actual purchasing behavior.

Secondly, consumers are considered the most valuable asset of a business, and their satisfaction is an important key to build a strong relationship between consumers and brands. However, measurement of consumer satisfaction was ignored in this model. Further studies can focus on consumer's satisfaction after purchasing products on live shopping commerce.

The generalizability of the findings is another limitation. This study only tested the impact of perceived benefit and information quality to understand consumer's satisfaction. Even though the findings in this study conform to those of previous studies, other factors could play part in influencing consumer's continuous intention.

Lastly, the proposed hypothetical model was only validated among Indonesian consumers who resides in Greater Jakarta, so it may not be applicable in other countries. Future research can explore the cultural differences in this model.

Managerial Implications

In the competitive environment of the Live Shopping industry, management should have a better understanding of the factors influencing consumers shopping behaviour in the live shopping industry. The results of this study may provide some implications for the platform managers, the implications are given from the aspect of consumer benefit. Here are some implications that management can do:

1. Enhance Information Quality and Transparency: Because Information Quality is a primary driver of satisfaction, managers should ensure that sellers provide accurate, clear, and up-to-date product information. Utilizing real-time visual demonstrations is critical because it reduces the "lifestyle fit uncertainty" often associated with traditional online shopping, thereby increasing consumer confidence.
2. Strengthen Perceived Benefits and Incentives: To increase user satisfaction, retailers should emphasize the convenience of shopping from home and the unique promotional incentives available during live sessions. Offering exclusive discounts and price-related rewards can meet the expectations of Generation Z, who are particularly motivated by price satisfaction and immediate gains.
3. Foster Interactivity and Social Engagement: Platform managers should prioritize features that facilitate real-time communication, such as live polls and instant Q&A. High levels of social interaction not only lead to higher satisfaction but also encourage users to share positive word-of-mouth and recommendations, which are vital for building a vibrant and loyal community.
4. Build Long-Term Platform Loyalty: Since Satisfaction is the strongest predictor of Continuous Intention, managers must focus on the post-adoption phase. By consistently meeting consumer expectations through reliable service and supportive transaction environments, platforms can develop platform loyalty, ensuring that users return for future purchases rather than switching to competitors.
5. Targeting the Digital Native Segment: Given that Generation Z is the largest consumer group in Indonesia and highly tech-savvy, marketing strategies should be tailored to their preference for immersive and innovative digital experiences. Managers should explore integrating advanced technologies like augmented reality (AR) or virtual try-ons to keep this cohort engaged.

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