THE INFLUENCE OF LIVE STREAMING FEATURES ON PURCHASE INTENTION FROM THE CONSUMER FUNCTIONAL EXPERIENCE AND EMOTIONAL CONTAGION PERSPECTIVE

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| ARTICLE INFO	ABSTRACT
Keywords: Live Streaming Features Functional Experience Emotional Contagion Purchase Intention	The massive growth in popularity of TikTok in Indonesia over the past few years has had a huge impact on economic growth in Indonesia. TikTok facilitates its users to reach a wider audience by utilizing the live broadcast feature, thus increasing their chances of attracting new customers. The purpose of this study is to investigate the factors that influence consumer purchase intentions on the live streaming platform, especially from the functional consumer experience and emotional contagion perspective. This study was studied using a quantitative descriptive methodology with data collection techniques in the form of a questionnaire-based survey and literature study. Then, the collected data were then analysed using a partial least square with the statistical software SmartPLS.3.2.9. The results indicated that Erigo Store live streaming features in interactivity and convenience has a positive significant influence on the consumer functional experience, pleasant emotion, emotional trust, and purchase intention. Therefore, interactivity has no positive significant influence on purchase intention. Also, at the low structural level, the consumer's functional experience, pleasant emotion, and emotional trust have a positive significant influence on mediating the link between the Erigo Store live streamers' interactivity and the live streaming convenience in relation to the intention to make a purchase.
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1. INTRODUCTION

In recent years, Indonesia has achieved great progress in the information technology sector. It is currently the most prevalent way to deliver dynamic information distribution. The internet phenomenon revolutionized and updated the way traditional marketing functioned, giving rise to digital marketing as it had an influence on businesses and audiences. As a result of new technologies, digital marketing forms have altered (Indrawati et al., 2022). The advent of a novel retailing paradigm, sometimes referred to as live streaming shopping or live streaming commerce, has been facilitated by the rapid advancements in digital technology, the Internet, and communication technologies. (Xiao et al., 2022). It was discovered that live streaming commerce has rapidly turned into a revolutionary sales tactic in the world of online shopping (Ma et al., 2022). The fast advancement of live streaming technology has led to its widespread adoption by online shops as a powerful tool for boosting sales (Gu et al., 2023).

Along with those lines, the "Shoppertainment" phenomena provides a boost to the effective marketing approach through the use of live broadcasts. The word "Shoppertainment" is used to describe content-driven commerce that prioritizes the consumer's experience by blending elements of entertainment and education to create highly immersive shopping environments (Bharadwaj et al., 2022). Based on the data obtained by Populix regarding Shopping on Social Media in 2022, the results of the survey were successfully distributed to 1020 respondents, resulting in data that 86% of respondents ever tried shopped through social media. The survey also stated that the most widely used online shopping platform via social media is Tiktok Shop with a percentage of 46% and the top purchases of goods online on social media were clothing line products with a percentage of 61%. Businesses such as Erigo, who are involved in the process of developing a clothing line, have to put in a lot of effort to ensure that their brand continues to exist in spite of the intense competition that exists in the market for clothing lines, which is highly competitive. Erigo has taken steps to establish themselves from the competition by implementing a marketing strategy through live streaming in Tiktok Shop.

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According to a recent study conducted by Pinochet et al. (2018), it was determined that there is a notable impact of interaction and convenience on both emotional and functional experiences. Furthermore, it is asserted that the emotional and functional experience exerts a substantial impact on the consumers to make a purchase intent. In a recent study conducted by Kuswoyo et al. (2021), it was found that interactivity does not have a significant impact on functional experience, while convenience does not exert a significant impact on emotional experience. Furthermore, it has been asserted that there is no substantial impact of functional experience on the desire to make a purchase. In relation to the emotional contagion framework concerning the aspects of pleasant emotion, Meng et al. (2021) assert that there exists a noteworthy favorable impact of pleasant feeling and emotional trust on buy intention. In a study conducted by Aisyah (2020), it was shown that there is no substantial impact of emotional trust on purchase intention. According to Halik and Nugroho (2022), the mediating role of consumer satisfaction has been found to attenuate the impact of content marketing and does not exert a influence on consumer purchase intentions significantly. The establishment of trust plays a crucial role in the process of persuading individuals to critically assess the information presented by a brand or product (Prasetio & Purnamawati, 2022). Based on the previously mentioned justification, it is imperative to conduct research in order to ascertain the determinants that impact consumers' buy intentions on live streaming platforms, particularly from the standpoint of consumers' functional experience and emotional contagion perspectives.

Theoretical Framework

This study has an objectives to investigate the impact of live streaming features on consumers' purchase intentions from the consumers' functional experience and emotional contagion perspective, drawing upon the theoretical framework of the Stimulus-Organism-Response (S-O-R) model. Previous study also conducted this model to investigate the emotional state as the organism, by implementing the S-O-R model, this research further consider live streaming features interactivity and convenience as the stimulus (S). Together, this research posit that the organism are the consumers functional experience and emotional contagion perspective which has the sub variables of pleasant emotion and emotional trust, and the behavioral response (R) is purchase intention. As a result, the theoretical framework of this research is given as follows:
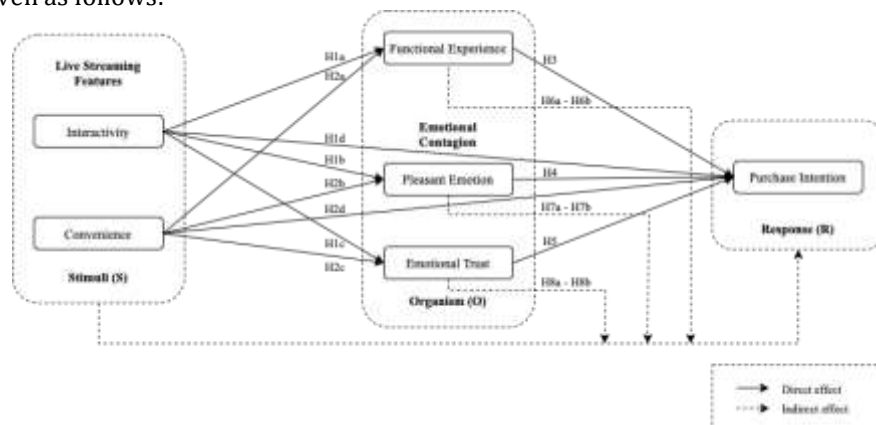
Figure 1. Research Framework
Source: Adapted from (Pinochet et al., 2018, Meng et al., 2021, Chen et al., 2022)

2.   METHOD

Based on the method, this study will generate the quantitative approach. Quantitative research is motivated by the pursuit of ideals like impartiality, fairness, and breadth of understanding (e.g., a statistical overview from a large sample), so the basic goals of explanation and evaluation lend themselves well to this strategy (Sugiyono, 2019). This research investigation employs a descriptive-causal research design in accordance with its stated objectives. This study aims to analyze the effects of Erigo's live streaming features on TikTok in relation to consumers' purchase intent, considering both their functional experience and emotional contagion viewpoints.

The findings of this research will be presented through a descriptive analysis. The information received from the Google Form survey will be used for the primary data gathering and descriptive analysis. A five-interval Likert scale was used in this research to describe the frequency distribution of responses, with the following intervals: strongly disagree, disagree, neutral, agree, and highly agree. And

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this research employs a variety of sources, including international and national journals, papers, books, news, prior theses, and other sources that are relevant to this research, in order to collect secondary data.

The objective of this study is to engage in theory development and prediction-making regarding the constructs of Erigo live streaming features on TikTok. To analyze the impact of these features on consumer purchase intention, the research employs the partial least square structural equation modeling (PLS-SEM) method. This analysis is conducted from the perspectives of consumer functional experience and emotional contagion. During this validity test, three sorts of evaluations will be conducted: a convergent validity assessment, a discriminant validity evaluation, and a composite reliability evaluation.

The utilization of the outer model involves the validation of data gathering instruments by assessing the validity and reliability of all primary data and evaluating indicators in relation to latent variables. In the context of inner model analysis, the R Square test is employed to examine the impact of latent variables on subsequent latent variables (Hair Jr et al., 2021). In the context of this study, a series of tests will be conducted to gather empirical information that will inform the decision to either the null hypothesis is rejected or accept the alternative hypothesis. This study also employs effect size as a means to examine the indirect impact of each mediating variable.

3. RESULTS AND DISCUSSION
Respondent Characteristics

The subsequent part will provide a description of the data obtained from the respondents. Based on the findings of the descriptive analysis, which involved a sample size of 401 respondents, it has been ascertained that the proportion of male respondents significantly exceeds the proportion of female respondents. There were a total of 232 male respondents, accounting for 57.9% of the entire sample, and a total of 169 female respondents, representing 42.1% of the total sample. And for the respondents age, it has been determined that the majority of respondents were aged 19-22 years, which was 198 peoples (49.4%), followed by respondents aged 23-26 years, which was 111 people (27.7%), then aged more than 30 years, which was 38 people (9.5%), then aged 27-30 years old, which was 30 people (7.5%), and lastly for the aged less than 19 years old was 24 people (6.0%).

Structural Equation Modelling-Partial Least Square (SEM-PLS)
1) Outer Model
Convergent Validity

Table 1. Loading Factor

ITEMS	LSFI	LSFC	CFE	EP	ET	PI
LSFI01	0,871					
LSFI02	0,833					
LSFI03	0,814					
LSFI04	0,823					
LSFC01		0,817				
LSFC02		0,813				
LSFC03		0,818				
LSFC04		0,828				
CFE01			0,762			
CFE02			0,779			
CFE03			0,799			
CFE04			0,760			
CFE05			0,777			
CFE06			0,784			
EP01				0,865		
EP02				0,896		
EP03				0,827		
EP04				0,895		
ET01					0,915	
ET02					0,851	
ET03					0,890	
PI01						0,797
PI02						0,845
PI03						0,820
PI04						0,794

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Notes: LSFC = Convenience, LSFI = Interactivity, CFE = Functional experience, EP = Pleasant Emotion, ET = Emotional Trust, PI = Purchase Intention

A correlation between each measurement item and variable is referred to as the factor loading, also known as outer loading. This metric assesses how accurately the item reflects or characterizes the variable measurement being evaluated. Hair et al (2021) state that Henseler et al (2009) deemed the use of LF ≥ 0.70 as an appropriate criterion. The results are presented in Table 1 for the loading factor table mentioned above. It is evident from the table that all of the indicators' outer loadings exceed 0.70, indicating the validity of all the indicators are accepted.

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (Ave)	Cronbach's Alpha	Rho_A
Interactivity	0,698	0,856	0,857
Convenience	0,671	0,836	0,837
Functional Experience	0,604	0,869	0,870
Pleasant Emotion	0,759	0,894	0,898
Emotional Trust	0,784	0,862	0,862
Purchase Intention	0,663	0,831	0,833

The results are presented in Table 2, which displays the Average Variance Extracted (AVE) values. The AVE value for the interactivity variable is 0.698, which exceeds the threshold of 0.50. Similarly, the AVE value for the convenience variable is 0.671, also surpassing the threshold. The AVE values for the functional experience, pleasant emotion, emotional trust, and purchase intention variables are 0.604, 0.759, 0.784, and 0.663, respectively, all of which exceed the threshold of 0.50. Hence, the aforementioned findings suggest that the mean variance of the measurement items encompassed within the variables exceeds 50%. This implies that the criteria for convergent validity, as prescribed for the assessment of the measurement model, have been fulfilled.

Similarly, all of the Cronbach alpha results exceeded the threshold of 0.70. Specifically, the Cronbach alpha values for interactivity (0.856), convenience (0.836), functional experience (0.869), pleasant emotion (0.894), emotional trust (0.862), and purchase intention (0.831) all surpassed the 0.70 criterion. These findings suggest that all of the items can be considered reliable.

Discriminant Validity

Table 3. Fornell-Larcker Criterion

Variable	LSFC	ET	CFE	LSFI	EP	PI
Convenience	0,819					
Emotional Trust	0,545	0,885				
Functional Experience	0,754	0,568	0,777			
Interactivity	0,741	0,557	0,794	0,836		
Pleasant Emotion	0,538	0,740	0,549	0,491	0,871	
Purchase Intention	0,630	0,729	0,596	0,525	0,667	0,814

Notes: LSFC = Convenience, LSFI = Interactivity, CFE = Functional experience, EP = Pleasant Emotion, ET = Emotional Trust, PI = Purchase Intention

The results are shown on Table 3. The Fornell Lacker Criterion, indicates that the AVE root of convenience is (0.819) higher than its correlation with emotional trust variable (0.885), its correlation with consumer functional experience (0.777), its correlation with interactivity (0.836), its correlation with pleasant emotion (0.871) and its correlation with purchase intention (0.814). Likewise with each AVE root emotional trust, functional experience, interactivity, pleasant emotion, and purchase intention are way higher than the correlation of other variables. Evaluation of discriminant validity based on Fornell and Lacker criterion is acceptable.

Composite Reliability

Table 4. Composite Reliability

Variable	Composite Reliability
Interactivity	0,902
Convenience	0,891
Functional Experience	0,901
Pleasant Emotion	0,926
Emotional Trust	0,916
Purchase Intention	0,887

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Hair et al. (2019) state that exploratory research are seen to have an acceptable level of reliability when it reaches 0.60, whereas studies that depend on known metrics are considered to have an acceptable level of reliability when it reaches 0.70. Based on the processed data by using the Smartpls 3.2.9, the results is shown on Table 4 for the composite reliability, the composite reliability value for the convenience variable (0.891), interactivity (0.902), functional experience (0.901), pleasant emotion (0.926), emotional trust (0.916), and purchase intention (0.887) which means that overall the measurement items that measure the convenience, acceptable level of reliability (CR > 0.70). The measurement items are consistent/reliable in measuring each variable.

2) Inner Model
R Square

Table 5. R Square

Variable	R Square	R Square Adjusted
Emotional Trust	0,349	0,346
Functional Experience	0,691	0,690
Pleasant Emotion	0,308	0,304
Purchase Intention	0,631	0,627

According to the findings of Hair et al. (2021), R-squared values of 0.75, 0.50, and 0.25 indicate substantial (high), moderate, and small impacts, respectively. Based on the processed data by using the Smartpls 3.2.9, the results is shown on Table 5 for the R Square value, the amount of variations in emotional trust variables explained by interactivity and convenience is 0.349 (34.9%), which is includes a moderate effect. The amount of variations in functional experience variables explained by interactivity and convenience is 0.691 (69.1%), which is includes a substantive (high) effect. The amount of variations in pleasant emotion variables explained by interactivity and convenience is 0.308 (30.8%), which is includes a weak influences/effect. The amount of variations in purchase intention variables explained by interactivity, convenience, functional experience, pleasant emotion, and emotional trust is 0.631 (63.1%), which is includes a moderate effect.

Hypothesis Testing for Direct Effect

Table 6. Hypothesis Result for Direct Effect

	Hypothesis	Original Sample (O)	T Statistics (|O/Stdev|)	P Values	Result
H1A	Interactivity -> Functional Experience	0.521	9.906	0.000	Supported
H1B	Interactivity -> Pleasant Emotion	0.204	2.695	0.004	Supported
H1C	Interactivity -> Emotional Trust	0.339	4.154	0.000	Supported
H1D	Interactivity -> Purchase Intention	-0.123	1.704	0.044	Not Supported
H2A	Convenience -> Functional Experience	0.368	7.085	0.000	Supported
H2B	Convenience -> Pleasant Emotion	0.386	5.159	0.000	Supported
H2C	Convenience -> Emotional Trust	0.294	3.513	0.000	Supported
H2D	Convenience -> Purchase Intention	0.291	3.765	0.000	Supported
H3	Functional Experience ->	0.130	1.859	0.032	Supported

H4	Purchase Intention Pleasant Emotion -> Purchase Intention	0.180	2.778	0.003	Supported
H5	Emotional Trust -> Purchase Intention	0.432	6.496	0.000	Supported

The findings are presented in Table 6. The results of the hypothesis testing regarding the direct effect of variable interactivity suggest that H1a, H1b, H1c, and H1d are supported. Specifically, the analysis reveals that the influence of interactivity on consumer functional experience is estimated to be 0.521, indicating a positive and statistically significant relationship. This is supported by a t statistic of 9.906, which is greater than the critical value of 1.645, and a p-value of 0.000, which is below the significance level of 0.05. The findings of Pinochet et al. (2018) provide support for the notion that interactivity has a key role in shaping functional experience. The study found that there is a substantial positive relationship between interactivity and customer pleasant emotion, with a coefficient of 0.204. This relationship is supported by a t statistic of 2.695, which is greater than the critical value of 1.645, and a p-value of 0.004, which is below the significance level of 0.05. The findings of Li et al. (2022) provided confirmation for the present study's results, indicating that interaction quality had a statistically significant and beneficial effect on consumers' emotional responses. The impact of interactivity on customer emotional trust is found to be statistically significant ($\beta = 0.339$, $t = 4.154$, $p < 0.05$). The findings of Li et al. (2022) corroborated this outcome since their research demonstrated a statistically significant positive influence of interaction quality on consumers' emotional responses. According to Zhong et al. (2022), their research findings suggest that interactivity has a crucial role in shaping consumer trust. The impact of interactivity on purchase intention is shown to be negative and statistically significant, as indicated by the coefficient of -0.123 ($t = 1.704$, $p < 0.05$). The findings of Zhong et al. (2022) provide support for the present study's conclusions, suggesting that the impact of interactivity on purchase intentions is not significant unless it is mediated by emotional trust.

The findings of the hypothesis testing regarding the direct impact of the convenience variable suggest that H2a, H2b, H2c, and H2d are supported. This implies that convenience has a significant positive effect (0.368) on the functional experience of consumers. This conclusion is supported by a t statistic of 7.085, which is greater than the critical value of 1.645, and a p-value of 0.000, which is below the significance level of 0.05. The findings of this study are consistent with the research conducted by Pinochet et al. (2018), which suggests that convenience plays a key role in shaping consumers' functional experience. The impact of convenience on customer pleasant mood is found to be statistically significant ($t = 5.159$, $p < 0.05$, $n = 386$). The previously mentioned result was corroborated by the research conducted by Pinochet et al. (2018), which demonstrates that convenience plays a substantial role in shaping consumers' emotional experiences. The impact of convenience on consumer emotional trust is statistically significant ($\beta = 0.294$, $t = 3.513$, $p < 0.05$). The finding was corroborated by the research conducted by Pinochet et al. (2018), which demonstrates that convenience exerts a substantial impact on consumers' emotional experiences. The impact of convenience on purchase intention is shown to be statistically significant ($\beta = 0.291$, $t = 3.765$, $p < 0.05$), indicating a positive relationship between the two variables. The findings of this study are consistent with the studies conducted by Pinochet et al. (2018) and Pham et al. (2018), which suggest that convenience plays a key role in influencing purchase intention. According to the findings of Alfanur and Kadono (2022), it was observed that convenience exerted a significant influence on the purchasing intention of e-commerce users.

The findings of the hypothesis analysis regarding the direct impact of functional experience on purchase intention suggest that H3 is supported. Specifically, the influence of consumer functional experience on purchase intention is statistically significant and positive, with a coefficient of 0.130 and a t-statistic of 1.859, which is greater than the critical value of 1.645. Additionally, the p-value of 0.032 is below the significance level of 0.05, further indicating the significance of the relationship. The finding was corroborated by the research conducted by Pinochet et al. (2018), which demonstrates that the functional experience of consumers exerts a substantial impact on their intentions to make purchases. This research further supports the notion put forth by Zhao and Zhou (2022), which posits that user experience exerts a strong beneficial influence on purchase intentions. The results of the hypothesis testing regarding the

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direct impact of pleasant emotions on purchase intention suggest that H4 is supported. Specifically, the analysis reveals that consumer pleasant emotions have a significant positive effect (0.180) on purchase intention, as indicated by a t statistic of 2.778, which is greater than the critical value of 1.645. Additionally, the p-value of 0.003 is below the conventional significance level of 0.05. The finding was corroborated by the research findings of Meng et al. (2021), which demonstrated that enjoyment has the potential to impact individuals' intentions to make a purchase. The findings of this study provide more support for the theory proposed by Tong et al. (2022), which posited that the experience of pleasure emotion exerts a substantial influence on customer purchase intentions. The findings of the hypothesis testing for the direct impact of emotional trust on purchase intention suggest that H5 is supported. The analysis reveals that there is a substantial and positive relationship between customer emotional trust and purchase intention ($\beta = 0.432$, t = 6.496, p < 0.05). The findings of Meng et al. (2021) provide support for the notion that emotional trust has the potential to impact individuals' intentions to make purchases. According to the findings of Zhong et al. (2022), trust exerts a notable impact on consumer purchase intentions.

Hypothesis Testing for Effect Size

Table 7. Hypothesis Results for Effect Size

	Hypothesis	Original Sample (O)	T Statistics (|O/Stdev|)	P Values	Upsilon V	Hypothesis Results
H6A	Interactivity -> Functional Experience -> Purchase Intention	0.068	1.862	0.031	0.0045	Supported
H6B	Convenience -> Functional Experience -> Purchase Intention	0.048	1.723	0.042	0.0023	Supported
H7A	Interactivity -> Pleasant Emotion -> Purchase Intention	0.037	1.924	0.027	0.0013	Supported
H7B	Convenience -> Pleasant Emotion -> Purchase Intention	0.069	2.272	0.012	0.0044	Supported
H8A	Interactivity -> Emotional Trust -> Purchase Intention	0.147	3.509	0.000	0.0214	Supported
H8B	Convenience -> Emotional Trust -> Purchase Intention	0.127	3.121	0.001	0.0161	Supported

According to Yamin (2023) the statistical formula for upsilon mediation size (v) is ($a^2 x b^2$). One notable advantage of the upsilon mediation effect size (v), as highlighted by Lachowicz et al. (2018), is its interpretability due to its scale. The statistical significance of the upsilon mediation effect (v) is interpreted according to the guidelines proposed by Cohen in the study conducted by Ogbeibu et al. (2021). These guidelines categorize the effect sizes as follows: 0.175 indicates a high mediation effect, 0.075 indicates a medium mediation effect, and 0.01 indicates a low mediation impact. The findings are presented in Table 7. The statistical analysis reveals that the upsilon v values for the mediation impact of consumer functional experience in explaining the indirect effect of interactivity on purchase intention indicate modest mediation effects, with a value of 0.0045, which is less than the threshold of 0.01. At the structural level, there is evidence to suggest that the relationship between convenience and purchase intention is partially influenced by consumers' functional experience. This mediation effect is shown to be moderately significant, as indicated by a statistically significant upsilon v value of 0.0023, which is below the conventional threshold of 0.01.

Furthermore, the statistical analysis reveals that the upsilon v statistic, which measures the mediation effect, has a value of 0.0013, which is less than the significance level of 0.01. This suggests that the role of consumer pleasant mood in mediating the indirect impact of interactivity on purchase intention at the structural level is considered to have a weak mediation effect. Based on the obtained upsilon v statistic of 0.0044 0.01, it may be concluded that the mediated influence of pleasant consumer emotions on the structural effect of convenience on purchase intention is relatively weak. Additionally, the calculated values of upsilon v, representing the mediation impact of customer emotional trust on the structural effect of interactivity on purchase intention, are rather low, resulting in a value of 0.0214 which

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is less than 0.075. The observed modest mediation effect, as indicated by the upsilon v statistics of 0.0161 < 0.075, suggests that consumer emotional trust has a weak mediating role in the indirect impact of convenience on purchase intention at the structural level.

4. CONLUSIONS

According to the findings of the research and the discussion that took place in the previous chapter, it is possible to construct the conclusion that the interactivity of the live streamers at Erigo Store and the convenience of live streaming has a positive and significantly influential effect on the consumer's functional experience, pleasant emotion, emotional trust, and intention to make a purchase. This indicates that if there is change in the interactivity variable, it will significantly increase the consumer functional experience, pleasant emotion, emotional trust, and purchase intention. Therefore, the interactivity has no positive significant effect on purchase intention, this indicates that if there is a change in interactivity, it will significantly decrease the consumer purchase intention. Moreover, the consumer functional experience, pleasant emotion, and emotional trust has a positive and significantly influenced the purchase intention and it significantly mediates the relationship between Erigo Store live streamers' interactivity and live streaming convenience towards purchase intention at the low structural level. Therefore, this study does have a few limitations that apply to it. This study focuses solely with the fashion or clothing line sector in the specific area. Also, since TikTok Shop is the only platform that is being investigated, the research may come to a variety of distinct conclusions on other live commerce sites.

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