EXPLORING INDONESIAN GENERATION Z MOTIVATION IN ACCESSING SOCIAL MEDIA LIVE STREAM SHOPPERTAINMENT

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Abstract

Livestream shoppertainment has become the most promising type of social commerce in Indonesia. The main idea of livestream shoppertainment combines shopping experience and entertainment values to become an additional point enabling audience to receive product information and entertainment at the same time. This research aims to explore generation Z motivation in accessing livestream shoppertainment in social media as they tend to favor digitally seamless shopping experience more than other generations. Uses and gratification is used as the main framework. The data is collected through survey by distributing 404 online questionnaires towards generation Z in Indonesia. According to the result, audience motivation in accessing livestream shoppertainment is based on the fulfillment of utilitarian, hedonic, and social gratifications. The duality of utilitarian gratifications towards other types enables livestream shoppertainment is seen as a marketing communication option that is not necessarily to get done the task of purchasing journey, but also to gain any forms of hedonic and social benefits. Fulfilling the needs of utilitarian, hedonic, and social gratifications become important approach to reach generation Z as an audience as well as a consumer in social media platform.

INTRODUCTION

The livestream feature offered by many social media platforms has revolutionary transformed the way brands conduct their social media marketing communication activities (Pires & Simon, 2015; Vieira, da Silva, Henrique, Goncavales, & de Carvalho Gomes, 2013). Before the emergence of livestream commerce, the practice of conducting social media marketing communication used to be dominantly focused on creating product catalogs and sharing them with their social network. However, since the emergence of livestream features in many digital platforms, today, livestream shopping become the most preferable option for brands and sellers to promote their products (Mailman, 2020).

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The uniqueness of livestream shopping as a marketing communication tool relies on its ability to facilitate the ease of shopping and high-level interactivity between the seller and consumer. Comparing the nature of livestream shopping with other digital marketing communication tools, the popularity of the feature happens due to its ability to ensure a more alive interaction. The dynamic also presents a more active role between both parties as well as consumers to other consumers who also watch the same livestream shopping content.

The consumer who watches the livestream content can directly address their question and request to the seller via a comment feature that will be orally responded to by the seller. Livestream features enable the sellers to offer more personalized interaction and service to the audience as they can answer and act as desired by their audience in a real-time (Sun, Shao, Li, Guo, & Nie, 2019). Furthermore, the viewers of the livestream can also comment to one another, enabling the interactive process to answer each other's questions, give recommendations, or share their personal experiences using the product being promoted as a form of social support (Liang, 2021). The mechanism of livestream shopping offers a richer experience, enabling the audience to immerse themselves in the interaction to gain more detailed information about the product as well as observing what others are doing during the livestream shopping.

Amid the tight competition among sellers trying to utilize Livestream as their main marketing communication tool, the concept of shoppertainment emerges. Shoppertainment refers to the type of livestream shopping content aiming to entertain and educate the audience first by creating a highly immersive shopping experience that will lead to a purchase (BCG, 2022). As a content-driven commerce, shoppertainment emphasizes creating engagement-first content with the audience through the help of several key enablers such as influencers, other consumers, sellers, and others. Shoppertainment becomes a way to elevate the shopping experience with a more engaging effort that adds entertainment value to the audience. The entertainment efforts can be carried out through several forms, such as fashion shows, product demos, singing, and mini-concerts, or as simple as enjoying the chatting experience with the sellers. According to the data of BCG (2022), Indonesia is considered the star market of shoppertainment in Asia Pacific, with Thailand and Vietnam as the mainstay markets. Moreover, in the Southeast Asian market, TikTok and BCG consider

shoppertainment as APAC's trillion-dollar opportunity (Bharadwaj, Gulati, Lee, & Witschi, 2022).

Understanding the potential of livestream shoppertainment leads us to the question of the huge interest of social media users towards it. As shoppertainment is considered a content-based marketing communication tool that emphasizes entertainment and engagement rather than purchase, what motives do digital media users have in accessing the content? Would it be merely seeking entertainment content, or further how the motives can lead to purchase? This research is aimed to explore Generation Z (Gen Z) motivation as the main target of shoppertainment on social media platforms. Among all generations, Gen Z is the one who was born, grew, and lived in a more stable digital ecosystem than other generations' (Tania, 2022). From the socio-technographic perspective, this attribute has a great impact on Gen Z media habits and information preferences, including their attitude toward digital promotion (Carr, 2020; Childers & Boatwright, 2017). Compared to other generations, Gen Z is also the generation that enjoys the seamless experience of completing their purchasing journey through social commerce. Shoppertainment itself is considered a marketing communication tool that redefines the path to purchase into a

seamless experience the way Gen Z is accessing social commerce. It starts with brand acceleration through many key enablers and amplification from the community, including through livestream shopping and conversion to purchase.

LITERATURE REVIEW
Methodology

The study employs a descriptive survey method as a methodological approach to illustrate factors motivating Gen Z to access livestream shoppertainment on social media. Data was collected through an online questionnaire distributed through social media and instant messaging applications to Indonesian Gen Z as the population of this study. Most parts of the questionnaire used a Likert scale of 1-5 scores to measure respondents' agreement toward statements, with a score of 1 indicating strong disagreement and a score of 5 indicating strong agreement.

Before the questionnaire was distributed, a pre-survey was conducted to ensure data validity and reliability. The population of the research itself was Indonesian Gen Z according to the data of the Indonesia Central Bureau of Statistics, in 2020, the number of Gen Z was around 71,5 million people. The sampling method employed in this survey is convenience sampling with a level of confidence of 95%

and a margin of error of 5%. Using Slovin formula as the main formula to calculate the sample size, the number of sample to be statistically acceptable was 400 people.

The pre-survey was subjected to 25 respondents, and the result of the data validity score exceeds 0,396 as the minimum R table value. The reliability test also scores 0,90, which indicates the high reliability of the instrument. As all scores remained valid and reliable, the questionnaire was then distributed.

From the distributed questionnaire, 404 respondents were collected as the respondents of the research. The collected data was then executed to normality test. According to the result, comparing the mean and deviation standard scores shows the questionnaire was normally distributed. Furthermore, the data was further processed using descriptive data analysis techniques such as mean analysis, correlation analysis, crosstabulation, and regression analysis.

Conceptual Frameworks

1. Shoppertainment: Livestreaming and Social Commerce

Shoppertainment has become a new shopping tool that is commonly employed by numerous brands by utilizing Livestream as its main feature. The livestream shopping itself is part of social commerce that combines a seamless shopping and social

experience in one app (Deloitte, 2023; Cai & Wohn, 2018). The perspective viewing social commerce ranges from a transactional method mediated by social media (Shadkam & O'Hara, 2013) to an innovation of an e-commerce business model (Kim & Park, 2013). However, social commerce presents a new way of interaction between brand and consumer, enabling them to interact, discover, and finally encourage conversion in terms of transaction.

Social commerce based on its platform can be divided into four categories such as social e-commerce, social media commerce, community commerce, and virtual store (Deloitte, 2023). Social e-commerce refers to an e-commerce platform, with its main role as a transactional platform and then adding social interaction features to its platform. An example of this method is an e-commerce platform that adds live streaming features. In the second form, social media commerce refers to traditional social media platform that integrates commercial features enabling the user to do the transaction, such as TikTok Shop. The third model is community commerce, an interest-led platform that enables transactions to happen among community members on certain platforms, such as NFL Game Pass. At last, the virtual store model enables brands to sell their product both in terms of physical and

digital goods, as commonly happens in Roblox.

The way social commerce is carried out by brands can be manifested in various forms. Deloitte (2023) mapped out eight common forms of social commerce practiced by brands, such as digital stores, conversational commerce, influencer commerce, AR commerce, gaming commerce, group buying, mini programs, and livestream commerce. A digital store is a form of social commerce-enabling a one-stop system between exploring and product buying in one platform. Conversational commerce becomes a form that enables conversation between brands and consumers, such as instant messaging utilizing chatbots. Influencer commerce invites the role of influencer to affect consumer purchase intention towards products.

Other forms of social commerce, such as AR commerce, utilize the use of augmented reality features so that consumers can virtually explore and try on the products. Gaming commerce has become an online gaming platform that enables brands to create a virtual world that enables consumers to interact and buy a product. Group buying becomes a social commerce model that enables consumers to buy in groups and receive special prices. Mini programs are applications working inside a bigger application and enable the users to make a purchase. Furthermore, livestream commerce is a feature enabling brands and consumers to have a live interaction and product check-out at the same time.

2. Uses and Gratification Theory to Map Out Digital Media User Motivation

The practice of accessing certain media relies heavily on the fulfillment of user expectations related to the information that is being carried by each medium. The framework relies on the uses and gratification theory, aiming to explain the reason behind one person's decision to actively access certain media as well as the psychological and social needs that they seek from accessing the information (Katz, Blumer, & Gurevitch, 1974; Liu, 2015). The fulfillment of psychological and social needs is understood by the term gratification. The concept of gratification is categorized into two types, including sought gratification and obtained gratification (Rublin, 2002). Sought gratifications are the type of gratification that individual actively seek to fulfill their needs, while obtained gratifications become the type of gratification that they receive (Ma, 2021).

The framework of uses and gratification in the field of social media platforms has been conducted (Cai & Wohn, 2019). The

study about audience motivation to access live streaming is dominated in the field of live video games. According to the result, it is found that the gratifications gained by the audience in accessing video games include cognitive aspects, affective, personal integration, and tension release (Sjöblom & Hamari, 2017). In terms of online shopping transactions, the uses and gratification theory can be seen from several studies. A study about the usage of social commerce in China believes that their intention is affected by the expectation of gratifications that can be gained from the entertainment aspect, information seeking, information sharing, the latest trends, and social interaction (Yang & Li, 2014). In terms of the shopping intentions of consumers in a live-streaming context, three types of gratifications emerge, including hedonic gratifications, utilitarian gratifications, and social gratifications (Ma, 2021; Andersson, E & Pitz, 2021). Hedonic gratifications are the type of gratifications that are associated with perceived enjoyment, utilitarian gratifications are related to the utility or functional aspect, while social gratifications are closely connected to social interaction and presence.

FINDINGS AND DISCUSSIONS

1. Fast Response, Accurate Shopping: Utilitarian Gratifications in the

Practice of Watching Livestream Shoppertainment

The practice of accessing certain information, including promotional content, is based on the needs and expected satisfaction that consumers actively seek. The assumption is built around the uses and gratification theory that posits its main belief towards people's motivation in actively accessing certain media and their psychological as well as social needs to meet their expectations (Katz, Blumer, & Gurevitch, 1974; Liu, 2015). According to the survey result, it is shown that communication immediacy is one of the most prominent values that motivates Gen Z to watch livestream shoppertainment. The livestream shoppertainment show that that happens in real time enables the communication process to work interactively and simultaneously. Several items were asked of respondents to measure their experience with communication immediacy. By using mean analysis towards each item of the questionnaire, most respondents agree with statements that the sellers give faster responses in the livestream shoppertainment than automatic chat (4.14), and the live stream shoppertainment enables respondents to communicate product information as they do in offline store (3.98). As the questionnaire was implemented, the Likert scale with a score of 1 showing a

tendency of strong disagreement and five as strong agreement, the mean scores of both statements showed a tendency of agreement from respondents.

Other motives that show a higher value of agreement are also related to the ability of livestream shoppertainment as a substitute for personal examination. The ongoing challenge of online shopping was mostly about the need to ensure product quality. In some cases, we often find that the product, once shown in the online promotion material, is different than what is received by the consumer. The livestream feature offered by shoppertainment is considered a solution to facilitate product examination since it enables consumers to see and ask for detailed information about the product. As we do further data analysis, we find that most respondents tend to agree with the idea of livestream shoppertainment's ability to be a substitute for product personal examination as they do in offline stores. The questionnaire was implemented on a Likert scale with a score of 1 showing a tendency of strong disagreement and five as strong agreement. Among all items, most respondents gave higher agreement toward the idea that livestream shoppertainment can build their impression of product quality (4.10) and livestream shoppertainment can inform product's detailed information as if

the respondent directly see and touch the product (3.87).

In terms of marketing communication practice, livestream shoppertainment may be able to minimize the gap between product quality and consumer expectation of the product in a live setting.

Further analysis is conducted to examine the correlation and effect of both motives toward purchase intention. According to our result, the motives of communication immediacy and substitute of personal examination are significantly correlated to purchase intention. To extend the correlation towards its effect on purchase intention, it is shown that communication immediacy impacts purchase intention by 56,3%, while substitute of personal examination impacts purchase intention by 47,7%. Contrasting the findings to the uses and gratification framework, it can be understood that the main motivation of Gen Z in accessing livestream shoppertainment relies heavily upon the need to gain information. This type of information is considered an extrinsic motivation that Gen Z is actively seeking (Hsu, Lin, Miao, & Y, 2020). The speed of information gained by the audience through livestream shoppertainment can meet the perceived informativeness the audience needs. In short, livestream shoppertainment is utilized to

gain faster and more comprehensive information for consumers.

The motivation of Gen Z to watch livestream shoppertainment due to the motives of communication immediacy and substitute of personal examination also strengthens the functionality reason in shaping their shopping experience. The reason for functionality is seen as utilitarian gratification as it is closely associated with the utility aspect and self-presentation (Ma, 2021). Utilitarian gratification further emphasizes the overall rational assessment received by consumers as well as the cost to gain the benefit (Overby & Lee, 2006). This condition also strengthens the close correlation between both motives and purchase intention, which tend to be dominated by the rational utilitarian principle and the function-oriented (Andersson, E & Pitz, 2021). It also elaborates that Gen Z highly values the ease and fast access of information as it is accommodated by livestream shoppertainment. As the generation segment who live and grow in a stable digital ecosystem, livestream shoppertainment is considered the ideal marketing communication tool to carry the needs.

The manifestation of utilitarian gratification is not only featured in terms of the fast and easy information received by consumers. Another functional benefit is manifested through the economic aspect, such as good value for money, discounts, and flash sales (Andersson, E & Pitz, 2021). However, although utilitarian gratification tends to be based on rational consideration, contrast findings are found from the previous study related to impulsive buying. According to a previous study, livestream selling on e-commerce platforms has a positive and significant impact on impulsive buying behavior among Indonesian Gen Z (Refasa, Heriyadi, Purmono, Barkah, & Malini, 2021).

Financial benefits such as discounts offered in livestream selling also become the factor that motivates consumers to choose livestream shopping compared to other marketing communication channels (Hou, Shen, & Xu, 2022). Contrasting to this argument, the utilitarian motivation that , which emphasizes the rationality aspect and functional benefit in the form of price discounts seems irrational. Impulsive buying behavior is defined as an unplanned transaction and tends to be more hedonic (Chan, Cheung, & Lee, 2017). This condition put utilitarian gratification as one factor but not the only kind of gratification to watch livestream shoppertainment.

2. **I'm Pleased, Therefore I Buy: The Duality of Hedonic and Utilitarian**

Gratifications in Watching Livestream Shoppertainment

Impulsive buying behavior that happens while watching interesting offerings in livestream selling illustrates the role of hedonic gratification in consumer behavior. The stimulus that encourages consumers to do impulsive buying quite varies, although the comfort and ease of shopping become the main stimulus. The probability of impulsive buying behavior tends to be higher when consumers feel the ease of shopping. In terms of social commerce, the exposure of information and stimulus to impulsive buying is higher (Huang, 2016; Xiang, Zheng, Lee, & Zhao, 2016). Therefore, this condition explains that hedonic values that emphasize the emotional aspect tend to have the same degree of importance as utilitarian values that emphasize the functional aspect.

The close correlation between hedonic and utilitarian gratifications presents duality that explains the benefit and the associated gratifications in the consumers' shopping experience (Andersson, E & Pitz, 2021). Hedonic gratification is defined as an overall assessment of experiential benefits and costs, such as entertainment and escapism (Overby & Lee, 2006). The idea emphasizes the hedonic gratification of the experience rather than the functional aspect (Gan & Wang, 2017). Moreover, it also supports the assumption that most of the time, the reason behind this is not merely seen as a form of task completion but also seeking some fun with their shopping experience (Husamaldin, Bowen, & Nopnukulvised, 2019).

Hedonic gratification in livestream shoppertainment is also shown from the survey result that indicates Gen Z's agreement on the enjoyment of interaction with the sellers. Moreover, the enjoyment of interaction also impacts their purchase intention. The argument is strongly aligned with the result of regression analysis between the enjoyment of interaction and purchase intention which results in 37,4%. According to the data, enjoyment of interaction impacts purchase intention by 37,4%. This data is aligned with the previous study that found hedonic value in terms of online shopping positively correlated with consumer satisfaction, which also affects their purchase intention (Gan & Wang, 2017). Furthermore, this finding illustrates the significance of combining utilitarian and hedonic values in the marketing communication practice. If consumers receive hedonic gratification that meets their emotional needs, such as enjoyment of interaction during watching livestream shoppertainment, the probability of purchase intention is also higher (Andersson, E & Pitz, 2021).

Combining utilitarian and hedonic values in livestream shoppertainment would be an efficient way to increase marketing communication efforts effectively. At the practical level, adding hedonic values in the livestream shoppertainment can be conducted in several ways, such as giving discounts, welcoming attitude, involving influencers as guest hosts, and performing acts. The strategy illustrates the very essence of the shoppertainment concept of combining shopping function and entertainment value in their content. The entertainment value is considered as an intrinsic value aiming to attract an audience to watch the livestream show. Besides attracting the audience, most of the time, inviting influencers as guest hosts in livestream shoppertainment also aimed to reach a wider audience from the influencer's base of followers. Thus, we can conclude that the practice of watching livestream shoppertainment cannot be seen merely as a task-completion activity, but the curiosity and attractiveness of the show also encourage their watching behavior.

Understanding utilitarian and hedonic gratifications that intertwine with one another shifts our perspectives that the practice of watching livestream shopping is not always about purchase transactions. The hedonic gratification obtained from the livestream shoppertainment content positively affects audience loyalty toward certain channels (Hsu, Lin, Miao, & Y, 2020; Ma, 2021). The audience who watches livestream shoppertainment feels enjoyed and entertained which affects their satisfaction and purchase behavior on one hand, and the intention to rewatch the show next time on the other hand.

3. Shopping with the Peer: Social Gratifications in Watching Livestream Shoppertainment

As previously explained, the uses and gratifications theory as studied by Ma (2021) categorizes three types of gratifications such as utilitarian, hedonic, and social. Compared to the other two types of gratifications, social gratification is discussed least (Andersson, E & Pitz, 2021) whereas it weighs the same importance. Social gratification is even more important to be studied in the context of livestream shoppertainment since the real-time interaction between the seller and audience illustrates social interaction that shapes the overall shopping experience.

However, the social interaction that occurs in the livestream shoppertainment does not only happen between the seller and consumer. Social interactions also exist among audiences who reply to each other in the comment section during livestream shopping. The interaction among the audience is as important as with the seller.

Social interaction among the audience enables them to gain personal feedback and trusted personal references of the product being promoted. Furthermore, the mean analysis of social gratification in this study also showed a high level of agreement among Gen Z respondents, even though the score does not exceed hedonic and utilitarian gratifications. Moreover, the social gratification as being examined in the study is manifested in the form of perceived social support (33,5%) and peer cues (13,6%). Thus, addressing social gratification in the picture holds prominent significance.

The discussion about social gratification is also related to its position that cannot stand alone as the only gratification value. The duality concepts are also found between social and utilitarian gratifications. The assumption is illustrated in the personal feedback given among the audience as a response to other audience's questions that carry both utilitarian and social gratifications.

CONCLUSIONS

Livestream shoppertainment as a content-driven commerce plays a pivotal role in aiming to educate, promote, and entertain audiences at the same time. It also integrates content and community to create an immersive shopping experience. It indicates that livestream shoppertainment possesses entertainment functions, social,

and transactional that fold into one and motivate the audience to access their content. Meeting the need for utilitarian gratification through livestream shoppertainment is undoubtedly significant. The fast response and detailed product information carry functional benefits that the audience certainly needs. On the other hand, hedonic gratification such as discounts or other attractive benefits would be effective in increasing the purchase intention. Social gratification can play a pivotal role in encouraging loyalty and sharing personal references to solidify the audience's purchase intention. At last, all three gratifications are seen as inseparable and tend to be intertwined with each other. Combining and utilizing the gratifications would be a substantial approach in the practice of livestream shoppertainment.

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