



Informativeness and Inspiration in TikTok Live Streaming toward Offline Purchase Intention

Gerry Aji Widi Pramana¹, Anas Hidayat¹

¹Universitas Islam Indonesia, Indonesia

✉ gerryajiwp@gmail.com*

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Abstract

The rapid expansion of social media, particularly TikTok Live Streaming, has reshaped consumer–brand interactions by enabling real-time engagement between influencers, products, and audiences. Despite its growing relevance, limited empirical evidence explains how live streaming activities stimulate offline purchase intention through consumers’ psychological mechanisms. This study investigates the effects of informativeness and customer inspiration on offline purchase intention, incorporating attitude toward influencer and attitude toward product as mediating variables within the Stimulus-Organism-Response framework. A quantitative survey was conducted among 300 TikTok users in Yogyakarta who had experienced product promotions via live streaming. Data were collected using convenience sampling and analyzed through structural equation modeling. Results demonstrate that informativeness and customer inspiration significantly enhance attitudes toward influencer and product, which subsequently drive offline purchase intention. Both mediators are confirmed to play crucial roles in linking digital stimuli to behavioral responses. The findings extend the Stimulus-Organism-Response framework by highlighting the psychological pathways from live streaming engagement to offline purchasing behavior. Practically, the study suggests that marketers should design TikTok Live Streaming strategies that combine informative content with inspiring experiences to foster positive consumer attitudes and encourage offline transactions.

INTRODUCTION

Advances in digital technology have driven changes in corporate marketing strategies, particularly through the use of social media as a means of communication and interaction with consumers. Social media is no longer used solely to convey information about products; it has evolved into a digital environment that allows consumers to gain experiences, form perceptions, and make evaluations before making purchasing decisions. Qing & Jin, (2022) explain that the rise of live-streaming commerce has created a new form of

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digital marketing activity through direct interaction between sellers and consumers. [Zhang et al., \(2023\)](#) also point out that live streaming offers a different experience from conventional digital marketing because consumers can obtain product information directly through demonstrations and real-time communication. These changes have made TikTok Live Streaming one of the most widely used marketing platforms, as it combines entertainment, social interaction, and commerce on a single platform.

In TikTok live streaming, the quality of the experience provided to consumers is a key factor in shaping perceptions of a product. One key aspect is informativeness the ability of digital marketing activities to provide information that helps consumers understand a product's characteristics and value before making a purchase decision. [Qing & Jin, \(2022\)](#) explain that informativeness in the context of live-streaming commerce is not only related to the presence of information but also reflects the extent to which that information is considered clear, relevant, and useful to consumers in the product evaluation process. [Liu & Yu, \(2024\)](#) add that information with a high level of diagnosticity can help consumers evaluate product quality more effectively because it provides a more accurate picture of the product's benefits and suitability. In the context of TikTok Live Streaming, the delivery of information becomes increasingly interactive because consumers can watch product demonstrations, receive explanations of features, and ask questions directly during the session. [Luo et al., \(2024\)](#) show that the characteristics of informative content in live-streaming commerce can increase consumer engagement because the information provided by streamers enhances the interactive experience during the digital shopping process.

Although TikTok Live Streaming is emerging as a promising digital marketing strategy, the transition from digital interaction to a purchase decision does not always occur immediately. Consumers must go through an internal evaluation process that shapes their attitudes toward both the information source and the product before purchase intent emerges. [Chandruangphen et al., \(2022\)](#) explain that consumers' attitudes toward influencers are influenced by how consumers evaluate the influencers' characteristics, including their credibility and ability to convey product recommendations. [Zhang et al., \(2023\)](#) found that consumers' positive evaluations of products during live-streaming activities can increase the likelihood of purchase intent. Therefore, attitudes toward influencers and attitudes toward products are important psychological aspects that explain how digital marketing stimuli can be translated into consumer behavioral responses.

The Stimulus-Organism-Response (SOR) approach can be used to explain the process of consumer behavior formation in the context of TikTok Live Streaming. The SOR model explains that external stimuli influence an individual's internal state before eliciting a specific response. [Mehrabian & Russell, \(1974\)](#) explain that the external environment can provide stimuli that subsequently influence an individual's psychological state before eliciting a behavioral response. In this study, informativeness and customer inspiration serve as stimuli received by consumers through TikTok Live Streaming activities. [Ho et al., \(2022\)](#) demonstrated that the SOR model can be used to explain how digital experiences influence consumer behavior through changes in internal states such as perceptions and attitudes. Based on this approach, attitude toward the influencer and attitude toward the product are positioned as psychological mechanisms that mediate the influence of marketing stimuli on offline purchase intention.

Research on live-streaming commerce has evolved to address various

factors influencing digital consumer behavior. However, there are still several limitations in previous studies. [Chen & Yang, \(2023\)](#) point out that research on influencer-based marketing still largely focuses on the relationship between digital activities and consumer responses in online environments. [Chandruangphen et al., \(2022\)](#) also emphasize that studies on the role of influencers in shaping consumer behavior still require a deeper understanding of the psychological processes that occur prior to purchase decisions. Given these limitations, this study offers a novel approach by integrating informativeness and customer inspiration as stimuli in the SOR model and incorporating attitude toward influencers and attitude toward products as mediating variables in explaining the formation of offline purchase intentions.

This study makes a theoretical contribution by expanding the application of the SOR model in the context of TikTok Live Streaming and provides practical implications for companies and marketers in designing digital marketing strategies that not only convey product information but also create inspiring experiences, build positive relationships with influencers, and encourage consumers to make purchases through offline channels.

The research framework used in this study was formulated through a process of reviewing and analyzing various literature and previous research findings related to the research topic. Based on the results of this analysis, the researcher adapted the model previously applied in the study by [Zhang et al., \(2023\)](#) as the basis for constructing a research framework consisting of the variables informativeness, customer inspiration, attitude toward influencers, attitude toward the product, and offline purchase intention, as follows:

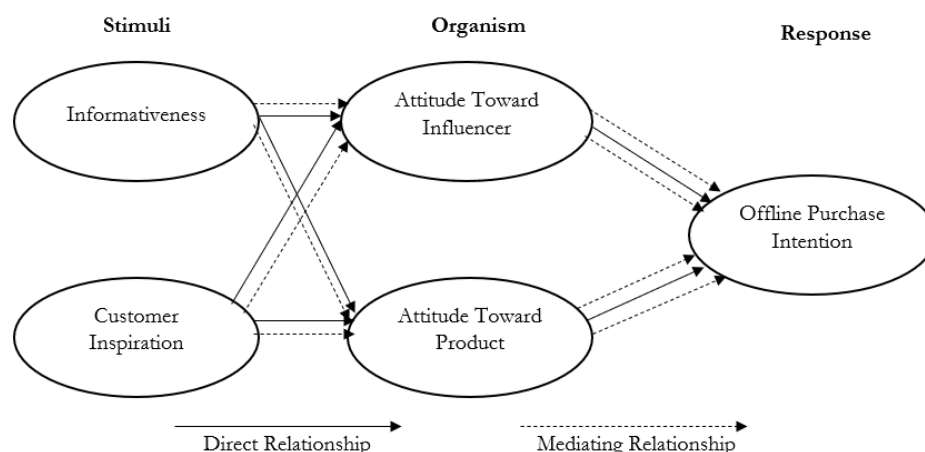


Fig 1. Research Framework

METHODS

This study employs a quantitative approach using an explanatory survey design. The study aims to examine the influence of informativeness and customer inspiration in TikTok Live Streaming on offline purchase intention, both directly and through the mediating roles of attitude toward the influencer and attitude toward the product. The Stimulus-Organism-Response (SOR) approach is used to explain the mechanism by which digital marketing stimuli influence consumers' psychological states before generating a purchasing behavior response.

The study population consists of TikTok users who have viewed or followed TikTok Live Streaming activities and have experience evaluating products promoted through those activities. Since the exact size of the population is unknown, this study employs a non-probability sampling

technique using a purposive sampling approach. Respondents were selected based on the following criteria: (i) active TikTok users in Yogyakarta, (ii) those who have watched or interacted with TikTok Live Streaming, (iii) those who have obtained product information through TikTok Live Streaming, and (iv) those who have experience with or an interest in purchasing products promoted through these activities.

Research data were collected via an online questionnaire using an instrument developed based on the indicators of each research variable on a Likert scale. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test direct relationships, indirect relationships, and mediating effects among the research variables. Respondent characteristics were analyzed based on gender, age, place of residence, and education level to describe the profile of TikTok Live Streaming users as follows:

Table 1. Demographic Profile of Research Participants

Category		Frequency	Percentage (%)	Total (%)
Gender	Male	142	47,3	100
	Female	158	52.7	
Age	17-25 years	102	34	100
	26-30 years	128	42.7	
	31-35 years	51	17	
	36-40 years	16	5.3	
	41-45 years	3	1	
Domicile	DIY	300	100	100
Highest Level of Formal Education	Senior High School	82	27.2	100
	Diploma	56	18.9	
	Bachelor's Degree	144	47.8	
	Master's Degree	18	6	

The majority of respondents were female, totaling 158 people or 52.7%. By age, the largest group of respondents was in the 26–30 age group, comprising 128 people or 42.7%, followed by the 17–25 age group with 102 people or 34%. Based on educational level, the majority of respondents held a bachelor's degree as their highest level of education, totaling 144 people or 47.8%. These characteristics indicate that the study's respondents were predominantly consumers of working age with relatively high educational levels who were accustomed to using digital services such as TikTok Live Streaming.

The research data consists of primary data collected through an online questionnaire distributed via Google Forms (Dasrizal et al., 2025; Efendi et al., 2026; Engkizar et al., 2025; 2026; Muhlasin et al., 2026; Sari et al., 2025; Sekaran & Bougie, 2016). The research instrument comprised 20 statements measuring five constructs. Each statement was rated using a six-point Likert scale, ranging from 1 for “strongly disagree” to 6 for “strongly agree” (Chang, 1994). All of these questionnaire items were adapted from a journal article (Zhang et al., 2023).

Table 2. Variable Items

Variable (Questionnaire Source)	Item
Informativeness	1) Information Completeness
	2) Information Accuracy

	3) Information Relevance
	4) Product Visualization
Customer Inspiration	1) Inspired-by
	2) Inspired-to
	3) Experience Imagination
	4) Emotional Enjoyment
Attitude Toward Influencer	1) Influencer Credibility
	2) Emotional Closeness
	3) Personal Attractiveness
	4) Trust in Information
Attitude Toward Product	1) Perceived Product Quality
	2) Product Attractiveness
	3) Product Aesthetics
	4) Product-Influencer Fit
Offline Purchase Intention	1) Willingness to Purchase
	2) Rational Evaluation
	3) Intention to Try the Product
	4) Product Recommendation

Prior to the main data collection, a pilot test was conducted on 50 respondents who met the study criteria. The instrument was tested using SPSS software to assess the questionnaire's validity and reliability. Construct validity was tested using Pearson's correlation, with the stipulation that a statement item was deemed valid if the calculated *r*-value was greater than the table *r*-value at a 5% significance level (Tran, 2022). The reliability of the instrument was assessed using Cronbach's Alpha, with a minimum value of 0.60 (Hair et al., 2019). The results of the pilot test showed that all items were deemed valid and all variables had Cronbach's Alpha values above 0.60, indicating that the instrument was reliable.

The research data were analyzed using descriptive analysis and Partial Least Squares-Structural Equation Modeling (PLS-SEM). Descriptive analysis was used to describe the respondents' profiles and response patterns for each research variable through frequencies, percentages, and mean values (Arndt et al., 2022). Next, model and hypothesis testing were conducted using SmartPLS 4 software. PLS-SEM was chosen because it is suitable for analyzing predictive models involving multiple latent variables, indicators, and mediating relationships (Engkizar et al., 2024; Hair & Alamer, 2022). The PLS-SEM analysis was conducted by evaluating the measurement model (outer model) and the structural model (inner model). The evaluation of the outer model included testing outer loadings, Average Variance Extracted (AVE), Cronbach's Alpha, composite reliability, and the Fornell-Larcker criteria. Convergent validity is considered met if the outer loadings are above 0.70 and the AVE is greater than 0.50. Discriminant validity is assessed using the square root of the AVE (Henseler et al., 2015). The inner model was evaluated using the Variance Inflation Factor (VIF), path coefficients, R-Square, and Q-Square. Direct and mediation hypothesis testing were conducted using the bootstrapping procedure. A hypothesis was accepted if the *t*-statistic was greater than 1.96 and the *p*-value was less than 0.05 at a 5% significance level (Hair & Alamer, 2022).

RESULT AND DISCUSSION

Evaluation of the Measurement Model (Outer Model)

Validity testing of the measurement model was conducted in two stages: by testing the convergent validity and discriminant validity of each construct indicator. The results of the validity tests are presented as follows. The results of the convergent validity test are shown in Figure 2.

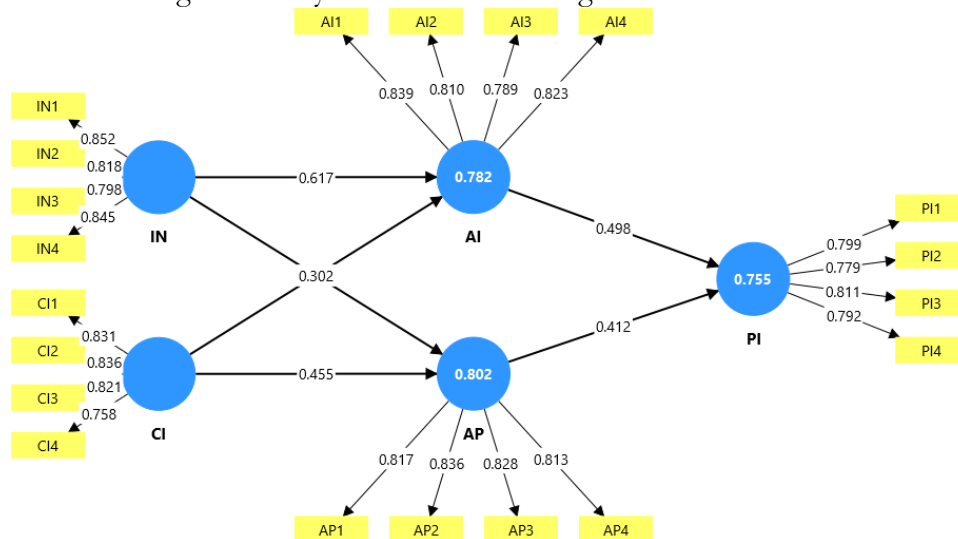


Fig 2. Outer Measurement Model

The measurement model was evaluated to ensure that the indicators used met the requirements for convergent validity and reliability. The test results show that all indicators have outer loadings ranging from 0.720 to 0.897, thus exceeding the minimum threshold of 0.70. The Average Variance Extracted (AVE) and outer loading values are shown in Table 3.

Table 3. Convergent Validity Results

Variable	Outer Loading Range	AVE	Description
Informativeness	0.798–0.852	0.686	Valid dan Reliabel
Customer Inspiration	0.758–0.836	0.660	Valid dan Reliabel
Attitude Toward Influencer	0.789–0.839	0.665	Valid dan Reliabel
Attitude Toward Product	0.813–0.836	0.678	Valid dan Reliabel
Offline Purchase Intention	0.779–0.811	0.632	Valid dan Reliabel

The AVE values for all variables were above 0.50, while Cronbach's Alpha and composite reliability were above 0.70. These results indicate that the indicators are capable of explaining the constructs being measured and possess good internal consistency. Thus, the measurement model is deemed suitable for proceeding to structural equation modeling.

Discriminant Validity Test Results

The discriminant validity test was conducted using the Heterotrait-Monotrait Correlation Ratio (HTMT) method, and the results are shown in Table 4.

Table 4. HTMT Results

	AI	AP	CI	IN	PI
AI					
AP	0.820				

CI	0.816	0.825		
IN	0.838	0.829	0.833	
PI	0.836	0.821	0.842	0.845

Based on the results of the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) criterion, all HTMT values across constructs were below the threshold of 0.85. The HTMT values ranged from 0.816 to 0.845. The highest value was found in the relationship between Offline Purchase Intention and Informativeness at 0.845, while the lowest value was found in the relationship between Customer Inspiration and Attitude Toward Influencers at 0.816. Referring to the criteria established by (Henseler et al., 2015), these results indicate that there are no issues with discriminant validity. Thus, each construct in the research model is capable of measuring distinct concepts and can be empirically distinguished.

Reliability Test Results

The reliability test in this study used Cronbach's Alpha and Composite Reliability (CR), with both criteria requiring a value greater than 0.6 for a variable to be considered reliable (Hair & Alamer, 2022). The reliability calculation results for the outer model are presented in Table 5 below:

Table 5. Reliability Test

Variable	Cronbach's alpha	Composite reliability	Description
Attitude Toward Influencer	0.832	0.888	Reliable
Attitude Toward Product	0.842	0.894	Reliable
Customer Inspiration	0.827	0.886	Reliable
Informativeness	0.847	0.897	Reliable
Purchase Intention	0.806	0.873	Reliable

Based on Table 5, all variables have Cronbach's alpha values above 0.70. Brand image has a value of 0.889, brand trust is 0.895, purchase intention is 0.878, and social media marketing is 0.869. The composite reliability values were also above 0.70, ranging from 0.903 to 0.927. These results indicate that the research instrument has good internal consistency. Thus, all constructs were deemed reliable and suitable for structural equation modeling.

Structural Model Evaluation

This analysis was conducted to examine the relationships among the latent variables in the research model. The structural model was evaluated using path coefficient tests, mediation or indirect effect tests, multicollinearity tests, the coefficient of determination (R-squared), and predictive relevance (Q-squared). The bootstrapping results are shown in Table 6.

Table 6. Path Coefficient Results

Relationship Between Variables	Original sample	T statistics	P values	Description
Attitude Toward Influencer -> Offline Purchase Intention	0.498	10.710	0.000	Significant
Attitude Toward Product -> Offline Purchase Intention	0.412	8.287	0.000	Significant

Purchase Intention				
Customer Inspiration -> Attitude Toward Influencer	0.302	6.150	0.000	Significant
Customer Inspiration -> Attitude Toward Product	0.455	9.480	0.000	Significant
Informativeness -> Attitude Toward Influencer	0.617	12.006	0.000	Significant
Informativeness -> Attitude Toward Product	0.480	9.192	0.000	Significant

The results of the path coefficient tests show that all direct relationships between variables in the research model have T-statistics > 1.96 and P-values < 0.05; therefore, all direct hypotheses are accepted. These findings indicate that informativeness and customer inspiration in TikTok Live Streaming shape attitudes toward influencers and attitudes toward products, which in turn increase offline purchase intention. The strongest effect was found in the relationship between customer inspiration and attitude toward the product, indicating that inspirational experiences during live streaming play a crucial role in shaping consumers' positive evaluations of the product. These results support the Stimulus-Organism-Response (SOR) perspective, which explains that external stimuli in the form of marketing information and experiences can influence consumers' psychological states before generating behavioral responses (Baber & Baber, 2023; Mehrabian & Russell, 1974).

These findings are also consistent with previous research showing that the quality of information, interaction, and emotional experience in live-streaming commerce play a role in fostering positive consumer attitudes and

	Original sample	T-statistics	P-values	Conclusion
CI -> AP -> PI	0.187	6.254	0.000	Significant
CI -> AI -> PI	0.151	4.957	0.000	Significant
IN -> AP -> PI	0.198	5.780	0.000	Significant
IN -> AI -> PI	0.307	8.180	0.000	Significant

increasing purchase intent (Song et al., 2024; Wang et al., 2022; Zhang et al., 2023). Furthermore, a mediation analysis was conducted to determine whether the variables of brand image and brand trust act as mediators in the relationships among the study's variables. The results of the mediation analysis are presented in the following table:

Table 7. Results of the Specific Indirect Effect

The results of the Specific Indirect Effect test indicate that all mediation hypotheses in this study are accepted. These findings suggest that attitude toward the influencer and attitude toward the product serve as psychological mechanisms that mediate the effects of informativeness and customer inspiration on offline purchase intention. This means that stimuli derived from TikTok Live Streaming activities do not directly lead to offline purchase intention but first shape consumers' internal evaluations of the influencer and the product. These findings align with the research by (Liu et al., 2023; Wang & Hu, 2022; Zhou & Tong, 2022), which show that live-streaming

characteristics influence purchase intention through consumer psychological mechanisms such as trust and evaluations of influencers. Furthermore, the results of this study also support the findings of (Chen et al., 2023; Liu & Yu, 2024; Qing & Jin, 2022), which explain that the quality of information in live streaming can shape consumers' evaluations of products before driving purchase intent. Furthermore, the role of customer inspiration in shaping consumer responses through the process of evaluating influencers and products is also reinforced by the research of (Ki et al., 2022; Song et al., 2024; Zhang et al., 2024), which shows that inspirational experiences in livestream shopping can build positive perceptions and drive purchasing behavior.

Results of the Collinearity Test

The collinearity test was conducted by examining the Variance Inflation Factor (VIF). The results of the VIF test are presented in Table 8.

Table 8. VIF Results

	IN	CI	AI	AP	PI
Informativeness			3.258	3.258	
Customer Inspiration			3.258	3.258	
Attitude Toward Influencer					3.054
Attitude Toward Product					3.054
Offline Purchase Intention					

Based on Table 8, all VIF values are below the maximum threshold of 5. The lowest VIF values were observed for the effects of AI → PI and AP → PI at 3.054, and for the effects of IN → AI, IN → AP, CI → AI, and CI → AP at 3.258. These results indicate that the research model does not have serious multicollinearity issues. In PLS-SEM, VIF values are used to ensure that there is no overlap among predictor variables that could interfere with model estimation (Sarstedt et al., 2022).

Coefficient of Determination/R-Square Results

In PLS-SEM, R-Square is used to assess the model's explanatory power regarding endogenous constructs (Hair & Alamer, 2022). The R-Square results are presented in Table 9.

Table 9. R-Square Results

	R-square	R-square adjusted
Attitude Toward Influencer	0.782	0.781
Attitude Toward Product	0.802	0.801
Offline Purchase Intention	0.755	0.753

Based on Table 9, it is evident that "Attitude toward influencers" has an R-squared value of 0.782, meaning that "informativeness" and "customer inspiration" account for 78.2% of the variation in "attitude toward influencers," while the remaining 21.8% is influenced by other factors outside the research model. Attitude toward the product has an R-squared value of 0.802, meaning that 80.2% of the variation in consumer attitudes toward the product can be explained by informativeness and customer inspiration. This value is the highest among the endogenous constructs in the model. Meanwhile, offline purchase intention has an R-squared value of 0.755, indicating that attitude toward influencers and attitude toward the product account for 75.5% of the variation in consumers' offline purchase intentions. The results of the structural equation modeling test show that all endogenous constructs have R-squared values classified as strong (Hair & Alamer, 2022).

Q-Square Test Results

The Q-Square test was used to assess the model's predictive relevance regarding the endogenous constructs. The Q-Square results are presented in Table 10.

Table 10. Q-Square Results

	Q²predict	RMSE	MAE
AI	0.790	0.476	0.376
AP	0.809	0.455	0.357
PI	0.803	0.465	0.353

Based on Table 10, all endogenous constructs have a Q² Predict value greater than zero. Attitude toward influencers has a Q² Predict value of 0.790, attitude toward the product is 0.809, and offline purchase intention is 0.803. The highest value is found in attitude toward the product, while the lowest value is found in attitude toward influencers. These results indicate that the model has good predictive validity. In PLS-SEM, a Q² value greater than zero indicates that the model is capable of adequately predicting the endogenous constructs (Sarstedt et al., 2022).

The results of this study indicate that informativeness and customer inspiration in TikTok Live Streaming play a role in shaping offline purchase intention through psychological mechanisms in consumers. Based on the Stimulus-Organism-Response (SOR) perspective, informativeness and customer inspiration act as external stimuli; attitudes toward influencers and attitudes toward products serve as internal conditions within consumers; and offline purchase intention constitutes the behavioral response. These findings indicate that the study's objective to explain the mechanism by which TikTok Live Streaming activities influence offline purchase intention has been achieved. Consumers do not immediately form purchase decisions after receiving marketing stimuli but first undergo a process of evaluating the influencer and the product. These results reinforce the application of the SOR theory in the context of digital consumer behavior, which explains that environmental stimuli can influence behavioral responses through internal psychological processes (Baber & Baber, 2023; Kumar et al., 2021; Liu et al., 2023; Mehrabian & Russell, 1974).

The test results show that informativeness has a positive and significant effect on attitude toward influencers, with an original sample value of 0.617, a T-statistic of 12.006, and a P-value of 0.000. These results indicate that the higher the quality of information provided by influencers during TikTok Live Streams, the more positive consumers' evaluations of those influencers are. Interpretatively, complete, accurate, and relevant information enhances consumers' perceptions of the influencer's competence, credibility, and ability to provide recommendations. The implications of these findings suggest that influencers serve not only as conveyors of marketing messages but also as sources of information that help consumers reduce uncertainty in the evaluation process. These results address the research objective regarding the influence of informativeness on the formation of consumer attitudes toward influencers. These findings support the research by Wan & Jiang, (2023), which explains that the perceived usefulness of information quality and interaction is positively related to attitudes toward influencers. Additionally, (Chen & Yang, 2023) explain that consumer experiences in live-streaming commerce can increase trust in influencers and attachment to influencers, while (Ho et al., 2022) demonstrate that stimulus characteristics in live streaming can shape consumer attitudes through internal psychological processes.

Customer inspiration also has a positive influence on attitudes toward influencers. These findings indicate that inspirational experiences during TikTok Live Streaming can enhance consumers' evaluations of influencers as figures who add value to the digital consumption process. Analytically, this influence occurs because consumers not only receive product information but also gain ideas, experiences, and behavioral references through their interactions with influencers. Consequently, influencers who can create inspirational experiences can build stronger psychological bonds with consumers. These results address the research objective regarding the role of customer inspiration in shaping consumer attitudes toward influencers. These findings align with [Song et al., \(2024\)](#), who explain that customer inspiration is shaped by content characteristics and interactions between streamers and consumers. Furthermore, [Andonopoulos et al., \(2023\)](#) explain that social media influencers can generate positive responses through the mechanism of inspiration, while [Ki et al., \(2022\)](#) demonstrate that the "inspired-by" and "inspired-to" processes form psychological bonds between consumers and influencers.

Regarding the relationship between informativeness and attitude toward the product, the research results indicate a positive and significant influence, with an original sample value of 0.480, a T-statistic of 9.192, and a P-value of 0.000. These findings suggest that the quality of information provided during TikTok Live Streaming helps consumers form a more positive evaluation of the product. Interpretatively, information regarding product characteristics, benefits, and usage provides a better basis for evaluation, enabling consumers to assess the product's quality and suitability for their needs. The implications of these results suggest that companies need to ensure the product information provided by influencers is of high quality, as this information is a critical factor in shaping product perceptions. These findings address the research objective regarding the influence of informativeness on attitude toward the product. These research results support [\(Chen & Zhang, 2023\)](#), who explain that information diagnosticity can reduce consumer uncertainty regarding products. Additionally, [Chen et al., \(2023\)](#) show that the quality of information in live-streaming commerce improves consumers' evaluations of products, while [Zhang et al., \(2023\)](#) explain that attitudes toward products serve as a psychological mechanism linking marketing stimuli to purchase intent.

Customer inspiration has been shown to have a positive influence on attitudes toward a product. These results indicate that the inspirational experiences consumers gain through TikTok Live Streaming can enhance their perceptions of a product's value, benefits, and relevance. Interpretatively, consumers base their evaluations not only on rational information but also on mental images of product usage experiences portrayed by influencers. Consequently, live streaming strategies must consider an influencer's ability to create experiences that help consumers understand a product's benefits on a more personal level. These findings address the research objective regarding the role of customer inspiration in shaping consumer attitudes toward products. The results of this study support [\(Song et al., 2024\)](#), who explain that content diagnosticity, source credibility, social presence, and telepresence enhance customer inspiration. Furthermore, [Dhaigude & Mohan, \(2023\)](#) explain that consumer experiences in social commerce are shaped by a combination of social interaction, information seeking, and relationships with sellers, while [Zhang et al., \(2023\)](#) found that emotional and social experiences in live streaming foster positive perceptions of the product.

The results of the study show that attitude toward the influencer and attitude toward the product have a positive effect on offline purchase intention. Attitude toward the influencer has a coefficient of 0.498, while attitude toward the product has a coefficient of 0.412. These findings indicate that offline purchase intention is formed after consumers evaluate the influencer and the product featured during TikTok Live Streaming. Interpretatively, trusted influencers increase acceptance of product recommendations, while positive perceptions of the product boost consumers' confidence in making a purchase. Consequently, marketing activities via TikTok Live Streaming can serve as a bridge between digital experiences and offline purchasing behavior. These results address the research objective regarding how consumer evaluation influences offline purchase intention. These findings align with [Liu & Yu, \(2024\)](#), who explain that live streaming experiences can enhance consumer behavioral intent through trust and the quality of the experience. Additionally, [Yao et al., \(2023\)](#) explain that online-to-offline behavior is formed through a process of information search and digital evaluation prior to making a purchase at a physical location.

The results of the mediation analysis indicate that attitude toward influencers mediates the effect of informativeness on offline purchase intention, with a T-statistic of 8.180 and a P-value of 0.000. These findings suggest that the information provided by influencers does not directly lead to offline purchase intention but rather through the process of forming an attitude toward influencers. Interpretatively, consumers first assess an influencer's credibility, expertise, and competence before accepting product recommendations. The implications of these results suggest that the effectiveness of marketing communication via TikTok Live Streaming depends on both the quality of the information and consumers' perceptions of that information source. These findings address the research objective regarding the psychological mechanisms linking digital marketing stimuli to offline purchasing behavior. These results support [Liu et al., \(2023\)](#), who explain that influencer characteristics build trust in the influencer, which in turn increases purchase intention. Additionally, [Zhou & Tong, \(2022\)](#) show that emotional trust serves as the psychological mechanism linking live-streaming characteristics to purchase intention, while [Masuda et al., \(2022\)](#) explain that expertise, trustworthiness, and parasocial relationships contribute to a positive evaluation of the influencer.

CONCLUSION

This study shows that the informative and inspirational aspects of TikTok live streams significantly increase offline purchase intent through the mediating roles of attitudes toward influencers and attitudes toward products. These findings confirm that offline purchase intent is shaped not only by the information and inspirational experiences consumers gain during live streams, but also by their psychological evaluations of influencers and products, with attitudes toward influencers exerting the strongest mediating effect. The novelty of this study lies in the application of the Stimulus-Organism-Response framework to integrate the informative and inspirational aspects of customer engagement as stimuli, consumer attitudes as the organism, and offline purchase intent as the response, thereby expanding the theoretical understanding of how digital engagement translates into offline purchasing behavior. Practically, the findings highlight the importance for marketers to design live-streaming strategies that present high-quality information, create inspiring experiences, strengthen influencer credibility, and foster positive

product evaluations to effectively drive consumers from digital interactions toward offline transactions.

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DECLARATIONS

Author contribution

Gerry Aji Widi Pramana: data curation, writing-original draft preparation and editing, conceptualization, methodology, validation, visualization, **Anas Hidayat:** supervision, software.

AI Statement

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Conflict of interest

The authors declare that this research was conducted without any conflict of interest in the research.

Ethical clearance

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