

Unpacking Gen Z's Shopping Habits: The Pivotal Role of Live Streaming and Online Customer Reviews on Shopee - from “Aware” to “Intent”

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Abstract

Technological advancements have catalyzed the evolution of diverse marketing strategies, innovations, and activities aimed at bolstering product promotion. This study specifically investigates the roles of live streaming and online customer reviews as digital catalysts influencing Generation Z's purchase intention for products available on the Shopee e-commerce platform, with brand awareness serving as a mediating variable. Drawing on a survey of 216 Generation Z respondents in Makassar, this quantitative study adopted a Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. Data were collected via questionnaires utilizing a 5-point Likert scale. The primary findings reveal that live streaming significantly and directly fosters Generation Z's purchase intention, underscoring the efficacy of this interactive format in stimulating immediate purchasing decisions. Interestingly, online customer reviews did not exhibit a direct influence on purchase intention. However, mediation analysis indicated that both live streaming and online customer reviews substantially contribute to enhanced brand awareness. Furthermore, brand awareness proved to be a critical mediator, fully bridging the relationship between both live streaming and online customer reviews and Generation Z's purchase intention. This suggests that while live streaming acts as a more direct driver of purchase intention, online customer reviews play a crucial role in building long-term brand equity, which subsequently triggers purchase intention. This study offers theoretical insights into Generation Z consumer behavior within the digital environment and provides practical implications for marketers to design synergistic strategies that leverage the power of live streaming and online customer reviews in e-commerce.

Keywords: Live Streaming, Online Customer Reviews, Brand Awareness, Purchase Intention, Shopee

1. Introduction

The digital commerce landscape has undergone rapid evolution, propelled by technological innovation and shifting consumer demographics (Asari et al., 2023). Within the Indonesian context, where the digital economy is experiencing rapid expansion, e-commerce platforms such as Shopee have emerged as central arenas for brand-consumer interaction and purchasing activities

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(Erwin et al., 2023). This phenomenon is further amplified by the dominance of Generation Z, a consumer cohort born between the mid-1990s and early 2010s, widely recognized as "digital natives" (Erwin et al., 2023; Pu et al., 2025). Growing up immersed in the internet and social media, Generation Z is highly accustomed to visual communication, real-time interactions, and user-curated information (Dobre et al., 2021). Consequently, understanding how to cultivate purchase intention within this distinct consumer segment, amidst intense market competition, becomes imperative for business sustainability in the digital era (Asari et al., 2023; Erwin et al., 2023).

Within the e-commerce ecosystem, two distinct digital marketing mechanisms have demonstrated transformative potential in shaping Generation Z's consumer behavior: live streaming and online customer reviews (Chatterjee et al., 2022; Erwin et al., 2023; Wang & Guo, 2025). Live streaming, prevalent on platforms such as Shopee, enables brands and streamers to directly showcase products, engage with audiences, and cultivate an immersive, often entertaining, shopping experience (Wang & Guo, 2025). Its capacity to offer authentic product demonstrations, instant Q&A sessions, and real-time exclusive offers strongly resonates with Gen Z's preference for authentic and interactive content (Pu et al., 2025; Wang & Guo, 2025). Concurrently, online customer reviews, encompassing reviews and ratings from other buyers, has long been recognized as a pivotal form of electronic word-of-mouth (eWOM) (Chatterjee et al., 2022; Pu et al., 2025). Generation Z, exhibiting skepticism towards traditional advertising, heavily relies on peer-to-peer reviews to validate purchasing decisions and mitigate perceived risks (Dobre et al., 2021). The efficacy of both live streaming and Online customer reviews in driving purchase intentions within this consumer segment, particularly in mediating brand awareness, necessitates thorough empirical exploration (Filiari Mariani, 2021; Wu & Fu, 2025).

Despite extensive research on live streaming and online customer reviews as distinct entities within digital marketing contexts (Filiari & Mariani, 2021; Chatterjee et al., 2022; Wang & Guo, 2025; Wu & Fu, 2025), and a growing body of literature on Generation Z purchasing behavior (Erwin et al., 2023; Pu et al., 2025), a comprehensive integration of these three elements, with brand awareness as a mediator, remains notably underexplored. Previous studies have predominantly investigated the direct influence of live streaming or online customer reviews on purchase intention (Dobre et al., 2021; Chatterjee et al., 2022; Wang & Guo, 2025) or the general impact of brand awareness on purchasing decisions (Hien & Nhu, 2022). A significant lacuna exists in understanding the synergistic interplay between live streaming and online customer reviews in shaping product brand awareness on specific platforms like Shopee. Furthermore, the precise mechanisms through which this cultivated brand awareness subsequently mediates purchase intention, particularly among Generation Z consumers, are yet to be fully elucidated. This research

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gap is critically relevant given Generation Z's unique reliance on peer-driven and real-time digital experiences, which profoundly influence their consumption patterns. Addressing this void is crucial for developing nuanced theoretical frameworks and practical strategies in the evolving landscape of e-commerce.

This study aims to address existing gaps by analyzing the catalytic roles of live streaming (Wang & Guo, 2025; Wu & Yu, 2025) and online buyer comments (Filieri & Mariani, 2021; Chatterjee et al., 2022) in shaping Generation Z consumer purchase intention (Djafarova & Fouts, 2022; Erwin et al., 2023). Product brand awareness on Shopee is posited as a mediating variable (Hien & Nhu, 2022). This research will therefore not only enrich the current literature but also provide a more nuanced understanding of the psychological mechanisms underpinning online purchasing decisions within this highly influential consumer segment.

Theoretically, this research advances the existing literature in digital marketing, consumer behavior, and brand management by proposing a more comprehensive framework (Erwin et al., 2023). By integrating live streaming and Customer Perceived Value (CPO) within a single mediation model that incorporates brand awareness and focuses specifically on Generation Z (Asari et al., 2023; Djafarova & Fouts, 2022; Erwin et al., 2023; Wang & Guo, 2025; Wu & Yu, 2025), this study offers novel insights into the intricate pathways of influence in the formation of purchase intention within the e-commerce landscape (Chatterjee et al., 2022; Hien & Nhu, 2022; Wu & Yu, 2025). Furthermore, this investigation extends our understanding of how the unique characteristics of Generation Z impact their responses to digital marketing stimuli (Djafarova & Fouts, 2022; Erwin et al., 2023; Pu et al., 2025). Practically, the findings of this research provide invaluable strategic guidance for brands, marketers, and e-commerce platforms such as Shopee. A profound understanding of how live streaming and CPO, through the cultivation of brand awareness, can drive purchase intention among Generation Z will facilitate the development of more effective marketing strategies, optimize budget allocation, and enable the creation of more relevant platform features to attract and retain this vital market segment.

The novelty of this research is underscored by three primary contributions. First, this study represents one of the pioneering empirical investigations to explicitly examine the mediating role of brand awareness in the relationship between live streaming (Wang & Guo, 2025; Wu & Yu, 2025), online buyer comments (Filieri & Mariani, 2021; Chatterjee et al., 2022), and consumer purchase intention, specifically among Generation Z within the context of the Shopee e-commerce platform (Djafarova & Fouts, 2022; Erwin et al., 2023; Pu et al., 2025). While these elements have been individually explored, the integration of a mediation model tailored to this specific demographic segment and platform offers a highly pertinent and profound understanding of current market dynamics (Erwin et al., 2023). Second, this research adopts a "digital catalyst" lens,

conceptualizing live streaming and online buyer comments as accelerators that expedite and intensify the formation of purchase intention. This perspective reflects their transformative role within the contemporary digital ecosystem (Asari et al., 2023; Erwin et al., 2023). Third, by concentrating on Generation Z in Makassar, a demographic representing one of Indonesia's largest e-commerce consumer bases, this study yields not only locally relevant insights but also provides valuable cross-cultural implications for other emerging markets. By presenting robust and salient findings, this article is anticipated to serve as a crucial reference for both academics and practitioners engaged in digital marketing, Generation Z behavior, and innovative e-commerce strategies (Pu et al., 2025).

2. Literature Review

Live Streaming. Live streaming has emerged as a transformative digital marketing phenomenon, seamlessly integrating elements of e-commerce, entertainment, and real-time social interaction (Wang & Guo, 2025). The fundamental concept involves the live transmission of video and audio over the internet, enabling instant interaction between broadcasters (often streamers or influencers) and their audience (Wu & Fu, 2025). Early literature on live streaming predominantly focused on its technical dimensions and platform adoption (Li et al., 2021). However, as the field matured, research shifted towards investigating the factors influencing its effectiveness within a marketing context (Erwin et al., 2023). A key indicator extensively discussed is content quality, encompassing visual and audio aspects, along with the relevance and appeal of the information presented (Lv et al., 2022). High-quality, informative, and entertaining content generally enhances viewer engagement and perceived value (Wang & Guo, 2025). Beyond content, interactivity stands as another crucial indicator. This refers to the extent to which viewers can engage with the streamer and other audience members through features such as live chat, comments, or real-time reactions (Liao et al., 2023). A high degree of interactivity fosters a sense of community and personalization, which can, in turn, significantly boost purchase intentions (Wang et al., 2024).

Beyond the aforementioned factors, streamer attractiveness emerges as a pivotal indicator, encompassing the streamer's credibility, expertise, and personal charisma (Zhang et al., 2022; Wang et al., 2024). Consumers are demonstrably more inclined to trust recommendations from streamers perceived as credible and possessing domain-specific expertise (Wang et al., 2024). Concurrently, broadcasting quality, which includes connection stability, video resolution, and transmission fluidity, plays a vital role in shaping the viewer experience (Khan et al., 2025). Seamless broadcasts devoid of buffering interruptions are crucial for sustaining viewer attention over extended durations (Wang & Guo, 2025). Another significant indicator lies in exclusive promotions and offers. Live streaming platforms are frequently leveraged to introduce limited-time discounts, product bundles, or unique deals available exclusively during the broadcast. This

strategy effectively cultivates a sense of urgency and scarcity, prompting immediate consumer action (Zhou, 2024). Finally, e-commerce integration, characterized by the ease of direct purchasing from the live stream via product links or in-app shopping carts, has been empirically proven to directly influence the conversion of purchase intent into actual buying behavior (Wang et al., 2023). The synergistic consistency and integration of these indicators collectively forge an immersive and effective live shopping experience, profoundly influencing consumer behavior (Erwin et al., 2023; Wang & Guo, 2025).

Online Customer Reviews. Online customer reviews (OCRs) represent a highly influential form of electronic word-of-mouth (eWOM), enabling consumers to share their experiences and opinions about products or services in an online environment (Chatterjee et al., 2022; Erwin et al., 2023). Since the early adoption of e-commerce, OCRs have been recognized as a crucial information source, instrumental in mitigating consumer uncertainty and perceived risk during purchasing decisions (Filieri & Mariani, 2021). Extensive research has identified several key indicators that determine the impact of OCRs on consumer behavior. One of the most dominant indicators is review quantity, which refers to the total number of reviews available for a product. This metric is frequently interpreted as an indicator of popularity and social validation (Kwak et al., 2023), with products accumulating a higher volume of reviews generally perceived as more trustworthy and popular (Chatterjee et al., 2022). Furthermore, review quality is equally paramount, encompassing the informativeness, objectivity, and richness of detail within a review (Tiang & Yang, 2024). High-quality, comprehensive, and helpful reviews are demonstrably more influential in shaping purchasing decisions (Filieri & Mariani, 2021).

Beyond mere quantity and quality, review sentiment—categorized as positive, negative, or neutral—emerges as a pivotal indicator directly shaping consumer perception of products or brands (Lai et al., 2021; Chatterjee et al., 2022). Predominantly positive reviews generally augment purchase intentions, whereas negative sentiments can significantly deter them (Chatterjee et al., 2022). Another crucial metric is review helpfulness, quantifiable by the extent to which other consumers flag a review as 'helpful' or 'useful' (Ganguly et al., 2024). A review perceived as helpful signals that its content is relevant and effectively addresses prospective buyers' concerns or queries (Filieri & Mariani, 2021). Furthermore, reviewer credibility, encompassing the reviewer's reputation and trustworthiness, frequently conveyed through badges, the volume of reviews written, or platform membership tiers, also constitutes a vital indicator (Moro & Stellacci, 2023). Consumers are inherently more inclined to trust reviews originating from authors deemed credible and experienced (Filieri & Mariani, 2021). Finally, review recency is instrumental, as more recent reviews are typically perceived as more relevant and reflective of the current product or service status (Kim et al., 2023). The holistic interplay of these indicators collectively informs consumer

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perception of products and brands, exerting a substantial influence on their purchasing decisions within the online landscape (Lai et al., 2021; Kwak et al., 2023; Kim et al., 2023; Moro & Stellacci, 2023; Tiang & Yang, 2024; Ganguly et al., 2024).

Brand Awareness. Brand awareness serves as a critical foundation for brand equity and is an essential prerequisite for all purchasing decisions (Hien & Nhu, 2022). This concept encompasses a consumer's ability to recognize or recall a brand under various circumstances (Asari et al., 2023). In the realm of digital marketing, brand awareness has gained even greater significance due to the overwhelming volume of information and the vast array of product and service options available to consumers (Erwin et al., 2023). Extensive research has identified several key indicators of brand awareness that profoundly influence consumer behavior. The most fundamental of these is brand recognition, which denotes a consumer's capacity to identify a brand upon encountering its logo, name, or other visual elements, frequently within point-of-sale contexts or advertising exposures (Hien & Nhu, 2022; Hasudungan & Saragih, 2023). The second indicator is brand recall, which refers to a consumer's ability to retrieve a brand from memory when provided with a specific product category or need, even in the absence of visual stimuli (Rachmawati & Suroso, 2022).

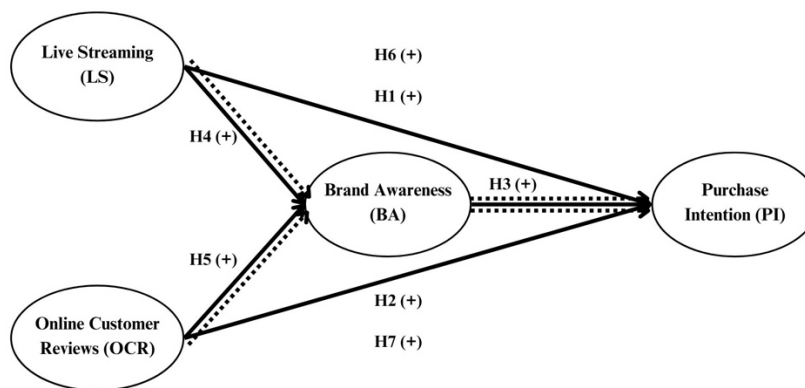
Beyond mere recognition and recall, the literature further elucidates other critical indicators reflecting the depth and breadth of brand awareness. Foremost among these is top-of-mind awareness (TOMA), where a brand is the first to spontaneously surface in a consumer's mind upon mention of a product category (Macias et al., 2023). This pinnacle of awareness signifies a brand's profound dominance within the consumer's cognitive framework (Asari et al., 2023). Another salient indicator is brand familiarity, which quantifies the frequency of consumer exposure to or interaction with a brand, consequently fostering a sense of intimacy and trust (Acharya, 2021; Rachmawati & Suroso, 2022). Elevated brand familiarity demonstrably mitigates perceived risk and streamlines the purchase decision process (Rachmawati & Suroso, 2022). In the contemporary digital landscape, online visibility has also emerged as a pivotal metric, encompassing the regularity with which a brand appears in search results, social media feeds, and other online platforms (Kwarteng-Amaniampong et al., 2025). High online visibility directly correlates with augmented brand exposure and recognition in the digital sphere (Erwin et al., 2023). Collectively, these multifaceted indicators not only encapsulate the extent to which consumers know a brand but also elucidate how this recognition profoundly influences a brand's propensity to enter the consumer's consideration set and ultimately stimulate purchase intention (Acharya, 2021; Rachmawati & Suroso, 2022; Hasudungan & Saragih, 2023; Macias et al., 2023; Kwarteng-Amaniampong et al., 2025).

Purchase Intention. Purchase intention stands as a pivotal construct within the consumer behavior literature, commonly defined as a consumer's subjective propensity or probability to acquire a

specific product or service in the near future (Wang et al., 2023). This construct is frequently considered a robust predictor of actual purchasing behavior, notwithstanding the influence of situational factors that may moderate this relationship (Wu & Yu, 2025). In the realm of digital marketing, where purchasing decisions are often made impulsively or based on readily accessible online information, comprehending the formation of purchase intention becomes critically essential (Erwin et al., 2023; Wu & Yu, 2025). Extensive research has identified key indicators of purchase intention that reflect consumers' inclination to act. A primary indicator is the likelihood of repurchase, which quantifies the probability of a consumer buying the same product or brand again in the future (Suhartanto et al., 2021). High purchase intention is frequently characterized by a desire for repeated purchases (Wang et al., 2023).

Furthermore, purchase intention can be rigorously assessed using several key indicators. The likelihood of recommendation serves as a robust metric, reflecting consumers' propensity to suggest a product or service to others (Mican & Sitar-Taut, 2024). Additionally, brand preference is a crucial determinant, wherein consumers explicitly articulate their choice for a particular brand over its competitors (Li et al., 2021). A strong preference unequivocally signals a heightened intention to select that specific brand when purchase decisions are actualized. Another pertinent indicator is the willingness to seek more information. This signifies that engaged consumers will proactively endeavor to acquire additional details prior to making a purchase (Lin et al., 2021). Finally, direct purchase planning, such as the readiness to add a product to an online shopping cart, directly manifests a high level of purchase intention (Moslehpour et al., 2021). These indicators collectively provide a comprehensive framework for quantifying consumer purchase intentions in academic research.

Figure 1. Research Model



This study proposes the following hypotheses to investigate the intricate relationships among live streaming, online customer reviews, brand awareness, and purchase intention among Generation Z consumers on the Shopee platform:

H1: Live streaming has a significant positive impact on the purchase intention of Generation Z consumers on Shopee.

H2: Online customer reviews has a significant positive impact on the purchase intention of Generation Z consumers on Shopee.

H3: Brand awareness has a significant positive impact on the purchase intention of Generation Z consumers on Shopee.

H4: Live streaming has a significant positive impact on brand awareness of products on Shopee among Generation Z consumers.

H5: Online customer reviews has a significant positive impact on brand awareness of products on Shopee among Generation Z consumers.

H6: Brand awareness mediates the relationship between live streaming and the purchase intention of Generation Z consumers on Shopee.

H7: Brand awareness mediates the relationship between online customer reviews and the purchase intention of Generation Z consumers on Shopee.

3. Research Method

The participants in this study were Generation Z online consumers residing in Makassar City. These individuals were characterized by their frequent engagement with the Shopee e-commerce platform, including purchasing or interacting with specific products via live-streaming events, and actively consulting prior consumer reviews. A total of 216 online consumers completed the questionnaire, out of 243 distributed, yielding a robust response rate of 88.89%. Participants completed the questionnaire through both physical distribution and Google Forms. Data collection was conducted from December 2024 to April 2025.

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Table 1. Respondents Characteristics

Respondents Location	Number	%
Biringkanaya	18	8.33%
Manggala	44	20.37%
Panakkukang	56	25.93%
Rappocini	30	13.89%
Tallo	18	8.33%
Tamalanrea	21	9.72%
Tamalate	20	9.26%
Other	9	4.17%
Total	216	100.00%

High-frequency purchase goods	Number	%
Fashion	81	37.50%
Skincare	54	25.00%
Culinary	67	31.02%
Other	14	6.48%
Total	216	100.00%

Current Activities	Number	%
Student (High School)	35	16.20%
Student (College/University)	54	25.00%
Employees	41	18.98%
Business Owners/Entrepreneurs	45	20.83%
Job Seekers	24	11.11%
Other	17	7.87%
Total	216	100.00%

Gender	Number	%
Male	78	36.11%
Female	138	63.89%
Total	216	100.00%

This study employed a questionnaire to collect data from online customers, who served as research respondents. The questionnaire utilized a 5-point Likert scale, where 1 indicated strong disagreement with the statement and 5 represented strong agreement. Each statement in this research was formulated based on indicators derived from various previous studies.

The variables in this study are as follows: live streaming and online customer reviews as independent variables, purchase intention as the dependent variable, and brand awareness as the mediating variable. The research indicators for each variable are presented in the table below:

Table 2. Measures of The Study Variables

Variables	Indicators	Source
Live Streaming (LS)	Content quality (LS1)	Lv et al., 2022; Zhang et al., 2022; Liao et al., 2023; Wang et al., 2023; Wang et al., 2024; Zhou, 2024; Khan et al., 2025
	Interactivity (LS2)	
	Streamer attractiveness (LS3)	
	Broadcasting quality (LS4)	
	Exclusive promotions and offers (LS5)	
	E-commerce integration (LS6)	
Online Customer Reviews (OCR)	Review quantity (OCR1)	Lai et al., 2021; Chatterjee et al., 2022; Kwak et al., 2023; Moro & Stellacci, 2023; Kim et al., 2023; Tiang & Yang, 2024; Ganguly et al., 2024;
	Review quality (OCR2)	
	Review sentiment (OCR3)	
	Review helpfulness (OCR4)	
	Reviewer credibility (OCR5)	
	Review recency (OCR6)	
Brand Awareness (BA)	Brand recognition BA1)	Acharya, 2021; Rachmawati & Suroso, 2022; Hasudungan & Saragih, 2023; Macias et al., 2023; Kwarteng-Amaniampong et al., 2025
	Brand recall (BA2)	
	Top-of-mind awareness (BA3)	
	Brand familiarity (BA4)	
	Online visibility (BA5)	
Purchase Intention (PI)	Willingness to seek more information (PI1)	Suhartanto et al., 2021; Li et al., 2021; Lin et al., 2021; Moslehpour et al., 2021; Mican & Sitar-Taut, 2024;
	Direct purchase planning (PI2)	
	Likelihood of repurchase (PI3)	
	Likelihood of recommendation (PI4)	
	Brand preference (PI5)	

The research data were analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM). This approach was chosen primarily because the collected data exhibited non-normal distribution (Sholihin & Ratmono, 2020). PLS-SEM is widely recognized for its robustness in analyzing models with non-normally distributed data and its strong emphasis on prediction (Hair et al., 2017; Hair et al., 2021). Data processing for this study was performed using WarpPls version 8.

4. Finding and Discussion

Validity Testing. *Convergent Validity* - Prior to data analysis, rigorous instrument validation is crucial. In this study, instrument quality was assessed through both validity and reliability analyses. Convergent validity was specifically examined by focusing on loading factor values and the Average Variance Extracted (AVE), consistent with established methodologies (Hair et al., 2021). This assessment is paramount to ensure the research instruments are robust. Generally, loading factor values are required to be ≥ 0.708 (Hair et al., 2017; Hair et al., 2021); however, for social science research, a threshold of ≥ 0.70 is often recommended (Hulland, 1999). In the present study, all constructs exhibited loading factors exceeding 0.70 (Table 3). It is noteworthy that while some indicators, namely LS2 (0.683), LS3 (0.676), OCR3 (0.679), PI1 (0.696), PI3 (0.673), and PI5 (0.679), fell slightly below the 0.70 threshold, they are still considered valid for social science research when loading factors range between 0.4 and 0.7 (Hair et al., 2021). Furthermore, the requisite AVE value for convergent validity is ≥ 0.5 (Hair et al., 2021). Following data processing, all research variables consistently demonstrated AVE values above 0.5 (Table 3). Consequently, based on the convergent validity testing, all constructs are deemed valid.

Table 3. Validity Testing (Convergent Validity & Cross Loadings)

Variables and Indicators	Loading Factor	P-values	Cross Loadings				AVE
			LS	OCR	BA	PI	
Live Streaming (LS)							0.554
LS1	0.817	<0.001	0	0.161	-0.645	0.680	
LS2	0.683	<0.001	0	-0.042	-0.698	1.000	
LS3	0.676	<0.001	0	-0.195	-0.013	0.402	
LS4	0.738	<0.001	0	-0.197	0.969	-0.699	
LS5	0.766	<0.001	0	-0.018	0.700	-1.065	
LS6	0.775	<0.001	0	0.243	-0.307	-0.232	
Online Customer Reviews (OCR)							0.567
OCR1	0.801	<0.001	0.031	0	-0.204	0.225	
OCR2	0.702	<0.001	0.144	0	-0.041	-0.122	
OCR3	0.679	<0.001	-0.133	0	0.175	-0.050	
OCR4	0.743	<0.001	-0.014	0	0.430	-0.401	
OCR5	0.794	<0.001	-0.004	0	0.103	-0.090	
OCR6	0.788	<0.001	-0.027	0	-0.415	0.392	
Brand Awareness (BA)							0.547
BA1	0.722	<0.001	0.187	0.197	0	1.302	
BA2	0.715	<0.001	-0.109	0.036	0	0.347	
BA3	0.714	<0.001	-0.234	-0.079	0	0.814	
BA4	0.803	<0.001	0.064	-0.078	0	-1.088	
BA5	0.742	<0.001	0.079	-0.066	0	-1.206	
Purchase Intention (PI)							0.525
PI1	0.696	<0.001	0.352	0.390	0.100	0	
PI2	0.814	<0.001	0.142	0.127	-0.572	0	
PI3	0.673	<0.001	-0.307	-0.117	-0.760	0	
PI4	0.751	<0.001	-0.03	-0.115	0.129	0	
PI5	0.679	<0.001	-0.193	-0.307	1.194	0	

Discriminant Validity - Discriminant validity was assessed through two established methods. The initial approach involved examining cross-loadings, a criterion where the loading of an indicator on its hypothesized construct should be demonstrably higher than its loadings on any other construct (Hair et al., 2017; Hair et al., 2021). Our analysis revealed that all indicators exhibited higher loadings on their respective target constructs compared to their cross-loadings on alternative

constructs. This finding provides robust evidence for the fulfillment of discriminant validity requirements, as detailed in Table 3.

The second method employed for assessing discriminant validity utilized the criterion of correlations among latent variables with the square root of Average Variance Extracted (AVEs). According to this criterion, the square root of the AVE for each construct must exceed its correlations with all other constructs (Hair et al., 2017; Sholihin & Ratmono, 2020; Hair et al., 2021). The results from our data processing unequivocally indicate that all variables satisfy this stringent discriminant validity criterion. These findings are comprehensively presented in Table 4.

Table 4. Discriminant Validity Testing

Variables	(1)	(2)	(3)	(4)
Live Streaming (1)	0.744	0.515	0.605	0.692
Online Customer Reviews (2)	0.515	0.753	0.540	0.464
Brand Awareness (3)	0.605	0.540	0.740	0.702
Purchase Intention (4)	0.692	0.464	0.702	0.725
P- values of correlations among latent variables with square root of AVEs				
Variables	(1)	(2)	(3)	(4)
Live Streaming (1)	1.000	<0.001	<0.001	<0.001
Online Customer Reviews (2)	<0.001	1.000	<0.001	<0.001
Brand Awareness (3)	<0.001	<0.001	1.000	<0.001
Purchase Intention (4)	<0.001	<0.001	<0.001	1.000

Reliability Testing. The reliability of the research instrument was rigorously assessed through measures of internal consistency, specifically employing Cronbach's alpha (CA) and Composite Reliability (CR). This comprehensive evaluation aimed to unequivocally confirm the instrument's robustness and dependability. Adhering to established psychometric standards, the minimum acceptable threshold for both Cronbach's alpha and Composite Reliability was set at ≥ 0.60 (Hair et al, 2017; Hair et al., 2021). Following meticulous data processing, all variables consistently demonstrated values exceeding this critical threshold for both Cronbach's alpha and Composite Reliability, as detailed in Table 5.

Table 5. Reliability Testing

Variables	Cronbach's Alpha/CA	Composite Reliability/CR
Live Steraming (LS)	0.837	0.881
Online Customer Reviews (OCR)	0.846	0.887
Brand Awareness (BA)	0.793	0.858
Purchase Intention (PI)	0.772	0.846

Hypothesis testing was subsequently conducted based on data analysis performed using WarpPLS Version 8. Two key indicators were employed for this assessment: β values and ρ values. Positive β values indicated a positive influence, while negative β values indicated a negative influence. The ρ values were used to determine statistical significance, with $\rho < 0.05$ signifying a significant influence and $\rho > 0.05$ indicating a non-significant influence (Hair et al., 2017; Sholihin & Ratmono, 2020; Hair et al., 2021). This study posited seven hypotheses: H1, H2, H3, H4, H5, H6, and H7.

Hypotheses H1 and H2 examined the direct effects of independent variables on the dependent variable. The results indicated that H1 was accepted, demonstrating that live streaming significantly and positively influences purchase intention ($\beta = 0.239$; $p < 0.001$). Conversely, H2 was rejected, as online customer reviews did not significantly influence purchase intention ($\beta = 0.030$; $p = 0.329$). Hypothesis H3 investigated the influence of the mediating variable on the dependent variable. The hypothesis testing revealed that H3 was accepted, signifying that brand awareness significantly and positively influences purchase intention ($\beta = 0.744$; $p < 0.001$). Hypotheses H4 and H5 explored the influence of independent variables on the mediating variable. The analysis showed that H4 was accepted, indicating a significant positive effect of live streaming on brand awareness ($\beta = 0.635$; $p < 0.001$). Similarly, H5 was also accepted, confirming that online customer reviews significantly and positively influence brand awareness ($\beta = 0.379$; $p < 0.001$) (Table 6).

Table 6. Hypothesis Testing Results

Hypothesis	Results	
H1: Live streaming has a significant positive impact on the purchase intention of Generation Z consumers on Shopee.	$\beta=0.239$; $P<0.001$	H1 Accepted
H2: Online customer reviews has a significant positive impact on the purchase intention of Generation Z consumers on Shopee.	$\beta=0.030$; $P=0.329$	H2 Rejected
H3: Brand awareness has a significant positive impact on the purchase intention of Generation Z consumers on Shopee.	$\beta=0.744$; $P<0.001$	H3 Accepted
H4: Live streaming has a significant positive impact on brand awareness of products on Shopee among Generation Z consumers.	$\beta=0.635$; $P<0.001$	H4 Accepted
H5: Online customer reviews has a significant positive impact on brand awareness of products on Shopee among Generation Z consumers.	$\beta=0.379$; $P<0.001$	H5 Accepted
H6: Brand awareness mediates the relationship between live streaming and the purchase intention of Generation Z consumers on Shopee.	$\beta=0.472$; $P<0.001$	H6 Accepted
H7: Brand awareness mediates the relationship between online customer reviews and the purchase intention of Generation Z consumers on Shopee.	$\beta=0.282$; $P<0.001$	H7 Accepted

Subsequently, hypotheses H6 and H7 investigated the mediating effects. The empirical analysis revealed that H6 was supported ($\beta=0.472$; $p<0.001$), indicating that brand awareness significantly mediates the influence of live streaming on purchase intention. Similarly, H7 was also supported ($\beta=0.282$; $p<0.001$), demonstrating that brand awareness effectively mediates the relationship between online customer reviews and purchase intention (Table 6). These findings collectively highlight the robust mediating role of brand awareness. Specifically, brand awareness functions as a complementary partial mediator for the impact of live streaming on purchase intention, exhibiting a stronger effect than the direct influence. Conversely, brand awareness acts as a full mediator for the relationship between online customer reviews and purchase intention.

In the dynamic Indonesian e-commerce landscape, platforms like Shopee have transcended their initial function as mere digital marketplaces, evolving into intricate ecosystems of interaction, entertainment, and commerce (Pu et al., 2025). This profound shift represents more than a change in transactional mechanisms; it reflects businesses' adaptive responses to the evolving expectations and behaviors of modern consumers, particularly Generation Z (Dobre et al., 2021; Djafarova & Fouts, 2022). This digitally native generation, raised with instant connectivity and rich visual content, has fundamentally reshaped how brands communicate and cultivate relationships (Erwin et al., 2023; Pu et al., 2025). Consequently, traditional marketing strategies are no longer sufficient to capture their engagement and purchasing power. This critical juncture highlights the emergence of innovative, interactive marketing approaches, such as live streaming and the strategic utilization of online customer reviews, as primary drivers of consumer influence (Zhang et al., 2022; Kim et

al., 2023; Tian & Yang, 2024; Wang & Guo, 2025). These two phenomena, increasingly dominant within the Shopee platform, offer novel dimensions for bridging the gap between brands and consumers (Hien & Nhu, 2022; Kwarteng-Amaniampong et al., 2025).

This research meticulously investigates the mechanisms through which these "digital catalysts" operate, specifically examining their impact on Generation Z's purchase intentions, with brand awareness positioned as a crucial mediating pivot within the Shopee platform. Of the seven hypotheses proposed, six received significant empirical support, while one hypothesis was not substantiated. These findings collectively provide a rich and compelling portrayal of the synergistic roles these elements play in shaping the contemporary e-commerce marketing landscape, particularly for products showcased on Shopee.

A noteworthy initial finding indicates that live streaming exerts a direct, significant positive influence on Generation Z's purchase intention for products on the Shopee platform. This result aligns with existing literature emphasizing live streaming's capacity to foster immersive, interactive, and authentic shopping experiences, qualities highly valued by Generation Z (Li et al., 2021; Lv et al., 2022; Wang et al., 2023; Mican & Sitar-Taut, 2024). The ability of live streaming to provide real-time product demonstrations (Liao et al., 2023), direct Q&A sessions with streamers (Zhang et al., 2022), and exclusive offers (Khan et al., 2025) effectively mitigates information asymmetry and accelerates trust building (Zhou, 2024). This, in turn, prompts Generation Z consumers to immediately consider purchasing (Wang et al., 2023; Wu & Yu, 2025). The underlying principle is that for consumers accustomed to dynamic visual content and instant interaction, live streaming serves as a highly effective channel for stimulating purchase intention, surpassing static marketing methodologies (Li et al., 2021; Liao et al., 2023; Wang et al., 2023; Khan et al., 2025).

However, the second finding reveals a contrasting outcome: online customer reviews exerted no direct influence on Generation Z's purchase intention for products on the Shopee platform. This result, while seemingly at odds with the prevailing eWOM literature highlighting online customer reviews as a significant predictor of purchase intent (Lai et al., 2021; Suhartanto et al., 2021; Tian & Yang, 2024), introduces a crucial nuance. One plausible explanation lies in the distinct characteristics of Generation Z (Erwin et al., 2021). Despite Gen Z's reliance on online customer reviews for social validation and risk reduction (Kim et al., 2023), they are also highly adaptive to emerging trends and may prioritize the interactive experiences offered by live streaming over the more static, textual information derived from reviews (Kwak et al., 2023; Tian & Yang, 2024). Consequently, online customer reviews might primarily serve as a cross-referencing tool (Ganguly et al., 2024) or a secondary validation mechanism following a primary stimulus, such as live streaming (Liao et al., 2023), rather than acting as a direct trigger for purchase intention (Wang et

al., 2023). Furthermore, the proliferation of fake or paid reviews (Asari et al., 2023; Erwin et al., 2023) may have rendered Generation Z more skeptical of direct online customer review influence (Djafarova & Fouts, 2022), thereby diminishing their immediate impact (Moslehpour et al., 2021). This suggests an important exception to the generalization that all forms of eWOM exert an equally potent direct impact on purchase intention (Chatterjee et al., 2022; Erwin et al., 2023; Wang & Guo, 2025).

Consistent with established brand management literature, this study reaffirms the significant positive impact of brand awareness on Generation Z's purchase intention. This finding underscores the fundamental principle that widely recognized and easily recallable brands possess a distinct competitive advantage, as consumers inherently gravitate towards familiar and trusted options (Acharya, 2021; Hien & Nhu, 2022; Macias et al., 2023; Mican & Sitar-Taut, 2024; Rachmawati & Suroso, 2022; Wang et al., 2023). For Generation Z, navigating the vast array of choices available on platforms like Shopee, brand awareness serves as a crucial cognitive filter, streamlining their decision-making process (Pu et al., 2025; Rachmawati & Suroso, 2022).

Two subsequent key findings elucidate the pivotal roles of live streaming and online customer reviews in cultivating brand awareness. The results unequivocally demonstrate that both live streaming and online customer reviews exert a significant positive influence on product brand awareness on Shopee. This strongly suggests that both dynamic visual interaction and text-based user-generated content are highly effective in augmenting brand familiarity and recognition among Generation Z consumers (Li et al., 2021; Zhang et al., 2022; Kim et al., 2023; Moro & Stelacci, 2023; Hasudungan & Saragih, 2023; Kwarteng-Amaniampong et al., 2025; Pu et al., 2025). Live streaming cultivates awareness through intensive brand exposure, direct engagement, and captivating storytelling (Liao et al., 2023; Wang et al., 2024; Zhou et al., 2024). Concurrently, online customer reviews contribute significantly by ensuring repeated visibility of the brand name and its attributes within reviews extensively read by numerous users (Filieri Mariani, 2021; Lai et al., 2021; Kwak et al., 2023). Collectively, these two channels synergistically reinforce brand recall and recognition in the minds of young consumers (Chatterjee et al., 2022; Hien & Nhu, 2022; Macias et al., 2023; Pu et al., 2025; Wang & Guo, 2025).

This study's most compelling insights stem from its mediation analysis. We found that brand awareness mediates the effect of live streaming on Generation Z's purchase intention for products sold on the Shopee platform. This indicates that while live streaming directly impacts purchase intent, a significant portion of this influence is also channeled through enhanced brand awareness. Live streaming, therefore, doesn't solely cultivate purchase urgency (Lin et al., 2021; Zhang et al., 2022; Wang & Guo, 2025; Wu & Fu, 2025); it also serves to embed the brand more deeply within consumers' minds (Macias et al., 2023; Hasudungan & Saragih, 2023), which subsequently boosts

the likelihood of a purchase (Moslehpour et al., 2021). The theoretical implication is that live streaming operates as a multifaceted tool, not only directly stimulating purchase intentions but also indirectly contributing through the cultivation of brand awareness (Hien & Nhu, 2022; Wang et al., 2023; Wu & Fu, 2025).

A particularly salient finding from our latest investigation is the significant mediating role of brand awareness in the relationship between online customer reviews (OCRs) and purchase intention among Generation Z consumers on the Shopee platform. This outcome is crucial, offering a robust explanation for the observed lack of a direct effect of OCRs on purchase intention. While OCRs may not directly trigger immediate purchasing behavior, their substantial contribution to brand awareness is undeniable (Filieri & Mariani, 2021; Chatterjee et al., 2022; Rachmawati & Suroso, 2022; Macias et al., 2023). Consequently, OCRs function as long-term "builders" of brand awareness, from which purchase intention subsequently emerges (Tian & Yang, 2024; Kwarteng-Amaniampong et al., 2025). Generation Z consumers may not proceed to an immediate purchase after encountering a single review. However, the cumulative exposure to positive OCRs fosters familiarity and trust in a brand, ultimately catalyzing purchase intention (Lai et al., 2021; Acharya, 2021; Hien & Nhu, 2022; Kim et al., 2023; Wang et al., 2023). This underscores that while OCRs may not serve as immediate conversion drivers, they represent a vital long-term investment in cultivating essential brand awareness (Hien & Nhu, 2022; Hasudungan & Saragih, 2023; Kwarteng-Amaniampong et al., 2025; Pu et al., 2025).

5. Conclusion

This study reveals that live streaming and online customer reviews both serve as significant digital catalysts in shaping Generation Z's purchase intention for products on Shopee, albeit through distinct and intriguing mechanisms. Specifically, live streaming directly and significantly influences Gen Z's purchase intention, highlighting its effectiveness as a rapid conversion tool due to its interactive and immersive nature, which is highly favored by digital natives. In contrast, online customer reviews do not directly impact purchase intention, but instead contribute indirectly through enhanced brand awareness.

These findings re-emphasize the fundamental role of brand awareness as a crucial mediator; both live streaming and online customer reviews positively influence brand awareness, and it is from this enhanced brand awareness that Gen Z's purchase intention subsequently forms. Thus, while live streaming functions as an instant driver of purchase intention, online customer reviews act as long-term brand equity builders, which in turn trigger purchasing decisions. These results offer important strategic implications for marketers to synergistically optimize the use of live streaming and online customer reviews when targeting Generation Z on e-commerce platforms.

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