How does TikTok Shop Live Streaming Advertising Influence their Consumers' Purchase Intention?

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ABSTRACT

With the progress of time, the use of online shopping platforms has increased tremendously in these years, especially during the Covid-19 pandemic. Live streaming advertising functionality is one of the most powerful marketing tools provided by e- commerce platforms to allow sellers to promote their products and services to e- commerce users through live streaming. As one of the most popular e-commerce platforms in Indonesia and as a rising e-commerce star in Malaysia, TikTok Shop has successfully used live-streaming advertising methods to increase its sales. This study was conducted to investigate the factors that influence consumers' purchase intentions in using live-streaming advertising methods through the TikTok Shop. Primary data and secondary data were needed for this project. A digital questionnaire is created and distributed to 200 respondents to collect data from them as the primary data for this paper. The findings demonstrated that TikTok influencer, interactivity, service quality, sales promotion for branded product, convenient, credibility and addiction influenced the purchase intention of TikTok users. Recommendations and implications were conveyed.

Keywords: TikTok influencer, Interactivity, Service quality, Sales promotion for branded product, Convenient, Credibility, Addiction, Purchase Intention.

INTRODUCTION

In this era of globalization, the use of e-commerce platforms among the public has increased tremendously, especially during the era of the Covid-19 pandemic that has occurred since 2020. Although most countries have announced that they are entering the endemic phase, the use of e-commerce platforms is still increasing because they provide many facilities to the public during the pandemic. Live streaming advertising for e-commerce platforms is a great marketing strategy to influence people to buy goods and services through e-commerce platforms. Ecommerce live stream advertising allows sellers to display and promote their goods and services to online buyers. It also allows sellers to answer questions asked by buyers in real-time. As one of the emerging e-commerce platforms in Malaysia and Indonesia, TikTok shops use this marketing strategy to boost their sales. According to Sin, Goh, Goh, and Goh (2022) stated that willingness to pay more for a product refers to consumers being prepared to pay for a service or item of their choice. TikTok users in Malaysia have reached about 17 million people while TikTok users in Indonesia reached about 99 million people in early 2022. This grants TikTok to obtain a large number of sales from these countries because many people use this e-commerce platform.

TikTok is now operating actively in most countries around the world including Malaysia and Indonesia and the app has rapidly gained global popularity over the past few years. TikTok is a short video-sharing social media platform and it is also known as Douyin in China. TikTok users can interact with each other by sharing videos, liking, and commenting on them. TikTok also provides many interesting effects and features that allow video creators to make content more entertaining which is one of the main reasons why this application is trending around the world. This scenario makes this company able to create a TikTok shop that allows sellers to register their stores virtually on this platform and sell their goods and services through TikTok live streaming to buyers because TikTok has an international market that will provide huge profits. According to Fletcher (2022), TikTok live-streaming advertising is expected to help the company to earn as much as $13 billion in 2022.

TikTok shop is capable to increase their consumer purchase intention through TikTok live streaming advertising. Therefore, this study is conducted to investigate the factors that TikTok shop live streaming advertising influenced their consumers' purchase intention.

LITERATURE REVIEW

TikTok Influencer

Influencers are well-known social media users who their followers look up to as role models (Johnstone & Lindh, 2022). Their followers have a connection to them since they think they are in contact with them and have a lot of knowledge about them (Bu, Parkinson, & Thaichon, 2022). In other words, influencers can affect others because of their proximity. Influencers attract a large following, especially if they are regarded as possessing specialized expertise or abilities. (Belanche, Casaló, Flavián, & Ibáñez-Sánchez, 2021) By sharing personal narratives that include photographs, videos, and activities, influencers develop their brands. The way followers actively support, engage with, and defend their influencers is similar to how influencers' identities are created and legitimized. (Tafesse & Wood, 2021).

In order to market their products to their target audiences, brands frequently work with influencers today (Jiménez-Castillo & Sánchez-Fernández, 2019; Tafesse & Wood, 2021). The opinion leaders of today are those on social media, where they also serve as brand advocates (Sokolova & Kefi, 2020; Yerasani, Appam, Sarma, & Tiwari, 2019). It would seem crucial for influencers to retain their credibility in order to strengthen their relationships with their followers because followers frequently respect influencers' advice due to their knowledge of particular topics (De Veirman, Cauberghe, & Hudders, 2017).

H1: TikTok Influencer is positively associated with credibility.
H8: TikTok Influencer is positively associated with purchase intention.

Interactivity
The TikTok app has a function called TikTok LIVE that allows users (also known as Creators on TikTok) to broadcast live to their followers. When a creator or influencer goes live on TikTok, they may connect with their followers and any other app users they decide to highlight in the stream. In other words, influencers can plan a future live event where they can promote their goods to their subscribers. The host can interact with the audience in the live streaming and effectively communicate product information if they have the necessary product knowledge and live streaming skills. They can also present the products in a realistic manner.

This enables influencers to engage in a Q&A with their followers regarding the goods promoted during live broadcasting. Influencers that want to increase connections or interactions on the app and have their audience learn more about their items will find this option to be great. Professionalism, credibility, and interaction are three qualities of hosts that encourage customers to make purchases (Meng, Liu, Chen, & Duan, 2020). As a result, effective communication between influencers and their followers influences consumers' intent to buy.

H2: Interactivity is positively associated with credibility.
H9: Interactivity is positively associated with purchase intention.

Service Quality

A crucial and significant factor that can have an impact on customer satisfaction is service quality. As a result, it can increase consumers' trust and buy intent. The excellent quality offered by sellers in this study encompasses both the goods and the service. The interaction between the buyer and the seller during actual transactions as well as post-sale services like return and exchange, maintenance, and logistics services are thought to be a part of the quality of the service. A lenient return policy will boost buyers' perceptions of the products and raise their likelihood to make purchases. Consumer trust and happiness are increased by services that make internet shopping easier. High-quality goods influence consumer behavior in a positive way. Excellent e-commerce services, reputable brands, and high-quality products have a beneficial influence on consumers' buying inclinations. In other words, service quality is basically the extent to which delivered service meets customer expectations and beliefs.

H3: Service quality is positively associated with credibility.
H10: Service quality is positively associated with purchase intention.

Convenient

According to Guo, Zhao, and Shi (2019), convenience includes offering customers comprehensive and practical information that can greatly improve their shopping experience and foster feelings of trust, both of which have an impact on their willingness to make a purchase. In fact, the internet has dramatically altered our way of life because everything is now accessible with only a few clicks, allowing us to conveniently browse the best goods and services in a matter of seconds. Consumers can easily learn more about products by reading reviews and product websites, or by contacting online customer service representatives (where available). The easier it is for consumers to access information; the more consumer trust and purchase intention can be generated. As a result, customers will develop an addiction to purchasing the products that are advertised during live streams on TikTok because the seller has conveniently provided them with all the information, they need to make purchases, including what the product is for, where to get it, and how to do so.

H4: Convenient is positively associated with addiction.
H11: Convenient is positively associated with purchase intention.

Sales promotion for branded product

Sales promotion uses a number of incentive tactics, most of which are short-term, to encourage customers and or retailers to complete purchases faster or make more sales. (Kolter & Armstromg, 2021) Sales promotion activities are designed to achieve short-term marketing and sales objectives and should provide value to the goods or services in order to encourage customers to buy them. (Omer Sezai, 2020) Advertising for luxury brands tends to focus on luxury. Usually, luxury products only sell at their website or store so most likely the seller of the luxury products will go live on their own account TikTok and share that they're on sale. Most people who are interested are definitely going to buy. Then it slowly became an addiction to purchase the goods. Hence, sales promotion positively impacts purchase intentions.

H5: Sales promotion for branded product is positively associated with addiction.
H12: Sales promotion for branded product is positively associated with purchase intention.

Addiction

The definition of addiction was given as "excessive, obsessive, and compulsive buying of goods or commodities that causes behavioural issues." In addition, the idea of compulsive consumption encompasses all of the actions that take place before and after going shopping, including planning and anticipation, considering and selecting things, making a purchase, and activities that take place thereafter. (Aysel Ercis, 2018) Purchasing addiction has a significant relationship with purchase intention. Usually, people who are addicted to buying things are associated with loneliness or sadness. Doing things like that will make them happy.

H7: Addiction is positively associated with purchase intention.

Credibility

One of the key elements in the process of influencing people is credibility. Consumers' decisions to buy a product may be affected by reviews of the product in their heads. Source credibility has a favorable and considerable impact on purchase intention, according to the findings of earlier studies. A few research looked into how brand credibility affected consumers' buying intentions. Consumer utility is increased by brand reputation. When consumers make decisions, brand reputation is strongly correlated with feelings and motivations. (Nadeem Iqbal, 2018) Additionally, F Zina (2022) research demonstrates that Malaysian consumers' desire to make a purchase is influenced by the reliability of sources from online communities. Influencers will boost consumers' likelihood to make subsequent purchases when they can be trusted to give accurate information.

H6: Credibility is positively associated with purchase intention.

Purchase Intention

Purchase intention measures the propensity of customers to plan or actually make a future purchase of a specific item or service. (Hai Ho Nguyen, 2022) Improved behavioral intents are the foundation for behavioral impact, which includes customer retention, good word of mouth, and increased usage. Behavioral impact opens the door to better predictability and more financial outcomes. (Ali Abou Al, 2020). To be precise, purchase intention is determined as the psychological evaluation of consumers. The decision of consumers to purchase a certain product is based on their preferences and satisfaction with the products, etc. Consumer intention measures the probability of consumers purchasing the product; the

probability of the user buying the product becomes higher when purchase intention is strong (Yu et al, 2017). The live-streaming advertising for a product can have a big impact on consumers' purchase intention because this method is able to build trust through the value of the information shown in the live-streaming advertisement. (Gao Hailing, 2019). In addition, live streaming enables interaction between consumers and sellers which is one of the factors to influence consumers' buying intentions (Liu & Shi, 2020).

Figure 1 shows our research model. There are 12 hypotheses were formulated.
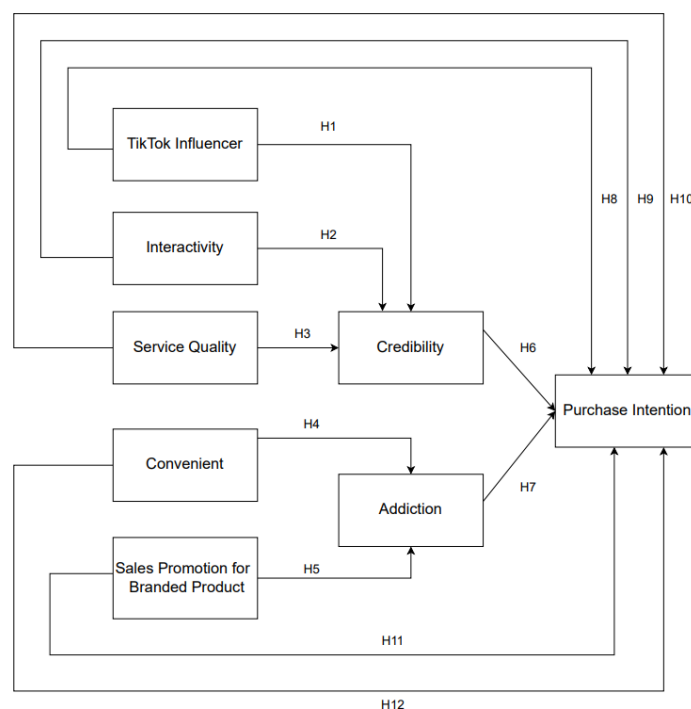

Figure 1: Our Research Model

RESEARCH METHODOLOGY

The sample size of this study involves 200 responses which are TikTok users from Malaysia and Indonesia. This online survey was conducted using Google Forms to study the targeted responses about their purchase intention for the products and services after using the TikTok live-streaming feature. The Google Form were spread by all of the researchers using various social media applications such as Facebook, Instagram, WhatsApp and Telegram. The data was collected will be examined using IBM SPSS Statistics Software.

Measures
The frequency and the percentage will be measured for demographic data of the response which includes age, nationality, ethnicity, status and educational attainment. The survey involved a 5-point Likert Scale, in which "1" represent strongly disagree to "5" represent strongly agree (5) for every item of the independent variables and dependent variable.

Dependent variable: Purchase Intention. We used 3 statement items to determine the consumers' purchase intention for TikTok. One of the examples of the item is "I intended to purchase products from TikTok live streaming."

Independent variable: We used a total of 21 items for the independent variables. Each variable has 3 items respectively. We developed 15 items for independent variables which are TikTok influencer, a sample item "The number of followers of the streamer affects my motivation to watch TikTok live-streaming"; "I am satisfied with the quality of service offered by TikTok live-streaming (service quality)"; "TikTok live-streaming has a price discount for branded products (sales promotion for branded product)"; "TikTok live-streaming assists me to know more information for the products (convenient)"; and "Products purchased from TikTok live-streaming meet my expectations (credibility)". We adjusted and edited 6 items for the variable addiction ("I would like to spend more time watching TikTok live-streaming videos"); and interactivity ("The streamers actively responded viewers' questions. The rest of the items were stated on the Appendix 1.

RESULTS

Table 1. Summary of Respondent's Profile (N=200)

Response	Frequency	Percentage (%)
Gender		
Male	78	39
Female	122	61
Age		
10 - 19	55	27.5
20 - 29	96	48
30 - 39	30	15
40 - 49	14	7
50 and above	5	2.5
Ethnicity		
Balinese	11	5.5
Chinese	47	23.5
Indian	19	9.5
Javanese	34	17
Malay	79	39.5
Minang	10	5
Nationality		
Malaysian	126	63
Indonesian	74	37
Status		
Single	149	74.5
Married	51	25.5
Educational Attainment		
Undergraduate Degree	99	49.5
College	22	11

High School	32	16
Work	47	23.5
How often do you use TikTok?		
Daily	125	62.5
Weekly	42	21
Monthly	10	5
Twice a month	12	6
Quarterly	7	3.5
Never	4	2
On average how long do you watch TikTok live-streaming per use?		
Less than 1 hour	33	16.5
1 hour - 2 hours	89	44.5
3 hours - 4 hours	60	30
4 hours and above	18	9

Table 1 displays a summary of respondents' demographic information. Most of the respondents are females (61%), while the remaining 39% are males, as shown in Table 1 (N=200). Among 200 respondents, the majority of respondents (48%) were between the ages of 20-29 years old while 27.5% of the respondents were between 10-19 years old. This is because TikTok shop is one of the most popular live-streaming platforms among the young generation and youth nowadays. In terms of ethnicity, there were 79 Malay respondents, 47 Chinese respondents, 34 Javanese respondents, 19 Indian respondents, 11 Balinese respondents, and the rest were made up 5% of Minang respondents. The findings reveal that most of the respondents were Malaysian (63%) followed by Indonesian respondents (37%). In terms of status, 74.5% of the respondents were single, while 25.5% were married. For educational attainment, most of the respondents represented 99 respondents who obtained an undergraduate degree level, 22 respondents were college level, and 32 were high school level. In addition, 47 of the respondents were at the working level. Regarding how often respondents use Tik Tok, most respondents used TikTok daily (62.5%). The finding also clearly showed that the average time used by respondents to watch Tik Tok live-streaming was over 1 hour.

Table 2: Descriptive Analysis, Cronbach's Coefficients Alpha and Zero Order Correlations All Study Variables

Variables	1	2	3	4	5	6	7	8
1. TikTok Influencer	**0.769**							
2. Interactivity	0.537**	**0.830**						
3. Service Quality	0.686**	0.574**	**0.860**					
4. Convenient	0.575**	0.615**	0.719**	**0.855**				
5. Sales Promotion for Branded Product	0.602**	0.601**	0.646**	0.713**	**0.788**			
6. Credibility	0.541**	0.551**	0.618**	0.724**	0.697**	**0.891**		
7. Addiction	0.712**	0.501**	0.661**	0.651**	0.649**	0.702**	**0.817**	
8. Purchase Intention	0.668**	0.514**	0.649**	0.673**	0.666**	0.768**	0.793**	**0.876**
Number of Items	3	3	3	3	3	3	3	3
Mean	3.95	4.03	4.06	3.98	4.02	4.02	3.82	3.97
Standard deviation	0.72	0.56	0.62	0.68	0.68	0.69	0.78	0.77

Note: N = 200; $*p < .05$, $**p < .01$, $***p < .001$. The diagonal entries represent Cronbach's coefficients alpha

Table 2 displays descriptive statistics and correlations between research variables. According to the study, to evaluate the effect of Tik Tok influencer, interactivity, service quality, convenient, sales promotion for branded product, credibility, and addiction on purchasing intention, the strength or weakness of the correlation between the variables should be comprehended (Taufik et al., 2021). A Cronbach's alpha value which is more than or equal to 0.90 is considered excellent, 0.70 or higher is deemed sufficient for measuring instrument reliability and measuring instruments that meet this value are regarded reliable (Büyüköztürk, 2020). When the value is less than 0.5, it means that the reliability is poor (Koo & Li, 2016). Accordingly, Cronbach's alpha for all seven variables was denoted high reliability with a coefficient alpha range between 0.830 and 0.876. Given this result, it could be concluded that the scale is quite dependable.

**Table 3: Summary of Regression Analysis**

Variables	Purchase Intention	Credibility	Addiction
1. TikTok Influencer	0.148*	0.150*	
2. Interactivity	-0.22	0.261***	
3. Service Quality	0.033	0.366***	
4. Convenient	0.047		0.382***
5. Sales Promotion for Branded Product	0.054		0.376***
6. Credibility	0.365***		
7. Addiction	0.367***		
R²	0.736	0.451	0.493
F Value	76.358	53.713	95.673
Durbin-Watson Statistic	1.842	2.160	2.079

Note: N = 200; $*p < .05$, $**p < .01$, $***p < .001$.

Table 3 presents the developed hypothesis which was evaluated using regression analysis. As detailed in the table, Tik Tok influencer, interactivity, service quality, convenient, sales promotion for branded product, credibility, and addiction were independent variables, while the dependent variable was purchase intention. As a result, Tik Tok influencer, credibility, and addiction are positively associated with purchase intention with β values of 0.148, 0.365, and 0.367, respectively. Hence, H6, H7, and H8 were supported. The R^2 value of the output is 0.736 which means that 73.6% of the purchase intention changes are affected by Tik Tok influencer, credibility, and addiction. The highest β value was 0.367 which is addiction, the most influencing factor impacting consumers' purchase intention through the TikTok shop live-streaming advertising, followed by credibility with a β value of 0.365, and TikTok influencer with a β value of 0.148. On the contrary, interactivity, service quality, convenient, sales promotion for branded product shows an insignificant effect on purchase intention. Hence, H9, H10, H11, and H12 are not proven. Furthermore, the finding output indicated that Tik Tok influencer, interactivity, and service quality could influence purchase intention through credibility. The result shows that the independent variables which Tik Tok influencer, interactivity, and service quality are positively associated with the dependent variable, credibility with β values of 0.150, 0.261, and 0.366, respectively. Hence, H1, H2, and H3 are supported. Service quality possesses the highest β value of 0.366 which means affects credibility the most, followed by interactivity, and TikTok influencer. Besides that, the findings revealed that convenient, and sales promotion for branded product influenced purchase intention via addiction. The relationship between convenient and sales promotion for branded product were positively associated with addiction, which β values of 0.382, and 0.376, respectively. Thus, H4 and H5 were proven. The value of the output is 0.493 which means that 49.3% of the purchase intention changes are affected by addiction.
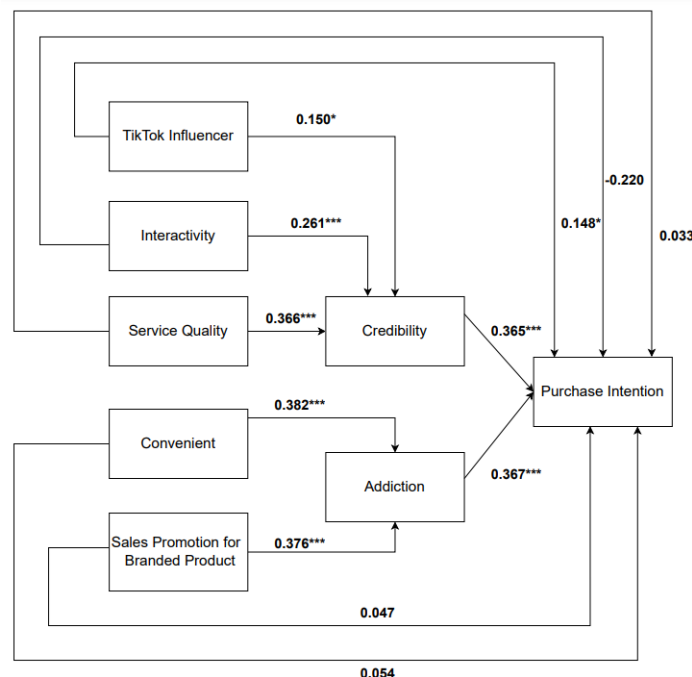
DISCUSSION

This study investigated the variables that influence consumers' purchase intentions for TikTok Shop live-streaming advertising. There is only one variable that has an effect significantly and directly on influencing consumers' purchase intentions for TikTok Shop live-streaming advertising which is TikTok influencer. TikTok influencer plays a crucial role to impact consumers' purchase intention for TikTok Shop's live-streaming advertising of the promoted product by gaining consumers' trust. This is evidenced by TikTok influencers also having a significant effect on credibility. TikTok influencer is able to gain users' trust more effectively because they can better connect with consumers' perspectives when it comes to purchasing a particular product (Barker, 2020). Besides, TikTok influencers are more about showing details of a product and explaining the benefits or satisfaction consumers will get once they buy that product is also one of the reasons for being trustworthy (Barker, 2020).

Although all of the variables except TikTok influencer did not have a significant direct impact on influencing consumers' purchase intention for TikTok Shop live-streaming advertising but these variables had a significant effect on credibility and addiction which are the mediating variables that have a strong significant impact on the dependent variable which is consumers' purchase intention. Mediating variable is a variable that explains the connection between independent variables and dependent variables (Pritha Bhandari, 2021).

According to the findings, TikTok influencer, interactivity, and service quality are variables that have a significant impact on credibility. Consumers can ask sellers any questions about products, including the authenticity of products and consider purchasing the product or not based on the satisfaction of the interactivity during live streaming. In order to build up credibility among the consumers, TikTok shop also provides product listing policies that should be followed by their sellers to avoid misleading product listing issues happening in the future (TikTok, 2022). Moreover, TikTok customer service is easily accessible to users and users can express their complaints or problems on the platform so that the company can make improvements. TikTok also allows consumers to refund or return the product within a week of receiving it if they are not satisfied with the product to protect the consumers' rights (Brian Roche, 2022). The service quality provided by TikTok to consumers can help the company to increase its credibility among consumers.

Based on the result of the study, convenience and sales promotion for branded products are variables that have a significant impact on addiction. The purchasing process of TikTok is very easy and convenient for users. The seller can insert the product directly into the short videos and the consumer is able to buy it by clicking on the link only while watching the video that is shown on their feed (Kutuchief, 2022). TikTok manages to shorten the time consumed by consumers to purchase products considering the longest live-streaming is within 60 minutes only. This becomes one of the biggest conveniences that will lead to addiction. Since TikTok has a large number of users or audiences, therefore many SME companies are more likely to create their business accounts on this application and hold sales promotions for their products. This scenario attracts users to buy the product because the price is lower compared to other e-commerce platforms and users become addicted to buying the product using TikTok.

Lastly, credibility and addiction as the mediating variables that giving the most significant impact on the consumers' purchase intention and the significant value for both variables are less than 0.001. Credibility is the key that connects sellers or entrepreneurs and consumers. If the seller does not fulfil the promise by not handing over the product to the

consumer after the consumer has paid for it, then the seller will not gain repurchase intention from the buyer because the consumer is already disappointed because of the betrayal. Addiction is important to increase consumer purchase intention and repurchase intention. The more users become addicted to TikTok, the more likely they are to buy the product because TikTok's algorithm will collect data while users are using the app. The algorithms will analyze the data and display the products or videos that the user is interested in on the home page of the app to influence the user to purchase the product (Wee, 2022).

IMPLICATIONS

Several important theoretical contributions have been derived from this study. First of all, it makes a contribution to the existing body of research on the live-streaming business by constructing a theoretical model that reveals the factors that influence consumers' purchase intentions for TikTok shop live-streaming advertising. It benefits sellers as they can increase their sales and maximize their market after knowing the factors. This study supports the research which found that Tik Tok influencer, credibility, and addiction have a strong, significant, and positive effect on purchasing intention. This research also contributes to proving that the variables such as service quality, interactivity, and TikTok influencer could influence purchase intention through credibility. Besides that, this research helps in revealing that convenience, and sales promotion for branded products influence purchase intention via addiction.

This study generated several practical implications. The first implication of our findings on TikTok shop live-streaming is that the platforms shall be conscious and focused on main factors for purchase intention such as addiction, credibility, and TikTok influencer. The findings of this study indicate that e-commerce should support marketing and advertising messages that are constantly present in consumers' daily lives and that specific marketing strategies should be created specifically to appeal to the impulsive nature of those who have an addiction to shopping. The TikTok company also recommended adopting the recommendations and ideas suggested in the research discussion. These include always evaluating and analyzing customer feedback for the purpose of maintaining service quality, interacting with customers, and more closely collaborating with TikTok influencers. For instance, providing exceptional customer service, being available, sharing great reviews with customers, and other similar actions may all affect a consumer's perception of legitimacy, which in turn might influence their intention to make a purchase. In general, the TikTok corporation ought to direct a greater amount of attention and resources toward the most important variables in order to guarantee the biggest profit and the best possible business performance.

CONCLUSION

In a nutshell, the TikTok shop will likely continue to help boost the company's bottom line. Based on the study, the mean of purchase intention among 200 responses is 3.97 which is close to 4. This means that the majority of respondents have purchase intention to buy products and services from TikTok live streaming advertising. Therefore, TikTok should improve the performance of TikTok influence by increasing engagement with the audience; increase credibility by ameliorating application security; adding more features and fixing bugs for TikTok app to increase addiction among users. This is because TikTok's influence, credibility and addiction are factors that have a direct and significant impact on users'

purchase intentions. Hence, the TikTok shop can increase the percentage of contribution to the company's profit.

LIMITATION

There are several restrictions that become the limitation of this research. First, there is a limitation in the number of responses due to time constraints. Time restrictions may have a negative impact on research because there is no sufficient time to collect more responses. Therefore, the size of the sample is difficult to represent the population of this research. Moreover, the sample was only collected from two countries only which are Malaysia and Indonesia. Hence, the results of this research cannot be applied globally. Additionally, the Google Form may have some limitations. For example, the countries such as China and Russia are not allowed their citizen to access Google Forms due to the country's policies so the survey form only can be accessed by users who had Google Accounts. Therefore, efforts should be made to lessen and overcome these constraints in future research.

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DECLARATION OF CONFLICTING INTERESTS
The authors declare that there is no conflict of interest

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