

BAB V

PENUTUP

Bab ini merupakan bagian penutup dari penelitian yang berisi kesimpulan dari seluruh hasil analisis yang sudah dibahas sebelumnya. Selain itu, bab ini juga memuat implikasi manajerial sebagai bahan masukan bagi pihak-pihak yang berkepentingan, keterbatasan penelitian, serta saran untuk penelitian berikutnya.

5.1. Kesimpulan

Berdasarkan hasil analisis data dan pembahasan yang telah diuraikan pada Bab IV, penelitian ini bertujuan untuk menganalisis pengaruh akurasi rekomendasi, daya tarik *streamer*, dan interaksi antarkonsumen terhadap niat beli melalui nilai fungsional yang dipersepsikan, nilai sosial yang dipersepsikan, dan imersi sebagai variabel mediasi pada konsumen pengguna TikTok *Live streaming commerce* kategori produk kecantikan di Indonesia. Berdasarkan hasil pengujian menggunakan SmartPLS 3.1.1, diperoleh beberapa kesimpulan sebagai berikut:

- 1. Akurasi Rekomendasi terhadap Nilai Fungsional yang Dipersepsikan.** Akurasi rekomendasi terbukti berpengaruh positif dan signifikan terhadap nilai fungsional yang dipersepsikan. Hal ini menunjukkan bahwa semakin akurat sistem rekomendasi dalam menyajikan produk yang sesuai dengan kebutuhan konsumen, semakin tinggi pula nilai fungsional yang dirasakan. Konsumen menilai bahwa rekomendasi yang tepat membantu mereka menghemat waktu dan upaya dalam proses pencarian produk.

2. Akurasi Rekomendasi terhadap Nilai Sosial yang Dipersepsikan.

Akurasi rekomendasi tidak berpengaruh signifikan terhadap nilai sosial yang dipersepsikan. Temuan ini mengindikasikan bahwa ketepatan rekomendasi lebih bersifat utilitarian dan tidak serta-merta meningkatkan citra sosial atau pengakuan dari lingkungan konsumen. Dengan kata lain, nilai sosial cenderung dibentuk oleh faktor relasional, bukan oleh akurasi algoritma rekomendasi.

3. Interaksi Antarkonsumen terhadap Imersi. Interaksi antarkonsumen berpengaruh positif dan signifikan terhadap imersi. Komunikasi dan pertukaran informasi antarkonsumen selama siaran langsung mampu meningkatkan keterlibatan dan rasa tenggelam dalam pengalaman berbelanja. Semakin aktif interaksi yang terjadi, semakin dalam pula kondisi imersi yang dialami konsumen.

4. Interaksi Antarkonsumen terhadap Nilai Fungsional yang Dipersepsikan. Interaksi antarkonsumen berpengaruh positif dan signifikan terhadap nilai fungsional yang dipersepsikan. Pertukaran pengalaman, ulasan, dan informasi praktis antarkonsumen membantu individu memperoleh manfaat fungsional yang lebih jelas. Hal ini menegaskan peran interaksi sosial sebagai sumber informasi yang memperkuat persepsi kegunaan produk.

5. Interaksi Antarkonsumen terhadap Nilai Sosial yang Dipersepsikan.

Interaksi antarkonsumen berpengaruh positif dan signifikan terhadap nilai sosial yang dipersepsikan. Keterlibatan dalam percakapan dan komunitas

selama siaran menciptakan rasa kebersamaan serta identitas sosial bersama. Dengan demikian, interaksi tidak hanya bernilai informatif, tetapi juga memperkuat dimensi sosial dari pengalaman konsumen.

6. Imersi terhadap Niat Beli. Imersi tidak berpengaruh signifikan terhadap niat beli. Meskipun konsumen mengalami keterlibatan yang mendalam selama siaran, kondisi tersebut belum tentu berujung pada keputusan pembelian. Hal ini menunjukkan bahwa imersi cenderung bersifat pengalaman emosional sesaat yang tidak secara langsung mendorong tindakan pembelian.

7. Nilai Fungsional yang Dipersepsikan terhadap Niat Beli. Nilai fungsional yang dipersepsikan berpengaruh positif dan signifikan terhadap niat beli. Konsumen yang merasakan manfaat praktis dan kegunaan produk cenderung memiliki niat beli yang lebih tinggi. Temuan ini menegaskan bahwa pertimbangan rasional tetap menjadi pendorong utama dalam keputusan pembelian.

8. Nilai Sosial yang Dipersepsikan terhadap Niat Beli. Nilai sosial yang dipersepsikan berpengaruh positif dan signifikan terhadap niat beli. Persepsi mengenai pengakuan sosial dan citra diri yang diperoleh dari produk mampu mendorong munculnya niat beli. Hal ini menunjukkan bahwa motif sosial turut berperan penting dalam membentuk perilaku konsumen.

9. Daya Tarik Streamer terhadap Imersi. Daya tarik streamer berpengaruh positif dan signifikan terhadap imersi. Penampilan,

kredibilitas, dan kemampuan komunikasi streamer mampu menarik perhatian serta meningkatkan keterlibatan konsumen. Semakin menarik sosok streamer, semakin kuat pula pengalaman imersif yang dirasakan penonton.

10. Daya Tarik Streamer terhadap Nilai Sosial yang Dipersepsikan.

Daya tarik streamer berpengaruh positif dan signifikan terhadap nilai sosial yang dipersepsikan. Sosok streamer yang menarik dan kredibel mampu meningkatkan persepsi konsumen mengenai nilai sosial dari produk yang ditawarkan. Dengan demikian, daya tarik streamer berfungsi sebagai jembatan yang memperkuat dimensi sosial dalam pengalaman berbelanja.

11. Mediasi Nilai Fungsional pada Akurasi Rekomendasi terhadap Niat Beli.

Nilai fungsional yang dipersepsikan terbukti memediasi secara penuh (*full mediation*) pengaruh akurasi rekomendasi terhadap niat beli. Artinya, akurasi rekomendasi tidak secara langsung mendorong niat beli, melainkan melalui pembentukan persepsi nilai fungsional terlebih dahulu. Hal ini menegaskan pentingnya manfaat fungsional sebagai mekanisme penghubung antara teknologi rekomendasi dan perilaku konsumen.

12. Mediasi Nilai Sosial pada Akurasi Rekomendasi terhadap Niat Beli.

Nilai sosial yang dipersepsikan tidak terbukti memediasi pengaruh akurasi rekomendasi terhadap niat beli (*no effect non-mediation*). Hasil ini menunjukkan bahwa akurasi rekomendasi tidak mampu membangun nilai sosial yang kemudian mendorong niat beli. Dengan demikian, jalur sosial

tidak relevan dalam menjelaskan dampak akurasi rekomendasi terhadap keputusan pembelian.

13. Mediasi Nilai Sosial pada Daya Tarik Streamer terhadap Niat Beli.

Nilai sosial yang dipersepsikan terbukti memediasi secara penuh (full mediation) pengaruh daya tarik streamer terhadap niat beli. Daya tarik streamer mendorong niat beli secara tidak langsung melalui pembentukan persepsi nilai sosial. Temuan ini menegaskan bahwa peran streamer lebih efektif ketika mampu membangkitkan nilai sosial di benak konsumen.

14. Mediasi Imersi pada Daya Tarik Streamer terhadap Niat Beli.

Imersi tidak terbukti memediasi pengaruh daya tarik streamer terhadap niat beli (no effect non-mediation). Meskipun daya tarik streamer mampu meningkatkan imersi, kondisi imersif tersebut tidak berlanjut menjadi niat beli. Hal ini memperkuat temuan bahwa imersi bukan merupakan jalur efektif dalam mendorong keputusan pembelian.

15. Mediasi Nilai Fungsional pada Interaksi Antarkonsumen terhadap

Niat Beli. Nilai fungsional yang dipersepsikan terbukti memediasi secara penuh (full mediation) pengaruh interaksi antarkonsumen terhadap niat beli. Interaksi antarkonsumen mendorong niat beli secara tidak langsung melalui peningkatan persepsi nilai fungsional. Dengan demikian, manfaat fungsional menjadi mekanisme utama yang mengubah interaksi sosial menjadi niat beli.

16. Mediasi Nilai Sosial pada Interaksi Antarkonsumen terhadap Niat

Beli. Nilai sosial yang dipersepsikan tidak terbukti memediasi pengaruh interaksi antarkonsumen terhadap niat beli (no effect non-mediation). Walaupun interaksi antarkonsumen meningkatkan nilai sosial, nilai sosial tersebut tidak menjadi penghubung menuju niat beli dalam konteks ini. Hal ini mengindikasikan bahwa dampak interaksi terhadap pembelian lebih bersifat fungsional daripada sosial.

17. Mediasi Imersi pada Interaksi Antarkonsumen terhadap Niat Beli.

Imersi tidak terbukti memediasi pengaruh interaksi antarkonsumen terhadap niat beli (no effect non-mediation). Interaksi antarkonsumen memang meningkatkan imersi, namun imersi tersebut tidak berlanjut menjadi niat beli. Temuan ini kembali menegaskan keterbatasan peran imersi sebagai jalur mediasi dalam model penelitian.

5.2. Implikasi Manajerial

Berdasarkan hasil penelitian yang menunjukkan bahwa nilai fungsional yang dipersepsikan, nilai sosial yang dipersepsikan, serta daya tarik *streamer* memiliki peran penting dalam mendorong niat beli, maka penelitian ini memberikan beberapa implikasi manajerial bagi pelaku industri *Live streaming commerce* kategori produk kecantikan, khususnya pada platform TikTok *Live*.

Pertama, pelaku usaha perlu memperkuat penyampaian nilai fungsional produk selama sesi *live*. Hasil penelitian menunjukkan bahwa nilai fungsional yang dipersepsikan merupakan mediator paling efektif sekaligus pendorong langsung niat beli. Hal ini mengindikasikan bahwa konsumen tetap mengutamakan kualitas

dan manfaat nyata produk dalam mengambil keputusan. Oleh karena itu, *streamer* dan pelaku usaha perlu menyajikan informasi produk yang jelas, jujur, dan meyakinkan, seperti demonstrasi penggunaan, penjelasan kandungan, serta kesesuaian produk dengan jenis kulit atau kebutuhan konsumen.

Kedua, pelaku usaha perlu mengoptimalkan akurasi rekomendasi produk. Akurasi rekomendasi terbukti meningkatkan nilai fungsional yang dipersepsikan, yang pada akhirnya mendorong niat beli. Temuan ini menunjukkan bahwa ketepatan algoritma dalam menampilkan produk yang relevan dengan minat konsumen sangat penting. Dengan demikian, pelaku usaha dapat memanfaatkan fitur penargetan TikTok secara maksimal agar produk kecantikan yang ditampilkan benar-benar sesuai dengan preferensi dan kebutuhan calon pembeli.

Ketiga, pelaku usaha perlu mengaktifkan interaksi antarkonsumen selama sesi *live*. Interaksi antarkonsumen terbukti memengaruhi nilai fungsional, nilai sosial, dan imersi sekaligus. Hal ini menunjukkan bahwa percakapan antarsesama penonton merupakan aset penting dalam membangun keyakinan konsumen. Oleh karena itu, *streamer* dapat mendorong terjadinya diskusi di kolom komentar, misalnya dengan mengajak penonton berbagi pengalaman penggunaan produk atau menjawab pertanyaan secara langsung, sehingga tercipta suasana komunal yang memperkuat kepercayaan terhadap produk.

Keempat, pelaku usaha perlu memilih *streamer* yang memiliki daya tarik kuat. Hasil penelitian menunjukkan bahwa daya tarik *streamer* berpengaruh terhadap nilai sosial yang dipersepsikan dan imersi, serta secara tidak langsung mendorong niat beli melalui nilai sosial. Temuan ini mengindikasikan bahwa pemilihan *streamer* sebaiknya tidak hanya didasarkan pada popularitas, tetapi juga

pada kemampuan membangun kedekatan, menjaga antusiasme, dan menyajikan produk secara menarik agar mampu membentuk persepsi sosial yang positif di kalangan penonton.

Kelima, pelaku usaha tidak perlu terlalu bergantung pada penciptaan pengalaman imersif semata. Hasil penelitian menunjukkan bahwa imersi tidak berpengaruh signifikan terhadap niat beli, baik secara langsung maupun melalui mediasi. Temuan ini mengindikasikan bahwa membuat penonton betah berlama-lama menonton belum tentu berujung pada pembelian. Oleh karena itu, strategi pemasaran sebaiknya lebih difokuskan pada penyampaian nilai fungsional dan nilai sosial produk, dibandingkan sekadar menciptakan tayangan yang menghibur tanpa substansi yang mendorong keputusan pembelian.

5.3. Keterbatasan Penelitian

Meskipun penelitian ini telah dilaksanakan dengan prosedur dan metode yang sesuai dengan kaidah ilmiah, peneliti menyadari bahwa penelitian ini masih memiliki beberapa keterbatasan yang perlu diperhatikan dalam menafsirkan hasilnya.

Pertama, keterbatasan pada konteks platform. Penelitian ini hanya berfokus pada TikTok *Live*, sehingga hasilnya belum tentu dapat digeneralisasikan pada platform *live shopping* lain seperti Shopee *Live* atau Instagram *Live* yang memiliki karakteristik dan basis pengguna yang berbeda.

Kedua, keterbatasan pada kategori produk. Penelitian ini hanya berfokus pada kategori produk kecantikan, sehingga temuan yang diperoleh belum tentu berlaku untuk kategori produk lain seperti fesyen, makanan, atau elektronik yang memiliki karakteristik dan pola pembelian yang berbeda.

Ketiga, keterbatasan pada variabel penelitian. Penelitian ini hanya menggunakan variabel akurasi rekomendasi, daya tarik *streamer*, interaksi antarkonsumen, nilai fungsional yang dipersepsikan, nilai sosial yang dipersepsikan, dan imersi. Sementara itu, masih banyak faktor lain yang dapat memengaruhi niat beli, seperti harga, promosi, diskon, dan kepercayaan, yang tidak dimasukkan dalam model penelitian ini.

Keempat, keterbatasan pada metode pengumpulan data. Data penelitian diperoleh melalui kuesioner daring yang bersifat *self-reported*, sehingga sangat bergantung pada kejujuran dan persepsi subjektif responden. Kondisi ini memungkinkan adanya bias persepsi atau bias jawaban yang tidak sepenuhnya mencerminkan perilaku pembelian konsumen yang sesungguhnya.

Kelima, keterbatasan pada desain penelitian. Penelitian ini menggunakan desain *cross-sectional*, yaitu pengumpulan data dilakukan pada satu titik waktu tertentu. Hal ini menyebabkan penelitian tidak mampu menangkap perubahan perilaku konsumen dari waktu ke waktu.

Keenam, keterbatasan pada karakteristik responden. Profil responden dalam penelitian ini didominasi oleh perempuan (84,3%) dan mahasiswa (75,2%) dengan rentang usia 18-22 tahun. Hal ini mengakibatkan hasil penelitian belum dapat sepenuhnya menggambarkan perilaku konsumen pada kelompok demografis lain seperti laki-laki, kelompok usia yang lebih dewasa, maupun konsumen dengan latar pekerjaan dan tingkat pendapatan yang lebih beragam.

Ketujuh, keterbatasan pada kriteria responden. Penelitian ini hanya melibatkan responden yang sudah pernah membeli produk kecantikan melalui *TikTok Live Shopping* dalam tiga bulan terakhir. Filter ini memang dibutuhkan

untuk memastikan responden memiliki pengalaman langsung dengan objek penelitian, namun menyebabkan model hanya menjelaskan pembentukan niat beli pada konsumen yang sudah pernah melakukan pembelian. Akibatnya, penelitian ini tidak menangkap perspektif penonton yang baru tertarik, penonton yang sekadar menonton tanpa membeli, atau konsumen potensial yang belum pernah melakukan pembelian sama sekali, sehingga generalisasi temuan ke seluruh penonton TikTok Live Shopping terbatas.

5.4. Saran untuk Penelitian Selanjutnya

Berdasarkan hasil penelitian serta keterbatasan yang telah diuraikan, beberapa saran yang dapat diberikan untuk penelitian selanjutnya adalah sebagai berikut.

Pertama, penggunaan metode pengambilan sampel yang lebih representatif. Penelitian selanjutnya disarankan untuk mempertimbangkan penggunaan teknik *probability sampling* agar hasil penelitian dapat memberikan tingkat generalisasi yang lebih tinggi terhadap populasi pengguna TikTok *Live streaming commerce* di Indonesia. Dengan metode sampling yang lebih representatif, hasil penelitian diharapkan mampu mencerminkan kondisi empiris secara lebih akurat dan menyeluruh.

Kedua, penambahan variabel penelitian. Penelitian berikutnya disarankan untuk menambahkan variabel lain yang berpotensi memengaruhi niat beli, seperti harga, promosi, kepercayaan, atau faktor emosional lainnya. Penambahan variabel ini diharapkan dapat memberikan pemahaman yang lebih menyeluruh mengenai mekanisme pembentukan niat beli konsumen dalam konteks *Live streaming commerce*.

Ketiga, penggunaan pendekatan metode yang berbeda. Penelitian selanjutnya dapat mengombinasikan pendekatan kuantitatif dengan pendekatan kualitatif, seperti wawancara mendalam atau *focus group discussion* (FGD). Pendekatan ini diharapkan dapat memberikan pemahaman yang lebih mendalam mengenai faktor psikologis dan emosional yang memengaruhi niat beli konsumen, khususnya untuk menjelaskan mengapa imersi tidak berpengaruh signifikan dalam penelitian ini.

Keempat, perluasan konteks dan objek penelitian. Penelitian selanjutnya disarankan untuk memperluas konteks penelitian tidak hanya terbatas pada TikTok *Live* dan kategori produk kecantikan, tetapi juga dapat mencakup platform *live shopping* lain atau kategori produk yang berbeda. Selain itu, studi komparatif antarplatform maupun lintas negara juga dapat dilakukan untuk mengetahui perbedaan pengaruh variabel penelitian dalam konteks budaya dan lingkungan digital yang berbeda.

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LAMPIRAN

Lampiran 1 Form Survei



Pengaruh Live Shopping Marketing di Tiktok Terhadap Purchase Intention pada kategori produk Kecantikan

haloo!!!

Perkenalkan nama saya Laurencia Angella, Mahasiswa Program Studi Manajemen Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk skripsi dengan judul " **Pengaruh Live Streaming Marketing di Tiktok Terhadap Purchase Intention Pada Kategori Produk Kosmetik**"

Melalui kuesioner ini, saya ingin mengetahui pendapat dan pengalaman anda mengenai live streaming marketing di Tiktok. Oleh karena itu, saya mohon kesediaan anda untuk meluangkan sedikit waktu untuk mengisi beberapa pertanyaan yang tersedia.

Tidak ada jawaban benar atau salah. Silahkan isi sesuai dengan pendapat atau pengalaman anda. semua jawaban akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan penelitian.

Terimakasih atas waktu dan partisipasi anda dalam mengisi kuesioner ini.

Apabila ada pertanyaan, silahkan hubungi kontak di bawah ini :

Niat Beli

Description (optional)

Saya bersedia membeli produk kosmetik yang direkomendasikan oleh TikTok live streaming di masa depan *

☐ Sangat tidak setuju

☐ Tidak setuju

☐ Netral

☐ Setuju

☐ Sangat setuju

Saat membeli produk kosmetik, saya cenderung memilih produk kosmetik yang direkomendasikan di TikTok live streaming *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral

~ - - - - -

Saya bersedia membeli produk kosmetik melalui TikTok live streaming di masa depan *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Section 3 of 10

Nilai Fungsional Yang Dirasakan

Description (optional)

Saya percaya bahwa produk kosmetik yang dijual di TikTok live streaming memiliki kualitas yang baik *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Produk kosmetik yang dijual di TikTok live streaming dibuat dengan baik *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Produk kosmetik yang dijual di TikTok live streaming memberikan jaminan kualitas yang baik *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Section 4 of 10

Nilai Sosial Yang Dirasakan

Description (optional)

Banyak orang di lingkungan saya menggunakan TikTok live streaming untuk berbelanja produk kosmetik *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Belanja produk kosmetik melalui TikTok live streaming sedang menjadi tren *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

...

Berbelanja produk kosmetik melalui TikTok live streaming membuat saya terlihat mengikuti tren *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

TikTok live streaming dikenal memiliki reputasi yang baik oleh banyak pengguna *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Section 5 of 10

Imersi

Description (optional)

Waktu terasa cepat berlalu ketika saya menonton TikTok Live streaming *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya sering terlalu fokus saat menonton TikTok Live streaming *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

...

Tanpa sadar saya menghabiskan banyak waktu menonton TikTok Live streaming *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Section 6 of 10

Ketepatan Rekomendasi

× ⋮

Description (optional)

...

Rekomendasi produk kosmetik di TikTok live streaming sesuai dengan minat saya *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Rekomendasi produk kosmetik di TikTok sesuai dengan kebutuhan saya *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

...

Produk kosmetik yang direkomendasikan di TikTok live streaming sesuai dengan pencarian atau kata kunci yang saya gunakan *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

...

TikTok live streaming memberikan rekomendasi produk kosmetik yang sesuai untuk saya *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Keunggulan Streamer

Description (optional)

Streamer di TikTok live streaming mampu menghibur penonton saat live streaming *

B *I* U  

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Streamer di TikTok live streaming terlihat penuh energi saat live *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya memiliki kesan positif terhadap streamer di TikTok live streaming *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Streamer di TikTok live streaming terlihat menarik atau keren saat melakukan live streaming *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Section 8 of 10

Interaksi Antar Konsumen



Description (optional)

Konsumen lain cepat merespons pertanyaan saya tentang produk saat TikTok Live streaming *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya bertukar pendapat dengan konsumen lain tentang nilai produk selama Tiktok Live streaming *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saya bertukar pendapat dengan konsumen lain mengenai kualitas produk saat TikTok Live streaming *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Section 9 of 10

Demografi



Description (optional)

Nama *

Short answer text

Usia (tahun) *

Short answer text

Gender *

☐ Perempuan

☐ Laki - laki

Profesi *

☐ Pelajar

☐ Mahasiswa

☐ Wirausaha

☐ Pegawai Negri Sipil

☐ Pegawai Swasta

☐ Other: _____

Jenis produk kosmetik apa saja yang sering dibeli? (Boleh pilih lebih dari 1) *

☐ Foundation/cushion

☐ Powder

☐ Lip Product

☐ Eye Product

☐ Contour/bronzer

☐ Other: _____

Berapa rata-rata pendapatan anda dalam 1 bulan *

☐ < Rp 1.000.000

☐ Rp 1.000.000 - Rp 2.000.000

☐ Rp 2.000.000 - Rp 3.000.000

☐ Rp 3.000.000 - Rp 5.000.000

☐ >Rp 5.000.000

Rata - rata pengeluaran anda untuk membeli produk kosmetik setiap bulan *

☐ < Rp 100.000

☐ Rp 100.000 - Rp 300.000

☐ Rp 300.000 - Rp 500.000

☐ > 500.000

After section 9 Continue to next section

Section 10 of 10

TERIMA KASIH ATAS WAKTUNYA :3



Lampiran 2 Data Hasil Kuisioner

Timest amp	Dalam 3 bulan terakhi r, berapa kali Anda melaku kan pembel ian produk kecanti kan melalui TikTok Live Stream ing?	Jenis produk kecantikan apa saja yang sering dibeli? (Boleh pilih lebih dari 1)	Berapa rata- rata pendap atan anda dalam 1 bulan	Rata - rata pengelu aran anda untuk membel i produk kecanti kan setiap bulan	Usia (tah un)	Gender	Profesi
3/15/2 026 12:29: 07	01-Apr	Eye Product	Rp 2.000.0 00 Rp 3.000.0 00	< Rp 100.000	21	Laki - laki	Mahasi swa
3/15/2 026 13:01: 51	01-Apr	Lip Product	Rp 1.000.0 00 - Rp 2.000.0 00	Rp 100.000 - Rp 300.000	17	Perem puan	Pelajar
3/15/2 026 17:34: 22	05-Sep	Foundation/c ushion, Powder, Lip Product, Eye Product	>Rp 5.000.0 00	> 500.000	23	Perem puan	Mahasi swa
3/15/2 026 17:34: 52	01-Apr	Skincare	< Rp 1.000.0 00	Rp 100.000 - Rp 300.000	22	Laki - laki	Mahasi swa
3/15/2 026 17:38: 14	01-Apr	Shampo, sabun	Rp 2.000.0 00 Rp 3.000.0 00	Rp 100.000 - Rp 300.000	42	Perem puan	Ibu rumah tangga
3/15/2 026 17:40: 19	01-Apr	Lip Product, Eye Product	Rp 3.000.0 00 - Rp	Rp 300.000 - Rp 500.000	22	Laki - laki	Mahasi swa

			5.000.000				
3/15/2026 17:43:09	Tidak Pernah						
3/15/2026 17:49:11	05-Sep	Foundation/cushion, Lip Product, Blush	>Rp 5.000.000	Rp 300.000 - Rp 500.000	22	Perempuan	Mahasiswa
3/15/2026 18:00:22	01-Apr	Lip Product	< Rp 1.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
3/15/2026 18:34:46	01-Apr	Foundation/cushion, Powder, Lip Product	Rp 1.000.000 - Rp 2.000.000	< Rp 100.000	21	Perempuan	Mahasiswa
3/15/2026 18:42:28	01-Apr	Foundation/cushion, Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
3/15/2026 18:47:28	01-Apr	Foundation/cushion, Powder, Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	23	Perempuan	Mahasiswa
3/15/2026 19:38:55	05-Sep	Foundation/cushion, Lip Product, Facial wash	>Rp 5.000.000	Rp 100.000 - Rp 300.000	47	Perempuan	Wirasaha
3/15/2026 19:45:40	01-Apr	Foundation/cushion, Lip Product	< Rp 1.000.000	> 500.000	21	Perempuan	Mahasiswa
3/15/2026 21:08:17	01-Apr	Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
3/15/2026 21:37:47	05-Sep	Foundation/cushion, Lip Product, Eye Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa

3/15/2026 21:46:05	01-Apr	baju	Rp 1.000.000 - Rp 2.000.000	> 500.000	21	Perempuan	Mahasiswa
3/15/2026 21:47:53	Oct-14	sunscreen	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	23	Laki - laki	Mahasiswa
3/15/2026 21:49:40	Tidak Pernah						
3/15/2026 21:53:31	01-Apr	toner	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	22	Laki - laki	Mahasiswa
3/15/2026 22:41:38	01-Apr	Lip Product, Eye Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	22	Perempuan	Mahasiswa
3/16/2026 10:04:39	01-Apr	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 1.000.000 - Rp 2.000.000	> 500.000	21	Perempuan	Mahasiswa
3/16/2026 14:05:49	01-Apr	Powder	< Rp 1.000.000	Rp 100.000 - Rp 300.000	18	Laki - laki	Mahasiswa
3/16/2026 14:08:53	01-Apr	Foundation/cushion, Lip Product	>Rp 5.000.000	> 500.000	21	Perempuan	Mahasiswa
3/16/2026 14:12:05	≥ 15 kali	Foundation/cushion, Powder, Lip Product, Eye Product, Contour/bronzer	>Rp 5.000.000	> 500.000	20	Perempuan	Mahasiswa
3/16/2026 14:14:09	01-Apr	Lip Product	Rp 1.000.000 - Rp 300.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa

			2.000.000				
3/16/2026 14:21:28	01-Apr	Foundation/cushion, Powder, Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
3/16/2026 14:23:31	05-Sep	Foundation/cushion, Powder, Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
3/16/2026 14:29:47	05-Sep	Foundation/cushion, Contour/bronzer	Rp 2.000.000 - Rp 3.000.000	Rp 300.000 - Rp 500.000	22	Perempuan	Mahasiswa
3/16/2026 14:37:34	05-Sep	Foundation/cushion, Powder, Lip Product, Eye Product,	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	20	Perempuan	Mahasiswa
3/16/2026 14:37:50	01-Apr	Contour/bronzer	Rp 2.000.000 - Rp 3.000.000	Rp 100.000 - Rp 300.000	22	Laki - laki	Mahasiswa
3/16/2026 14:48:06	01-Apr	Foundation/cushion, Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa
3/16/2026 14:50:12	05-Sep	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 2.000.000 - Rp 3.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
3/16/2026 14:51:47	01-Apr	Foundation/cushion, Lip Product	>Rp 5.000.000	> 500.000	21	Perempuan	Mahasiswa
3/16/2026 15:04:59	05-Sep	Lip Product, Contour/bronzer	< Rp 1.000.000	> 500.000	21	Perempuan	Mahasiswa
3/16/2026	05-Sep	Foundation/cushion,	Rp 3.000.000 - Rp	> 500.000	19	Perempuan	Mahasiswa

15:13:58		Powder, Lip Product	5.000.000				
3/16/2026 15:18:12	01-Apr	Foundation/cushion, Lip Product	< Rp 1.000.000	< Rp 100.000	21	Perempuan	Mahasiswa
3/16/2026 15:34:08	01-Apr	Foundation/cushion, Powder, Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa
3/16/2026 15:39:19	Tidak Pernah						
3/16/2026 15:42:34	01-Apr	Powder, Lip Product, Eye Product	Rp 3.000.000 - Rp 5.000.000	> 500.000	21	Perempuan	Mahasiswa
3/16/2026 15:58:11	05-Sep	Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 300.000 - Rp 500.000	22	Laki - laki	Mahasiswa
3/16/2026 16:16:55	05-Sep	Foundation/cushion, Powder, Lip Product, Eye Product, Contour/bronzer	Rp 2.000.000 - Rp 3.000.000	Rp 100.000 - Rp 300.000	18	Perempuan	Mahasiswa
3/16/2026 16:33:12	Oct-14	Foundation/cushion	Rp 1.000.000 - Rp 2.000.000	Rp 300.000 - Rp 500.000	22	Perempuan	Mahasiswa
3/16/2026 16:34:56	Oct-14	Foundation/cushion, Lip Product	Rp 1.000.000 - Rp 2.000.000	> 500.000	20	Perempuan	Mahasiswa
3/16/2026 16:41:41	01-Apr	Powder	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	22	Laki - laki	Mahasiswa

3/16/2026 18:12:21	05-Sep	Foundation/cushion, Powder, Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	19	Perempuan	Mahasiswa
3/16/2026 19:15:38	05-Sep	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa
3/16/2026 19:22:39	01-Apr	Foundation/cushion, Powder, Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa
3/16/2026 21:05:19	01-Apr	Lip Product, Eye Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
3/16/2026 21:08:27	05-Sep	Foundation/cushion, Powder, Lip Product, Contour/bronzer, blush on	Rp 2.000.000 - Rp 3.000.000	Rp 300.000 - Rp 500.000	16	Perempuan	Pelajar
3/16/2026 21:19:53	01-Apr	Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	23	Perempuan	Pegawai Swasta
3/16/2026 22:22:08	05-Sep	Lip Product, Eye Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	22	Perempuan	Mahasiswa
3/16/2026 22:53:33	01-Apr	Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	18	Perempuan	Pelajar
3/17/2026 0:54:51	01-Apr	Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
3/17/2026	01-Apr	Foundation/cushion	Rp 1.000.000	Rp 100.000	22	Perempuan	Mahasiswa

5:06:43			00 - Rp 2.000.000	- Rp 300.000			
3/17/2026 9:43:47	05-Sep	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 2.000.000 - Rp 3.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa
3/17/2026 11:35:03	05-Sep	Foundation/cushion, Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa
3/17/2026 12:37:39	05-Sep	Lip Product, Eye Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
3/17/2026 17:51:58	01-Apr	sun screen	Rp 2.000.000 - Rp 3.000.000	Rp 300.000 - Rp 500.000	22	Laki - laki	Mahasiswa
3/17/2026 20:02:10	Oct-14	Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	22	Perempuan	Mahasiswa
3/18/2026 17:21:30	01-Apr	Foundation/cushion, Lip Product	>Rp 5.000.000	> 500.000	21	Perempuan	Wirasaha
3/20/2026 14:46:52	01-Apr	skin care	>Rp 5.000.000	> 500.000	26	Perempuan	Pegawai Swasta
3/22/2026 21:13:13	01-Apr	Powder,	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	50	Laki - laki	Pegawai Swasta
3/22/2026 21:44:59	Oct-14	Moisturizers	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	22	Laki - laki	Mahasiswa

3/22/2026 21:51:46	01-Apr	Lip Product	< Rp 1.000.000	< Rp 100.000	14	Perempuan	Pelajar
3/22/2026 22:20:25	01-Apr	Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	45	Perempuan	Wirausaha
3/22/2026 22:28:14	01-Apr	Alat listrik	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	40	Laki - laki	Wirausaha
3/22/2026 22:56:54	01-Apr	Foundation/cushion, Powder, Lip Product	Rp 2.000.000 - Rp 3.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa
3/22/2026 22:57:53	01-Apr	toner	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	22	Laki - laki	Mahasiswa
3/22/2026 23:22:24	Tidak Pernah						
3/22/2026 23:24:11	Tidak Pernah						
3/23/2026 5:53:00	01-Apr	Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	42	Perempuan	Ibu rumah tangga
3/23/2026 10:05:24	01-Apr	Handbody	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	50	Perempuan	Wirausaha
3/23/2026 21:26:41	01-Apr	Foundation/cushion, Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa

3/26/2026 21:15:42	Oct-14	Lip Product, Eye Product	Rp 3.000.000 - Rp 5.000.000	> 500.000	20	Perempuan	Mahasiswa
3/26/2026 21:18:48	01-Apr	Foundation/cushion, Lip Product	>Rp 5.000.000	Rp 300.000 - Rp 500.000	20	Perempuan	Mahasiswa
3/26/2026 21:21:09	05-Sep	Lip Product, Eye Product	Rp 3.000.000 - Rp 5.000.000	> 500.000	20	Perempuan	Mahasiswa
3/29/2026 15:54:09	01-Apr	Lip Product, Eye Product	Rp 2.000.000 Rp 3.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa
04/02/2026 08:52	01-Apr	Powder, Lip Product, Contour/bronzer	Rp 3.000.000 - Rp 5.000.000	> 500.000	21	Perempuan	Mahasiswa
04/05/2026 20:34	Oct-14	Foundation/cushion, Lip Product	Rp 2.000.000 Rp 3.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
04/06/2026 17:20	05-Sep	Foundation/cushion, Eye Product	< Rp 1.000.000	> 500.000	21	Laki - laki	Mahasiswa
4/18/2026 18:18:46	01-Apr	Foundation/cushion, Lip Product	Rp 2.000.000 Rp 3.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa
4/18/2026 19:22:49	01-Apr	Foundation/cushion	Rp 2.000.000 Rp 3.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
4/19/2026 9:06:56	01-Apr	Lip Product	Rp 2.000.000 Rp 3.000.000	Rp 300.000 - Rp 500.000	22	Perempuan	Mahasiswa

4/20/2026 23:42:52	01-Apr	Foundation/cushion, Powder, Lip Product	< Rp 1.000.000	< Rp 100.000	21	Perempuan	Mahasiswa
4/20/2026 23:46:58	≥ 15 kali	Lip Product	>Rp 5.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa
4/20/2026 23:54:34	01-Apr	Foundation/cushion, Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	19	Perempuan	Mahasiswa
4/21/2026 0:00:40	01-Apr	Powder,	Rp 2.000.000 Rp 3.000.000	Rp 300.000 - Rp 500.000	22	Laki - laki	Mahasiswa
4/21/2026 0:06:17	05-Sep	Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 300.000 - Rp 500.000	24	Perempuan	Pegawai Swasta
4/21/2026 0:11:00	01-Apr	Powder, Lip Product	< Rp 1.000.000	< Rp 100.000	19	Perempuan	Mahasiswa
4/21/2026 0:25:40	01-Apr	Powder	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	21	Laki - laki	Mahasiswa
4/21/2026 0:28:49	01-Apr	Lip Product	Rp 2.000.000 Rp 3.000.000	< Rp 100.000	22	Perempuan	Mahasiswa
4/21/2026 0:48:39	01-Apr	Foundation/cushion, Powder, Lip Product, Eye Product, Contour/bronzer	Rp 2.000.000 Rp 3.000.000	> 500.000	21	Laki - laki	Mahasiswa
4/21/2026 1:36:31	01-Apr	Powder	< Rp 1.000.000	< Rp 100.000	22	Laki - laki	Mahasiswa

4/21/2026 6:30:38	01-Apr	Foundation/cushion, Powder, Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa
4/21/2026 7:04:57	05-Sep	Powder, Lip Product	< Rp 1.000.000	> 500.000	17	Perempuan	Pelajar
4/21/2026 7:29:36	01-Apr	Foundation/cushion, Lip Product, Eye Product	Rp 1.000.000 - Rp 2.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
4/21/2026 7:47:50	Oct-14	Powder	Rp 2.000.000 - Rp 3.000.000	Rp 100.000 - Rp 300.000	19	Laki - laki	Mahasiswa
4/21/2026 8:06:04	01-Apr	Foundation/cushion, Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
4/21/2026 8:30:36	01-Apr	Foundation/cushion, Powder, Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa
4/21/2026 11:06:48	01-Apr	Foundation/cushion, Lip Product	Rp 3.000.000 - Rp 5.000.000	> 500.000	19	Perempuan	Mahasiswa
4/21/2026 12:09:54	05-Sep	Foundation/cushion, Powder, Lip Product, Eye Product, Contour/bronzer	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa
4/21/2026 13:29:32	01-Apr	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 1.000.000 - Rp 2.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa

4/21/2026 14:52:46	01-Apr	Foundation/cushion, Powder, Lip Product, Eye Product, Contour/bronzer	< Rp 1.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa
4/21/2026 18:36:45	01-Apr	lipbalm	Rp 1.000.000 - Rp 2.000.000	< Rp 100.000	20	Laki - laki	Mahasiswa
4/21/2026 23:56:15	01-Apr	Foundation/cushion, Lip Product	Rp 2.000.000 - Rp 3.000.000	Rp 100.000 - Rp 300.000	20	Perempuan	Mahasiswa
4/22/2026 0:04:08	Tidak Pernah						
4/22/2026 11:00:07	01-Apr	Foundation/cushion, Powder, Lip Product	Rp 1.000.000 - Rp 2.000.000	< Rp 100.000	20	Perempuan	Mahasiswa
4/22/2026 11:31:42	01-Apr	Powder	< Rp 1.000.000	Rp 100.000 - Rp 300.000	23	Laki - laki	Mahasiswa
4/22/2026 15:29:44	Tidak Pernah						
4/22/2026 15:30:49	Tidak Pernah						
4/22/2026 15:36:16	01-Apr	facial wash, moisturizer, & sunscreen	< Rp 1.000.000	Rp 100.000 - Rp 300.000	21	Laki - laki	Mahasiswa
4/22/2026 19:25:57	01-Apr	parfum, hairspray, powder	< Rp 1.000.000	Rp 100.000 - Rp 300.000	21	Laki - laki	Mahasiswa
4/22/2026	01-Apr	Lip Product, Eye Product	Rp 2.000.000	Rp 300.000	21	Perempuan	Mahasiswa

19:31:50			00 Rp 3.000.000	- Rp 500.000			
4/23/2026 13:17:10	01-Apr	Lip Product	Rp 1.000.000 - Rp 2.000.000	Rp 300.000 - Rp 500.000	22	Perempuan	Mahasiswa
05/03/2026 10:06	01-Apr	Foundation/cushion	< Rp 1.000.000	< Rp 100.000	22	Perempuan	Mahasiswa
05/03/2026 10:07	05-Sep	Foundation/cushion, Lip Product	Rp 3.000.000 - Rp 5.000.000	> 500.000	22	Perempuan	Mahasiswa
05/03/2026 19:39	01-Apr	Lip Product	>Rp 5.000.000	> 500.000	21	Perempuan	Mahasiswa
05/04/2026 11:36	05-Sep	Foundation/cushion, Powder, Lip Product	>Rp 5.000.000	> 500.000	24	Perempuan	Wirasaha
05/04/2026 17:38	Oct-14	Lip Product	>Rp 5.000.000	> 500.000	23	Perempuan	Mahasiswa
05/04/2026 18:25	05-Sep	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa
05/04/2026 18:28	01-Apr	Foundation/cushion, Lip Product, Eye Product	>Rp 5.000.000	> 500.000	22	Perempuan	Mahasiswa
05/04/2026 18:29	01-Apr	Foundation/cushion, Lip Product, Eye Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	22	Perempuan	Mahasiswa
05/04/2026 19:34	01-Apr	Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	20	Perempuan	Mahasiswa
05/04/2026 20:18	05-Sep	Foundation/cushion, Lip Product	Rp 3.000.000 - Rp	Rp 300.000	21	Perempuan	Mahasiswa

			5.000.000	- Rp 500.000			
05/04/2026 20:20	01-Apr	Lip Product	Rp 2.000.000 Rp 3.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa
05/04/2026 20:21	05-Sep	Lip Product, blush	>Rp 5.000.000	> 500.000	17	Perempuan	Pelajar
05/04/2026 20:23	01-Apr	Lip Product, blush	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	17	Perempuan	Pelajar
05/04/2026 20:24	01-Apr	Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	17	Perempuan	Pelajar
05/04/2026 20:26	01-Apr	Lip Product	Rp 3.000.000 - Rp 5.000.000	> 500.000	17	Perempuan	Pelajar
05/04/2026 20:28	01-Apr	Powder, Lip Product, blush	>Rp 5.000.000	> 500.000	17	Perempuan	Pelajar
05/04/2026 20:31	01-Apr	Lip Product, blush	>Rp 5.000.000	> 500.000	17	Perempuan	Pelajar
05/04/2026 20:35	Oct-14	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 2.000.000 Rp 3.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa
05/04/2026 20:37	05-Sep	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 2.000.000 Rp 3.000.000	Rp 100.000 - Rp 300.000	22	Perempuan	Mahasiswa
05/04/2026 20:38	01-Apr	Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	17	Perempuan	Pelajar

05/04/2026 20:42	05-Sep	Lip Product, mascara	>Rp 5.000.000	> 500.000	17	Perempuan	Pelajar
05/04/2026 20:44	05-Sep	Foundation/cushion, Powder, Lip Product, Eye Product	>Rp 5.000.000	> 500.000	17	Perempuan	Pelajar
05/04/2026 20:45	01-Apr	Powder, Lip Product	>Rp 5.000.000	> 500.000	17	Perempuan	Pelajar
05/04/2026 20:46	Oct-14	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 3.000.000 - Rp 5.000.000	Rp 100.000 - Rp 300.000	23	Perempuan	Mahasiswa
05/04/2026 20:47	≥ 15 kali	Lip Product, Eye Product	Rp 2.000.000 - Rp 3.000.000	< Rp 100.000	23	Perempuan	Mahasiswa
05/04/2026 20:48	≥ 15 kali	Foundation/cushion, Powder, Lip Product, Eye Product, Contour/bronzer	>Rp 5.000.000	> 500.000	29	Perempuan	Wirausaha
05/04/2026 20:56	05-Sep	Lip Product, mascara, blush	Rp 3.000.000 - Rp 5.000.000	> 500.000	17	Perempuan	Pelajar
05/04/2026 20:57	01-Apr	Lip Product	Rp 3.000.000 - Rp 5.000.000	> 500.000	17	Perempuan	Pelajar
05/04/2026 21:01	05-Sep	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	23	Perempuan	Mahasiswa
05/04/2026 21:02	01-Apr	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 2.000.000 - Rp 3.000.000	Rp 300.000 - Rp 500.000	23	Perempuan	Mahasiswa

05/04/2026 21:03	01-Apr	Powder, Lip Product, blush	>Rp 5.000.000	> 500.000	18	Perempuan	Pelajar
05/04/2026 21:10	01-Apr	Powder, Lip Product	Rp 3.000.000 - Rp 5.000.000	> 500.000	18	Perempuan	Pelajar
05/04/2026 21:15	01-Apr	Foundation/cushion, Powder, Lip Product, Eye Product	>Rp 5.000.000	> 500.000	37	Perempuan	Ibu Rumah Tangga
05/04/2026 21:16	01-Apr	Foundation/cushion, Lip Product	>Rp 5.000.000	> 500.000	41	Perempuan	Wirasaha
05/04/2026 21:18	05-Sep	Powder, Lip Product	>Rp 5.000.000	> 500.000	47	Perempuan	Wirasaha
05/04/2026 21:19	01-Apr	Foundation/cushion, Powder, Lip Product	>Rp 5.000.000	> 500.000	50	Perempuan	Wirasaha
05/04/2026 21:26	01-Apr	Powder, Lip Product	Rp 3.000.000 - Rp 5.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa
05/04/2026 21:29	01-Apr	Lip Product, blush	Rp 3.000.000 - Rp 5.000.000	> 500.000	21	Perempuan	Mahasiswa
05/04/2026 21:30	01-Apr	Lip Product, mascara	>Rp 5.000.000	> 500.000	21	Perempuan	Mahasiswa
05/04/2026 21:31	01-Apr	Powder, Lip Product	Rp 2.000.000 - Rp 3.000.000	Rp 300.000 - Rp 500.000	21	Perempuan	Mahasiswa
05/04/2026 21:32	Oct-14	Foundation/cushion, Powder, Lip Product, Eye Product	Rp 2.000.000 - Rp 3.000.000	Rp 300.000 - Rp 500.000	22	Perempuan	Mahasiswa

05/04/2026 21:33	Oct-14	Foundation/cushion, Powder, Lip Product	Rp 2.000.000 - Rp 3.000.000	Rp 100.000 - Rp 300.000	21	Perempuan	Mahasiswa
05/04/2026 21:34	01-Apr	Foundation/cushion	Rp 3.000.000 - Rp 5.000.000	< Rp 100.000	21	Perempuan	Mahasiswa
05/04/2026 21:35	05-Sep	Foundation/cushion, Powder	>Rp 5.000.000	Rp 300.000 - Rp 500.000	43	Perempuan	Ibu Rumah Tangga
05/04/2026 21:35	05-Sep	Powder, Lip Product	>Rp 5.000.000	> 500.000	21	Perempuan	Mahasiswa
05/04/2026 21:40	01-Apr	Foundation/cushion, Lip Product	>Rp 5.000.000	> 500.000	45	Perempuan	Ibu Rumah Tangga

I	I	I	P	P	P	P	P	P	P	P	I	I	I	A	A	A	A	S	S	S	S	C	C	C
N	N	N	F	F	F	F	S	S	S	S	M	M	M	O	O	O	O	A	A	A	A	C	C	C
T	T	T	V	V	V	V	V	V	V	V	M	M	M	R	R	R	R	T	T	T	T	I	I	I
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Lampiran 3 Screenshot Hasil SmartPLS

Outer Loadings

Matrix								
	AOR_	CCI_	IMM	INT	PFV	PSV	SAT	
AOR 3	0.773							
AOR 4	0.894							
CCI 1		0.751						
CCI 3		0.865						
CCI2		0.877						
IMM 1			0.793					
IMM 2			0.895					
IMM 3			0.851					
INT 2				0.789				
INT 3				0.611				
PFV 1					0.783			
PFV 2					0.793			
PFV 3					0.825			
PFV 4					0.757			
PSV 3						0.830		
PSV 4						0.811		
SAT 1							0.715	
SAT 2							0.659	
SAT 3							0.765	
SAT 4							0.734	
INT 1				0.809				

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Compo:	
	Cronbach...	rho_A	Composi...	Average ...
AOR_	0.869	0.717	0.822	0.699
CCI_	0.777	0.785	0.871	0.694
IMM	0.802	0.806	0.884	0.717
INT	0.871	0.805	0.784	0.551
PFV	0.799	0.802	0.869	0.624
PSV	0.784	0.871	0.805	0.673
SAT	0.717	0.869	0.810	0.517

Discriminant Validity

	Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Mor			
	AOR_	CCI_	IMM	INT	PFV	PSV	SAT
AOR_	0.836						
CCI_	0.317	0.833					
IMM	0.324	0.525	0.847				
INT	0.409	0.357	0.264	0.742			
PFV	0.443	0.487	0.393	0.444	0.790		
PSV	0.355	0.478	0.440	0.428	0.508	0.821	
SAT	0.464	0.470	0.521	0.425	0.501	0.522	0.719

Discriminant Validity

	AOR_	CCI_	IMM	INT	PFV	PSV	SAT
AOR_							
CCI_	0.462						
IMM	0.463	0.665					
INT	0.670	0.458	0.368				
PFV	0.634	0.621	0.491	0.584			
PSV	0.640	0.752	0.676	0.765	0.790		
SAT	0.721	0.618	0.681	0.637	0.673	0.863	

R Square

	R Square	R Square Adjusted
IMM	0.373	0.364
INT	0.253	0.238
PFV	0.330	0.321
PSV	0.351	0.338

f Square

	AOR_	CCI_	IMM	INT	PFV	PSV	SAT
AOR_					0.138	0.014	
CCI_			0.161		0.200	0.096	
IMM				0.001			
INT							
PFV				0.084			
PSV				0.062			
SAT			0.154				0.118

Path Coefficients

	Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Inter		
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
AOR_ -> PFV	0.321	0.325	0.067	4.815	0.000
AOR_ -> PSV	0.107	0.109	0.081	1.320	0.187
CCI_ -> IMM	0.360	0.350	0.112	3.225	0.001
CCI_ -> PFV	0.386	0.387	0.075	5.168	0.000
CCI_ -> PSV	0.286	0.286	0.087	3.266	0.001
IMM -> INT	0.031	0.031	0.080	0.391	0.696
PFV -> INT	0.298	0.304	0.083	3.572	0.000
PSV -> INT	0.262	0.264	0.097	2.701	0.007
SAT -> IMM	0.352	0.364	0.102	3.438	0.001
SAT -> PSV	0.338	0.343	0.092	3.674	0.000

Specific Indirect Effects

	Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals f		
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
CCI_ -> IMM -> INT	0.011	0.009	0.029	0.388	0.698
SAT -> IMM -> INT	0.011	0.014	0.031	0.350	0.727
AOR_ -> PFV -> INT	0.096	0.098	0.032	3.027	0.002
CCI_ -> PFV -> INT	0.115	0.120	0.046	2.515	0.012
AOR_ -> PSV -> INT	0.028	0.030	0.026	1.089	0.276
CCI_ -> PSV -> INT	0.075	0.077	0.040	1.873	0.061
SAT -> PSV -> INT	0.089	0.091	0.043	2.075	0.038

Construct Crossvalidated Redundancy

 Total	 Case1	 Case2	 Case3	 Case4	 Case5
	SSO	SSE	$\hat{Q}^2 (=1-SSE/SSO)$		
AOR_	306.000	306.000			
CCI_	459.000	459.000			
SAT	612.000	612.000			
INT	459.000	403.918			0.120
PFV	612.000	492.972			0.194
PSV	306.000	241.513			0.211
IMM	459.000	341.896			0.255

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ORIGINAL PAPER



Purchase intention in TikTok streaming commerce: the role of recommendation accuracy, streamer's attractiveness, and consumer-to-consumer interactions

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Abstract

A deeper understanding of purchase intentions within the unique context of real-time streaming platforms, on which consumers interact by exchanging opinions and recommending products, is required. Based on the stimulus-organism-response (SOR) theory, this study investigates the effect of real-time streaming on purchase intention for e-commerce products, which goes beyond traditional e-commerce platform research. The findings reveal that accuracy of product recommendation increases functional value and the streamers' attractiveness enhances social value and immersion. Additionally, consumer-to-consumer (C2C) interactions elevate both social and functional values as well as immersion. Based on SOR theory, this study empirically extends the purchase intention model tailored to the unique context of streaming commerce. We include the roles and significance of streamers' attractiveness and C2C interactions as variables to explain this context and provide a mediation mechanism for purchase intention. This study provides empirical evidence of the operational direction for the success of real-time streaming commerce platforms.

Keywords Purchase intention · Streaming commerce · SOR theory · TikTok · Consumer-to-consumer interactions

JEL Classification C11 · C83 · M15

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1 Introduction

Recently, streaming commerce has attracted greater attention than traditional e-commerce (Ming et al. 2021). Many companies consider streaming platforms to be new sales channels because consumers purchase products unintentionally through them (Zhang et al. 2022). Between 2020 and 2021, global purchases through live-streaming commerce increased by a remarkable 76%, with the live shopping industry projected to surpass a valuation of \$35 billion by 2024. Furthermore, the conversion rate for these purchases is 10 times higher compared with traditional e-commerce (Mileva 2024).

Streaming commerce differs from traditional e-commerce in three ways. First, in traditional e-commerce, consumers can learn about products through images and text; however, in streaming commerce, real-time videos can be used to introduce products. Second, whereas consumers can only inquire with sellers after confirming product details on traditional e-commerce websites, in streaming commerce, they can make real-time inquiries while viewing product introductions (Wongkitrungrueng and Assarut 2020; Song et al. 2022). Finally, the lack of real-time interaction between sellers and consumers in traditional e-commerce increases consumers' perceived risk; however, streaming commerce can solve this problem (Sun et al. 2019).

In summary, streaming commerce is more likely to provide consumers with greater value and immersion in products than traditional e-commerce, which can affect their purchase intentions. TikTok actively engages in live-stream commerce, thereby emphasizing the need for brands to explore real-time streaming sales. The TikTok app has accumulated the most downloads (3.5 billion) and boasts 1.4 billion monthly active users. Users spend an average of 28 min per day on the app and are almost twice as likely to purchase products viewed there compared to other platforms (Honeybill 2023). Unlike traditional e-commerce, TikTok aims to offer a vibrant and fast-paced product experience by leveraging user activities to recommend streaming sales products in real time. Users engage with short clips and live streams on the platform primarily for entertainment (Yones et al. 2023). The TikTok recommendation algorithm selects interest labels based on the time that users spend viewing specific content and subsequently displays product-selling streams corresponding to these. Consequently, users enjoying short-clip content are exposed to their desired products through the recommendation algorithm and may naturally proceed to purchase these items (Yones et al. 2023). Statistics indicate that among those who shopped on TikTok, 71.2% reported making purchases upon discovering items of interest through feeds or stories (Honeybill 2023), while 67% stated that the platform inspired them to shop even without prior purchase plans (Mileva 2024). One in five users watch TikTok live, with 62% of this group watching daily. Furthermore, users exhibit a 50% higher interest in live-brand content than non-users. Surprisingly, 50% of users make purchases after watching TikTok live (Hutchinson 2022). Owing to its unique selling approach and associated advantages, TikTok's streaming commerce has garnered significant attention from sellers and is positioned as a

potentially pivotal sales method in the future of the e-commerce market (Mileva 2024). Hence, to leverage its potential for maximizing business performance, understanding the context of streaming commerce is essential.

In the academic field regarding e-commerce, numerous studies document that purchase intention, which is defined as the subjective likelihood that consumers will buy a particular product or service (Dodds and Monroe 1985), generates actual purchasing behavior (Ajzen and Driver 1991; Parasuraman et al. 1991; Schiffman and Kanuk 2005). Academic studies on e-commerce have established that attitudes, consumer environments, perceived values and risks, trust, and transaction costs affect product purchase intentions (Guillinan et al. 1997; Everard and Galletta 2005; Ettis et al. 2023). As this focus transitions to streaming commerce, researchers have expressed interest in the role of the streamer as a seller. Recent studies on streaming commerce focus not only on the perceived value and immersion addressed in e-commerce research but also on the attractiveness of live streamers (Chen et al. 2017a, b; Xu et al. 2020; Zhang et al. 2022). However, in streaming commerce, where real-time communication is a core characteristic, the roles of both consumers and streamers are important in facilitating sales. Real-time streaming platforms such as TikTok enable consumers to interact with each other in various ways, such as exchanging opinions or recommending products. Despite the unique attributes of TikTok streaming commerce, this has received little academic attention. Given the continuous growth of the streaming commerce market, research on the influence of user interactivity on streaming commerce is imperative for deeper understanding and knowledge. Therefore, to move beyond the seller-centric perspective of existing e-commerce, understanding needs to be expanded to include the roles of other consumers in the context of streaming commerce. This indicates that relevant literature should be expanded to remain relevant in the e-commerce environment. Interpreting streaming commerce phenomena through the existing e-commerce perspective may mean missed opportunities for the development of related theories and generalization of new phenomena. This is despite the clear differences between traditional e-commerce and streaming commerce.

This study investigates purchase intention in the context of TikTok streaming commerce. Specifically, we have the following research objectives. First, we examine the effects of consumer-to-consumer (C2C) interactions on functional and social values and immersion in streaming commerce. Second, we uncover the mechanisms by which recommendation accuracy, streamer attractiveness, and consumer interaction influence purchase intention through functional and social values and immersion in streaming commerce.

To address our research objectives, we employ stimulus-organism-response (SOR) theory to establish our research model on purchase intentions in TikTok streaming commerce. Subsequently, we collect responses from 246 users with experience in TikTok streaming commerce and test the hypotheses using partial least squares (PLS).

The validity of our research model for investigating consumer purchase intentions on the TikTok live-streaming platform is emphasized by the fact that 10 of our 11 hypotheses are supported. Our findings highlight the important role of streamers' attractiveness and C2C interactions in enhancing both functional and social values

as well as immersion in streaming commerce. Moreover, we reveal the greater mediating impact of functional and social values on immersion in influencing purchase intention, thereby filling a significant gap in the streaming commerce literature. From a practical perspective, we anticipate tangible insights for the strategic design of promotional activities for streaming commerce.

2 Theoretical background and hypotheses

2.1 SOR theory

The SOR theory posits that external factors or stimuli (S) influence an individual's internal psychological processes or organisms (O), ultimately leading to a specific response or behavior (R). The theory highlights the importance of understanding the complex interplay among the characteristics of an environment, an individual's cognitive and emotional processes, and their resulting actions to predict and potentially manipulate future behaviors (Russell and Mehrabian 1974). Specifically, the stimulus (S) component refers to external cues or environmental factors that can affect an individual's perception. These stimuli can be physical, such as the layout and design of a retail space or digital, such as online shopping sites. They can also include social factors, such as interactions or recommendations from other consumers. The organism (O) component represents an individual's internal psychological processes, and include cognitive and affective reactions. The former reactions involve perception, learning, and memory processes, whereas the latter involve stimuli-induced emotions and mood states. This internal processing is critical as it mediates the relationship between the external stimulus and the individual's ultimate response. Finally, the response (R) component is an individual's observable behavior or action resulting from the interplay between the stimulus and the organism. Responses can range from tangible actions or intentions such as making a purchase or leaving a website to less observable outcomes including changes in attitude or emotional states (Russell and Mehrabian 1974; Robert and John 1982; Jacoby 2002).

Numerous studies have examined consumer behavior in online settings based on the SOR theory. Researchers have used the SOR framework to investigate online shopping (Peng and Kim 2014), social networking service usage patterns (Luqman et al. 2017), impulsive buying (Chen and Yao 2018; Li et al. 2022), and consumer loyalty (Sen et al. 2023) and clarify consumer states and behaviors. The SOR theory offers a comprehensive explanation of the mechanisms behind impulse buying, thus highlighting the role of e-commerce platforms, social presence, and promotional campaigns as stimuli. These stimuli trigger cognitive evaluations and emotional reactions, ultimately leading to impulsive purchase behaviors (Chen and Yao 2018; Li et al. 2022). This theoretical framework underscores the importance of understanding the psychological drivers of consumer behavior in digital contexts.

We adopt the SOR theory to establish a research model that explains purchase intentions in TikTok streaming commerce. First, we introduce the stimulus components of TikTok's streaming commerce, which include recommendation accuracy, streamer attractiveness, and C2C interactions. Subsequently, we

identify the components of an organism, including functional and social values and immersion, before setting purchase intentions within the realm of streaming commerce as a response. Gender and age groups were considered as control variables (Fig. 1).

2.2 Perceived functional value

According to the SOR theory, an organism represents the affective or cognitive states a customer experiences after possessing or acquiring a stimulus (Russell and Mehrabian 1974; Kamboj et al. 2018). This organism also includes the value customers perceive after acquiring a product. Perceived value is a dynamic concept that can continuously change throughout the shopping process based on consumer perception (Baker et al. 1994); furthermore, it facilitates the purchase decision process as a product evaluation (Mudambi and Schuff 2010). Consumers are rational economists who make decisions based on the fundamental functional characteristics of a product, such as utility, convenience, and effectiveness, as their primary objectives (Stigler 1950). Therefore, consumers' purchase decisions depend on a product's functional value, which refers to a comprehensive evaluation of the benefits that consumers may obtain in relation to purchase costs (Ferber 1973). Research has documented that perceived functional value has a more significant impact on purchase decisions than satisfaction (Zeithaml 1988; Eggert and Ulaga 2002; Tam 2004; Mudambi and Schuff 2010). Functional value includes physical products and the evaluation of services, applications, and platforms, such as TikTok. Therefore, the higher the consumers' perceived functional value of products sold on the TikTok live-streaming platform, the greater their purchase intention. Hence, we formulate the following hypothesis:

H1 Perceived functional value positively affects purchase intention.

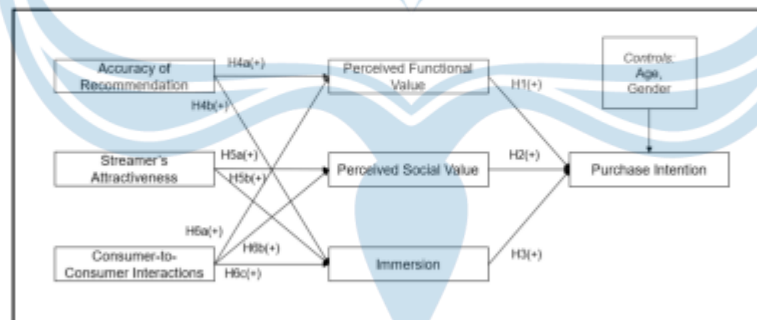


Fig. 1 Research model

2.3 Perceived social value

Social value on social media platforms includes the social image, influence, relationships among users, and sense of belonging (Cao and Sun 2020; Shara-bati et al. 2022). Specifically, platforms support users' interactions with others, allowing them to establish social connections and identities and fulfill their social needs (Molinillo et al. 2020). Social value extends beyond people's relationships and plays an important role in product purchase. Individuals engage in purchasing behavior not only to acquire the product but also to experience the purchasing process and the accompanying pleasure (Holbrook 1986; Lascu 1991). When making purchase decisions, consumers are influenced by social value (Babin et al. 1994), which is the perception that individuals can achieve internal motivation through online interactions (Coursaris et al. 2016). Such social value has a significant impact on consumer behavior in e-commerce (Choi 2019). Consumers tend to perceive a high level of social value in widely used products and platforms (Huang and Chen 2006). Studies have presented evidence that the perception of conformity with the majority increases purchase intention for products (Can 2017). Actions that represent one's identity or social status possess a high level of social value, which can significantly increase purchase intention toward a product. TikTok is a widely used social platform; therefore, we assume that the social value through TikTok live streaming stimulates purchase intention. Accordingly, we formulate the following hypothesis:

H2 Perceived social value positively affects purchase intention.

2.4 Immersion

Immersion refers to the psychological state in which individuals concentrate their attention, exert full effort, forget their surroundings, and lose track of time (Csik-szentmihalyi 1990). Generally, immersion experiences result in positive attitudes toward a specific product and generate intentions for repeat purchase among consumers (Koufaris 2002; Korzaan and Boswell 2008). Additionally, such experience has a significant impact on Internet user behavior (Huffman et al. 1996; Mahnke et al. 2015). Specifically, the immersion experience significantly influences the intention to purchase a product in e-commerce (Hausman and Siekpe 2009; Hsu et al. 2012). This logic can also be applied to TikTok streaming commerce; thus, we introduce the level of immersion as an important factor. We posit that people can easily become immersed in TikTok streaming commerce, which ultimately increases their desire to purchase products. Hence, we formulate the following hypothesis:

H3 Immersion positively affects purchase intention.

2.5 Accuracy of recommendation

The greater the match between the information provided and that desired by the target audience, the more effective the information delivery becomes (Chaiken and Stangor 1987). Häubl and Trifts (2000) indicate that consumers who use recommendation services can find their desired product after examining an average of 6.6 items, whereas those who do not must examine approximately 11.7 items on average. Online recommendation systems predict consumer demand and interest by analyzing past data and providing recommended product information to assist consumers in making purchase decisions (Bobadilla et al. 2013). The accuracy of a recommendation system can be explained by the degree of alignment between predicted and actual user preferences (Herlocker et al. 2004; Pu et al. 2011). As the accuracy increases, consumers are likely to acquire more precise personalized experiences, which can lead to enhanced satisfaction and better purchasing decisions (Baier and Stüber 2010; Nilashi et al. 2016). Effective advertising strengthens people's information-processing abilities and encourages them to evaluate the information contained in advertisements more actively (Fazio 2001; Herr 1989; Yi 1990). Similarly, e-commerce studies have demonstrated that recommendation accuracy increases the perceived functional value (Baier and Stüber 2010; McNee et al. 2006) and enhances consumers' immersive and positive experiences (Huang 2013; Ghasemaghaei 2020; Liang et al. 2006). Compared with traditional e-commerce platforms, the most significant difference in TikTok's recommendation system is the type of data analyzed. In traditional e-commerce, users access a platform to make purchases, which analyzes searches and purchase histories to match user preference characteristics with product features and recommend suitable products and services. TikTok is a social platform people use during their leisure time to enjoy short clips or live streams. The types of content that users enjoy, based on viewing time, are analyzed to predict users' demographic information and characteristics, and provide suitable and promotional short clips or live streaming of related products. This accurate recommendation system evaluates user preferences through browsing histories and recommends live streaming for online sales. This feature fits consumers' current needs and aligns them with their shopping goals. TikTok recommends short clips or live streams of products for sale based on user interests, thereby indicating that it understands users' preferred content and provides advertisements that are likely to trigger purchase behavior. Such actions to stimulate potential shopping demand can make consumers feel that TikTok always meets their needs. Consequently, consumers are likely to perceive the platform's recommendation system as functionally useful because it helps them save time and effort. Additionally, the high accuracy of recommendations in TikTok streaming commerce is likely to provide consumers with more opportunities to become immersed in the platform. Therefore, we formulate the following hypotheses:

H4a Accuracy of recommendation positively affects perceived functional value.

H4b Accuracy of recommendation positively affects immersion.

2.6 Streamer attractiveness

Streamers secure fans through their attractiveness and provide unique and outstanding content to gain favor and trust (Park and Lin 2020). In terms of purchasing decisions for products or brands, recommendations from famous streamers can be considered reliable, persuasive, and informative (Schouten et al. 2020). Users watch certain streams according to their preferences. Individuals tend to follow the behavior they favor, which applies to the conformity process in which they purchase recommended products from streamers to obtain satisfaction and joy (Raghunathan and Corfman 2006). As the main users of live streaming, streamers significantly influence consumer purchase intentions owing to their unique characteristics. Streamer attractiveness positively affects consumers' purchase intentions (Chen et al. 2017a, b; Xu et al. 2020) because consumers are strongly attracted to a seller's external attractiveness (Vilnai-Yavetz and Gilboa 2010). Streamer attractiveness increases social value for users (Han and Hu 2009) and induces immersive experiences (Wang et al. 2021). Seller attractiveness is evaluated on the basis of the external image perceived by consumers (Ohanian 1990). Consumers evaluate attractive streamers positively and experience the same feelings of pleasure and fast-paced time as they watch their streams (Gupta et al. 2015). Fast pacing is an important component of immersion. Streamers' attractiveness induces a sense of presence, ultimately resulting in an immersive experience (Gao and Li 2019). In particular, streamers' attractiveness is a significant factor in increasing intimacy and preference and establishing a sense of presence (Ou et al. 2014). TikTok's live-streaming service combines entertainment and product sales. Thus, during broadcasts, streamers often display attractiveness to increase their closeness with consumers, and not just to introduce products. Streamers use their unique characteristics to reduce the distance between themselves and their consumers. They then introduce the advantages and features of their products, during which consumers hear about the products being introduced not from a mere salesperson, but from someone they like. In this case, consumers' affinity for their favorite streamer translates into positive opinions of the product, ultimately resulting in them accepting and purchasing the streamer's recommendations. Therefore, we propose the following hypotheses:

H5a Streamers' attractiveness positively affects perceived social value.

H5b Streamers' attractiveness positively affects immersion.

2.7 Consumer-to-consumer interactions

Unlike offline shopping, e-commerce is limited because consumers cannot directly touch products and can only observe product images or video information (McCabe and Nowlis 2003). This causes consumers risk making purchase decisions based on incomplete information (Lee et al. 1997). Consumers may be motivated to interact with others to solve this problem and are influenced by other

customers' evaluations (Kim et al. 2004). They exchange trusted information and make quick and accurate decisions about products (Gong and Li 2017). Additionally, consumers exchange information online and interact with entertainment (Liu and Shrum 2002; Gao et al. 2010). C2C interactions are personal exchanges encountered during the process of purchasing and consuming products or services (Groeger et al. 2016). Such interactions can change preferences, purchasing behaviors, and the way customers communicate with others (Libai et al. 2010; Baumöl et al. 2016). People who watch live streams continue to do so because they are interested in either a specific streamer or the products being introduced, thereby allowing for discussion of common issues and further intensifying consumer interaction. Users can interact with each other in real time during streaming (e.g., through donations and chatting). These interactions enhance the functional value of the streaming commerce. In addition, consumers can experience the entertainment aspect of streaming and improve their social value (Zhang et al. 2023) and immersion by actively interacting with other participants (Chen and Lin 2018). In TikTok streaming, consumers engage in real-time interactions through comments regardless of their geographic location and connect quickly by discussing products, streamers, and events. This is similar to the social presence in which everyone feels as if they are in one place (Ijsselstein et al. 2000). Thus, C2C interactions can be an important stimulus for TikTok streaming commerce. Hence, we formulate the following hypotheses:

H6a Consumer-to-consumer interactions positively affect perceived functional value.

H6b Consumer-to-consumer interactions positively affect perceived social value.

H6c Consumer-to-consumer interactions positively affect immersion.

3 Methodology

The unit of analysis in this study was the individual, and data for hypothesis testing were collected via a survey. PLS was used to test the measurements and structural models used in the analysis. This demonstrates the advantage of not having strict demands for the residual distribution and ensures the validity of the analysis results, even with small sample sizes (Chin 1998). Unlike covariance-based structural equation modeling, which requires large sample sizes and a normal data distribution, PLS-structural equation modeling is more flexible (Henseler et al. 2009). Additionally, a key feature of PLS is its use of bootstrapping, which is a non-parametric resampling technique, to assess the statistical significance of the model paths. This allowed for more robust inferences regarding the strength and significance of the relationships between variables, even with a relatively small sample size. Building on these advantages, research on e-commerce customers'

purchase intentions employs PLS as an analytical tool (Hajli 2020; Yusuf and Busalim 2018; Nursyirwan and Ardaninggar 2020; Ettis et al. 2023).

3.1 Measurements

We conducted back-translation to ensure the meaning of the measurement items. We adopted and revised the measurement items used in previous studies to determine their composition. Items were modified to fit the context of the TikTok platform. The measurement items used in this study are listed in Appendix 1.

3.2 Data collection

The survey was conducted in China because of its high level of activity and the substantial user base engaged in TikTok streaming commerce. Before conducting the main survey, two professors specializing in management information systems reviewed the validity of the measurement items. A pilot survey was conducted based on the feedback, and the results were gathered from August 2 to 9, 2022, which yielded 74 responses. Based on the analysis of the preliminary survey data, some items were revised. The main survey included a clear explanation of TikTok live-streaming commerce, purpose and procedure of the survey, as well as assurance of respondents' anonymity. This approach addresses the respondents' concerns and uncertainties and facilitates accurate responses to questions. We collected data from August 29 to September 5, 2022, and received 593 responses. Of these, only those who answered "yes" to the first question, "Have you ever shopped through TikTok live streaming?" were considered valid, which resulted in 246 usable responses for analysis.

The demographic characteristics of the respondents were as follows: 102 male (41.46%) and 144 female (58.54%). Regarding age distribution, 29 (11.79%), 96 (39.02%), 82 (33.33%), 28 (11.38%), and 11 (4.47%) were under 20 years, in their 20 s, 30 s, 40 s, and 50 s, respectively. Regarding the frequency of purchasing products through TikTok streaming in the past three months, 117 (47.56%), 78 (31.71%), 29 (31.71%), and 22 (8.94%) respondents purchased products 1–4, 5–9, 10–14, and 15 times or more, respectively.

4 Results

4.1 Confirmatory factor analysis

Confirmatory factor analysis was conducted to verify convergent and discriminant validity and reliability. Convergent validity was evaluated using factor loadings and average variance extracted (AVE). The results indicated that all factor

Table 1 Results of confirmatory factor analysis

Construct	Item	Factor loading	Cronbach's alpha	CR	AVE
Purchase intention (INT)	INT 1	0.812	0.819	0.827	0.735
	INT 2	0.865			
	INT 3	0.893			
Perceived functional value (PFV)	PFV 1	0.851	0.874	0.875	0.725
	PFV 2	0.866			
	PFV 3	0.876			
	PFV 4	0.811			
Perceived social value (PSV)	PSV 2	0.757	0.735	0.740	0.654
	PSV 3	0.826			
	PSV 4	0.841			
Immersion (IMM)	IMM 1	0.771	0.796	0.859	0.704
	IMM 2	0.892			
	IMM 3	0.849			
Accuracy of recommendation (AOR)	AOR 1	0.861	0.874	0.875	0.726
	AOR 2	0.855			
	AOR 3	0.820			
	AOR 4	0.871			
Streamer's attractiveness (SAT)	SAT 1	0.850	0.816	0.820	0.646
	SAT 2	0.834			
	SAT 3	0.778			
	SAT 4	0.749			
Consumer-to-consumer interactions (CCI)	CCI 1	0.729	0.699	0.702	0.626
	CCI 2	0.805			
	CCI 3	0.836			

Table 2 Results of discriminant validity

	INT	PFV	PSV	IMM	AOR	SAT	CCI
INT	0.857						
PFV	0.707	0.852					
PSV	0.764	0.746	0.809				
IMM	0.460	0.370	0.471	0.839			
AOR	0.625	0.562	0.566	0.398	0.852		
SAT	0.492	0.504	0.493	0.516	0.550	0.804	
CCI	0.588	0.534	0.586	0.436	0.502	0.550	0.791

loadings of the constructs were above 0.6, and the AVE values were above 0.5, which demonstrates convergent validity of the constructs (Chin 1998). The reliability was evaluated using Cronbach's alpha coefficient and composite reliability (CR). Both measures were above 0.7, which indicates that the constructs are sufficiently reliable (Hair et al. 1998). The results are reported in Tables 1 and 2.

Table 3 Results of multicollinearity testing

Constructs	VIF
Perceived functional value	2.498
Perceived social value	2.768
Immersion	1.505
Accuracy of recommendation	1.798
Streamer's attractiveness	2.039
Consumer-to-consumer interactions	1.948

Discriminant validity can be established if the square root of the AVE for a construct is greater than the correlation values of the other constructs. As presented in Table 3, the square root of the AVE for each construct exceeds the correlation values between the constructs; therefore, our constructs are distinctly different from one another.

4.2 Multicollinearity testing

We conducted a multicollinearity test to ensure the reliability of the results. A regression analysis with purchase intention as the dependent variable resulted in variance inflation factor (VIF) values for the antecedent factors ranging from 1.505 to 2.768 (Table 3). Therefore, multicollinearity was not a major concern.

4.3 Common method bias (CMB)

To assess the presence of CMB, we conducted a Harman's single-factor test following Podsakoff et al. (2003). The proportion of variance explained by one factor did

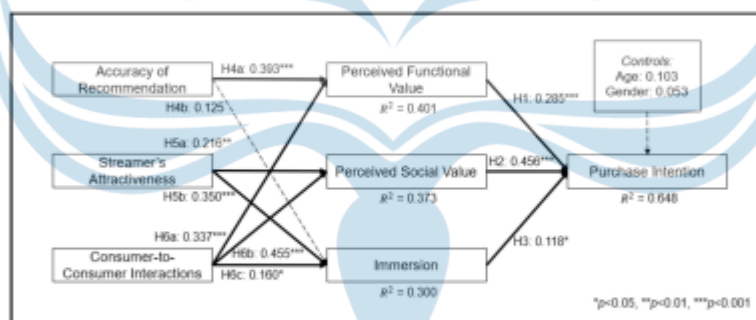
**Fig. 2** Results of hypotheses testing

Table 4 Results of hypotheses testing

#	Path	Coefficient	Standard deviation	p-value	Result
H1	Perceived functional value → Purchase intention	0.285	0.060	0.000	Supported
H2	Perceived social value → Purchase intention	0.456	0.061	0.000	Supported
H3	Immersion → Purchase intention	0.118	0.052	0.024	Supported
H4a	Accuracy of recommendation → Perceived functional value	0.393	0.051	0.000	Supported
H4b	Accuracy of recommendation → Immersion	0.125	0.097	0.199	Not supported
H5a	Streamer's attractiveness → Perceived social value	0.216	0.075	0.004	Supported
H5b	Streamer's attractiveness → Immersion	0.350	0.083	0.000	Supported
H6a	Consumer-to-consumer interactions → Perceived functional value	0.337	0.063	0.000	Supported
H6b	Consumer-to-consumer interactions → Perceived social value	0.455	0.070	0.000	Supported
H6c	Consumer-to-consumer interactions → Immersion	0.160	0.075	0.034	Supported

not exceed 50% for the entire sample (40.003%); therefore, CMB was not a major issue.

4.4 Hypotheses testing

The results revealed that all the hypotheses were supported except for H4b. The findings are summarized in Fig. 2 and Table 4.

Perceived functional value (0.285, $SE=0.060$, $p=0.000^{***}$), perceived social value (0.456, $SE=0.061$, $p=0.000^{***}$), and immersion (0.118, $SE=0.052$, $p=0.024^*$) enhanced purchase intention in TikTok streaming commerce, thereby supporting H1, H2, and H3.

H4a, which states that recommendation accuracy positively influences functional value, is supported (0.393, $SE=0.051$, $p=0.000^{***}$). However, H4b, which proposes that recommendation accuracy improves immersion, is not supported (0.125, $SE=0.097$, $p=0.199$). Streamer attractiveness increases both social value and immersion, thus supporting H5a (0.216, $SE=0.075$, $p=0.004^{**}$) and H5b (0.350, $SE=0.083$, $p=0.000^{***}$). Finally, C2C interactions increased functional value (H6a: 0.337, $SE=0.063$, $p=0.000^{***}$), social value (H6b: 0.455, $SE=0.070$, $p=0.000^{***}$), and immersion (H6c: 0.160, $SE=0.075$, $p=0.034^*$), which support all the path hypotheses. Gender and age did not significantly affect purchase intention.

Additionally, we analyzed the indirect effects of recommendation accuracy, streamer attractiveness, and C2C interactions on purchase intention through functional and social values and immersion. As reported in Table 5, recommendation accuracy has a positive indirect effect on purchase intention through perceived functional value (0.110, $SE=0.030$, $p=0.000^{***}$), whereas streamer attractiveness increases purchase intention through perceived social value (0.086, $SE=0.043$, $p=0.047$). C2C interactions exert an indirect effect on purchase intention through perceived functional value (0.112, $SE=0.032$, $p=0.001$) and perceived social value (0.236, $SE=0.052$, $p=0.000$). However, the antecedent factors of recommendation accuracy, streamer attractiveness, and consumer interaction directly affect purchase intentions through immersion.

5 Discussion

TikTok streaming commerce differs from traditional e-commerce in the following ways: It allows for real-time video demonstrations, enables real-time inquiries during product presentations, and facilitates real-time interaction with the seller and other users (Sun et al. 2019). Compared with traditional e-commerce, TikTok streaming commerce can provide greater value to consumers and significantly

Table 5 Results of indirect effects testing

Path	Coefficient	Standard deviation	p-value
Accuracy of recommendation → Perceived functional value → Purchase intention	0.110	0.030	0.000
Accuracy of recommendation → Immersion → Purchase intention	0.012	0.016	0.473
Streamer's attractiveness → Perceived social value → Purchase intention	0.086	0.043	0.047
Streamer's attractiveness → Immersion → Purchase intention	0.038	0.021	0.068
Consumer-to-consumer interactions → Perceived functional value → Purchase intention	0.112	0.032	0.001
Consumer-to-consumer interactions → Perceived social value → Purchase intention	0.236	0.052	0.000
Consumer-to-consumer interactions → Immersion → Purchase intention	0.019	0.011	0.127

increase purchase intention. In particular, the real-time exchange of information among consumers in streaming commerce could generate important unintended marketing effects (Yones et al. 2023; Hutchinson 2022; Mileva 2024). Existing e-commerce research primarily focuses on factors such as attitude, consumer environment, perceived value and risk, trust, transaction costs, engagement, and, more recently, streamers' attractiveness (Everard and Galletta 2005; Guiltinan et al. 1997; Chen et al. 2017a, b; Xu et al. 2020; Zhang et al. 2022). However, these studies have not sufficiently addressed the differences between traditional e- and streaming commerce, especially regarding the effects of consumer interactions. Consequently, limitations exist in understanding purchasing intentions in streaming commerce when viewed through the lens of previous e-commerce research.

This study seeks to explain consumers' purchase intentions toward popular streaming commerce platforms. Based on the characteristics of streaming commerce and the SOR theory, we establish our research model with stimuli represented by the accuracy of recommendation systems, streamers' attractiveness, and C2C interactions; organisms represented by functional and social values and immersion; and responses represented by purchase intentions in TikTok streaming commerce. The novelty of our study lies in that it systematically incorporates the findings of existing e-commerce research while considering the unique factors of TikTok streaming commerce, thereby presenting meaningful results.

Of the 11 hypotheses established, 10 were supported, which indicates that consumers' purchase intentions in TikTok streaming commerce increase when their functional and social values and immersion in TikTok streaming are high. These findings are consistent with studies that demonstrate the important role of functional value (Zeithaml 1988; Eggert and Ulaga 2002; Tam 2004; Mudambi and Schuff 2010), social value (Choi 2019), and engagement (Koufaris 2002; Korzaan and Boswell 2008; Hsu et al. 2012) in increasing consumer purchase intentions.

Furthermore, precise product recommendations within streaming commerce enhance the perceived functional value of TikTok. Our results corroborate those of previous studies, thereby indicating that recommendation accuracy enhances consumers' perceived functional value (Baier and Stüber 2010; McNee et al. 2006). This supports the notion that recommendation systems in TikTok streaming commerce are functionally useful because they save time and effort. However, H4b, which proposed that recommendation accuracy enhances immersion in streaming commerce, was not supported. This observation contrasts with the results of previous studies (Huang 2013; Ghasemaghaei 2020; Liang et al. 2006). This may be due to advertisement context congruence, which leads to excessive advertising content. Specifically, higher contextual congruence in recommended advertisements could increase consumers' awareness of privacy protection and the associated risks (Segev et al. 2014). In other words, users may be concerned about privacy leaks if product recommendations are too sophisticated, which could negatively affect their immersion experience.

Conversely, streamer attractiveness increased consumers' perceived social value and immersion, which is consistent with previous research (Han and Hu 2009; Wang et al. 2021). This suggests that, within TikTok streaming commerce, the more favorable consumers' perceptions of their preferred TikTok streamers, the more likely they are to positively evaluate such commerce and become deeply engaged with it.

Finally, C2C interactions enhance functional and social value and immersion in streaming commerce. Given that TikTok consumers can communicate in real time through comments and connect quickly by discussing the same products, streamers, or events regardless of geographical location, such interactions can be argued to serve as significant catalysts for TikTok streaming commerce. Based on these findings, we propose the theoretical and practical implications, limitations, and directions for future research.

5.1 Theoretical implications

Our results have several theoretical implications. First, based on the SOR theory, we extended and empirically tested the purchase intention model that is applicable to streaming commerce, which is a platform with unique characteristics that are distinct from those of traditional e-commerce. Studies have clarified consumer states and behaviors in various contexts, including online shopping (Peng and Kim 2014), usage patterns of social networking service (Luqman et al. 2017), and impulse buying (Chen and Yao 2018; Li et al. 2022). The recent surge in interest in live-streaming commerce through platforms such as TikTok (Hutchinson 2022) underscores the need for research on consumer purchase intentions in this novel context. Unlike traditional e-commerce, TikTok stimulates interest and ultimately drives purchases by exposing users to recommended products in live streams of short clips (Yones et al. 2023). Despite its unique characteristics, the related research on streaming commerce has rarely garnered much academic attention. Building on the robust theoretical foundation of the SOR theory, we proposed a research model that reflects the distinctive context of TikTok streaming commerce. Of our 11 hypotheses, 10 were supported, thereby demonstrating the validity of the proposed model for investigating consumer purchase intentions in streaming commerce. We expanded the scope of the SOR theory by incorporating it into a streaming commerce context and laid the groundwork for generalizing this phenomenon. Future research could build on our research model and continue investigating streaming commerce.

Second, this study identified the importance and novelty of streamer attractiveness, particularly the role of C2C interactions in streaming commerce, which surpasses previous research on purchase intentions in traditional e-commerce. Interactions between consumers have received little attention in streaming commerce

studies (Chen et al. 2017a, b; Xu et al. 2020; Zhang et al. 2022). Understanding the role of C2C interactions is crucial for understanding purchase intentions in streaming commerce. Consumers exchange trusted information, thus facilitating rapid and informed decision-making regarding products (Gong and Li 2017). Moreover, online information exchange and interactions serve entertainment purposes (Liu and Shrum 2002; Gao et al. 2010) and influence preferences and purchasing patterns (Libai et al. 2010; Baumöl et al. 2016). Therefore, the allure of specific streamers or interactions among consumers during live streaming may captivate viewers, foster discussions on shared topics, and enhance consumer engagement and positive evaluations. This study established that streamers' attractiveness and C2C interactions enhance functional and social values and immersion in a streaming commerce environment. Our findings expand existing knowledge beyond the seller-centric perspective of traditional e-commerce. They encompass the roles of consumers within the context of streaming commerce. This facilitates a better understanding and explanation of consumer interactions in streaming commerce; hence, we have broadened the literature on e-commerce.

Third, this study discovered that in streaming commerce, functional and social values play a more significant mediating role in purchase intention than immersion. Although functional and social values and immersion were key determinants of purchase intention in traditional commerce (Eggert and Ulaga 2002; Tam 2004; Can 2017; Koufaris 2002; Korzaan and Boswell 2008; Hausman and Siekpe 2009; Hsu et al. 2012), the specific mediating roles of these variables in streaming commerce have not yet been identified. Our results revealed that recommendation accuracy, streamer attractiveness, and C2C interactions indirectly affect purchase intention through their mediating roles as functional and social values. Our findings provide a deep understanding of the consumer purchase psychology mechanisms within the context of live-streaming commerce, ultimately demonstrating the impact and relationships of key variables that may manifest differently in novel e-commerce environments.

5.2 Practical implications

In terms of practical implications arising from this study, streaming commerce platforms should seek ways to maximize C2C interactions during the sales process. This study provides empirical evidence that C2C interactions significantly increase functional and social value as well as immersion on a streaming commerce platform. Furthermore, consumer interactions indirectly increase purchase intentions by enhancing functional and social values. Therefore, these platforms should introduce features such as relevant emoticons in real-time chat windows to allow users to actively express their opinions on products. Moreover, features such as liking, empathy, and emphasis on the chats of other users should be considered.

Platforms should also focus on enhancing functional and social values, rather than improving users' immersion experiences. Although immersion directly affects purchase intention, this study provides evidence that the coefficients of functional and social values of purchase intention are greater than those of immersion. Moreover, immersion did not play a mediating role in the streamers' attractiveness or C2C interactions, which were the key antecedents in this study. Conversely, functional and social values directly enhance purchase intention and act as important mediators, thereby ensuring that all antecedents have positive indirect effects on purchase intention. Streaming commerce platforms can successfully enhance customer purchase intentions through a platform value ascension strategy.

5.3 Limitations and future directions

Despite the aforementioned contributions, this study has the following limitations, which provide directions for future research.

First, although we examined antecedents such as streamers' attractiveness, social value, and C2C interactions, this study did not consider emotional factors such as enjoyment, which may influence purchase intentions in streaming commerce. Given that users perceive TikTok streaming as a means of entertainment, emotional factors may also affect their purchase intentions. Future research should extend this study by considering these factors as stimuli based on the SOR theory.

Second, as we focused only on TikTok streaming commerce, we did not compare purchase intentions in traditional e-commerce. Although this study identified differentiating factors, such as streamers' attractiveness and C2C interactions, that significantly impact purchase intention in streaming commerce, comparisons and analyses of purchase intention models in traditional e-commerce are necessary.

Third, considering TikTok's significant activities in China, our study targeted Chinese individuals who made purchases through the platform's live-streaming commerce. Although our findings are meaningful, with all but one hypothesis supported, the focus on respondents from a single country limits the generalizability of our results. Therefore, as TikTok's streaming commerce becomes more active in other countries, future research should involve respondents from different cultural backgrounds. This would allow for a comparison of our findings and facilitate their generalization.

Finally, our research model did not consider product involvement. When investigating purchase intention in the context of live-streaming e-commerce, the impact may vary depending on the level of product involvement. Considering these aspects, future research should integrate other theories into the SOR framework to expand our study.

6 Appendix

See (Table 6).

Table 6 Measurement items

Constructs	Items	Reference
Purchase intention	I am willing to purchase products recommended by TikTok in the future I will prioritize products recommended by TikTok when making a purchase I am willing to purchase products through TikTok in the future	(Dodds et al. 1991)
Perceived functional value	Products sold on TikTok are reliable Products sold on TikTok are well-made Products sold on TikTok guarantee good quality Products sold on TikTok can be used without any issues	(Sweeney and Soutar 2001)
Perceived social value	Many people around me shop through TikTok Shopping through TikTok is considered sophisticated Shopping through TikTok makes people perceive me as a trendy person TikTok has a good reputation that most customers acknowledge	(Sweeney and Soutar 2001)
Immersion	Time seems to fly by quickly when watching TikTok streaming I find myself getting lost in TikTok streaming I unknowingly spend time on TikTok streaming	(Huffman et al. 1996)
Accuracy of recommendation	The products recommended to me on TikTok were aligned with my interests The products recommended to me on TikTok fulfilled my needs The products recommended to me on TikTok matched the search terms I used TikTok made good product recommendations to me	(Doll and Torkzadeh 1998; Komiak and Benbasat 2006; Nilashi et al. 2016)
Streamer's attractiveness	Streamers on TikTok entertain people with their words Streamers on TikTok are lively I have a favorable impression of streamers on TikTok Streamers on TikTok are cool	(Garretson and Niedrich 2004)
Consumer-to-consumer interactions	Other consumers quickly respond to my inquiries about products during TikTok streaming I exchange opinions with other consumers on the value of products during TikTok streaming I exchange opinions with other consumers on product quality during TikTok streaming	(Ding et al. 2021)

Data availability The data supporting the findings of this study are available from the corresponding author upon request.

Declarations

Conflict of interest The authors declare no conflicts of interest.

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