

TikTok Live Shopping Purchase Intention: A Conceptual Paper

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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v14-i1/20569>

DOI:10.6007/IJARBSS/v14-i1/20569

Published Date: 16 January 2024

Abstract

TikTok has emerged as a transformative force in the rapidly evolving digital landscape, reshaping marketing strategies and consumer behaviour. In order to examine the intricate interactions between perceived information quality, social presence, trust, satisfaction, and customer buy intentions inside TikTok Live purchasing, this study adopts the Stimulus-Organism-Response (S-O-R) model. Beginning with an overview of the evolving e-commerce scenario, the paper underscores the significance of TikTok's interactive features and their impact on consumer engagement. Employing a conclusive research design with a descriptive approach, the study aims to unravel the nuanced of consumer perceptions in this dynamic context. The data collection involves surveys administered through digital platforms, allowing for comprehensive insights. The collected data will undergo analysis using Structural Equation Model, encompassing descriptive summaries and inferential statistics. By examining the relationships between the identified variables, the study contributes valuable insights into the domains of social commerce and digital marketing. Ultimately, this research sheds light on the intricate mechanisms that shape consumer intentions on TikTok Live, offering a deeper understanding of the factors that drive purchasing behaviours in the modern digital landscape.

Keywords: TikTok, Purchase Intention, Perceived Information Quality, Social Presence, Trust, Satisfaction

Introduction

The internet has emerged as a pillar of information and communication technology in an era of rapid technological growth and globalisation (Yutama, 2018). The ease of internet access, primarily through smartphones, has transformed many elements of daily life, including interactions between people, learning about the world, and shopping. This revolution also affects business practices as organisations adjust to technological changes by adopting cutting-edge sales and marketing techniques that put the internet and social media platforms in the spotlight (Yutama, 2018).

By enabling businesses to access a broader audience and offer goods and services online, technological innovation has contributed to the expansion of e-commerce (Yutama,

2018). Indonesia, a country with a substantial internet-savvy population, is where this transformation is most apparent. Considering an estimated population of 277.7 million and an overall penetration of 73.7%, digital commerce has a huge opportunity. The widespread use of online activities like social media engagement and discourse demonstrates the dynamic impact of the internet on consumer behaviour and preferences (APJII, 2017). TikTok, a well-known social media site, has become a strong competitor in digital marketing in this situation (We Are Social & Hootsuite, 2022). TikTok is now Indonesia's fourth most popular social media network, mainly due to its short video format and interactive features that have attracted the millennial generation's interest (We Are Social & Hootsuite, 2022). With the launch of TikTok Live, this popularity has translated into potential for businesses to use TikTok as a marketing and sales channel. This live-streaming function makes real-time communication between sellers and purchasers possible (Sari et al., 2022). TikTok's social commerce platform and live streaming technology have combined to create a singular marketing opportunity that combines real-time interaction and entertainment (Christy, 2021). Due to its immersive and engaging features, live streaming shopping, in which vendors present their items and communicate with potential customers in real-time, has gained popularity. Despite its potential, the mechanics of TikTok Live as a marketing medium still need to be better understood. There are still concerns regarding how to use live streaming to efficiently pique audience interest, encourage consumer behaviour, and deal with problems like fraud and client issues.

By examining the connection between stimulus, organism, and response factors, specifically on perceived information quality, social presence, trust, and satisfaction developed by TikTok Live and consumer buying intention, this paper intends to close these gaps. The study sheds light on how TikTok Live affects consumer behaviour and alters purchase intentions by using the Stimulus-Organism-Response (S-O-R) model. The importance of social commerce is increasing. TikTok is becoming a social media powerhouse, and there is a need to comprehend the consequences of live streaming as a marketing tool in e-commerce. These factors are the driving forces for the research. The following sections of the paper address in greater depth the theoretical and practical gaps that emphasise the significance of this work. By carefully examining the relationship between stimulus, organism, and response characteristics on TikTok Live, this study contributes to the growing body of information surrounding social commerce and digital marketing strategies.

Literature Review

Live streaming in Social Commerce

A technique that quickly distributes audio and video content, creating a sensation of presence in consumers due to the landscape of contemporary communication technologies is called as live streaming (Chen & Lin, 2018). Among these innovations, live-streaming shopping is a cutting-edge social media platform with a high Human-Computer Interaction (HCI) level. E-sports and video games were the main subjects of earlier live-streaming studies (Cheung & Huang, 2011; Sjöblom & Hamari, 2017). However, live-streaming commerce has recently emerged and provided new insights (Cai et al., 2019). Researchers have examined the influences of intrinsic and extrinsic motivation on live streamers' broadcasting intentions (Zhao et al., 2018) and the impact of design elements and user perceptions on usage intentions (Chen & Lin, 2018). Furthermore, more research is required due to the complex interaction between technology elements and consumer perceptions in the setting of live-streamed purchasing. Customers can view products from various perspectives and participate

in real-time discussions, one of the alluring features of live-streaming shopping (Lu et al., 2018). Considering this, more investigation is necessary to fully comprehend how live-streaming purchasing impacts consumers' buying intentions. Under this situation, the researcher aims to examine every component affecting purchase intention, thereby examining consumers' intentions to make purchases when live-streaming their shopping.

Stimulus Organism Response (S-O-R)

The Stimulus-Organism-Response (S-O-R) framework constructed by Mehrabian and Russell (1974), a model of psychology used to study user behaviour across multiple domains. This model explains how environmental stimuli (S) influence an individual's subjective state (O), resulting in behavioural reactions (R). According to the S-O-R method, external stimuli may affect individuals' internal states (Eroglu et al., 2001). According to Bagozzi (1986), the term "organism" describes a person's inner state, encompassing perceptions, emotions, and thoughts. People make decisions and act under their internal states (Mehrabian & Russell, 1974). Due to its use in the examination of online user behaviour (Cao et al., 2019; Luqman et al., 2017; Zhang & Xu, 2016), the S-O-R model is ideal for analysing customer behaviour on online platforms, especially in the context of online commerce (Argyle & Dean, 1965). The mentioned framework, which is widely utilised in information science and management, has been employed in numerous studies. Fang et al (2017) utilised it to assess user engagement with travel applications based on app features. Ul Islam and Rahman analysed brand community involvement using gender as a mediator in their 2017 study. Fu et al. (2018) investigated how similarity affects the intentions of individuals to purchase cinema tickets via the internet. Chen and Yao (2018) explored the factors influencing impulsive purchases on a mobile auction platform. Cao and Sun (2018) investigated how people's decisions to quit social media were affected by overload. These investigations have led to the development of S-O-R, which serves as a fundamental analysis framework for delineating the human behaviour process used to predict internet users' cognitive judgement and subsequent behaviours or intentions.

Perceived Information Quality

The user's evaluation of the information's structure, interaction, and applicability is perceived information quality (Xu et al., 2013). It includes selecting, organising, and interpreting stimuli (Zhao et al., 2017). Adequacy, depth, reliability, relevancy, understandability, conciseness, completeness, accuracy, factuality, and diagnosticity are some of the criteria used to assess quality (Filiari, 2015; Jiang & Benbasat, 2007; Qiu et al., 2012). In this study, perceived information quality manifests as immediate interaction and product details sharing between buyers and sellers via actual feedback (Dewi & Dwirandra, 2013; Hall, 2007; Widarsono, 2007). According to Huang and Benyoucef (2013), perceived information quality is at the heart of consumer value, encompassing aspects such as relevance, correctness, comprehension, and value. These characteristics can influence client perceptions and interactions in online commerce. Sari and Keni (2019) argue that perceived information quality is proportional to the consistency between the sender's intent and the recipient's perception of the communication. Thus, perceived information quality is critical in purchasing intention during live shopping.

Social Presence

According to the framework, social presence belongs to the degree to which individuals perceive the attendance of others throughout a communication process (Short et al., 1976). Affective expressiveness, open communication, and group cohesion are required (Bowers & Kumar, 2015). In digital contacts, social presence is vital for developing emotional connections and overcoming distance limits (Han et al., 2015). Social commerce encourages social presence through tools like live comments and interactions that strengthen the bond between buyers and sellers (Thuy et al., 2015; Hassanein & Head, 2007). Users are more likely to foster sentiments of trust, engagement, and emotional resonance with the platform and its offerings when they perceive a heightened sense of social presence in their interactions, particularly during live purchasing sessions on platforms such as TikTok. This increased social presence boosts consumers' total purchasing intent and preparedness to engage in transactional behaviours (Cheung et al., 2011; Wang et al., 2015).

Trust

The belief that a seller produces reliable and reputable offerings is called trust (Pavlou & Fyngenson, 2006). It includes attitudes towards service quality, dependability, and mutual benefit (Mayer et al., 2007). Trust influences purchase intentions and attitudes by reducing risks and unpredictability perception (Gommans et al., 2001; Zhu et al., 2020). Trust is essential in online commerce to build strong customer interactions and influence purchasing decisions (Kim et al., 2015; Anderson et al., 2014). Customer trust in social commerce covers views about a company's honesty, safety, and dependability, as well as their perceptions of hazards and fragility during the online purchasing experience (Zheng et al., 2017). Despite simply boosting buy-related behaviours and decision-making, trust can alleviate product uncertainty (Gommans et al., 2001) and shape consumer opinions towards purchase intentions (Zhu et al., 2020). This confidence is fostered by the host's straightforward demeanour and evident skill. The customer's faith in the host's genuineness and their impression of the worth of the featured products leads them towards a positive purchasing intention, demonstrating the critical importance of trust in the real-time buying experience.

Satisfaction

Oliver (2006) defines satisfaction as a human being's emotional and cognitive response to fulfilling requirements. It represents how well a product or service performs compared to predictions (Kotler & Keller, 2009). Satisfaction is an essential factor in determining the effectiveness of systems of information and internet activities (Petter et al., 2013; Lindgaard, 2007). Customer satisfaction in social commerce is related to pleasure acquired from interactions and experiences (Resmawa, 2017; Lovelock & Wright, 2007). In the context of this investigation, when buyers are pleased with the engagements and situations on a platform, it benefits their overall attitudes and purchase inclinations. Satisfied users form a stronger emotional attachment to the products or services displayed during live shopping sessions. This growing relationship increases purchase intent, increasing the likelihood of converting intent into tangible purchases (Oliver, 2014; Sweeney et al., 2000).

Purchase Intention

Purchase Intention (Pradipta & Seminar, 2014) indicates to a shopper readiness to purchase a product or service. Perceived benefits and value influence it (Lee & Kang, 2013). Purchase intention is a step before making a purchase decision and indicates the customer's intention

to use a product (Irawan & Pane, 2011). In the setting of social commerce, purchase intention denotes the willingness of consumers and proclivity to participate in purchasing activities (Ali, 2016; Ahmad et al., 2018).

According to online buying, the S-O-R model explains how perceived information quality and social presence enhance trust, satisfaction, and purchase intention. This model is a comprehensive tool for investigating how individual responses to outside stimuli interact with subsequent behaviour in the dynamic social commerce environment.

Research Methodology

This study examines the association between customer purchase intention towards TikTok live shopping as the dependent variable and perceived information quality, social presence, trust, and satisfaction as independent variables. A descriptive research strategy is used in the research as a conclusive research design. Understanding how consumer views of TikTok live shopping are influenced by the variables is the primary goal of this research.

Research Design

A conclusive strategy with a focus on descriptive research methodology is the research design chosen for this investigation. The decision to use the descriptive research method is based on how well the study questions match how consumers perceive TikTok live shopping. Buyers' purchase intentions are related to the examined elements. This justification encourages using descriptive studies to shed light on these relationships. Data regarding participants is going to be gathered using a cross-sectional design.

Data Collection

The study will conduct online customer surveys to investigate the abovementioned correlations and test the proposed hypotheses. Respondents will be given a Google form to complete during the survey process. The first factor to be considered in this study is the respondents' willingness to respond to questions concerning their privacy. Second, respondents' thorough responses to the survey result in accurate statistics. A lack of reliable statistics will also result in some respondents responding without reading the questions. Additionally, participants in the study had to have utilised the TikTok live shopping tool. TikTok prohibits direct access to the data because it values user privacy. The responders will be TikTok users from Indonesia.

Data Analysis

In order to analyse complex variables, including latent variables, and improve the overall model's fitness, this study uses the structural equation modelling (SEM) method (Gudono, 2012). SEM is a multivariate analytic tool for complex conceptual models with many indicators and latent variables. It concentrates on how these latent variables are related (Hair et al., 2017). Within the model, the study examines both direct and indirect interactions. The respondents' demographic traits will be examined using descriptive analysis, thoroughly breaking down the study's participant profile. Descriptive analysis will also be used to facilitate the presentation of hypotheses. The analytical strategy for this study will heavily rely on inferential studies, such as correlation and structural equation modelling. The examination will show the connections between the dependent variable of consumer purchase intention and the independent variables of perceived information quality, social presence, trust, and

satisfaction. The interaction and predictive ability of the independent variables on the dependent variable will be examined by Structural Equation Model analysis, revealing insight into their combined impact.

A Proposed Conceptual Model/Framework

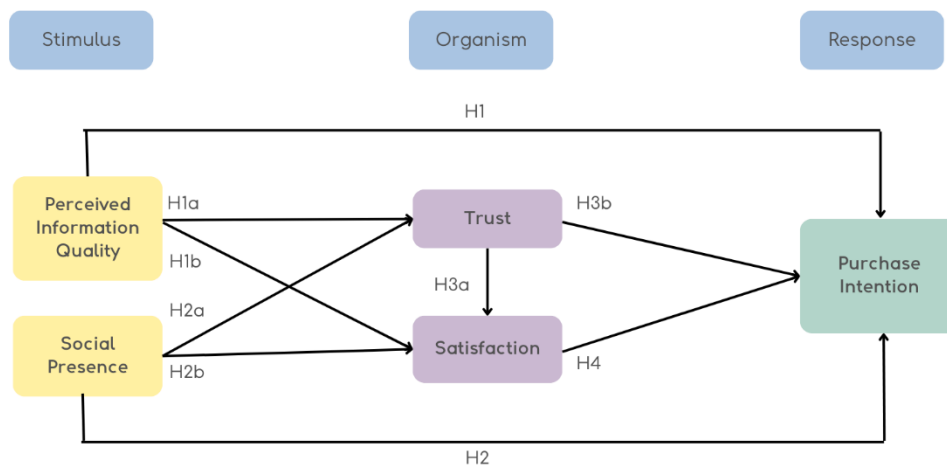


Figure 1. The Proposed Conceptual Model/Framework

Based on the justifications in the previous part of the literature evaluation, this study purposes to discover the following research questions:

- Does perceived information quality has positive influence on purchase intention?
- Does social presence has positive influence on purchase intention?
- Does social presence has positive influence on trust?
- Does perceived information quality has positive influence on satisfaction?
- Does perceived information quality has positive influence on trust?
- Does social presence has positive influence on satisfaction?
- Does trust has positive influence on satisfaction?
- Does trust has positive influence on purchase intention?
- Does satisfaction has positive influence on purchase intention?

The influence of some variables (independent variables) on the purchase intention for TikTok Live shopping (dependent variable) will be examined. Perceived information quality, social presence, trust, and satisfaction are the independent factors that will be examined in this study. The TikTok live shopping purchasing intention is the dependent variable. The following are the research's hypotheses:

- H1. The perceived information quality of live shopping positively influences customer purchase intention.
- H2. The social presence of live shopping positively influences customer purchase intention.
- H1a. The perceived information quality of live shopping positively influences customer trust in live shopping.

- H1b. The perceived information quality of live shopping positively influences customer satisfaction with live shopping.
- H2a. The social presence of live shopping positively influences customer trust in live shopping.
- H2b. The social presence of live shopping positively influences customer satisfaction with live shopping.
- H3a. Trust in live shopping positively influences satisfaction with live shopping.
- H3b. Trust in live shopping positively influences customer purchase intention.
- H4. Satisfaction with live shopping positively influences customer purchase intention.

Conclusions

This research utilizes a conclusive research design to sum up. In order to examine the relationship between perceived information quality, social presence, trust, satisfaction, and customer buy intention in TikTok live purchasing, a descriptive study methodology is used. According to the survey, live-streaming e-commerce sites like TikTok are becoming increasingly important. It attempts to determine what influences consumers' decision-making in this virtual setting. The research endeavors to acquire valuable consumer insights through surveys and a cross-sectional strategy. The Smart PLS will assist in the data analysis, thoroughly examining the gathered data.

In order to make it more straightforward to comprehend the study's participants, the demographics of the respondents will be described, and the presentation of the hypotheses will be clarified through descriptive analysis. Identifying correlations and anticipated relationships between the independent and dependent variables will also be made possible by inferential investigations, such as correlation and structural equation modelling. The study provides advertisers and e-commerce platforms with helpful information on increasing user experiences, boosting consumer engagement, and raising customer buy intentions. The study's findings will generally advance knowledge of consumer behaviour online in the context of live-streaming e-commerce platforms and offer academics and professionals proper, real-world ramifications for understanding and utilizing the interactions between the variables influencing consumer purchase decisions.

Implications

Implications for Practitioners

1. **Increasing User Engagement:** Marketer and app development professionals might benefit from understanding how the S-O-R paradigm is applied. They might focus on optimising the app's functions to increase user satisfaction and engagement.
2. **Establishing Brand Communities:** When developing engagement initiatives, businesses should take gender into account. More engaged and devoted community members may result from gender-specific community material and events.
3. **Promoting Similarity:** E-commerce companies, particularly ticketing platforms, might benefit from understanding how similarity affects consumers' online buy inclinations. They can use this information to develop more specialised marketing plans.
4. **Reducing User Overload:** Platforms for networking sites can take steps to lessen user overload, which influences users' intent to cease using the site. User retention and satisfaction can be raised by streamlining the material's presentation and providing effective filtering options.

Implications for Government

1. **Regulation and oversight:** In order to protect consumers from fraud and ensure ethical business practices, authorities should think about governing live-streaming trade. Monitoring disclosure regulations and social media marketing best practices is necessary for this.
2. **Digital Literacy Programmes:** Governments might launch digital literacy projects to educate the public about online shopping and live streaming. These programmes might assist people in making sensible choices and lessen risks.
3. **Support for Small Businesses:** To compete with larger e-commerce platforms, small businesses joining the live-streaming commerce area may need assistance and resources. Governmental actions might make this process easier.

Implications for Researchers

1. **More research should be done** to better understand the mechanics of live-streaming commerce. Investigating credibility, trust, and user-generated material may yield insightful results.
2. **Cross-cultural studies:** User experiences are influenced by cultural origins. More cross-cultural research can illuminate how other societies interact with social commerce and live-streaming buying.
3. **Longitudinal Studies:** Long-term research can track how user attitudes and behaviours alter in response to live-streaming industry trends and developing technologies.

By considering these implications, professionals, policymakers, and academics may promote the ethical and sustainable operation of the live-streaming commerce sector while maintaining a top-notch user experience.

Acknowledgments

I genuinely appreciate my parents' unwavering love, encouragement, and support during this research journey. Your belief has constantly inspired me, and I genuinely appreciate all of your efforts and sacrifices. I additionally appreciate my supervisor extremely since she has kept me company and encouraged me. The conversations, inspiration, and ongoing support have profoundly impacted my career and personal progress. Lastly, I also want to thank everyone who contributed to the completion of this study. Without your encouragement, gratitude, and faith in my talents, I would not have been able to accomplish this goal.

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