



# Influence of Live Streaming Characteristics on Continuance Intention to Shopping on TikTok

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Received : June 15, 2023

Revised : July 4, 2023

Accepted : July 4, 2023

Online : July 6, 2023

## Abstract

As a new business model, live-streaming shopping has high commercial value. Although research on live streaming shopping has been in great demand, a holistic model that explains why audiences are willing to continue using such new selling formats is limited. According to interactive marketing theory, this research proposes a theoretical model to examine the impact of live-streaming characteristics on trust and how trust affects the audience's continuance intention in the live-streaming shopping scenario. The data were collected using an online questionnaire spread out through social media such as TikTok, Facebook and Instagram. A partial Least Square (PLS) approach was used to analyze the data. From the result, live streaming characteristics used in this study are interactivity, informativeness, entertainment, perceived relevance, visibility, professionalization, and originality. Empirical results (N=325) reveal that trust is affected by the seven characteristics of live-streaming shopping that affect continuance intention. Questionnaires were distributed through social media to get Indonesian respondents who had used live-streaming shopping on TikTok. However, it is found that live-streaming genres do not moderate the impact of trust towards continuance intention. Research findings indicate how trust is built to generate optimal consequences in live-streaming shopping.

**Keywords** *Live Streaming Shopping, Interactive Marketing, Interactivity, Informativeness, Entertainment, Perceived Relevant, Visibility, Professionalization, Originality, Trust, Continuance Intention*

## INTRODUCTION

As an important branch of live streaming, live streaming commerce greatly expands conventional e-commerce through its social interactions embodied by virtual face-to-face technology (Xu et al., 2020). This phenomenon is in accordance with interactive marketing. Interactive marketing is an evolution of traditional direct marketing and e-commerce; this system is developing dramatically as it grows in mobile applications and interactive content. Several social commerce platforms in Indonesia facilitate live streaming features, such as Facebook and TikTok.

Based on We Are Social data, TikTok users in January 2023 are estimated to have reached 1.05 billion globally. Indonesia is in second place with 109.90 million users, after the United States with 113.25 million users (data Indonesia.id, 2023). TikTok is one of the most popular social media in the world because it contains various interesting short video content. Amidst increased users, TikTok launched the TikTok Shop feature, allowing businesses to expand their sales reach. Besides the TikTok Shop, TikTok users can do live selling by sharing the product link in the column below the live streaming (cnbcindonesia.com, 2023). According to Desey Muharlina, Fashion Category Lead at TikTok Shop Indonesia, she stated that based on the research, clothing, shoes, and accessories are high-demand products (Henry, 2022).

Although live streaming commerce has made significant progress in recent years, there are critical issues that are unresolved yet; trust issue is one of them. Conventional e-commerce cannot interact with sellers in real-time to get dynamic product information, thereby increasing

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transaction risk and raising trust issues. As a prerequisite of user sustainability intentions (Tsai et al., 2019; Talwar et al., 2020), it is still unclear whether the trust antecedents have changed in this new context and how it influences subsequent behaviour in the live streaming commerce.

During live streaming commerce, a streamer or KOL (Key Opinion Leader) or influencer will interact with the customer, demonstrate products, or answer customer questions (Sebayang, 2022). This research emphasizes four different features of live-streaming commerce to determine its influence on the decision to proceed through trust. These elements/features include interactivity, informativeness, entertainment, and perceived relevance. Furthermore, this study will examine visibility, professionalism, and originality to complete the construct of live-streaming characteristics.

Next, we consider the moderating effect of different live-streaming genres on the influence mechanism of customer sustainability intent. Several recent studies have found that different genres of information sources can trigger very different user behaviours (Zhu & Chang, 2016). Thus, this research aims to study the influence of live-streaming characteristics on trust and its influence on continuance intention. This research will complement previous research regarding the live streaming characteristics.

## **LITERATURE REVIEW**

### **Interactive Marketing**

In this context, Interactive marketing is defined as a two-way value creation and marketing process that influences each other through connection, engagement, participation, and active customer interaction (Wang, 2021).

### **Live Streaming**

Live streaming is user-generated content (Hu et al., 2017; Lu & Chen, 2021). As a special combination of certain media forms, live streaming presents streamers uploading video content in real-time, including games, talent shows, daily activities, and others (Hu et al., 2017; Lu & Chen, 2021). During live streaming, the streamer can directly interact with the viewers.

### **Continuance Intention**

According to Bhattacharjee (2021), continuance intention refers to an individual's interest in participating or being involved in a particular system. Continuance is a term for showing that an informative system is in the post-acceptance stage. In the information and technology context, consumer repurchase is the same as continuance intention, where the decision starts from acceptance to intent to purchase finally.

### **Interactivity**

Interactivity in live streaming refers to the ability to give a direct interactive experience between the content creator and the viewers through chat, poll, and other interactive features (Carolina, 2021). The research from Kang et al. (2020) mentioned that interactivity is essential to live streaming.

**H1.** Interactivity affects to build trust

**H10.** Interactivity affects the continuance intention

### **Informativeness**

The ability of advertising to give the best information to the consumers here is the essence of advertising (Moldovan et al., 2019; Noguti & Waller, 2020). The explanation must be educative, stimulative, informative, and persuasive. By giving the best information and comprehension,

informativeness will support the consumers' awareness of the product.

**H2.** Informativeness affects to build trust

**H11.** Informativeness affects the continuance intention

### **Entertainment**

Giving interesting and fun content creates a great experience for the viewer (Su, 2019). Further, entertainment also boosts the stream and the views because the viewer is more engaged in fun and entertaining content.

**H3.** Entertainment affects to build trust

**H12.** Entertainment affects toward continuance intention

### **Perceived Relevance**

The more related the content is to the consumer's thoughts and personality, the more engaged the consumers are to the content creator. As a result, it greatly influences the content (Casaló et al., 2020). Furthermore, in their research, Casaló et al. (2020) explain that personal interests suitability relates to how the content is relevant to individual values based on their interest and personality. A relevance perception from a topic discussion can influence trust in general.

**H4.** Perceived relevance affects to build trust

**H13.** Perceived relevance affects continuance intention

### **Visibility**

Live-streaming shopping allows consumers to see product details and promotion information thoroughly (Chen et al., 2019). The description from the streamer by also touching, feeling and showing the product's function can help the consumers to clearly imagine the product quality (Sun et al., 2019). Visualization facilitates customers to build a desire to consume (Zhang et al., 2022).

**H5.** Visibility affects to build trust

**H14.** Visibility affects to continuance intention

### **Professionalization**

In live streaming, the streamers usually give more professional lead-in about the product (Ma et al., 2022). Other quality-related aspects like comprehensive content talking time, variety of language, firmness, and influence are also proven to lead the opinion (Li & Peng, 2020; Huffaker, 2010). So that this aspect can influence and encourage the trust of people.

**H6.** Professionalization affects to build trust

**H15.** Professionalization affects continuance intention

### **Originality**

Professional streamers use several contents in their original form to display the product, and they can use natural and clear language to actively pursue consumers to interact (Zhang M. et al., 2021). Creating original and authentic content is a way for influencers to resonate with their viewers (Casaló et al., 2020). Tong (2017) emphasizes that the originality of live streaming increases customer trust and promotes higher interest.

**H7.** Originality affects to build trust

**H16.** Originality affects continuance intention

## Trust

Trust is an important antecedent in social media marketing since there is no direct communication, and content which is created by the user is unable to control by the brand (Panggabean, 2021). In the live streaming context, trust can refer to the viewer's trust in the content creator, related brand, and content quality provided (Zhao et al., 2019).

**H8.** Trust affects toward continuance intention

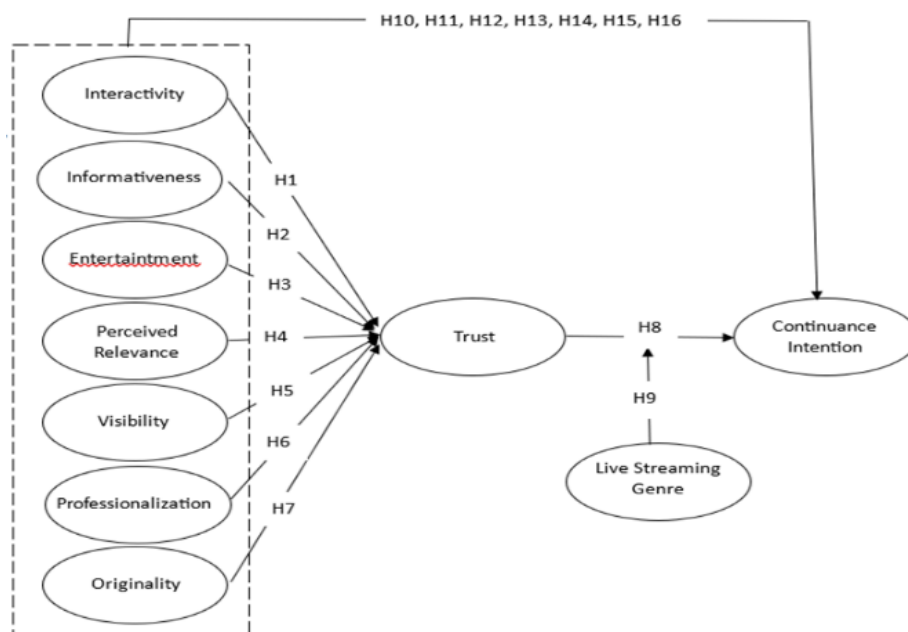
## Live Streaming Genre

Before deciding to buy a product, consumer habit is comparing one brand with another. Consumers will be a bit difficult to make this habit in online marketing. Thus, live streaming is needed to help the consumer compare two same products from different brands (Zheng et al., 2022).

**H9.** Trust affections toward continuance intention will be stronger if audiences watch multibrand live streaming.

## Research Model

The research model in this study is formed based on several previous research which relevant to the topic research conducted. Hanaysha's research (2022) was done to see the influence of four marketing aspects through social media on buying decisions. Furthermore, this research looks at the influence of consumer trust in a brand that mediates between the social media marketing aspects and buying decisions. Another research supporting the influence of trust towards buying decisions was done by (Ma et al., 2022). This research focuses on the newest business model, live-streaming commerce, but still uses several variables related to social media marketing. Variables in this research are interactivity, visualization, entertainment, and professionalization. Referring to Li & Peng's (2020) research that examines the character of social media influencers (skill, originality, and homophily influencer) towards consumer behaviour. Thus, the model built for this research is contained in the following Figure 1.



**Figure 1.** The research model

## **RESEARCH METHOD**

### **Population and Sample**

Sample determination of this research includes respondents who have ever watched live-streaming shopping on TikTok, who have ever bought clothes/fashion products during the live-streaming shopping on TikTok for the latest three months and who are aged over 18 years old. The data collection method used is an online questionnaire spread out through social media such as TikTok, Facebook and Instagram. The link for this research questionnaire is [bit.ly/tesis\\_nadhilahptr](https://bit.ly/tesis_nadhilahptr), with data collection time from April to May 2023.

### **Measurement**

Construct measurement item is adapted based on previous literature with a little adaptation for live streaming commerce context. The scale used five items to measure interactivity adopted from Alalwan (2018) and five items of informativeness adopted from (Alalwan, 2018). Three items of entertainment were adopted from Ma et al. (2022a), six items were perceived relevant adopted from Alalwan (2018) and Hanaysha (2022), four items of visibility were adopted from Zhang et al. (2022), three items professionalization were adopted from Ma et al. (2022), six items originality adopted from Casaló et al. (2020), three items trust adopted from Casaló et al. (2020), three items continuance intention adopted from Zhang et al. (2022), and two questions; streamer with 1 product or streamer with several products in one live streaming in order to group the respondent.

### **Data analysis**

There is a two-step approach to analyzing the data. This means the validity and reliability of the research model are examined first, then tested with the Partial Least Square (PLS) approach because it aims to determine the effect between variables. Moreover, Smart-PLS can analyze path graphs at once. There is mediation and moderation in the research model.

### **Measurement model**

This research begins by evaluating the validity and reliability of the items used to measure construct using SPSS 26. For testing this research validity, factor analysis is used where each indicator point can be discovered by reading the value of Kaiser-Meyer-Olkin of Sampling Adequacy (KMO), Anti Image Correlation, Bartlett's and Component Matrix. Each of these values must meet  $\geq 0.5$  standards. The reliability test, which is done in this research, gets a Cronbach's Alpha value for each variable  $> 0.6$ . Therefore, it can be concluded that all research variable is already reliable.

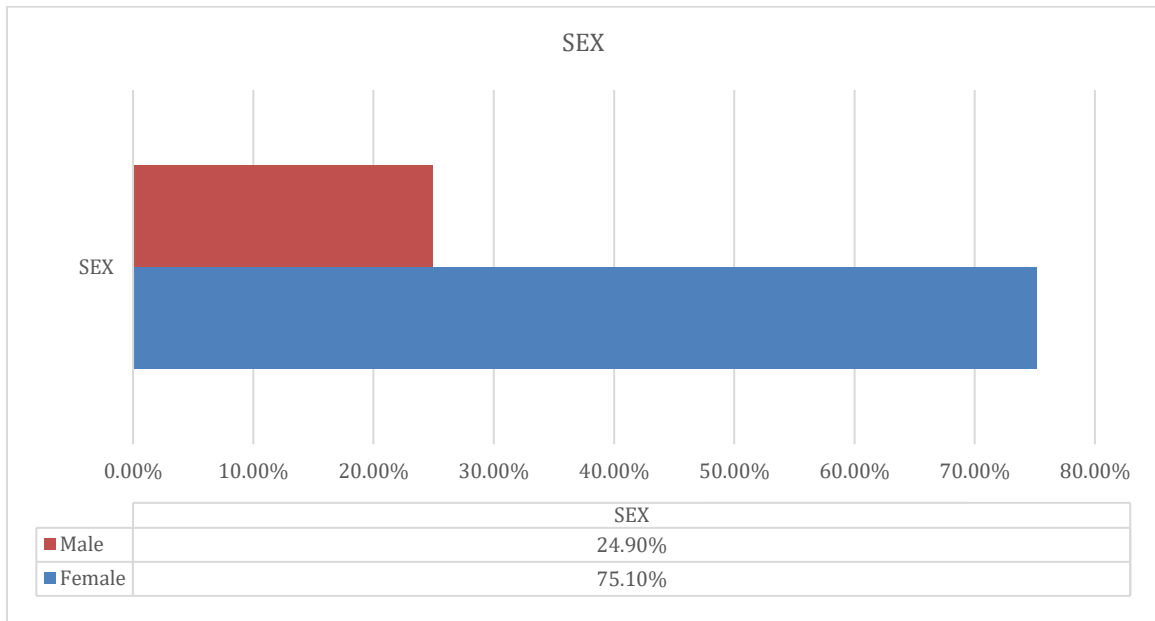
### **Measurements**

The questionnaire is written in Indonesian and then given to the respondents. Some questions are corrected according to pre-test results. All items are measured by a Likert scale of 5 points, starting from "1 = Strongly Disagree" to "5 = Strongly Agree."

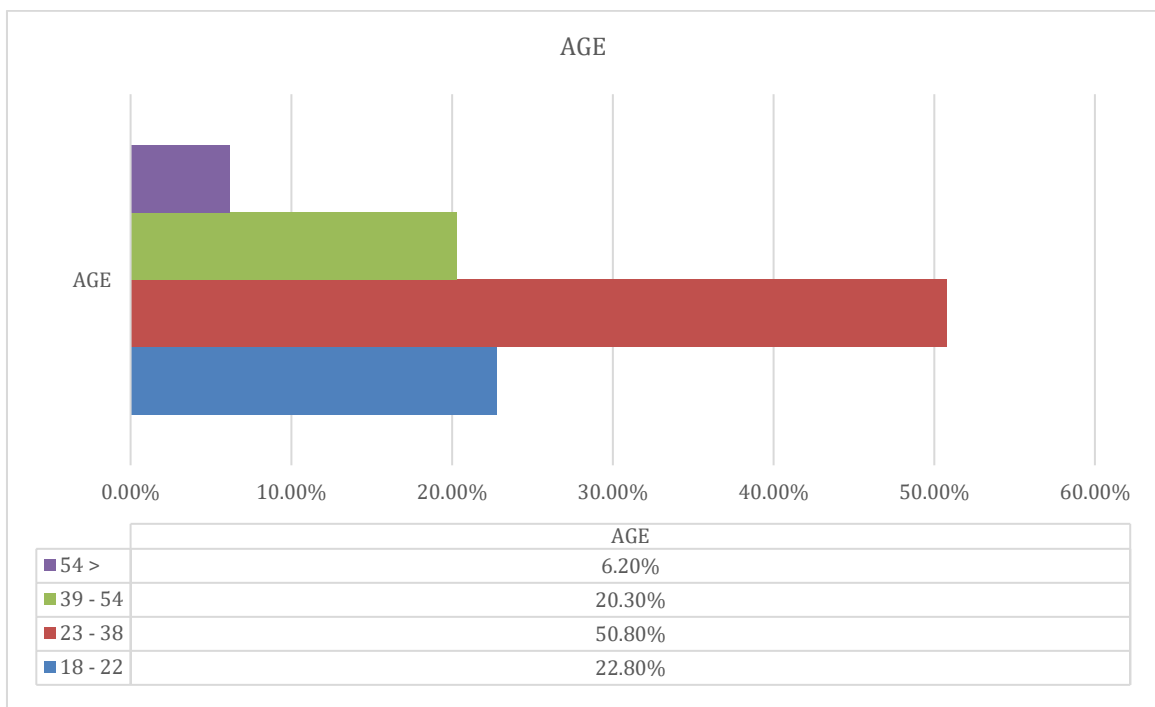
## **FINDINGS AND DISCUSSION**

### **Respondent's Profile**

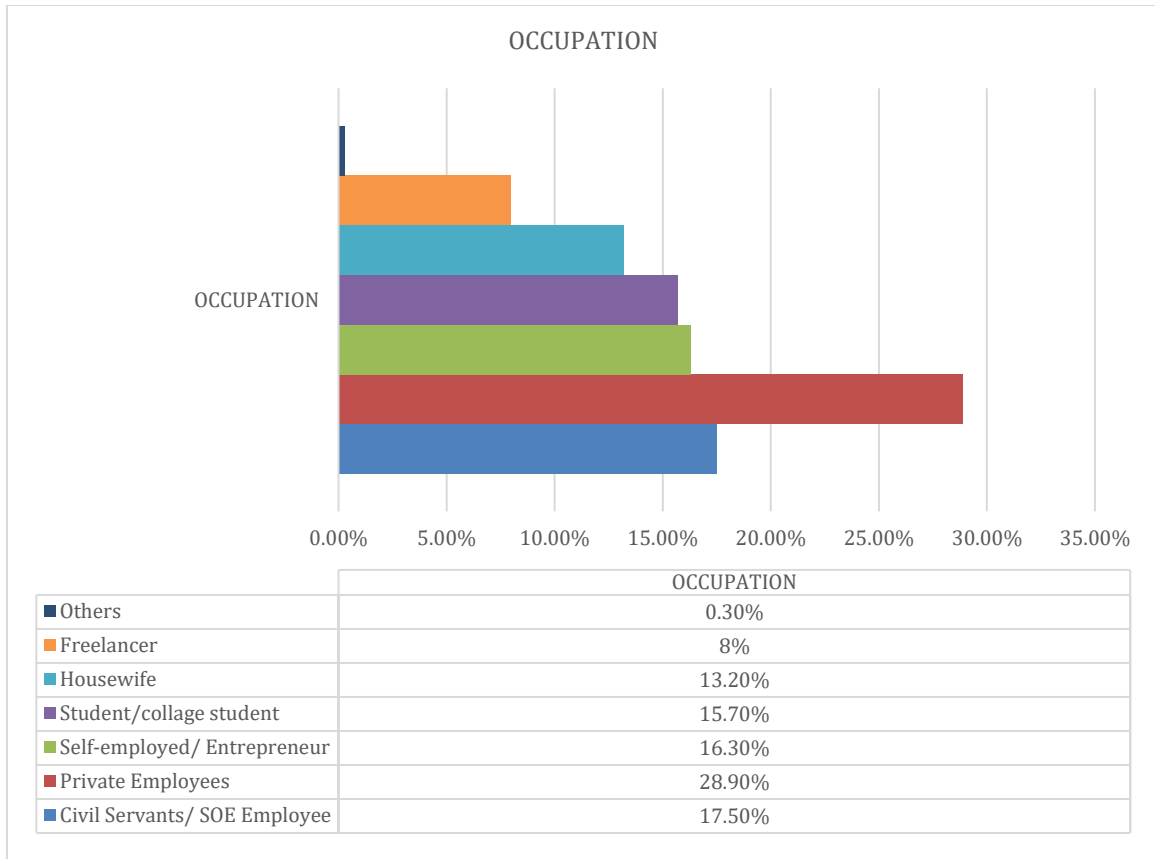
There are 325 respondents spread across various regions in Indonesia.



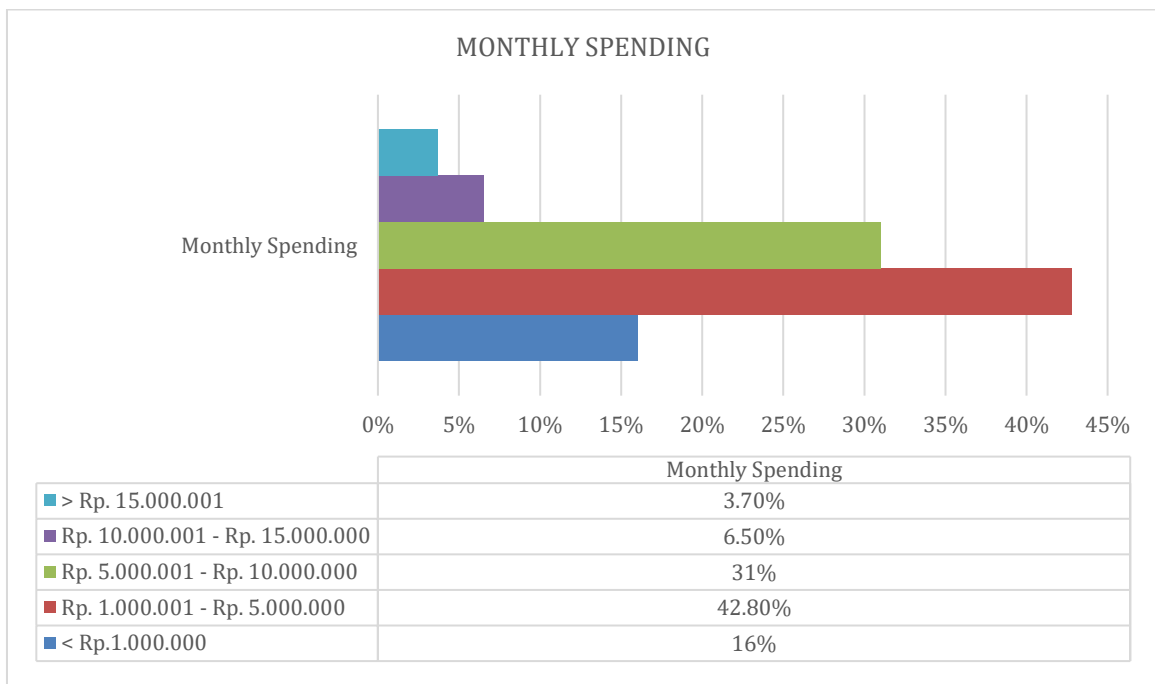
**Figure 1. Sex**



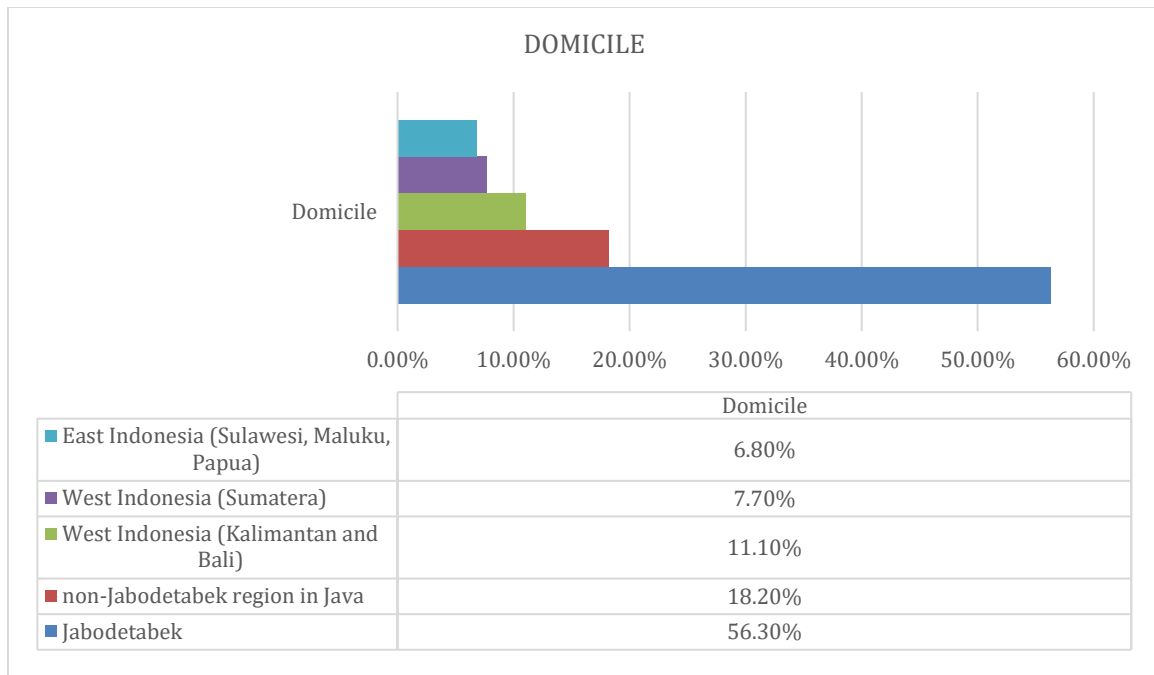
**Figure 2. Age**



**Figure 3. Occupation**



**Figure 4. Monthly Spending**



**Figure 5.** Domicile

### Validity and Reliability

SmartPLS 3.3 software is used for PLS-SEM testing. Two steps procedure is used to estimate the measurement model and structural model. The first is used to test the reliability and validity, and the last is used to assess hypotheses.

**Table 1.** Validity and Reliability

Variable	Indicator	Factor Loading	Composite Reliability	Cronbach's Alpha	AVE
Continuance Intention	Con1	0.852	0,876	0,788	0,703
	Con2	0.859			
	Con3	0.802			
Entertainment	Ent1	0.762	0,838	0,710	0,633
	Ent2	0.793			
	Ent3	0.830			
Informativeness	Inf1	0.720	0,877	0,825	0,589
	Inf2	0.769			
	Inf3	0.816			
	Inf4	0.815			
	Inf5	0.712			
Interactivity	Int1	0.732	0,863	0,802	0,558
	Int2	0.757			
	Int3	0.745			
	Int4	0.730			
	Int5	0.771			
Originality	Ori1	0.904	0,933	0,912	0,700



**Table 1.** Validity and Reliability

Variable	Indicator	Factor Loading	Composite Reliability	Cronbach's Alpha	AVE
	Ori2	0.911			
	Ori3	0.908			
	Ori4	0.775			
	Ori5	0.775			
	Ori6	0.723			
	Professionalization	Pro1			
Pro2		0.895			
Pro3		0.830			
Perceived Relevant	Pv1	0.766	0,884	0,842	0,559
	Pv2	0.735			
	Pv3	0.734			
	Pv4	0.750			
	Pv5	0.762			
	Pv6	0.738			
Trust	Trs1	0.853	0,880	0,795	0,709
	Trs2	0.859			
	Trs3	0.814			
Visibility	Vis1	0.818	0,883	0,823	0,654
	Vis2	0.822			
	Vis3	0.825			
	Vis4	0.768			

Hair et al. (2017) suggested that the cut-off loading factor value is  $\geq 0,7$ , but the loading factor value in the range of  $0,4 - 0,7$  can be accepted if one of the composite reliability values or AVE is still in the range of  $0.5$ . It can be seen that the AVE value in the perceived usefulness variable is under the cut-off value, which is  $>0,5$ . According to the composite reliability value, variables in this research are still reliable since the composite reliability value is above the cut-off value, which is  $>0,7$  (Hair et al., 2017). It can be concluded that it is reliable and valid (Table 1).

### Structural Model

**Table 2.** Result of hypothesis testing

H	Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	P Values	Hypothesis
H1	Interactivity -> Trust	0,138	0,140	0,054	<b>0,010</b>	<b>H1 Accepted</b>
H2	Informativeness -> Trust	0,214	0,182	0,058	<b>0,002</b>	<b>H2 Accepted</b>
H3	Entertainment ->	0,134	0,127	0,052	<b>0,017</b>	<b>H3</b>

<b>Trust</b>						<b>Accepted</b>
<b>H4</b>	<b>Perceived Relevance -&gt; Trust</b>	0,158	0,165	0,054	<b>0,003</b>	<b>H4 Accepted</b>
<b>H5</b>	<b>Visibility -&gt; Trust</b>	0,122	0,117	0,056	<b>0,037</b>	<b>H5 Accepted</b>
<b>H6</b>	<b>Professionalization -&gt; Trust</b>	0,119	0,117	0,054	<b>0,031</b>	<b>H6 Accepted</b>
<b>H7</b>	<b>Originality -&gt; Trust</b>	0,111	0,148	0,065	<b>0,024</b>	<b>H7 Accepted</b>
<b>H8</b>	<b>Trust -&gt; Continuance Intention</b>	0,959	0,961	0,023	<b>0,000</b>	<b>H8 Accepted</b>
<b>H9</b>	<b>ModerasiLS -&gt; Continuance Intention</b>	-0,018	-0,019	0,017	<b>0,270</b>	<b>H9 Rejected</b>
<b>H10</b>	<b>Interactivity -&gt; Continuance Intention</b>	0,011	0,011	0,018	<b>0,546</b>	<b>H9 Rejected</b>
<b>H11</b>	<b>Informativeness -&gt; Continuance Intention</b>	0,045	0,043	0,027	<b>0,097</b>	<b>H9 Rejected</b>
<b>H12</b>	<b>Entertainment -&gt; Continuance Intention</b>	0,001	0,002	0,017	<b>0,928</b>	<b>H9 Rejected</b>
<b>H13</b>	<b>Perceived Relevance -&gt; Continuance Intention</b>	-0,038	-0,037	0,025	<b>0,133</b>	<b>H9 Rejected</b>
<b>H14</b>	<b>Visibility -&gt; Continuance Intention</b>	0,046	0,046	0,018	<b>0,012</b>	<b>H14 Accepted</b>
<b>H15</b>	<b>Professionalization -&gt; Continuance Intention</b>	-0,018	-0,017	0,020	<b>0,417</b>	<b>H15 Rejected</b>
<b>H16</b>	<b>Originality -&gt; Continuance Intention</b>	-0,004	-0,008	0,026	<b>0,776</b>	<b>H16 Rejected</b>

Results shown in Table 2 prove that the model quite matches the data. The result of the proposed model shows that trust is positively affected by interactivity ( $\beta = 0,138$ , p-value 0,010), informativeness ( $\beta = 0,214$ , p-value 0,002), entertainment ( $\beta = 0,134$ , p-value 0,017), perceived relevance ( $\beta = 0,158$ , p-value 0,003), visibility ( $\beta = 0,122$ , p-value 0,037), professionalization ( $\beta = 0,119$ , p-value 0,031), and originality ( $\beta = 0,111$ , p-value 0,024). Besides, the result also shows that continuance intention is positively affected by trust ( $\beta = 0,959$ , p-value 0,000) and visibility ( $\beta = 0,046$ , p-value 0,012). However, continuance intention is not positively affected by interactivity ( $\beta = 0,011$ , p-value 0,546), informativeness ( $\beta = 0,045$ , p-value 0,097), entertainment ( $\beta = 0,001$ , p-value 0,928), perceived relevance ( $\beta = -0,038$ , p-value 0,133), professionalization ( $\beta = -0,018$ , p-value 0,417), originality ( $\beta = -0,004$ , p-value 0,776).

### Moderating effects

We use Multigroup Structural Equation Modelling to explore moderation effects from the live streaming genre. The sample is divided into two groups; those are streamers with one brand and streamers with several brands. We build separate structural models to estimate each moderation effect. The result shows the role of moderation in the live streaming genre of trust in continuance intention that compared to the streamers with several brands, the streamers with one brand more affecting customer in continuance intention, so hypothesis H9 is rejected.

### Evaluate the goodness and fit of the model

#### *R Square*

**Table 3.** The Coefficient of Determination Analysis Result

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Continuance Intention</b>	0,961	0,960
<b>Trust</b>	0,757	0,751

According to the value obtained from Table 4.3 about the output of the coefficient of determination test ( $R^2$ ), the continuance intention variable has  $R^2$  0,961, which means the continuance intention variable is described by 96% of the trust variable. The trust variable has  $R^2$  0,757, which means trust is described by 75% of interactivity, informativeness, entertainment, perceived relevance, visibility, professionalization, and originality variable.

**Table 4.** Model Fit

	<b>Saturated Model</b>	<b>Estimated Model</b>
<b>SRMR</b>	0,079	0,079
<b>NFI</b>	0,432	0,432

According to the value obtained from Table 4.4, an SRMR value below 0.08 indicates a fit model (Hair et al., 2021). However, it has a fairly low NFI with a value of 0.432, indicating a fit model if the value is close to 1.

### Discussion

#### *Influence of Live Streaming Characteristics on Trust*

Empirical results reveal that the seven characteristics of live-streaming shopping affect trust, which will consequently affect continuance intention. The seven characteristics are interactivity, informativeness, entertainment, perceived relevance, visibility, professionalization, and originality. Streamers' active interaction can help the audience better understand product

information and ease their doubts.

### ***Consequences of Trust***

First, the result shows that customer continuance intention is built by their trust. In mobile commerce, trust is significantly related to behavioural intention (Ma et al., 2022). Trusts construct a trust indicator towards streamers and products received by customers. Trust towards streamers refers to the belief that streamers can be trusted, give good quality service, and not take advantage of customers (Wongkitrungrueng & Assarut, 2018).

### ***Moderation Effect of Live Streaming Genre***

In live streaming shopping, TikTok not only needs an expert streamer, but it needs a famous streamer. Moreover, some celebrity endorsers have specific skills. Thereby in this research, the hypothesis is that trust's effect on continuance intention will be stronger if the viewer watching multibrand live streaming is rejected.

### ***Influence of Live Streaming Characteristics on Trust continuance intention***

Even though there has been progress in shopping through live streaming shopping, there are still critical issues that have not been resolved, trust being one of them (Zhang et al., 2022). Distrust is still one of the main reasons why audiences are reluctant to continue using live-streaming shopping (Tsai et al., 2019). So, it can be said that there is a need for mediation of trust in the influence of live-streaming characteristics on continuance intention.

## **CONCLUSIONS**

Characteristics of live streaming (interactivity, informativeness, entertainment, perceived relevance, visibility, professionalization, and originality) positively affect trust. Trust has a positive effect on continuance intention, but the live-streaming genre does not moderate the effect of trust on continuance intention. Live streaming characteristics (interactivity, informativeness, entertainment, perceived relevant professionalization, and originality) have no positive effect on continuance intention.

## **Theoretical Contribution**

The interactive marketing concept is effective in many ways, such as the speed of information, communication between staff and consumers, and wider message acceptance, which can increase consumption power and the existence of sales opportunities (Barwise et al., 2005). Interactive marketing is in accordance with the phenomenon of live streaming. However, trust becomes a bridge for users in using live-streaming shopping.

This research makes some theoretical contributions to live-streaming shopping. First, trust becomes a strong mediator between live streaming shopping characteristics relation and continuance intention with a value of  $R^2$  0,961. Second, the live-streaming genre does not moderate relation trust towards continuance intention. It shows that a streamer needs skill and must be famous.

## **Managerial Implication**

This research is expected to be feedback in building strategy for live streaming shopping stakeholder diffusion in Indonesia, such as governments, industries, marketers, and investors:

First, to make viewers keep using live streaming shopping, building viewers' trust is needed since it is an important factor in e-commerce. Trust can bridge the characteristics of live streaming towards continuance intention.

Second, streamers and managers must respect seven characteristics of live streaming: interactivity, informativeness, entertainment, perceived relevance, professionalization, and originality. Streamers must answer viewers' questions as soon as possible and fully utilize visual methods to show and demonstrate a product in all views to give a detailed overview. Streamers give an interesting and fun activity to entertain viewers, such as giving a flash sale or playing games. It is also important for professional streamers to understand the product that will be demonstrated; it effectively decreases customer indecision about the product and pushes the audience to assume that the streamer is honest and reliable. Simultaneously, considering that perceived relevance can help increase customers' trust, big data can give accurate information about customers, such as respondent profiles in general, trending topics in society, and other things.

Third, overall informativeness became the biggest characteristic of live-streaming shopping that affects trust. Not only on time, the clarity and comprehension of information also become valuation factors.

Lastly, not only using their skill, but a streamer also needs to be known in society or at least become a micro-influencer to increase continuance intention. By having followers, viewers will stay tuned to the live streaming of their favourite streamer.

#### **LIMITATION & FURTHER RESEARCH**

There are some limitations and suggestions for the following research:

1. The scope of live-streaming shopping platforms in this research is limited to social commerce applications, especially TikTok, although TikTok is currently Indonesia's most popular live-streaming platform.
2. Research product has been decided before, which is fashion/clothing. Future research can use other categories and determine a particular brand.
3. The following research can separate trust towards streamers, trust towards products, and trust towards brands.
4. The following research can separate continuance intention into the intention to watch and purchase.

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