

Exploration The Influence of Tiktok Live Streaming on Increasing Consumer Purchase Interest

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ABSTRACT

The rapid growth of social commerce platforms has significantly transformed consumer behavior, particularly through live streaming features that integrate entertainment, interaction, and transaction in a single ecosystem. This study aims to explore how TikTok Live influences consumer purchase interest and trust across different age groups in Indonesia. Employing a qualitative descriptive approach, data were collected through semi-structured interviews, observations, and literature review involving four active TikTok Live shoppers. The data were analyzed thematically using ATLAS.ti to identify key behavioral patterns and motivational drivers. The findings reveal four dominant themes: (1) service reliability and consumer trust among adult consumers, where punctual delivery and consistent service foster purchase loyalty; (2) interactivity and personalization as key appeal for young consumers, emphasizing real-time communication and authenticity; (3) exclusive promotions and the FOMO effect, which stimulate impulsive buying through limited-time offers; and (4) technological integration and immersive shopping experiences, where in-app purchasing and interactive features create convenience and engagement. Collectively, these findings illustrate that TikTok Live functions not merely as a transactional space but as a hybrid social environment that strengthens emotional connection and trust between buyers and sellers. However, this research remains exploratory and contextual. The small sample size, limited demographic diversity, and reliance solely on interviews and observations constrain the generalizability of results. Despite these limitations, the study contributes to the growing discourse on digital consumer transformation and trust-building mechanisms in live commerce environments.

Keywords: TikTok Live; consumer behavior; purchase interest; live streaming; trust

INTRODUCTION

The use of the internet and social media has had a significant impact on human activities. Recent innovations, such as advanced applications and systems, have been created to meet various needs. With the rapid development of the business world, technology plays an essential role in ensuring the sustainability of a business (Mausul & Ma'mun, 2024). In the fast-evolving digital era, marketing transformation and paradigm shifts in business have become a necessity. The development of social media has brought significant changes to the world of digital marketing, becoming the primary platform for businesses to market their products to the general public (Mawaddah et al., 2025; Ryndian Gusti et al., 2025). Social media platforms, such as Facebook, Instagram, and Twitter, not only serve as a space for information but also act as a major catalyst in changing consumer behavior (Ulfia et al., 2024). Today, many people use technology to fulfill their needs, such as accessing information, communicating, or even transacting online.

The variety of online buying and selling platforms has expanded with the presence of platforms like TikTok Shop, Shopee, Lazada, Tokopedia, and others. Unlike other marketplaces that generally only function as a place to buy and sell goods and food, TikTok offers a more interactive experience. On this platform, buyers and sellers can entertain each other through creative content and interact without social status limitations. This engaging concept has successfully captured the attention of many users, making Indonesia the second-largest country with active TikTok users in the world (Asmarani et al., 2024). Since the beginning of 2018, TikTok has established itself as a major phenomenon in Indonesia, particularly among teenagers and young adults. With a user engagement rate of 70.8%, this app has become a highly anticipated platform for digital marketing. The COVID-19 pandemic, which began in 2020, drastically changed consumer behavior patterns. Traditional businesses experienced a 53% decline, while online transactions increased by 300%, reflecting a sharp shift toward digital-based businesses (Alamsyah & Ismail, 2024).

The pandemic has encouraged many consumers to move from conventional shopping to online shopping, which is why TikTok plays a significant role in influencing this behavioral change. Today, particularly among millennials, consumers place more emphasis on fulfilling their needs, focusing on convenience, attractive offers, and comfort provided by this app. With its fast and efficient online shopping process, TikTok has had a significant impact on consumer behavior, becoming one of the key factors accelerating the shift toward digital shopping. TikTok has now become a global phenomenon with rapid growth, especially among teenagers and young people of various ages. According to a report from We Are Social in October 2023, there were approximately 106.51 million TikTok users in Indonesia, making it the second-largest country with TikTok users worldwide (Asmarani et al., 2024). TikTok was launched by ByteDance in 2016 and has since evolved into a global phenomenon, especially among Generation Z (Supriyanto et al., 2023). Between 2018 and 2022, TikTok's user base grew exponentially worldwide.

According to the App Business Report, in the second quarter of 2022, TikTok had 1.46 billion active monthly users (MAUs) globally (Monicha et al., 2023). TikTok has become a popular platform for online shopping. Active social media users in Indonesia who shop online via TikTok make up 45%, higher than other platforms like WhatsApp (21%), Facebook (10%), and Instagram Shopping (10%) (Nur Zahra et al., 2023). With the growing use of TikTok as an online shopping platform, many businesses have begun to use live streaming as a strategy to capture attention and increase buyer interest. This feature not only offers a more interactive shopping experience but also provides sellers with the opportunity to quickly respond to potential buyers' questions, showcase their products live, build trust and rapport with buyers, and employ attractive marketing strategies during live streams, such as special live discounts, which contribute to increased consumer interest in shopping (Mausul & Ma'mun, 2024; Evrianti et al., 2025; Hamid & Razak, 2025).

Live streaming is a method of conveying detailed information about goods or products via social media platforms using live streaming features, aimed at attracting the attention of potential consumers persuasively (Sudiarto & Ambarwati, 2024). The live streaming feature provided by TikTok offers convenience and benefits for all parties involved. Sellers can reach a wider audience, while buyers can directly view and inquire about the products they wish to purchase. Live streaming is a form of user-generated content that provides a live viewing experience while allowing interaction between various participants. It is considered a highly effective element in capturing and retaining the audience's attention (Gabryella et al., 2024). According to Febriah & Febriyanto (2023), live streaming has a significant impact on purchase interest and buying decisions.

Purchase interest refers to customer behavior that reflects how much they desire to make a purchase of an available product (Anisa & Marlana, 2022). Purchase interest reflects the mental position of consumers, indicating their intention to purchase products from a particular brand. Knowledge of consumer purchase intention is vital information for marketers as it can assist in understanding future consumer behavior. According to Halim & Iskandar (2019), purchase interest is formed from consumer attitudes toward a product, influenced by their beliefs about the quality of the product. The lower the consumer's belief in the product, the less their purchase interest. Interest can be described as a condition where consumers have not yet taken action, but this situation can be used to predict their future behaviors or actions. Purchase interest can be understood as the tendency and desire that drives someone to buy a

specific product. This behavior arises in consumers when they are influenced by external factors, ultimately encouraging them to make a purchasing decision based on personal characteristics and their decision-making process. Thus, consumer purchase interest is a response to an object that reflects their desire to make a purchase (Al Hafizi & Ali, 2021).

By utilizing modern marketing strategies and information and communication technology, many online marketers have made the internet their primary tool for marketing products (Wulandari et al., 2025). The use of online channels is considered more practical, efficient, and effective, facilitating the development of business relationships (Riofita, 2024). The freedom to engage in technology is no longer limited to the use of social media or e-commerce platforms for shopping, but can also extend to applying for online loans. Online shopping, also known as online stores or e-commerce, has become a popular trend among the public and has gained significant popularity on social media forums. Through the use of computers or other internet-connected devices, individuals can run businesses by selling goods or services online, receiving orders, and completing transactions without having to personally interact with potential customers.

Online shopping has become a crucial way for consumers to meet their needs, especially in the current digital age. The rise of online shopping is driven by the convenience that encourages people to pay more attention to their purchasing habits. One form of e-commerce is shopping through online stores, where transactions can occur between buyers and sellers or directly between sellers and consumers (Ilmiah & Pendidikan, 2024). TikTok Shop is a feature used by many TikTok users, not only for creativity and entertainment purposes but also for sales activities. Through various innovative marketing methods, particularly those targeting millennials, sellers can effectively promote their products and attract more customers.

Live streaming is an activity that occurs in real time, where sellers display and promote their products. At the same time, consumers also have the opportunity to interact with one another to obtain the necessary information about different types or qualities of products (Mayako & Wulandari, 2025). It can be concluded that live streaming serves as a promotional space or medium that not only provides information but also influences and attracts consumers' attention to use, purchase, and remain loyal to the products offered. TikTok Live Shopping is an e-commerce experience that allows brands to showcase their products in real-time via live streaming events. During these events, TikTok users can make purchases without leaving the app. This feature allows brands and customers to interact and engage directly, simplifying the purchase process. Shopping through live streaming impacts the reactions of both viewers and streamers. Effective product presentation and communication can increase consumer interest in making a purchase (Maghfiroh & Palupi, 2023).

Moreover, effective communication through the use of persuasive language, quick responses to inquiries, and deep interactions can build trust and increase the number of viewers. By adopting this strategy, consumers' desire to buy can significantly rise, making live streaming one of the most effective methods for driving purchase volume. Finally, TikTok Live Shopping offers sellers the opportunity to display products in real-time, provide clear explanations, and answer questions from the audience. This can speed up the decision-making process and raise brand awareness. With various attractive features offered, TikTok Live creates a dynamic experience for consumers while strengthening the relationship between brands and audiences. A study by Clarisa and Muhamad found that the intensity of watching live streaming on TikTok has a significant impact on consumer purchase interest in fashion products available on TikTok Shop.

Several factors explain how direct interaction through live streaming can influence purchase interest. First, direct interaction with the host creates a more personal relationship. The fun and entertainment offered during the live session also plays a significant role, making the viewing experience more enjoyable. In addition, trust built through product reviews, as well as special promotions provided during the broadcast, further enhance the appeal for consumers. Equally important, the active involvement of viewers in the live session has a substantial impact. Using live streaming platforms, hosts can showcase products directly to viewers, allowing them to clearly see details, textures, and packaging. Hosts can also demonstrate real-time product use, which helps viewers understand the correct way to use skincare products. Live reviews from hosts regarding benefits, ingredients, and personal experiences also contribute positively to viewers' purchase interest. Through a combination of

engaging entertainment and informative product visualization, TikTok live streaming has become a very effective tool in promoting products and strengthening the relationship between brands and consumers (Paulus, 2024).

Currently, TikTok offers many interactive features specifically designed to boost buyer interest during live streaming. With a real-time and engaging shopping experience, consumers can easily search, discover, understand, and purchase products without leaving the app. This makes TikTok not just an entertainment platform, but also a shopping ecosystem that integrates social interactions between sellers and buyers with a seamless shopping experience. Various innovative features available during live streaming make the shopping process faster, easier, engaging, and encourage buyers to make quick decisions.

One of the key features that plays a crucial role in boosting buyer interest is the "Add to Cart" option, where buyers can easily add products to their shopping cart with just one click during the live streaming session (Riofita, 2024). With this feature, buyers do not need to exit the live session to manually search for products, thereby speeding up the transaction process and reducing the risk of losing interest or distractions. Additionally, the "Add to Cart" feature is supported by pinned products and product showcases, which display a list of items being sold clearly on the screen. With this feature, buyers can easily access product information, read descriptions, view customer testimonials, and check prices without repeatedly asking the seller (Juliana, 2023).

In addition to product accessibility, flash sales and exclusive promotions are effective strategies for increasing purchase interest. Sellers often offer special discounts, limited vouchers, or bundling packages that are only available during the live streaming session. This strategy creates a sense of urgency for buyers, prompting them to complete transactions before the offer expires. The psychological effect of Fear of Missing Out (FOMO) is often reinforced with countdown timers for limited promotions, where buyers can see a countdown indicating the time left to get a special price. With this visualization, buyers often feel compelled to make a purchase before the opportunity passes (Azzahra & Citra, 2023). In addition to promo offers and discounts, TikTok also provides comment features and live Q&A sessions that play a crucial role in building buyer trust in the offered products. Through this feature, potential buyers can directly ask questions about product details, request recommendations, or watch live product demonstrations. This feature is extremely helpful for those who want to ensure product quality before making a purchase. Quick responses from sellers also contribute to enhancing customer satisfaction and confidence before buying, as they feel they are receiving more personalized service compared to just browsing product catalogs on conventional e-commerce platforms.

TikTok Live Shopping also introduces other interactive elements such as gifts and incentives for interaction, which not only increase audience engagement but also strengthen the relationship between buyers and sellers. Users can send virtual gifts to sellers as a form of appreciation, which is often reciprocated with exclusive promotions or additional discounts for those actively participating in the live chat. This creates a more enjoyable shopping atmosphere, where buyers feel more valued and receive a more personalized experience. To further streamline the purchasing process, TikTok has also introduced an integrated payment system, allowing buyers to complete transactions without leaving the app. This faster and more practical payment process reduces barriers to shopping, thereby increasing the likelihood of purchase conversion. Additionally, TikTok frequently offers various payment methods, ranging from e-wallets to credit cards, giving buyers flexibility in choosing the most convenient transaction method.

With the combination of these features, TikTok Live Shopping has become more than just an entertainment platform but has created a dynamic, engaging, and effective shopping experience. From the ease of adding products to the cart, exclusive promotions that spark interest, to the seamless payment system, all of these elements work together to encourage buyers to take more active and swift purchase decisions. With the continuous development of interactive features on TikTok, this platform further solidifies its position as one of the biggest innovations in social commerce, offering a more engaging, real-time, and enjoyable shopping experience for buyers. This study aims to explore the extent to which TikTok live streaming influences an increase in buyer interest. By understanding the factors that affect buyers' appeal, this research is expected to provide insights for business owners in optimizing their digital marketing strategies through live streaming.

METHODS

This study adopts a qualitative descriptive research design to explore how TikTok's live streaming feature influences consumer purchase interest. The qualitative approach was chosen to capture participants' subjective experiences and perceptions in depth rather than to measure causal relationships. Data were collected through literature review, observation, and semi-structured interviews with consumers who regularly make purchases via TikTok live streaming. The interviews aimed to understand consumers' motivations, emotional responses, and behavioral changes related to live-stream-based shopping experiences. Each interview lasted approximately 30–45 minutes and was conducted online to ensure convenience and accessibility for participants. Interview data were transcribed verbatim and analyzed using thematic analysis, supported by the ATLAS.ti software. The characteristics of the informants selected for this research are as follows:

1. Aged above 12 years.
2. Experienced in making regular purchases via TikTok live streaming.
3. Residing in Indonesia.

These criteria ensured that participants possessed sufficient familiarity and engagement with TikTok's live streaming commerce. Based on these considerations, four informants were selected. While the number of participants is relatively small, this sample size aligns with qualitative research principles emphasizing depth over breadth. Each informant provided rich, context-specific insights into consumer experiences, enabling thematic saturation within the data. However, it should be noted that the limited number of participants restricts the generalizability of findings beyond this specific context.

Table 1. Research Informants

Buyer Initials	Profile
YA	A 59-year-old shopper who actively shops on TikTok about 3-4 times a month. Often buys dry goods and is always satisfied with timely delivery.
NH	Age 20, actively shopping via Tiktok live streaming 2-3 times a month. Often buys fashion products, namely preloved clothes because the items are almost identical and the prices are affordable.
EA	Age 23, actively shopping via TikTok live streaming 2-4 times a month. Often buys makeup and skincare products because of the many exclusive promos given.
FI	Age 21, actively shopping via TikTok live streaming 5-8 times a month. Often buys make up, skincare, and fashion products because they often get discounts or special promos via TikTok live streaming.

Source: Primary Data, processed

RESULT AND DISCUSSION

Service Reliability and Consumer Trust Among Adult Age Groups

Interview findings with informant YA (59 years old) indicate that the adult consumer group demonstrates a more stable and cautious consumption pattern in online transactions. The informant stated:

"I shop around three to four times a month, usually buying dry food because it lasts longer and doesn't get damaged during shipping."

This statement reflects a preference for low-risk products with high functional value, emphasizing that logistical reliability is a key factor in purchasing decisions. Furthermore, YA added:

"I'm most satisfied when the delivery is on time, because that's what makes me want to buy again from the same store."

This statement underscores the importance of service consistency particularly in delivery punctuality which directly influences consumer loyalty within the mature age group. These findings align with Sudiarto and Ambarwati (2024), who assert that live streaming serves as an effective medium for conveying detailed product information and fostering trust through direct visualization. For adult consumers such as YA, TikTok Live functions as a medium to verify product quality and receive direct explanations from sellers, thereby reducing uncertainty in online transactions. Gabryella et al. (2024) further support this finding, noting that live streaming effectively attracts and maintains audience trust by providing an authentic and interactive experience. This perspective is consistent with Halim and Iskandar (2019), who argue that purchase intention is shaped by trust in product quality the higher the consumer's trust, the stronger their purchase tendency. Thus, within the adult consumer segment, live streaming not only serves as a promotional tool but also as a verification medium that strengthens trust and loyalty toward sellers. Reliable delivery and direct communication emerge as crucial differentiating factors determining transactional success.

Interactivity and Personalization as the Main Appeal for Young Consumers

In contrast to adult consumers, younger audiences prioritize interactivity and personalized experiences as the main motivations for shopping through TikTok Live. Informant NH (20 years old) shared:

"I often buy preloved clothes via TikTok Live because I can see the items directly, ask about their condition, and the prices are cheaper. Sometimes it's also because I care about the environment, so I prefer buying secondhand items that are still in good condition."

This quote reveals a social value awareness related to sustainability and product uniqueness while illustrating that younger consumers seek authenticity and personalized experiences in online shopping. The interactive nature of live streaming enables them to ask questions directly, inspect product conditions, and negotiate spontaneously with sellers. This finding is supported by Mayako & Wulandari (2025), who explain that live streaming fosters personal connections between hosts and audiences through real-time interaction that builds trust. NH further added

"I like it when the seller actively answers questions it feels like having a real conversation. When they respond quickly, I'm more confident about buying."

Clarisa & Muhamad (2024) found that the more frequently consumers watch live streams, the higher their purchase intention toward fashion products on TikTok Shop, as interactivity provides a more engaging experience than static advertisements. In this context, live streaming functions not only as a transactional platform but also as a social communication space that nurtures emotional attachment between consumers and sellers. Therefore, for younger generations, TikTok Live integrates social, emotional, and informational functions, where two-way interaction and personalized communication enhance trust and foster long-term loyalty.

Exclusive Promotions and the FOMO Effect in Stimulating Purchase Intention

For most young informants, purchasing decisions are strongly influenced by exclusive promotions and time-sensitive offers. Informant EA (23 years old) noted:

“I usually buy skincare and makeup during live sessions because the discounts are only available at that time. Sometimes there are bonus products too, so it’s more economical.”

Meanwhile, informant FI (21 years old) explained:

“I watch live streams almost every week. If there’s a flash sale or giveaway, I check out immediately because I’m afraid of missing out.”

These statements illustrate that FOMO (Fear of Missing Out)-based marketing strategies are highly effective in driving impulsive behavior among young consumers. They are compelled to make immediate purchases due to the perceived risk of missing limited-time discounts or exclusive gifts. This phenomenon is supported by Azzahra & Citra (2023), who emphasize that flash sales and exclusive promotions during live streaming create psychological urgency that accelerates purchase decisions. Similarly, Anisa & Marlana (2022) argue that purchase intention reflects consumers’ psychological motivation, which can be externally triggered by promotions and direct interactions. TikTok Live reinforces this effect through features such as countdown timers, limited vouchers, and the direct “Add to Cart” function, as described by Riofita (2024) and Juliana (2023), which simplify transactions and maintain consumer engagement throughout the broadcast. FI also added:

“Even though there are a lot of viewers, I still feel noticed because the seller often replies to my comments. It makes me trust them more and want to buy again from that store.”

This statement demonstrates that seller responsiveness is a crucial factor in strengthening emotional bonds between buyers and sellers while enhancing brand loyalty. Thus, exclusive promotions combined with interactive communication during live streaming effectively increase purchase intention, build trust, and strengthen consumers’ emotional attachment to specific brands or stores.

Technological Integration and Immersive Shopping Experiences

Overall, interviews with all informants reveal that the primary strength of TikTok Live Commerce lies in its technological integration and immersive shopping experience. Features such as “Add to Cart,” live comments, product showcases, and integrated payment systems create a fast, interactive, and enjoyable purchasing process. Informant FI stated:

“What’s great about TikTok is that you can click ‘buy’ directly without leaving the live stream, and pay instantly using an e-wallet. It’s super convenient and hassle-free.”

This illustrates how technological ease enhances comfort and purchasing efficiency. Consistent with Riofita (2024), transactional convenience and visually appealing product displays are major drivers of purchase interest on TikTok Live. Paulus (2024) adds that the combination of entertainment and in-depth product information makes live streaming an effective medium for strengthening brand–consumer relationships. Through this technological and interactive integration, TikTok Live functions not merely as a sales channel but also as a social and entertainment space that shapes new, experience-based consumption behaviors. The combination of product visualization, direct interaction, and exclusive promotions creates a holistic shopping experience that unites functional, emotional, and social dimensions.

Based on the results of interviews and observations conducted with the informants, Figure 1 below shows a tree map of the interview results:

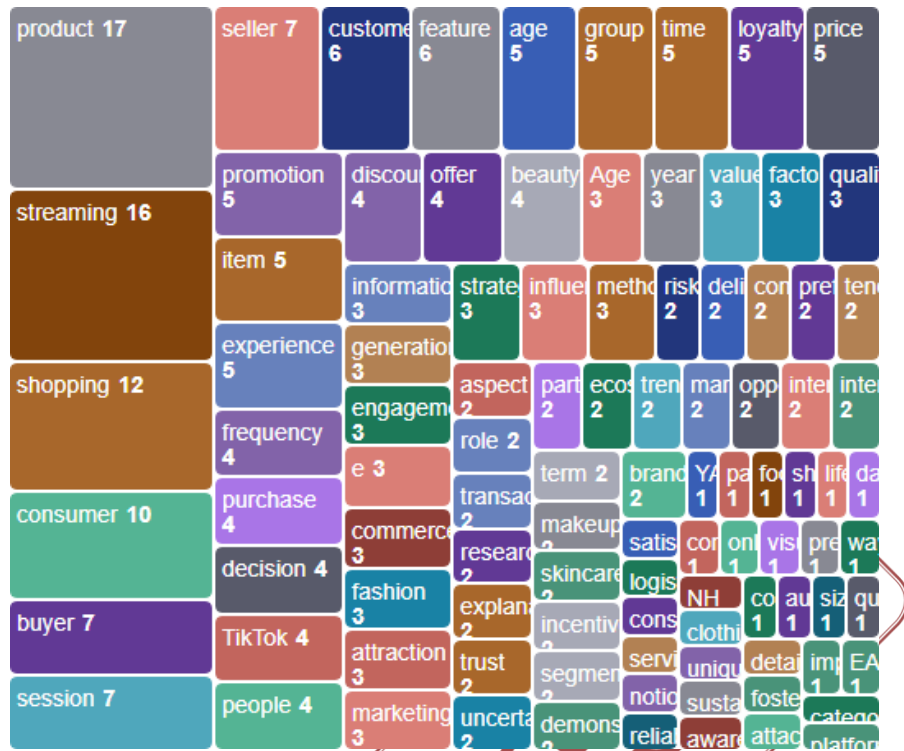


Figure 1. Tree Map

Based on the results of this interview, it was then developed in the form of a word cloud to identify the words or topics most frequently mentioned by informants, as in Figure 2 below:



Figure 2. Word Cloud

CONCLUSION

This study provides an exploratory insight into the dynamics of consumer behavior within TikTok Live Commerce, focusing on how live streaming features shape purchase intentions and trust across different age groups in Indonesia. The qualitative findings indicate that live streaming acts not merely as a sales medium but as an interactive, trust-building environment that integrates social, emotional, and technological elements into the purchasing experience. For adult consumers, reliability and service consistency particularly in delivery punctuality are pivotal in establishing trust and repeat purchase behavior. Conversely, younger consumers demonstrate stronger responsiveness to interactivity, personalization, and limited-time promotions that trigger the *Fear of Missing Out* (FOMO) effect. These elements collectively foster a sense of authenticity and immediacy that enhances purchase intention and brand attachment. Moreover, TikTok's integrated technological infrastructure combining instant transactions, real-time engagement, and visual product demonstrations creates an immersive shopping ecosystem that merges convenience, entertainment, and trust.

While these findings offer valuable insights, this research remains contextual and exploratory, and therefore cannot be generalized. The study's small sample size (four informants), limited demographic scope, and reliance solely on interviews and observations restrict the breadth and depth of interpretation. Furthermore, data saturation was not fully achieved, which highlights the need for cautious interpretation of the themes identified. Despite these limitations, this research contributes to the growing discourse on digital consumer trust and behavioral transformation in live commerce environments. It underscores the role of live streaming as a hybrid communication channel that reshapes consumer engagement through emotional, interactive, and technological convergence. Future studies should extend this exploration through larger-scale and mixed-method research designs to examine the relationships between interactivity, trust, and purchase behavior more comprehensively. Longitudinal studies could also offer deeper insights into how sustained exposure to live streaming influences evolving patterns of consumer loyalty and digital trust over time.

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