

## THE ROLE OF TIKTOK LIVE STREAMING COMMERCE ON PURCHASE INTENTION: INSIGHT FROM STIMULUS-ORGANISM-RESPONSE (SOR) FRAMEWORK

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### ABSTRACT

This study aims to elaborate on the influence of TikTok live streaming commerce on purchase intention with the stimulus organism response (SOR) framework to explore the psychological mechanism of consumers. The type of data used in this study is primary data which comes from the results of questionnaires and secondary data from previous research. Using 133 valid responses from TikTok live-streaming commerce viewers, this study used smartPLS to analyze the data. This study proves that there are entertainment, professionalism, and visualization products that have a positive influence on purchase intention. It shows that the respondents are interested in live streaming commerce which satisfied them with the detailed explanation from a trusted source, gives the actual look of the product, and enjoyable viewing experience.

### ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Tiktok live streaming commerce terhadap purchase intention dengan kerangka Stimulus OrganismResponse (SOR). Jenis data yang digunakan dalam penelitian ini adalah data primer yang berasal dari hasil kuesioner dan data sekunder dari penelitian sebelumnya. Menggunakan 133 hasil responden dari penonton Tiktok live streaming commerce, penelitian ini menggunakan smartPLS untuk menganalisis data. Studi ini membuktikan bahwa hiburan, profesionalisme, dan visualisasi produk berpengaruh positif terhadap niat beli. Hal ini membuktikan bahwa responden tertarik dengan live streaming commerce yang memuaskan mereka dengan penjelasan detail dari sumber terpercaya, tampilan produk dengan bentuk yang sebenarnya, dan pengalaman menonton yang menyenangkan.



## INTRODUCTION

Marketing can be done by advertising using technology. The rapid development of the internet is also used by businesspeople to market their products easily, quickly and has a wide scope. The latest data shows that internet users from around the world have increased by 192 million over the past year and resulted in growth of only 4 percent from 2021. The growth that is not as big as in previous years was to be expected due to the ongoing consequences of the impact of Covid-19 and is happening in all parts of the world.

According to (Jemadu & Prastya, 2022) based on research from Data Reportal shows that social media users in Indonesia reached 204,7 million in January 2022. This figure increased by 2,1 million or 12.6 percent from the previous year. This research also shows a list of social media that are most or most frequently visited by Indonesian people as shown in Table 1.

Social media has changed the way humans interact with each other online. This provides the ability for humans to find information that is happening in the world in real-time and to stay in touch with each other even at a distance. One of the negative things caused by social media is an addiction to playing social media. In addition, social media is also misused for the spread of misleading information and elements of lies. Most of business actors (91%) are aware that marketing using social media will increase over the next three years, and it is also predicted that this increase will exceed 50%. It was also reported that 85% of business actors make data on social media the main source of knowledge for their businesses to keep moving forward. It is known that 78% of consumers are willing to buy a product from a brand and 77% will choose a competitor's brand after receiving positive information from information on social media (Cover, 2021).

One of the widely used social media is TikTok. TikTok is a social media platform where users can create, edit, and also share these videos or share other short videos accompanied by music. Data shows that advertising through the TikTok social media platform reaches 47.6 percent of users over 18 years and over in Indonesia in 2022 with a female population of 66 percent and 34 percent of men (Kemp, 2022). This shows that advertising through TikTok social media has a great opportunity to market products to businesspeople.

TikTok has increased by 6 levels where in 2020, TikTok is ranked 7th as the most popular domain and in 2021 is ranked first for the same category (Krisdamarjati, 2022). The success of TikTok was obtained because the media business strategy was dominated by Generation Z, thus forming a new trend toward tastes and the way people get information from the internet. One of the media that can be used on TikTok is Tiktok Live Streaming. Live streaming or online media (streaming media), where a situation or event is recorded and broadcast in real-time. Live streaming covers a wide range of topics from social media to video games, to matches broadcast live from other parts of the world.

Table 1. Social Media Users in 2022

| Sosial Media       | Total User    |
|--------------------|---------------|
| Youtube            | 139 million   |
| Facebook           | 129,9 million |
| Instagram          | 99,15 million |
| TikTok             | 92,07 million |
| Facebook Messenger | 28,4 million  |
| Twitter            | 18,45 million |
| Linkedin           | 20 million    |
| Snapchat           | 3,3 million   |

Source: Data processed by researchers (2022)

Unlike other platforms, TikTok not only provides shopping features but also continues to provide entertainment, which is what TikTok users are looking for. This can attract consumers to make purchases which is commonly known as purchase intention. Purchase intention is a consumer's desire to buy an item or service. Purchase intention can be used as an effective measure for business actors to design marketing or promotion.

By using the stimulus-organism-response (SOR) framework to identify psychological mechanisms how the uniqueness of live shopping affects people's buying interest. Selling that occurs through the TikTok application is very useful for business actors to find out the needs of their consumers and what strategies will be used. From this research, it is known that there is no direct effect on trust as a mediator variable of the interactivity variable that generates buying interest in consumers. However, the variables of product visualization, entertainment, and professionalism influence purchase intention mediated by trust. This study focuses on the effect of the uniqueness of live shopping, especially on the TikTok application with a trusted mediator on people's buying interest.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Digital Marketing

The use of digital channels to promote goods and services to customers is referred to as "digital marketing." Websites, mobile devices, social media, search engines, and other channels with a similar function are used in this kind of marketing. With the introduction of the internet in the 1990s, digital marketing gained popularity. Digital marketing is frequently seen as an additional strategy by businesses to reach customers and comprehend their behavior. It has some of the same ideas as traditional marketing. Traditional and digital marketing strategies are frequently combined by businesses. However, unconscious prejudice is one of the unique issues that face digital marketing (Barone, 2023).

### TikTok

TikTok is a short-form video-sharing application that allows its users to create and share videos that have a duration of 15 seconds containing any information (Geyser, 2022). A well-known social media platform called TikTok enables users to make, watch, and share 15-second films taken using mobile devices or webcams (D'Souza, 2023).

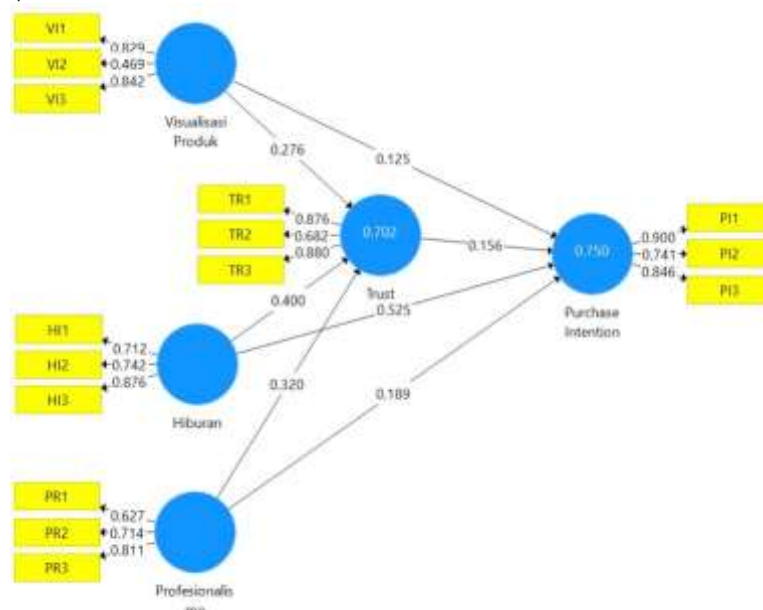


Figure 1. Initial Outer Model (2022)

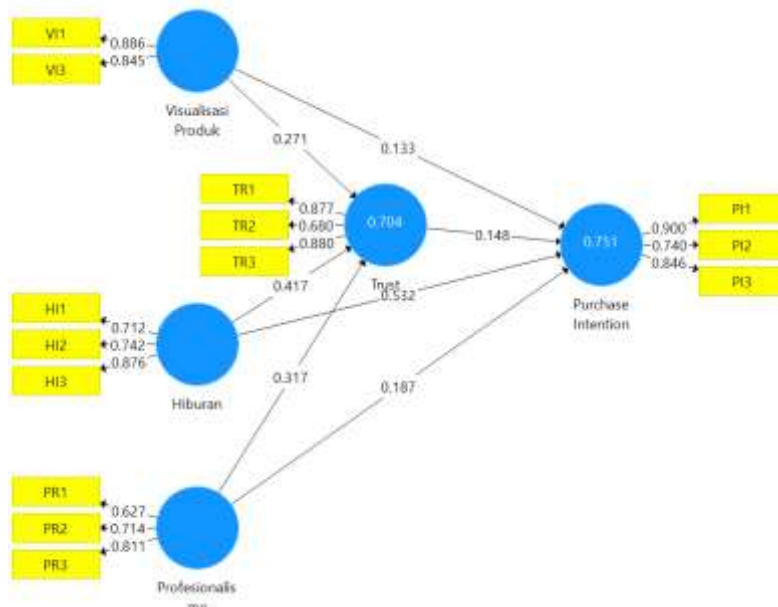
But TikTok is a free-for-all. TikTok's vast reasoning and suggestions make it simple for you to create videos, in addition to the resources it offers users. You can choose from a wide variety of sounds, including snippets from TV shows, YouTube videos, and other TikTok as well as popular song excerpts. You can take part in a dare-like challenge, a dancing meme, or a joke. Alternatively, you might mock each of these things (Herrman, 2019). The app is renowned for its highly engaging user base and addictive nature because to its tailored feeds of amusing short films set to music and sound effects. Both amateur and professional artists can cooperate on content and make split-screen duet videos even if they are in separate locations. They can also add effects like filters, background music, and stickers to their videos. TikTok is also reported to have amassed more than 500 million active users where the United States is the most popular country and has been downloaded 80 million times.

### Live Streaming Commerce

Live streaming brings many new opportunities that can be utilized by businesses (Wu, Chen, & Chiang, 2021). Unlike television or online shopping, live-streaming commerce shows a different side of the shopping experience. Through the introduction of sellers on live streaming commerce, consumers can interact with sellers by asking questions about the product or seeing the other side of the product (Geyser, 2022). The live-streaming commerce platform is basically an interactive electronic platform. This platform provides a platform for businesses and consumers to create shared value. There are two types of live-streaming commerce, the first is a live-streaming feature on e-commerce/shopping sites or applications. The second type is when a platform that was originally intended for live streaming becomes a platform for sales or commercial purposes.

### Stimulus-Organism-Response (SOR) Framework

The SOR model in psychology helps us understand the reasons behind a person's behavior. Therefore, it is very relevant when we discuss problems related to human behavior. Most of our behavior reflects certain stimuli that affect feelings. If we want to study someone's behavior, it is necessary to understand how various stimuli can affect their mental state (HARAPPA, 2020). According to this psychologically grounded approach, a stimulus is an impulse that carries a statement. Response refers to the results, reactions, responses, and answers for an organism, which is a single person.



Picture 2. Outer Model After Elimination (2022)

Table 2. Loading Values for All Constructs

| No | Indicator | Loading Value | Remarks                        |
|----|-----------|---------------|--------------------------------|
| 1  | HI1       | 0,712         | Acceptable convergent validity |
| 2  | HI2       | 0,742         | Acceptable convergent validity |
| 3  | HI3       | 0,876         | Acceptable convergent validity |
| 4  | PI1       | 0,900         | Acceptable convergent validity |
| 5  | PI2       | 0,740         | Acceptable convergent validity |
| 6  | PI3       | 0,846         | Acceptable convergent validity |
| 7  | PR1       | 0,627         | Acceptable convergent validity |
| 8  | PR2       | 0,714         | Acceptable convergent validity |
| 9  | PR3       | 0,811         | Acceptable convergent validity |
| 10 | TR1       | 0,877         | Acceptable convergent validity |
| 11 | TR2       | 0,680         | Acceptable convergent validity |
| 12 | TR3       | 0,880         | Acceptable convergent validity |
| 13 | VI1       | 0,886         | Acceptable convergent validity |
| 14 | V3        | 0,845         | Acceptable convergent validity |

According to this notion, a statement that was delivered to the person should have satisfied their demands, whether they were material or non-material. Clothing, food, and shelter are the materials intended. The non-material, however, seeks recognition and appreciation as well as a sense of security (Gao & Bai, 2014). The stimulus-organism-response (SOR) paradigm, which unifies input, process, and outputs into one model, has grown in popularity over the past few decades. This model is used to handle problems relating to human behavior because it greatly aids in comprehending the reasons behind people's conduct. To explore the relationship between stimulus and reaction as well as how the organisms mediate these relationships, the stimulus-organism-response (S-O-R) model is typically used (Ul Islam & Rahman, 2017). This behavior is the result of an internal evaluation (O) of various cues that occur in the environment. This decision-making method can be better analyzed using the SOR model by Mehrabian and Russell.

Vision is one of the most important ways for humans to obtain information and visual information processing has the advantages of high speed, capacity, and parallelism (Ma, Gao, & Zhang, 2022). In live streaming, a seller can display his product in all directions including trying it live so that consumers can see product details and even feel it personally (Xue, Liang, Xie, & Wang, 2020). Based on this description, the researcher then determines the research hypothesis that product visualization has a positive effect on trust (H1) and product visualization has a positive effect on purchase intention (H4). Entertainment is the extent to which experiences are perceived as fun and interesting (Wongkitrungrueng & Assarut, 2020). According to satisfaction theory, the value of entertainment lies in the ability to satisfy people's desires for escape from fatigue, recreation, aesthetic pleasure, or emotional release.

Table 3. Discriminant Validity based on Fornell-Larcker Criterion

|                       | Entertainment | Professionalism | Purchase Intention | Trust | Product Visualization |
|-----------------------|---------------|-----------------|--------------------|-------|-----------------------|
| Entertainment         | 0,852         |                 |                    |       |                       |
| Professionalism       | 0,536         | 0,721           |                    |       |                       |
| Purchase Intention    | 0,812         | 0,630           | 0,832              |       |                       |
| Trust                 | 0,730         | 0,669           | 0,758              | 0,818 |                       |
| Product Visualization | 0,561         | 0,495           | 0,638              | 0,673 | 0,866                 |

Table 4. Average Variance Extracted (AVE)

|                       | Average Variance Extracted (AVE) |
|-----------------------|----------------------------------|
| Entertainment         | 0,726                            |
| Professionalism       | 0,520                            |
| Purchase Intention    | 0,691                            |
| Trust                 | 0,669                            |
| Product Visualization | 0,750                            |

Previous studies have shown that entertainment has a significant effect on trust in tourists and brand trust in social media (Zhang, Xu, & Ye, 2022). On live streaming, just watching someone use and show off the products they are wearing can be fun and give the experience of watching it almost like being at a fashion show. Sellers on live streaming often distribute prizes such as cash, vouchers and also hold flash sales to attract potential customers (Xue, Liang, Xie, & Wang, 2020). Based on this explanation, the researcher determines the research hypothesis that entertainment has a positive effect on trust (H2) and entertainment has a positive effect on purchase intention (H5).

Professionalism refers to the extent to which sellers on live streaming provide correct and effective information or experience. Paraprofessionals have a strong influence on reducing the risk that consumers feel about high-technology-oriented products (Biswas, Biswas, & Das, 2013). In live streaming, sellers usually provide professionals to introduce their products. Professionalism can provide reliable and trusted information for consumers that potential buyers can understand, thus increasing trust (Liu, Meng, Chen, & Duan, 2018). Based on this explanation, the researcher determines the research hypothesis that professionalism has a positive effect on trust (H3) and professionalism has a positive effect on purchase intention (H6). In e-commerce, temporal and spatial separation during transactions leads to a lack of face-to-face interactivity between customers and sellers, making a lack of trust the main reason behind consumers' reluctance to buy online (Wongkitrungrueng & Assarut, 2020) then becomes one of the foundations for determining the following hypothesis that trust has a positive effect on purchase intention (H7).

## RESEARCH METHOD

This research is quantitative research using hypothesis testing. In this study, supporting data were obtained from two sources or types of data, namely primary and secondary where the primary data came from survey data on respondents while secondary data came from books, literature, journals, and data from BPS and online news. Based on the nature and time of collection, the data in this study are included in the cross-sectional category, where the data is used to analyze phenomena that occur within a certain period of time and are used as an accurate assessor of these phenomena during the research.

The sample in this research was 133 respondents in the category of people who had watched live streaming commerce of TikTok. In this study, a questionnaire from the Google form was used in distributing the questionnaire and collecting data from the participants. The questionnaire is closed where the criteria are live shopping viewers on the TikTok application.

Table 5. Composite Reliability

|                       | Composite Reliability |
|-----------------------|-----------------------|
| Entertainment         | 0,841                 |
| Professionalism       | 0,763                 |
| Purchase Intention    | 0,870                 |
| Trust                 | 0,857                 |
| Product Visualization | 0,857                 |

Table 6. Cronbach's Alpha

|                       | Cronbach's Alpha |
|-----------------------|------------------|
| Entertainment         | 0,623            |
| Professionalism       | 0,537            |
| Purchase Intention    | 0,774            |
| Trust                 | 0,746            |
| Product Visualization | 0,668            |

This study uses data analysis methods with PLS-SEM software for structural equation modeling which allows the estimation of complex cause-and-effect relationships in path models with latent variables. Meanwhile, this study used a Likert scale instrument consisting of 5 scales.

### RESULT AND DISCUSSIONS

The results of distributing the questionnaire, it was found that of the 133 participants, as many as 126 people had watched live streaming commerce through the TikTok application, which was dominated by 56% men or 70 respondents with an age range of 15-20 years. As many as 37% of participants had a high school graduate education level with marital status, namely single. Based on the results of data analysis, the results of the measurement model test (outer model) with the calculation of indicator loadings, composite reliability, Cronbach's alpha, and average variance extracted, the following are the results.

Based on the processing results above, the value of the outer model or construct correlation with the variable is that there are indicators that do not meet convergent validity because they have a loading factor value below 0.6. An indicator that has a value below 0.6 is said to be invalid, i.e., the VI2 indicator will then be eliminated. The following is the result of the outer model after elimination. The following is the outer model after elimination, which is as in Figure 2. Based on the results of the table above, it can be concluded that the construct above meets the convergent validity criteria. In testing discriminant validity, it was found that the diagonal elements have a greater value than the others.

It can be concluded that the level of discriminant validity is valid. Calculations to assess convergent validity can use average variance extracted (AVE). For all factors, an AVE that has a value greater than 0.6 indicates that more than 60% of the variance in the indicators can be accounted for by latent variables. The calculation results show that the AVE value is above 0,5 and it can be concluded that discriminant validity is fulfilled. Table 3 as shown below shows that the diagonal elements have a greater value than the others, so it can be concluded that the level of discriminant validity is valid. Based on Tables 2 and 3 above, shows that convergent validity and discriminant validity are fulfilled, so that all research instruments that become objects are declared valid and can be continued with further testing.

The next step is testing the composite reliability, Table 4 below shows that the composite reliability value is greater than 0,70 to be accepted, but some opinions reveal that the value of 0,60 is still acceptable where the test results show a value > 0,70 for all variables and it can be said that all variables have good reliability seen from the value composite variable. In addition, Cronbach's alpha (shown in Table 6) in this study is still acceptable or still reliable. The results of the data test show that all Cronbach's alpha values are > 0.50 so the variable passes the reliability test.

Table 7. Determination Coefficient

|                    | R Square | R Square Adjusted |
|--------------------|----------|-------------------|
| Purchase Intention | 0,748    | 0,739             |
| Trust              | 0,697    | 0,689             |

Table 8. *Average AVE*

| Average Variance Extracted (AVE) |       |
|----------------------------------|-------|
| Entertainment                    | 0,726 |
| Professionalism                  | 0,520 |
| Purchase Intention               | 0,691 |
| Trust                            | 0,669 |
| Product Visualization            | 0,750 |
| Average AVE                      | 0,671 |

Table 7 below are the results of the R squared (R<sup>2</sup>) test where according to (Hair, Anderson, Tatham, & Black, 2011) there are three categories of values for R<sup>2</sup>, namely, 0,75 is classified as strong, 0,50 is classified as moderate, and 0,25 is classified as weak. From the R square adjusted value, it can be concluded that the variables Entertainment, Professionalism, Product Visualization, and Trust are categorized as moderate towards the dependent variable. This means that the ability of the independent variable in this study affects the dependent variable by 73,9%. Meanwhile, the adjusted R square for the Trust variable has a value of 0,689. This value is categorized as moderate and it is known that the entertainment, professionalism, and product visualization variables have a moderate level of influence on the dependent variable. It can be concluded that in this study the independent variables affect 68,9% of the dependent variable. Meanwhile, the results of the GoF test in the above formula show the calculation of the average AVE and R square, and a value of 0.696 is obtained. So it can be concluded that the GoF of this study has large GoF, the more appropriate it is to describe the sample in this study.

The first and fourth hypothesis (H1, H4) in this study is known that the path coefficient value is 0.298 (positive) with a P value of 0,000 <0,050 and a statistical T value of 3.836 concluding that the first hypothesis is accepted. This proves that product visualization has a positive effect on trust. This result is consistent with research conducted by (Ma, Gao, & Zhang, 2022) which states that there is a positive effect on product visualization to trust and purchase intention.

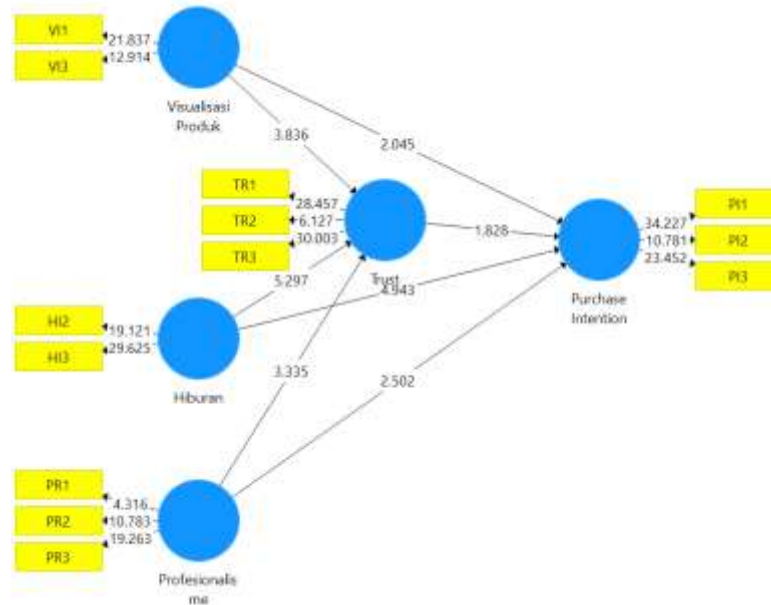
#### Hypothesis Testing

The second and fifth hypothesis (H2, H5) in this study is known that the path coefficient value is 0.397 (positive) with a P value of 0.000 <0.05 and a statistical T value of 5.297 concluding that the second hypothesis is accepted. This proves that entertainment has a positive effect on trust and purchase intention. This result is consistent with research conducted by (Kim, Ko, 2010) which states that there is positive effect on entertainment to trust. It proves that entertainment satisfied the customer from the seller at the live streaming commerce. This is related to the deliveries made by sellers through TikTok live streaming commerce who not only understand the product they are going to sell but also deliver it in an entertaining way. The use of certain characters who already have their own characteristics attracts viewers to watch the broadcast longer and generates buying interest. The results of this study are in line with the findings (Tanuwijaya & Gunawan, 2021) that an entertaining advertisement is one that can make the audience feel happy and excited about seeing the advertisement.

Tabel 9. *Average R square*

| R Square               |       |
|------------------------|-------|
| Purchase Intention     | 0,748 |
| Trust                  | 0,697 |
| Average R <sup>2</sup> | 0,722 |





Picture 3. Structural Equation Modelling

The third and sixth hypothesis (H3, H6) in this study is known that the path coefficient value is 0.309 (positive) with a P value of 0.001 < 0.05 and a Statistical T value of 3.335 concluding that the third hypothesis is accepted. This proves that professionalism has a positive effect on trust and purchase intention. These results are in line with research conducted by (Ma, Gao, & Zhang, 2022) who stated that professionalization who shared by colleagues and the review from the professional is effects on customer trust.

The seventh hypothesis (H7) in this study is known that the path coefficient value is 0.169 (positive) with a P value of 0.068 > 0.05 and a statistical T value of 1.828 concluding that the seventh hypothesis is rejected. This proves that trust has no positive effect on purchase intention. This result is different from several previous studies which stated that trust affects purchase intention. This can be happened because the use of TikTok as a shopping platform is still relatively new so that trust in TikTok live streaming commerce is not as big as other e-commerce.

Table 10. Path Analysis Result (Direct Effect)

|   | Original Sample (O) | T Statistics | P Values | Remarks     |
|---|---------------------|--------------|----------|-------------|
| Product Visualization -> Trust              | 0,298               | 3,836        | 0,000    | H1 accepted |
| Entertainment -> Trust                      | 0,397               | 5,297        | 0,000    | H2 accepted |
| Professionalism -> Trust                    | 0,309               | 3,335        | 0,001    | H3 accepted |
| Product Visualization -> Purchase Intention | 0,155               | 2,045        | 0,041    | H4 accepted |
| Entertainment -> Purchase Intention         | 0,513               | 4,943        | 0,000    | H5 accepted |
| Professionalism -> Purchase Intention       | 0,166               | 2,502        | 0,013    | H6 accepted |
| Trust -> Purchase Intention                 | 0,169               | 1,828        | 0,068    | H7 rejected |

Table 11. *Indirect Effect Result*

|  | Original Sample<br>(O) | T Statistics | P Values |
|--|------------------------|--------------|----------|
| Entertainment -> Trust -> Purchase Intention         | 0,067                  | 1,742        | 0,082    |
| Professionalism -> Trust -> Purchase Intention       | 0,052                  | 1,596        | 0,111    |
| Product Visualization -> Trust -> Purchase Intention | 0,050                  | 1,562        | 0,119    |

Based on Table 11, the results of the SmartPLS bootstrapping on the indirect effect test show that the hypothesis which states the effect of trust as a mediator variable on purchase intention shows that the path coefficient value is positive with P values > 0.05 and T Statistic values < 1,96 concluded that the hypothesis was rejected. It can be concluded that entertainment, professionalism, and product visualization have no positive effect on purchase intention with the mediator trust variable.

## CONCLUSION

The results found by researchers are entertainment, professionalism, and product visualization variables that affect trust directly. This proves that if business actors who use live-streaming commerce can entertain their prospective buyers, a sense of trust will arise in the products they offer. The professionalism in explaining the products being sold proves that it can influence the trust of prospective buyers. Product details displayed can be shown directly through product visualization, which can gain the trust of potential buyers. The three independent variables directly influence purchase intention. This proves that entertainment, professionalism, and product visualization can influence buying interest from prospective buyers. However, this study shows that trust does not mediate the independent variable directly on purchase intention. It is considered that purchase intention does not arise solely due to trust in the product being marketed. Thus, suggestions were also obtained from the limitations of this study, namely in terms of methodology, resources, and time and effort. This research is still included in the research group that needs development from a wider number of respondents so that it can describe the overall field conditions. In addition, further researchers are advised to be able to spread or expand the scope of the research both in terms of the number of respondents and geographically and to reconsider the number of purchases & frequency made by respondents on TikTok.

Product visualization greatly affects trust. Sellers on the TikTok social media live stream must display the product from all sides and provide details of the product so that potential buyers can experience firsthand the quality of the product. Sellers on TikTok live streaming commerce must have adequate equipment to produce quality videos so that potential buyers can see clearly via live streaming commerce. Professionalism affects trust directly. The product owner must invite a figure who is familiar with the product. Before doing live streaming commerce, sellers must know the product in detail and try it out. Sellers must highlight the uniqueness of the product when introducing their product so that potential buyers can immediately get value from the product. Entertainment also affects trust. Sellers must be able to provide an appearance that can attract live-streaming commerce viewers so that they can pay attention to the explanation of their product longer to generate trust to buy the product. Entertainment, professionalism, and product visualization affect purchase intention. By paying attention to these variables, sellers and practitioners can increase the buying interest of consumers who watch live streaming commerce on TikTok social media.

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