

Actual Purchase on TikTok Live Streaming Commerce: An Analysis of Utilitarian Shopping Value and Attitude Toward Electronic Live Streaming

Desak Putu Pradnyamitha¹, Agus Fredy Maradona²

^{1,2}Universitas Pendidikan Nasional, Denpasar, Indonesia

Email: desakpradnyamitha99@gmail.com

Abstract

This study examines the factors influencing purchasing decisions through TikTok Shop, focusing on live streaming as a promotional medium. In the context of local MSMEs in Indonesia competing with imported products, this research tests the effects of live streaming viewing frequency, parasocial relationships, and social interactivity on purchasing decisions, as well as the mediating roles of utilitarian shopping value and consumer attitudes toward ELS. The research method involves surveys and SEM-PLS analysis with 105 sample. The results show that live streaming viewing frequency does not affect actual purchase, while parasocial relationships and utilitarian value have a positive effect. Consumer attitudes toward ELS also positively influence purchasing decisions. Utilitarian shopping value mediates the effect of live streaming viewing frequency, while consumer attitudes mediate the effect of parasocial relationships. The novelty of this research lies in analyzing the factors influencing purchasing decisions through TikTok and its contribution in providing insights for local MSMEs to design more effective marketing strategies in the digital era.

Keywords: *TikTok Shop, Live Streaming, Purchasing Decisions.*



A. INTRODUCTION

The digital era is experiencing rapid development, marked by various changes in human activities. One of these changes is in shopping activities, which have become increasingly convenient with the advent of e-commerce (Saffanah et al., 2023). The convenience offered by online shopping systems, combined with the high number of internet users in Indonesia, has led to a rapid increase in online shopping activities (Widiasih & Darma, 2021). Social media has become one of the platforms facilitating online shopping activities (Zhang et al., 2023). Social media has given rise to a marketing system that uses influencers as a strategy, leveraging their appeal to the public for digital marketing purposes (Zheng et al., 2022).

TikTok is one of the social media platforms actively promoting product marketing and facilitating online shopping activities through its live streaming feature (Barta et al., 2023). Beyond being a content creation app, TikTok has introduced a live streaming feature that enables users to promote their businesses. Additionally, TikTok ranked first as the most frequently used social media platform from 2020 to 2021.

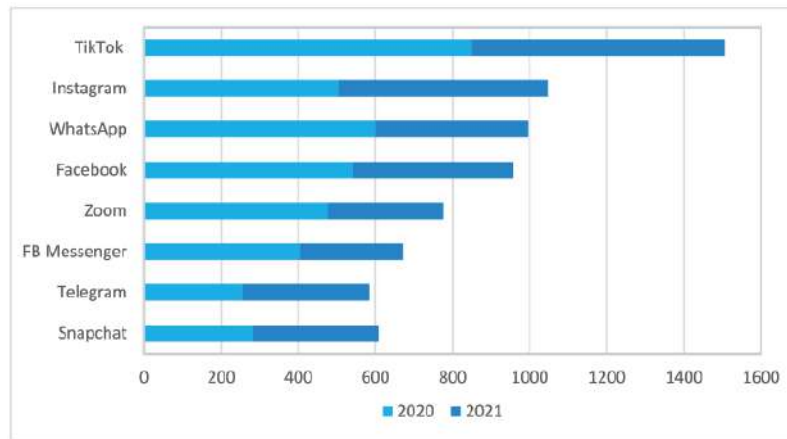


Figure 1. Most Frequently Used Social Media Applications in 2020-2021

Source: (Barta et al., 2023)

Based on Figure 1, it can be observed that TikTok ranks as the most frequently used social media platform. According to katadata.co.id, TikTok currently has 325 million users and 15 million merchants across Southeast Asia (Septiani, 2023). Given TikTok's massive user base, it indicates significant business development opportunities in the digital era, particularly among TikTok users. Indonesia, as the world's fourth most populous country, must capitalize on the opportunities available in the digital economy market. TikTok's live streaming business potential in Indonesia is quite promising, as this social media platform holds a unique appeal for its users, making it highly suitable for promotional activities.

However, alongside the rapid growth in TikTok's user base and the development of its features, a new issue has emerged, sparking widespread discussion. This involves the displacement of Indonesia's local MSMEs by foreign products, particularly from China, which offer lower prices than local businesses. TikTok has even facilitated easier access for these foreign products to enter Indonesia. This phenomenon has put significant pressure on local entrepreneurs, raising concerns about their ability to survive in global competition. This situation prompted the Indonesian government to temporarily shut down TikTok Shop. According to suara.com, this action was taken following complaints from traders in Tanah Abang, Southeast Asia's largest wholesale center, who reported losing over 50% of their profits because they could not compete with the much cheaper imported products sold through TikTok Shop (Bhayangkara, 2023). Despite this, TikTok Shop has since been allowed to resume operations, reinstating open competition between imported and local products in the marketplace.

Competition is, of course, a normal aspect of business, which is why it is important for entrepreneurs to understand consumer behavior (Paraman et al., 2022). The closure of TikTok Shop highlights that local businesses face challenges when competing with imported products that are much cheaper due to being produced in far larger quantities than local products. Furthermore, according to Qu et al., (2023) consumers exhibit certain behaviors that vary depending on their location and the culture of the society they belong to. Therefore, it is crucial for local MSMEs to

understand consumer behavior and gain insights into the factors that influence purchase decisions in online shopping systems such as TikTok live streaming.

Purchase decisions on social media platforms like TikTok are certainly influenced by various factors, one of which is consumer confidence in the product they intend to buy. This confidence reflects the occurrence of actual purchase behavior. Actual purchase refers to the buying action taken when consumers are truly convinced about a product (Rungruangjit, 2022). Actual purchases made through live streaming are believed to be influenced by several factors, including the frequency with which the live stream is viewed, the relationships between consumers on social media, and the interactions that occur during social media activities (Sun et al., 2019). Live streaming viewing frequency refers to how often someone watches live broadcasts online (Yi et al., 2023). This term encompasses an individual's habit of accessing live video content or events streamed on digital platforms like YouTube, Twitch, Facebook Live, and others. Research by Ye et al., (2022) shows that live streaming viewing frequency has a positive impact on actual purchase behavior.

Parasocial relationships are bonds developed by individuals with media figures or celebrities, where one party feels a strong sense of affection or involvement toward the figure, while the figure has no awareness or direct interaction with the individual (Lo et al., 2022). In parasocial relationships, individuals feel an emotional connection with the media figure or celebrity, even though the relationship is one-sided and does not involve direct interaction. An example of this is the relationship formed between fans and famous figures like actors, musicians, or other media personalities through consumption of media content such as movies, TV shows, or social media. Parasocial relationships can provide comfort, emotional support, and entertainment for individuals, but they can also have negative effects, such as disrupting real interpersonal relationships or leading to addiction to the media figure. Research by Su et al., (2021); Rungruangjit (2022); and Lou (2022) indicates that parasocial relationships have a positive impact on actual purchase behavior.

Social interactivity refers to the ability to interact and communicate directly with others in a social context (Saffanah et al., 2023). It involves the exchange of information, ideas, and emotions between individuals engaged in social interactions. In the digital era and on social media, social interactivity often occurs through online platforms such as social media, forums, or messaging apps, where people can engage in conversations, share content, and interact with others in real-time or indirectly. Research by Qu et al., (2023); Zhu et al., (2020); and Sun et al., (2019) shows that social interactivity has a positive impact on actual purchase behavior.

However, the influence of live streaming viewing frequency, parasocial relationship, and social interactivity cannot directly affect actual purchase behavior. Therefore, mediation is used to bridge this influence. The mediating variables used are utilitarian shopping value and consumer attitudes toward ELS (Electronic Live Streaming), based on the idea that online shopping activities are actions driven by the values consumers expect from a product, and consumer attitudes are also crucial in

mediating the occurrence of actual purchase in online shopping activities (Nghia et al., 2020); (Qu et al., 2023); (Zhu et al., 2020); and (Du et al., 2023).

This research is an extension of previous studies that have examined online shopping behavior on social media or other platforms. However, previous studies primarily focused on general consumer behavior toward online purchases and live streaming activities. In contrast, this study aims to provide empirical contributions to local business owners in Indonesia regarding the factors that influence consumers' decision to make a purchase. The hope is that local MSMEs (Micro, Small, and Medium Enterprises) can implement effective strategies to attract consumers and compete in the rapidly growing digital era and open market.

B. LITERATURE REVIEW

The Theory of Reasoned Action (TRA) is a model developed by Martin Fishbein and Icek Ajzen in 1980. This theory aims to predict and explain human behavior based on an individual's intention or desire to engage in a particular behavior (Fishbein & Ajzen, 1975). TRA assumes that humans are rational beings who use available information to make decisions.

Actual purchase is a term used to refer to the actual action or purchase of a product or service by a consumer (Saffanah et al., 2023). It is the final step in the purchasing process, where the consumer decides to buy a product or service they have previously considered. Actual purchase occurs after the consumer has evaluated, compared options, and determined that the product or service meets their needs or desires effectively (Su et al., 2021).

C. METHOD

This study uses a quantitative method with a survey approach to collect data from 105 TikTok users who engage in shopping activities through TikTok Shop. The research sample was selected purposively with specific criteria, namely active TikTok users who make purchases through live streaming on the platform. Data was collected through an online questionnaire using a Likert scale. To analyze the data, this study uses the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. SEM-PLS was chosen because it can handle complex models with many latent variables and indicators, and is capable of analyzing the relationships between variables simultaneously. SEM-PLS is used to test the formulated hypotheses, namely the influence of live streaming viewing frequency, parasocial relationship, and social interactivity on actual purchase, as well as the mediating role of utilitarian shopping value and consumer attitudes toward ELS.

D. RESULT AND DISCUSSION

The characteristics of the respondents in this study show that the majority are aged between 20-30 years, with 66 people (62.9%), followed by the 31-40 age group with 20 people (19.0%), under 20 years old with 11 people (10.5%), and over 40 years old with 8 people (7.6%). Most of the respondents are female, with 78 people (74.3%),

while 27 people (25.7%) are male. In terms of educational level, the majority of respondents have a Bachelor's degree, with 44 people (41.9%), followed by high school/vocational school graduates with 43 people (41.0%), diploma holders with 15 people (14.3%), and Master's degree holders with 3 people (2.9%).

Tabel 1. Test of Validity Convergent AVE

	Average Variance Extracted (AVE)
Actual Purchase	0.952
Consumer Attitude Toward ELS	0.915
Live Streaming Viewing Frequency	0.932
Para-social Relationship	0.861
Social Interactivity	0.877
Utilitarian Shopping Value	0.896

Source: Primary data processed, 2024

Based on the table above, it can be seen that all the average variance extracted (AVE) values are greater than 0.5. Therefore, it can be stated that the data in this study are valid.

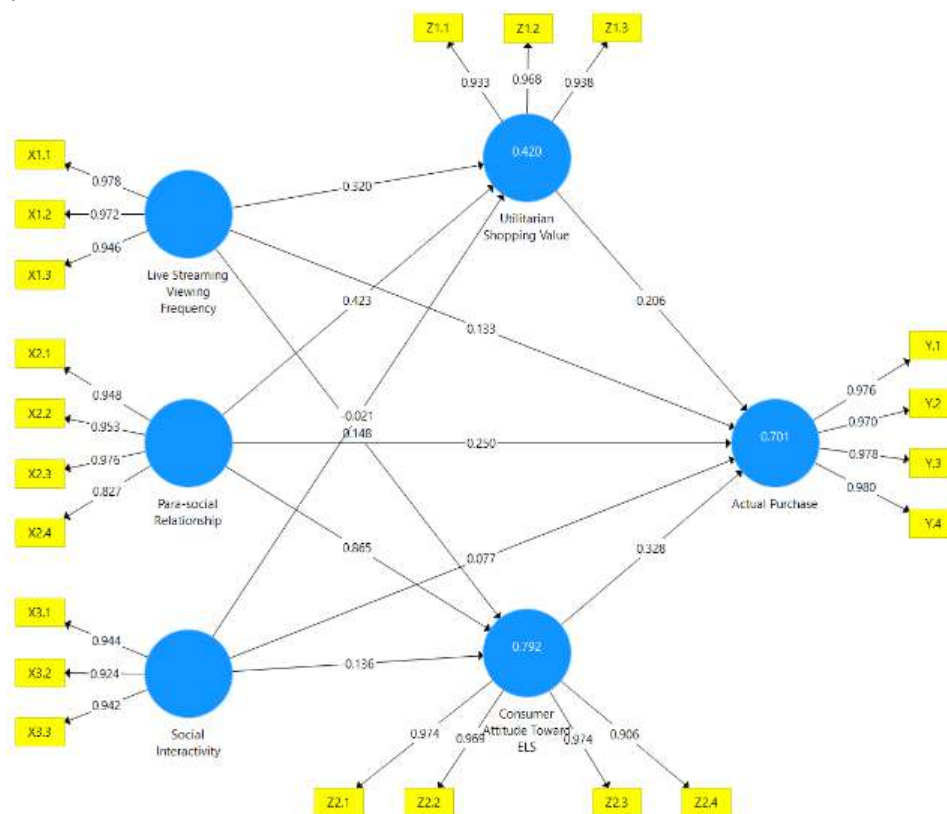


Figure 2. Outer Model

Table 2. Test of R-square

	R Square	R Square Adjusted
Actual Purchase	0.701	0.686
Consumer Attitude Toward ELS	0.792	0.786
Utilitarian Shopping Value	0.420	0.402

Source: Primary Data Processed, 2024

Based on Table 2, the R-square value for the variables live streaming viewing frequency, social interactivity, utilitarian shopping value, and consumer attitudes toward ELS on actual purchase is 0.701, indicating an influence of 70.1%.

Table 3. Test of Uji Q-square

	SSO	SSE	Q ² (=1-SSE/SSO)
Actual Purchase	2,948.000	1,352.881	0.541
Consumer Attitude Toward ELS	2,948.000	1,225.053	0.584
Live Streaming Viewing Frequency	2,211.000	2,211.000	
Para-social Relationship	2,948.000	2,948.000	
Social Interactivity	2,211.000	2,211.000	
Utilitarian Shopping Value	2,211.000	1,536.143	0.305

Source: Primary Data Processed, 2024

Based on the calculation above, the Q-square value obtained is 0.541, which is greater than 0 and close to 1. Therefore, it can be concluded that the model has predictive relevance, meaning the model can be considered to have a relevant predictive value.

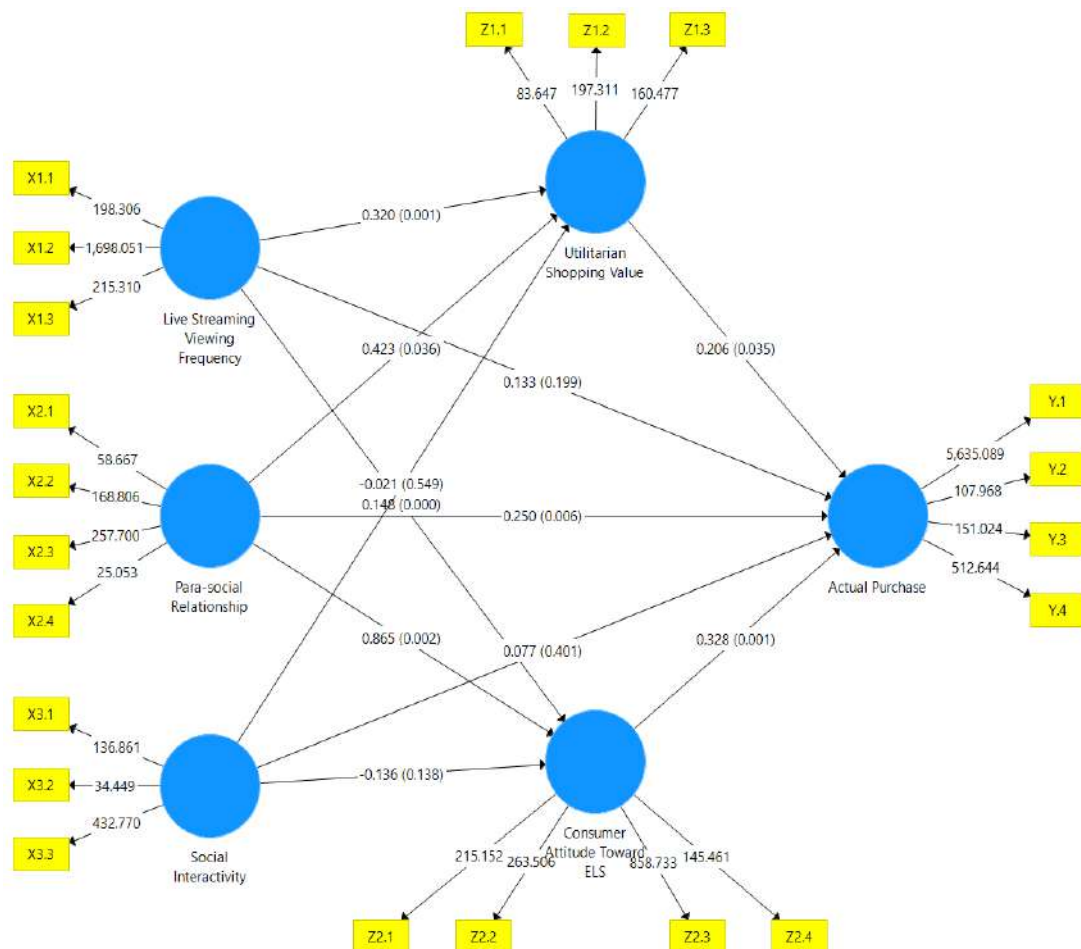


Figure 3. Inner Model

Table 4. Indirect Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Attitude Toward ELS -> Actual Purchase	0.328	0.365	0.011	29.003	0.001
Live Streaming Viewing Frequency -> Actual Purchase	0.133	0.057	0.070	1.891	0.199
Live Streaming Viewing Frequency -> Consumer Attitude Toward ELS	0.148	0.133	0.002	82.922	0.000
Live Streaming Viewing Frequency -> Utilitarian Shopping Value	0.320	0.291	0.007	44.174	0.001
Para-social Relationship -> Actual Purchase	0.250	0.262	0.019	13.288	0.006
Para-social Relationship -> Consumer Attitude Toward ELS	0.865	0.864	0.042	20.797	0.002
Para-social Relationship -> Utilitarian Shopping Value	0.423	0.546	0.083	5.102	0.036
Social Interactivity -> Actual Purchase	0.077	0.063	0.073	1.057	0.401
Social Interactivity -> Consumer Attitude Toward ELS	-0.136	-0.066	0.056	2.410	0.138
Social Interactivity -> Utilitarian Shopping Value	-0.021	-0.090	0.029	0.715	0.549
Utilitarian Shopping Value -> Actual Purchase	0.206	0.236	0.040	5.198	0.035

Source: Primary Data Processed, 2024

Table 5. Direct Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Live Streaming Viewing Frequency -> Consumer Attitude Toward ELS -> Actual Purchase	0.048	0.049	0.001	56.508	0.000
Para-social Relationship -> Consumer Attitude Toward ELS -> Actual Purchase	0.283	0.315	0.005	52.353	0.000
Social Interactivity -> Consumer Attitude Toward ELS -> Actual Purchase	-0.045	-0.023	0.020	2.245	0.154
Live Streaming Viewing Frequency -> Utilitarian Shopping Value -> Actual Purchase	0.066	0.069	0.013	4.977	0.038
Para-social Relationship -> Utilitarian Shopping Value -> Actual Purchase	0.087	0.132	0.041	2.116	0.169
Social Interactivity -> Utilitarian Shopping Value -> Actual Purchase	-0.004	-0.022	0.010	0.412	0.720

Source: Primary Data Processed, 2024

Live Streaming Viewing Frequency on Actual Purchase

Live streaming viewing frequency does not have a significant impact on actual purchase. The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen in 1975, is a psychological model that explains the relationship between attitudes, intentions, and behavior. According to TRA, a person's behavior (such as actual purchase) is influenced by the intention to engage in that behavior, which in turn is influenced by attitudes toward the behavior and subjective norms. Consumers who frequently watch live streaming may develop a positive attitude toward it. They might see live streaming as an enjoyable and informative way to discover new products, receive exclusive discounts, or gain detailed information from trusted producers or influencers.

The impact of live streaming viewing frequency on actual purchase can vary significantly depending on the context, including the live streaming platform used, the type of product or service being promoted, and the demographic characteristics of the audience involved. The frequency of watching live streaming can increase

awareness of certain products or services due to repeated exposure to the brand or product. Viewers who frequently watch live streaming may be more susceptible to impulsive buying. When they see an appealing product during a live stream, the impulse to purchase may become stronger, especially if there are special offers or limited-time discounts.

The results of this study are not in line with the findings of the study conducted by (Ye et al., 2022) which showed that live streaming viewing frequency can increase consumer purchases. Other research conducted by (Yi et al., 2023) also found that a high frequency of live streaming viewing can lead to actual purchases.

Parasocial Relationship on Actual Purchase

Parasocial relationships have a positive impact on actual purchase. The Theory of Reasoned Action (TRA) is also relevant in analyzing the influence of parasocial relationships on actual purchase. A parasocial relationship refers to a one-sided bond that consumers feel toward media figures, such as celebrities, influencers, or live streaming hosts, where consumers feel as though they have a personal relationship with the figure, even though the interaction is not reciprocal. Consumers who develop a parasocial relationship with a media figure may have a very positive attitude toward the recommendations and products promoted by that figure. They are more likely to trust the opinions and advice of that figure over other sources.

A parasocial relationship is a phenomenon where an individual develops a one-sided relationship with a public figure or media character, such as a celebrity, TV personality, or host. This relationship is built through consistent consumption of media content, even though there is no direct interaction between the individual and the media figure. If a beloved public figure or media character consistently promotes or uses a certain product, their fans may be more likely to identify with that brand and purchase it to emulate or follow in their idol's footsteps. Fans who have a parasocial relationship with a particular media figure may be more inclined to trust the recommendations or testimonials given by that figure regarding a product or service. This can influence their purchase decisions.

The results of this study align with the findings of the research conducted by (Lo et al., 2022) which explains that parasocial relationships have a positive impact on consumer purchase behavior. Similar findings were reported by (Su et al., 2021) who also explained that parasocial relationships positively influence the purchase behavior of consumers.

Social Interactivity on Actual Purchase

Social interactivity does not have an impact on actual purchase. In the context of the Theory of Reasoned Action (TRA), social interactivity can influence actual purchase through several mechanisms related to attitudes, subjective norms, and purchase intentions. Social interactivity refers to the level of interaction that occurs between users and between users and content providers on digital platforms, such as live streaming, social media, or online forums. High social interactivity on digital

platforms can create a positive experience for users. For example, lively interactions during live streaming sessions, such as real-time comments, Q&A with hosts, and immediate responses from other users, can increase engagement and interest in the products being promoted.

The results of this study do not align with the findings of the research conducted by (Saffanah et al., 2023a) which showed that social interactivity has a positive impact on actual purchase. Other research conducted by (Y. Q. Zhu et al., 2020) also found that social interactivity has a positive effect on actual purchase.

Utilitarian Shopping Value on Actual Purchase

Utilitarian shopping value has a positive impact on actual purchase. In the context of the Theory of Reasoned Action (TRA), utilitarian shopping value can influence actual purchase through several mechanisms related to attitudes, subjective norms, and purchase intentions. Utilitarian shopping value refers to the functional and practical benefits that consumers derive from shopping activities, such as efficiency, convenience, and reasonable prices. Consumers who value utilitarian shopping may have a positive attitude toward shopping experiences that are efficient, easy, and convenient. For example, they may prefer shopping platforms that offer easy navigation, fast payment processes, and reliable delivery.

Utilitarian shopping value refers to the practical benefits that consumers gain when they purchase products or services. The impact of utilitarian shopping value on actual purchase is crucial in understanding consumer behavior, especially in the context of basic and functional needs. Utilitarian shopping value is directly related to satisfying the functional or practical needs of consumers. When a product or service effectively meets a need or solves a problem, consumers are more likely to purchase it. Consumers compare the practical benefits they gain from a product with the cost of purchasing it. If the perceived utilitarian shopping value is higher than the product price, they may be more likely to make the purchase. Products or services that are considered essential for meeting daily needs or completing specific tasks tend to have high utilitarian shopping value. This can encourage consumers to prioritize purchasing such products.

The results of this study align with the views expressed by (Nghia et al., 2020) which indicate that utilitarian shopping value can enhance purchases. Research conducted by (Evelina et al., 2020) also explains that a high utilitarian shopping value can lead to increased purchases.

Consumer Attitudes Toward ELS on Actual Purchase

Consumer attitude toward ELS (Electronic Live Streaming) has a positive effect on actual purchase. In the context of the Theory of Reasoned Action (TRA), consumer attitudes toward ELS can influence actual purchases through mechanisms related to attitude, subjective norms, and purchase intentions. If consumers have a positive attitude toward ELS, they may view live streaming as an enjoyable and informative

way to shop. They may appreciate interactive features, real-time product demonstrations, and the opportunity to interact with hosts or influencers.

The influence of consumer attitude toward electronic live streaming on actual purchase can be significant in the context of digital marketing. A positive attitude toward electronic live streaming can increase consumer awareness of the products or services promoted through the platform. Consumers who have a favorable attitude toward live streaming may be more likely to pay attention to and consider the products promoted during live broadcasts. Those with a positive attitude may also become more engaged with the content. Higher engagement can increase the chances of consumers considering and even purchasing the products being promoted. Electronic live streaming can influence the formation of attitudes toward a brand. If consumers perceive a brand or company as a source of quality or engaging live streaming content, they may develop a more positive attitude toward the brand as a whole, which in turn can affect their purchase decisions.

The results of this study do not align with the views presented by (Zhang et al., 2023a) which suggest that Consumer Attitudes Toward ELS positively influence actual purchase. Similarly, research conducted by (Y. Q. Zhu et al., 2020) also indicates that Consumer Attitudes Toward ELS have a positive impact on actual purchase.

Live Streaming Viewing Frequency on Utilitarian Shopping Value

Live streaming viewing frequency positively influences utilitarian shopping value. In the context of the Theory of Reasoned Action (TRA), the frequency of watching live streaming can affect utilitarian shopping value through mechanisms related to attitude, subjective norms, and intention. Utilitarian shopping value refers to the functional and practical benefits consumers gain from shopping activities. Consumers who frequently watch live streaming are likely to gather more information about products, features, and prices. This information can help them make better purchasing decisions, thereby enhancing their utilitarian shopping value.

The impact of live streaming viewing frequency on utilitarian shopping value (which is practical in nature) can be significant, depending on the context. The more often someone watches live streaming, the greater the likelihood of exposure to various products and services. This can increase consumer awareness of products that meet their practical needs, such as household goods, daily necessities, or electronics. Watching live streaming provides consumers with more information about the features, functions, and benefits of products. This additional information can assist consumers in making purchase decisions based on facts and their practical needs. Some live streams provide live product demonstrations or practical reviews on how to use products. The more often someone watches such live streaming, the greater their chance of virtually testing products and understanding whether they meet their needs.

The results of this study align with the views presented by (Ye et al., 2022) which suggest that the more frequently someone watches live streaming, the more it increases utilitarian shopping value.

Parasocial Relationship on Utilitarian Shopping Value

Parasocial relationships positively influence utilitarian shopping value. The Theory of Reasoned Action (TRA) can explain how parasocial relationships impact utilitarian shopping value through mechanisms related to attitude, subjective norms, and intention. A parasocial relationship refers to a one-sided bond that consumers perceive with media figures such as celebrities, influencers, or live streaming hosts, where consumers feel as if they have a personal connection with the figure, even though the interaction is not reciprocal. Consumers who have a parasocial relationship with a media figure tend to trust their recommendations and reviews. This trust can lead consumers to believe that the products recommended by these figures have high utilitarian value, such as good quality and reasonable prices.

The influence of parasocial relationships on utilitarian shopping value can be affected by several factors. When a beloved public figure or media character consistently recommends or uses a certain product, their fans may tend to perceive that product as having high practical value. They may view the product as a tool to help them imitate or follow in the footsteps of their idol. Consumers who have a parasocial relationship with a media figure might be inclined to purchase products used or recommended by that figure as part of their effort to strengthen their identification with them. This can enhance the practical shopping value of the product, as it is seen as part of the identity or lifestyle that is admired. A strong parasocial relationship can create a high level of trust and credibility regarding the recommendations or product use by a particular media figure. Consumers may be more likely to view products promoted by a figure they admire as having high practical value, because they are perceived as reliable or credible. This aligns with research by (Liu et al., 2023) which shows that parasocial relationships positively influence utilitarian shopping value.

Parasocial Relationship on Consumer Attitudes Toward ELS

Parasocial relationships have a positive influence on consumer attitudes toward ELS (Electronic Live Streaming). In the context of the Theory of Reasoned Action (TRA), the influence of parasocial relationships on consumer attitudes toward live streaming e-commerce (ELS) can be explained through several mechanisms related to perceptions, subjective norms, and purchase intentions. Parasocial relationships refer to the one-sided bond consumers feel with media figures or influencers, where consumers feel emotionally connected and close to the figure, despite the lack of direct, reciprocal interaction.

The influence of parasocial relationships on consumer attitudes toward Electronic Live Streaming (ELS) can be quite significant in shaping their perceptions of the live streaming platform. Consumers who have strong parasocial relationships with a broadcaster or media figure on an ELS platform may tend to trust the content presented more. They may view the broadcaster as a reliable and high-quality source of information, which can positively impact their attitude toward the platform as a

whole. A strong parasocial relationship with the broadcaster or media figure on the ELS platform can foster high levels of user loyalty. Consumers who feel emotionally connected to the broadcaster are more likely to continue using the platform regularly, thus positively influencing their attitude toward ELS. Parasocial relationships can also enhance user engagement with the content presented in live streams. Consumers who feel close or connected to the broadcaster may be more likely to interact with the content, provide feedback, and participate in activities related to the ELS platform, which can further influence their attitude toward the overall user experience.

The results of this study align with the findings of (Du et al., 2023) which show that parasocial relationships have a positive influence on consumer attitudes toward Electronic Live Streaming (ELS).

Social Interactivity on Consumer Attitudes Toward ELS

Social interactivity does not have an impact on consumer attitudes toward ELS. The Theory of Reasoned Action (TRA) explains that the influence of social interactivity on consumer attitudes toward electronic live streaming (ELS) can be understood through mechanisms related to perception, subjective norms, and purchase intentions. Social interactivity refers to the ability of consumers to interact directly with the broadcaster or other participants during a live streaming session, such as providing comments, asking questions, or participating in polls.

Social interaction allows users to engage with each other, provide comments, share opinions, and participate in discussions during a live streaming session. This can enhance user engagement with the content presented, making the viewing experience more enjoyable and meaningful. Social interactivity can help in forming an active user community around the ELS platform. Users may feel connected to other users with similar interests and hobbies, which can strengthen their affiliation and identification with the platform. However, the findings of this study do not align with the views expressed by (Y. Q. Zhu et al., 2020) which suggest that social interactivity does have an impact on consumer attitude.

Live Streaming Viewing Frequency on Actual Purchase with Utilitarian Shopping Value as Mediating Variable

Utilitarian shopping value mediates the effect of live streaming viewing frequency on actual purchase. The more frequently someone watches live streaming, the more likely they are to be exposed to information about products and brands, which can increase their understanding of the practical benefits of the products and services offered. When consumers perceive high practical benefits from a product or service, they are more likely to make a purchase to meet their needs or solve the problems they face. The frequency of watching live streaming does not directly influence actual purchase but affects it through its impact on utilitarian shopping value. In other words, the more someone watches live streaming, the higher the perceived utilitarian shopping value, which in turn increases the likelihood of them making an actual purchase.

The results of this study are consistent with the views expressed by (Al Doghan & Albarq, 2022a); (Picot-coupey et al., 2021) who explain that utilitarian shopping value is a variable that can bridge consumer purchases.

Parasocial Relationship on Actual Purchase with Utilitarian Shopping Value as Mediating Variable

Utilitarian shopping value does not mediate the influence of parasocial relationship on actual purchase. The stronger the parasocial relationship someone has with a media figure or broadcaster, the more likely they are to be influenced to purchase products or services recommended or used by that figure. A strong parasocial relationship with a media figure or broadcaster can affect the consumer's perception of the practical benefits of the products or services recommended or used by that figure. However, consumers who prioritize the function of a product will focus more on finding a product that suits their needs.

The results of this study do not align with the views expressed by (Al Doghan & Albarq, 2022a); (Picot-coupey et al., 2021) who explain that utilitarian shopping value is a variable that can bridge consumer purchases.

Parasocial Relationship on Actual Purchase with Consumer Attitudes Toward ELS as Mediating Variable

Consumer attitude toward ELS can mediate the influence of parasocial relationship on actual purchase. A parasocial relationship refers to the bond formed between an individual and a media figure or character, despite the absence of direct interaction between the two. This can happen when someone feels connected, attached, or even emotionally involved with the media figure, often due to consistent exposure to the content they produce. Consumer attitudes toward ELS refer to the consumer's attitude, views, or perceptions of the Electronic Live Streaming (ELS) platform, such as video streaming platforms, live streaming gaming, or platforms for live streaming special events. This includes whether consumers have positive, negative, or neutral attitudes towards the use and benefits of ELS platforms. In this context, consumer attitudes toward ELS act as a mediating variable. This means that consumer attitudes toward ELS have the potential to mediate or explain the relationship between parasocial relationship and actual purchase. In other words, the influence of parasocial relationship on actual purchase can be explained through the mediation of consumer attitudes toward ELS. The results of this study align with the views expressed by (Du et al., 2023); (Zhang et al., 2023) yang who show that consumer attitudes toward ELS are variables capable of bridging consumer purchases.

Social Interactivity on Actual Purchase with Consumer Attitudes Toward ELS as Mediating Variable

Consumer attitude toward ELS does not mediate the effect of social interactivity on actual purchase. Social interactivity, such as interactions with other

users, commenting, sharing experiences, and participating in discussions, can have a direct impact on actual purchases. For example, positive interactions with fellow users or streamers on ELS platforms can build trust and increase the desire to buy products or services that are recommended or promoted. Social interactivity can influence consumer attitudes toward ELS through several mechanisms. Positive interactions with other users or the streamer can increase user engagement and satisfaction, improve perceptions of the platform's value, and create a sense of connection and community among users. A positive attitude toward the ELS platform may then influence the desire to make a purchase through that platform. However, the results of this study are not in line with the views expressed by (Du et al., 2023); (Zhang et al., 2023) who indicate that consumer attitudes toward ELS are variables capable of mediating consumer purchases.

E. CONCLUSION

Based on the results of this study, it can be concluded that the factors of parasocial relationship and utilitarian shopping value have a positive influence on actual purchase decisions through live streaming on TikTok. However, the frequency of watching live streaming and social interactivity do not have a direct effect on actual purchase decisions, although the frequency of watching does influence utilitarian shopping value. Additionally, consumer attitudes toward ELS (electronic live shopping) mediate the influence of parasocial relationship on actual purchases, while utilitarian shopping value mediates the influence of viewing frequency on actual purchases.

For future research, it is recommended to further explore other factors that can influence purchasing decisions through social media, such as local cultural factors and deeper digital consumption behaviors. Studies could also develop additional variables to expand understanding of the factors affecting purchase behavior on live streaming e-commerce platforms. This study's contribution provides new insights for local MSME (Micro, Small, and Medium Enterprises) actors in Indonesia, helping them design effective marketing strategies using social media, particularly TikTok, to capture consumer attention and boost their sales in the competitive digital era.

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