

INVESTIGATING THE SIGNIFICANCE OF LIVE-STREAMING EXPERIENCE IN SOCIAL COMMERCE: EFFECTS ON COMMITMENT AND INTENTION TO PURCHASE

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ABSTRACT

The purpose of this study is to investigate the various aspects of the TikTok live streaming experience and how they affect viewers' feelings, their loyalty to the platform as a social commerce site, and their desire to make a purchase. This study shows that information experience affects the sense of dominance. Furthermore, whereas relationship experience promotes pleasure and arousal, homophily experience influences dominance and arousal. The study's emotional components all have an impact on consumers' commitment to the site, which indicates their propensity to make a purchase. This study sheds light on how live-streaming experiences on TikTok can significantly influence user attitudes and behaviors, ultimately affecting their commitment to the platform and their intention to make purchases. This research provides insightful information about the constantly changing world of social commerce.

KEYWORDS

Live Streaming Experience, Commitment, Social Commerce, Purchase Intention

1. INTRODUCTION

In today's digital age, social media platforms have evolved into critical channels that extend far beyond mere social interaction (Zhang et al., 2023). Due to its ability to influence consumer purchasing behavior, social media has recently shown massive growth in communicating and promoting products and services (Huang and Benyoucef, 2015). One social media platform that has garnered immense popularity and attention is TikTok. TikTok has transformed into a thriving hub of content creators, influencers, and brands, presenting a unique blend of entertainment and commerce.

TikTok offers viewers material in the form of live and short video streams, with live streaming becoming a more popular option for online transactions. One reason for this phenomenon is because live streaming allows viewers to observe and acquire detailed and clear product information. This addresses the issue of users relying solely on static images on regular e-commerce websites (Xu et al., 2019). During live streams, users are entertained as well as exposed to product promotions and endorsements. As users spend more significant time on TikTok's live streaming to make online purchases, it has become increasingly crucial to understand how these live streaming experiences impact users' emotions and, subsequently, their commitment and purchase intentions. Therefore, this research seeks to answer how the emotional responses triggered by TikTok live streaming experiences impact users' commitment to the platform and their intention to make purchases.

The integration of live streaming into TikTok's social commerce ecosystem has blurred the lines between entertainment and online shopping (Xu et al., 2019). Users are not only captivated by entertaining content but also exposed to product promotions and endorsements during live streams. This convergence of content and commerce prompts us to explore how different facets of live streaming experiences, such as information, entertainment, homophily, and relationships, influence users' emotions. Understanding these emotional dimensions is crucial because emotions play a pivotal role in shaping individuals' attitudes and behaviors.

Furthermore, this study addresses the expanding need for research in the field of social commerce. With TikTok developing as a major competitor in the market, it is critical to explore the elements that influence user commitment and buy intents in this distinct social commerce landscape. By analyzing the emotional components of the TikTok live streaming experience, we hope to give useful insights for businesses, marketers, and platform operators looking to use TikTok's strength as a social commerce platform.

This research aims to rethink important concepts about users' behavioral intention, especially in the context of live streaming in a social commerce platform. Next, this study develops a conceptual model to study factors that impact users' emotion and how it impacts users' commitment to the platform and intention to purchase. We propose an integrated model that consists of four constructs of live streaming experience (entertainment, relationship, information, and homophily experience), three constructs of users' emotion (pleasure, arousal, and dominance), and two dependent variables, namely commitment and intention to purchase. Using questionnaire data, we employ structural equation modeling to test the research hypotheses.

The paper is organized as follow. In the following section, we review the relevant literature to support our hypotheses development. We then describe our methodology and present our results, ending with a discussion and conclusion of our findings, including our theoretical implication, practical implications, and research limitations.

2. LITERATURE REVIEW

In this section, we describe literature review related to Tiktok as a social commerce platform as well as the concept of live streaming in social commerce. Then, we present the conceptual model and proposed hypotheses.

2.1 TikTok as a Social Commerce Platform

Social commerce has become a disruptive force in the online shopping industry, seamlessly fusing e-commerce with the all-pervasive influence of social media platforms (Wang et al., 2022). It symbolizes a significant change in the way that consumers find, interact with, and buy goods and services. In this business model, social media sites like Facebook, Instagram, and TikTok function as online stores, letting companies display their products right in consumers' social feeds. In addition to viewing various options, users may engage with shoppable content, read reviews, and make purchases without ever leaving the platform. The blending of social and commercial activity makes it possible to have a more customized shopping experience, as algorithms analyze user data to suggest goods based on personal tastes (Huang and Benyoucef, 2015).

TikTok has rapidly emerged as a prominent social commerce platform in Indonesia (Ceci, 2023). With a user base that ranks among the largest globally, the app offers a unique blend of entertainment and e-commerce (Xu et al., 2019). Indonesian users engage with TikTok not only for its entertaining short videos but also as a dynamic shopping destination. The introduction of TikTok Shop has transformed the platform into a hub for e-commerce, allowing businesses to showcase their products seamlessly through engaging and interactive videos. Live streaming and short video streaming on TikTok have become popular avenues for sellers to connect with their audience in real-time, offering product demonstrations, answering questions, and facilitating immediate purchases, all within the TikTok ecosystem (Xu et al., 2019). This convergence of social media and e-commerce has not only empowered businesses to reach a broad audience but also provided users with an immersive shopping experience, redefining the landscape of social commerce, especially in Indonesia.

2.2 Live Streaming in Social Commerce

Live streaming in social commerce has emerged as a dynamic and influential phenomenon, bridging the gap between online shopping and real-time engagement (Wang et al., 2022). In this innovative approach, sellers or influencers broadcast live video streams, showcasing products, sharing information, and interacting directly with viewers in a virtual marketplace. This form of interactive content has gained immense popularity due to its ability to create a sense of immediacy, authenticity, and community among consumers. Viewers can ask questions, seek product demonstrations, and receive real-time feedback, mimicking the in-store shopping experience in a digital realm (Xu et al., 2022). Live streaming, thus, transforms passive online shopping into an engaging and interactive social event.

One of the key advantages of live streaming in social commerce is its potential to boost sales and conversion rates (Xu et al., 2019). The combination of visual product displays, personalized recommendations, and live interactions creates a persuasive environment that encourages viewers to make purchase decisions in real-time. Sellers can leverage the power of storytelling and influencer marketing to build trust and credibility, while viewers can ask questions and seek advice from peers and influencers. This collaborative and immersive approach to shopping has proven highly effective, making live streaming an integral part of many social commerce strategies (Wongkitrungrueng and Assarut, 2020). As technology continues to advance, live streaming in social commerce is likely to become even more sophisticated and influential, shaping the future of e-commerce and consumer behavior.

2.3 Emotional Dimensions

The emotional dimension, encompassing pleasure, arousal, and dominance, plays a fundamental role in shaping our subjective experiences and reactions to various stimuli (Huang, 2017). Pleasure refers to the degree of enjoyment or satisfaction derived from an experience, activity, or interaction. It encompasses feelings of happiness, contentment, and fulfillment, contributing significantly to our overall sense of well-being and quality of life. Pleasure in the e-commerce context refers to the satisfaction and enjoyment derived from the online shopping experience. Whether it's discovering exciting new products, receiving personalized recommendations, or enjoying seamless navigation through a user-friendly website, pleasure enhances consumer engagement and fosters loyalty to e-commerce platforms.

Arousal, on the other hand, represents the level of physiological and psychological activation or stimulation experienced in response to a stimulus. It ranges from a state of calmness and relaxation to heightened excitement or agitation. Arousal influences our level of alertness, focus, and readiness to respond to the environment, playing a crucial role in regulating our emotional responses and behaviors. Whether it's the adrenaline rush of a thrilling adventure or the soothing tranquility of a peaceful moment, arousal shapes our perception of the world around us and influences how we engage with it. Arousal in e-commerce encompasses the level of excitement and stimulation elicited by various online interactions (Huang et al., 2017). It ranges from the anticipation of finding a coveted item during a flash sale to the thrill of receiving instant confirmation of a purchase. Arousal heightens consumers' emotional investment in the shopping process, motivating them to explore product offerings, engage with promotional content, and make impulsive buying decisions.

Finally, dominance refers to the sense of control, power, or influence we perceive in a given situation (Yang et al., 2020). It encompasses feelings of assertiveness, confidence, and authority, influencing our social interactions, decision-making processes, and overall sense of self-worth. Whether it's taking charge of a challenging project at work, asserting boundaries in personal relationships, or overcoming obstacles with resilience and determination, dominance reflects our ability to navigate the complexities of life and assert our agency in shaping our destinies. Additionally, dominance in e-commerce reflects consumers' perceived sense of control and influence over their online shopping journeys. It encompasses feelings of empowerment when customizing product configurations, negotiating prices, or exerting preferences through user-generated reviews and ratings. By catering to consumers' emotional needs for pleasure, arousal, and dominance, e-commerce platforms can enhance user satisfaction, optimize conversion rates, and cultivate enduring relationships with their target audiences.

2.4 The Conceptual Model and Proposed Hypotheses

This study proposes an investigation on how the live-streaming experience perceived by viewers may influence their emotions, such as pleasure, arousal, and dominance. To get a more detailed assessment, we observed the live streaming experience using four constructs, namely information experience, entertainment experience, homophily experience, and relationship experience, that are adopted from (Purwandari et al., 2022). Then, we seek to investigate the influence of the emotional dimension on commitment and how commitment affects users' purchase intention. The proposed research model is presented in Figure 1.

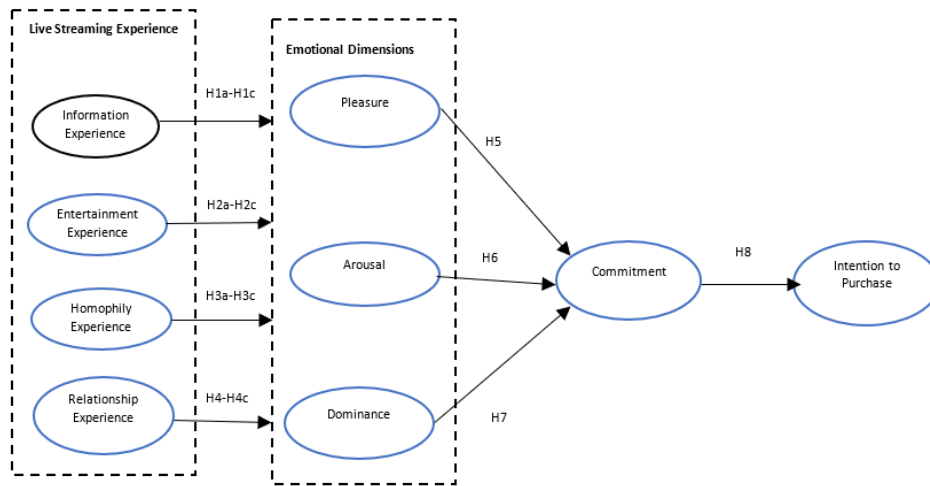


Figure 1. Research model

Information experience involves users processing and utilizing information presented during live streams (Archer-Brown et al., 2013). Streamers frequently contribute unique insights about products, services, or issues, resulting in an educational and interesting environment during live streaming. Viewers can ask questions in real time, promoting the flow of knowledge. This information experience empowers users to make informed decisions, explore new ideas, and gain deeper insights into the presented content. Thus, as users perceive the provided information as valuable, they are more likely to derive pleasure from live streams.

Additionally, when consumers feel well-informed during their shopping journey, they are more likely to experience heightened arousal (Purwandari et al., 2022). An engaging information experience is expected to stimulate interest, curiosity, and a sense of excitement, thereby contributing to a more emotionally charged purchase intention. A joyous information experience can also lead to an increased sense of dominance in users (Inan et al., 2022). When consumers believe they are well-informed and capable of making informed decisions based on the information offered, they feel more in control and have more influence over their purchasing decisions. Therefore, we propose the following hypotheses:

H1a-c. Information experience affects pleasure, arousal, and dominance significantly.

The entertainment experience is a hallmark of TikTok live streaming. It revolves around

enjoyable content that keeps viewers engaged and entertained. Viewers are drawn to live streams that offer not only valuable information but also an element of entertainment, and this, in turn, can positively increase pleasure. Additionally, when TikTok users are exposed to stimulating and exciting content, it triggers a sense of arousal and excitement, which can positively influence their intention to engage with the products or services showcased in the content. Moreover, live streams with great entertainment experiences often offer interaction between streamers and viewers. As TikTok users perceive themselves as active participants in the content and decision-making process, they may also feel dominant and influential, positively affecting their intention to make a purchase on the platform. Based on this, we propose these following hypotheses:

H2a-c. Entertainment experience affects pleasure, arousal, and dominance significantly.

Homophily refers to the similarity among a group of individuals where they tend to connect or associate themselves with others who are similar to them rather than dissimilar (Lakhan et al., 2021). In our study, homophily experience becomes one of the aspects of the live streaming experience. TikTok's live streaming platform, as a type of social commerce, promotes a homophily experience in which users connect with others who share their interests and values. This experience is powered by the platform's capacity to present consumers with content that matches their tastes. When users participate in live streaming pertaining to their hobbies, they feel a sense of belonging with both the streamer and other viewers who share their enthusiasm.

When users engage in live streaming experiences with individuals who share similar interests and values, they are more likely to derive pleasure from the content and interactions (Lu et al., 2018). The excitement and engagement derived from interactions with like-minded individuals can also trigger emotional responses and increase arousal during the live-streaming experience. Additionally, when users feel a sense of connection and similarity with others, they may perceive a higher degree of control and influence over their interactions and decisions, leading to a greater sense of dominance during the live stream (Purwandari et al., 2022). Therefore, the following hypotheses are proposed:

H3a-c. Homophily experience affects pleasure, arousal, and dominance significantly.

Relationship experience during live streaming on TikTok refers to the quality of interpersonal connections and interactions that viewers and participants establish with content creators (streamers) and other viewers within the TikTok live streaming environment. This experience entails the formation of social bonds, rapport, and emotional connections via live stream. Building relationships with content creators and other viewers frequently entails emotional ties. When viewers feel a sense of camaraderie, friendship, or belonging, it generates positive emotions, contributing to pleasure. Additionally, the emotional bonds formed during live streaming can make viewers feel more engaged and excited, leading to heightened arousal and pleasure. Thus, these following hypotheses are proposed:

H4a-c. Relationship experience affects pleasure, arousal, and dominance significantly.

According to Ryu et al. (2020), users who derive pleasure from their interactions and experiences on a social commerce platform are more likely to develop a strong commitment to that platform. Pleasure is associated with positive emotions and satisfaction, which can foster a sense of attachment and loyalty to the platform. Additionally, users who feel a sense of control and influence (dominance) over their interactions in social commerce and experience heightened levels of arousal, such as excitement and engagement, are more likely to develop a strong commitment to the social commerce platform. Arousal signifies active and dynamic interactions and highly aroused users are expected to feel more committed (Purwandari et al., 2022). Accordingly, we proposed the following hypotheses:

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H5. Pleasure has a significant effect on commitment.

H6. Arousal has a significant effect on commitment.

H7. Dominance has a significant effect on commitment.

According to Khodabandeh and Lindh, users who demonstrate a higher level of commitment to a live-streaming platform are more likely to exhibit a stronger intention to make purchases (Khodabandeh and Lindh, 2021). Commitment may manifest as a sense of loyalty, engagement, and attachment to the platform, streamers, or the community. Users who are devoted may see the platform as a vital source of material and knowledge, which can impact their purchasing decision. They are more likely to believe suggestions from streamers and the community, resulting in a larger possibility of purchasing during or after a live stream (Wongkitrungrueng and Assarut, 2020). Thus, the following hypotheses can be formulated:

H8. Commitment affects the intention to purchase.

3. METHODOLOGY

The research employed a web-based online survey method for data collection. The primary target group for this research consisted of individuals who owned a TikTok social media account and had engaged in live streaming on TikTok. The survey distribution spanned various social media platforms, including LINE, WhatsApp, Instagram, Twitter, and TikTok, with the objective of reaching a diverse pool of respondents. A total of 227 respondents successfully completed the questionnaire, providing valuable primary data for analysis. The profiles of respondents are listed in Table 1.

Table 1. Demography of respondents

Variable	Items	Frequency	Percentage
Sex	Male	100	44.1%
	Female	127	55.9%
Age (years old)	< 17	15	6.4%
	17 - 25	144	63.4%
	26 - 35	55	24.2%
	>35	13	5.7%
How many times have you made purchases while following live streaming on the TikTok application?	Never	27	11.9%
	1-3 times	109	48%
	4-5 times	54	23.8%
	6-10 times	29	12.8%
	>10 times	8	3.5%

In this empirical study, we analyzed how live streaming experience may affect user's emotions such as pleasure, arousal, and dominance. Live streaming experiences are represented by information experience, entertainment experience, homophily experience, and relationship experience. The items of each construct were adopted from prior studies such as information experience from (Archer-Brown et al., 2013) and (Xu et al., 2020), entertainment experience from (Dholakia et al., 2004) and (Liu et al., 2022), homophily experience from (McPherson et al., 2001), and relationship experience from (Wang et al., 2019). Meanwhile, emotional dimensions are represented by three constructs: pleasure that were adopted from (Huang et al., 2017), arousal, and dominance which was adopted from (Kourouthanassis et al., 2015). Lastly, we used measurement of commitment from (Goutam and Gopalakrishna, 2018) and intention to purchase from (Zheng et al., 2022) and (Huang et al., 2020).

We designed a two-part questionnaire survey to assess our theoretical model. To ensure the meaning remained consistent, we followed Brislin's (Brislin, 2014) procedure by translating and back-translating all measures from English to Bahasa Indonesia. The questionnaire comprised 28 measurements that defined nine constructs. Each item corresponding to a construct was evaluated using a five-point Likert scale, with response options ranging from "strongly disagree" (1) to "strongly agree" (5).

4. RESEARCH RESULTS

The research employed a web-based online survey method for data collection. The primary target group for this research consisted of individuals who owned a TikTok social media account and had engaged in live streaming on TikTok. The survey distribution spanned various social media platforms, including LINE, WhatsApp, Instagram, Twitter, and TikTok, with the objective of reaching a diverse pool of respondents. A total of 235 respondents successfully completed the questionnaire, providing valuable primary data for analysis.

After ensuring the reliability and validity of the measurement model (see Table 2), we then evaluated the significance of paths ($p \leq 0.05$) and conducted a hypothesis test. The hypothesis testing was carried out using the two-tailed method and a significance level of 0.05. For each hypothesis, if the T statistics value obtained is greater than 1.96, then the hypothesis will be accepted, and vice versa (Hair et al., 2011). Table 3 exhibits the results of the structural testing of the proposed model. Among 16 initial hypotheses, 4 of them are rejected, while the rest are accepted.

Table 2. The results of reliability and validity testing for the constructs

Factors	Items	Loading Factor	AVE	CR	Factors	Items	Loading Factor	AVE	CR	
Relationship Experience	RE1	0.904	0.774	0.932	Pleasure	P1	0.893	0.801	0.924	
	RE2	0.874				P2	0.898			
	RE3	0.865				P3	0.894			
	RE4	0.874				Arousal	A1			0.898
Information Experience	IE1	0.846	0.739	0.895	Arousal	A2	0.904	0.805	0.925	
	IE2	0.868				A3	0.890			
	IE3	0.866				Dominance	D1			0.767
Homophily Experience	HE1	0.817	0.688	0.869	Dominance	D2	0.829	0.662	0.854	
	HE2	0.847				D3	0.843			
	HE3	0.824				Commitment	C1			0.890
Entertainment Experience	EE1	0.848	0.791	0.919	Commitment	C2	0.885	0.789	0.918	
	EE2	0.913				C3	0.891			
	EE3	0.906				Intention to Purchase	ITP1			0.890
						ITP2	0.904			
					ITP3	0.838				

Furthermore, to evaluate the portion of variability in the dependent variable that can be explained by the independent variable, we followed the recommendations from (Hair et al., 2011) by observing the R-squared for each dependent variable. The R^2 values for arousal, commitment, dominance, pleasure, and intention to purchase are 0.782, 0.797, 0.712, 0.768, and 0.348, respectively. According to Moore, dependent variables achieving an R^2 value exceeding 0.50 are considered favorable, indicating a robust coefficient of determination (Hair et al., 2011). This implies that the existing models possess the capability to forecast the dependent variable, although it is possible to improve the prediction by adding other variables.

5. DISCUSSION AND IMPLICATIONS

Information experience during live streaming on TikTok refers to the way users process, comprehend, and interact with the information presented in real time during a live stream session. It encompasses how viewers engage with the content shared by the streamer. Our results show that information experience only influences dominance but not pleasure and arousal. Although this finding is not aligned with prior studies (Purwandari et al., 2022), one may argue that TikTok users often engage with the platform for entertainment and social interaction. When users join a live stream, they may have specific expectations of being entertained or emotionally engaged rather than seeking purely informational content. If the live stream is perceived as more informational, viewers may not experience the expected pleasure or arousal. Meanwhile, informative content in live streams may improve users' knowledge, which may make them feel more capable of making informed choices, which can lead to a heightened sense of dominance.

Additionally, our finding shows that homophily experience affects dominance and arousal but not pleasure. Homophily experience is defined as the similarity among a group of individuals where they tend to connect or associate themselves with others who are similar to them (Lawrence and Shah, 2020). In our study, it refers to the phenomenon where viewers who join a live stream on TikTok share common interests, values, or demography with the content creator (streamer) and other viewers. Homophily experience can provide viewers with validation and positive feedback from their peers who share their interests. This validation can enhance feelings of dominance as viewers receive recognition and affirmation for their contributions and opinions. This is aligned with prior study of (Purwandari et al., 2022). Moreover, sharing interests with others and participating in discussions about those interests can be emotionally engaging, which may heighten arousal as viewers become more emotionally invested in the content and conversations. On the other hand, while homophily experience may contribute to a sense of community and belonging, it might not be the dominant factor in determining overall pleasure. Viewers may derive pleasure from various aspects of the live stream, such as content quality, streamer charisma, and entertainment value.

Table 3. Hypothesis testing result

Hypothesis	Path	T-Statistics	p	Results
H1a	Information Experience → Pleasure	1.254	0.210	Rejected
H1b	Information Experience → Arousal	0.745	0.456	Rejected
H1c	Information Experience → Dominance	4.339	0.000	Accepted
H2a	Entertainment Experience → Pleasure	7.244	0.000	Accepted
H2b	Entertainment Experience → Arousal	7.059	0.000	Accepted
H2c	Entertainment Experience → Dominance	2.743	0.006	Accepted
H3a	Homophily Experience → Pleasure	1.563	0.118	Rejected
H3b	Homophily Experience → Arousal	3.123	0.002	Accepted
H3c	Homophily Experience → Dominance	4.991	0.000	Accepted
H4a	Relationship Experience → Pleasure	4.603	0.000	Accepted
H4b	Relationship Experience → Arousal	3.965	0.000	Accepted
H4c	Relationship Experience → Dominance	0.442	0.659	Rejected
H5	Pleasure → Commitment	5.982	0.000	Accepted
H6	Arousal → Commitment	5.210	0.000	Accepted
H7	Dominance → Commitment	3.957	0.000	Accepted
H8	Commitment → Intention to Purchase	12.721	0.000	Accepted

Our study also indicates that relationship experience on TikTok is affecting pleasure and arousal, but not dominance. Relationship experience refers to the quality of interpersonal connections and interactions that viewers and participants establish with streamers and other viewers within the TikTok live-streaming environment. This experience encompasses the development of social bonds and emotional connections during the livestream that tend to foster a sense of community and belonging. Still, they may not inherently convey a sense of dominance. Moreover, building relationships with streamer creators and fellow viewers often involves emotional connections. When viewers feel a sense of friendship or belonging, it generates positive emotions, contributing to pleasure. This is aligned with (Purwandari et al., 2022). Also, the emotional bonds formed during live streaming can make viewers feel more engaged and excited, leading to increased arousal.

In terms of entertainment experience during live streaming on TikTok, our study shows that it affects pleasure, arousal, and dominance. When viewers find the content entertaining, they experience a sense of enjoyment and pleasure (Purwandari et al., 2022), (Song et al., 2019). Entertaining content can be dynamic, stimulating, and emotionally engaging. Viewers become emotionally invested in the content, leading to heightened arousal levels. Entertainment experiences often require active participation, such as reacting to funny moments, guessing outcomes, or responding to challenges. This active engagement can create a sense of control and influence (dominance) over the experience, as viewers actively contribute to the entertainment.

Furthermore, pleasure, arousal, and dominance can affect commitment in live streaming on TikTok due to their roles in shaping the overall user experience and influencing user attitudes and behaviors. Users who associate positive emotions (pleasure) with TikTok's live streaming content, feel engaged and excited (arousal) and perceive themselves as active participants with influence (dominance) are more likely to develop a strong commitment to the platform. This is aligned with findings from prior study (Wang et al., 2019). These emotional dimensions create a sense of attachment, satisfaction, and loyalty, ultimately influencing users' willingness to continue using TikTok for live streaming and related activities. Lastly, this study found that commitment to use TikTok will result in higher purchase intention. This result is in accordance with the results of research conducted by (Khodabandeh and Lindh, 2021).

This research contributes both in terms of practical and theoretical aspects. From a practical standpoint, this research provides insight for TikTok, a social commerce platform, to develop live-streaming features that may enhance user emotions such as pleasure, arousal, and dominance, potentially increasing users' commitment to the platform and their intention to purchase products through TikTok. Then, from a theoretical standpoint, this study gives insight into the aspects that influence users' emotions, commitment, and desire to purchase by applying experience theory to live streaming on TikTok. Previous research did not reveal this particular characteristic.

6. CONCLUSIONS

The purpose of this study was to look at the aspects that influence users' emotions when live streaming on TikTok, as well as their impact on buy intention. Data collection was executed through an online survey involving a total of 227 participants. Our study found that pleasure was influenced by entertainment experience and relationship experience but not influenced by

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information experience and homophily experience. Meanwhile, arousal is influenced by entertainment experience, homophily experience, and relationship experience, but is not influenced by information experience. Furthermore, dominance is influenced by information experience, entertainment experience, and homophily experience, but is not influenced by relationship experience. Lastly, we found that users' emotions, such as pleasure, arousal, and dominance, influence users' commitment along with their purchase intention.

Our study has several limitations that provide suggestions for future studies. First, we did not include actual usage behavior in the proposed model. Nonetheless, there is significant empirical research that addresses the cause-and-effect relationship between behavioral intention and usage behavior (Venkatesh et al., 2012). Second, the demography of respondents was unbalanced as more than 60% of the respondents were students in the 17-25 age range category. Thus, the results of this study may not have represented TikTok users in general. As a result, it is recommended that future research be conducted with a more diverse demography of respondents in order to ensure that the research findings are representative. Furthermore, future research may look into if there are changes in emotional perception and use of live streaming on TikTok social media among different groups.

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