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From impulse to loyalty: examining drivers of continuous purchase intention on the Tiktok live shopping platform

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Abstract

TikTok live shopping, leveraging SOR Theory, enhances consumer impulsive buying and purchase intention through real-time influencer interactions. However, its potential remains underexplored in Indonesia, presenting a critical opportunity for brands to boost visibility and sales. This study introduces a novel exploration of the TikTok live shopping trend in Indonesia by employing Partial Least Square-Structural Equation Model (PLS-SEM) and Importance Performance Mapping Analysis (IPMA). This approach provides a unique perspective on consumer behaviour and engagement, offering valuable insights into the dynamics of this rapidly growing digital marketplace. This study uses a quantitative method by distributing questionnaires to 175 respondents who have made transactions through TikTok live shopping. This study found that enjoyment and social presence significantly influence online impulse buying in TikTok Live shopping, while attractiveness does not. Additionally, online impulse buying positively affects continuous purchase intention. This study reveals that while attractiveness is not a strong predictor of online impulsive buying. Enjoyment and social presence are crucial for enhancing consumer engagement. IPMA highlights the need for marketers to focus on these elements to drive impulse buying and sales. Brands should create engaging content and leverage promotions to maximise consumer interaction.

Keywords:
consumer loyalty; continuous purchase intention; live shopping; Importance Performance Mapping Analysis (IPMA); impulsive buying.

JEL Code: M31; L81

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To cite this document:
Auliarahman, L. (2025). From impulse to loyalty: examining drivers of continuous purchase intention on the Tiktok live shopping platform. *BISMA (Bisnis dan Manajemen), 17*(2), 169–191. https://doi.org/10.26740/bisma/v17n2.p169-191

Introduction

It is essential to recognise that marketing methods and strategies are continually evolving alongside technological advancements and the progression of time. A key method that has rapidly developed in recent years is digital marketing, which has become a central focus of many marketing studies (Dimitrios et al., 2023). Digital marketing involves a range of practices using digital communication channels, such as websites, search engine marketing, digital advertising, social media, email, and mobile platforms, to acquire, maintain, and build relationships with customers (Setkute & Dibb, 2022).

The complication arises with the advent of internet technology and the rise of digital marketing practices, which have profoundly influenced consumer lifestyles and the ways marketers engage with their audiences. This shift has made the virtual world an integral part of daily life, presenting new challenges and opportunities for businesses. As a result, adopting digital marketing practices has become a crucial imperative for companies, especially micro, small, and medium enterprises (MSMEs), to remain competitive and relevant in the current market landscape (Faruk et al., 2021).

Organisations must utilise digital marketing strategies with engaging and pertinent content, such as high-quality images, videos, and blog posts, to effectively promote their products and services and influence potential consumers. In response, the course of action involves implementing digital marketing strategies, particularly by leveraging social media, to enhance marketing efforts (Armutcu et al., 2023).

The contribution of this research is significant, as it underscores the importance of digital marketing as a vital source of competitive advantage in buying and selling activities (Hagen et al., 2022). Given the rapid developments over the past decade, the urgency for further research in this area is clear, as businesses strive to adapt to an ever-evolving digital landscape. This framework can assist the academic publishing process by highlighting the real-world implications of digital marketing strategies.

There are various kinds of social media used by internet users. The spread of social media platforms around the world has allowed for the free transfer of feelings and thoughts. Therefore, social media has given rise to various innovations and changes in marketing science (Keke, 2022). However, it is necessary to realise that not all social media is effective to be used as a means of digital marketing. Currently, the most widely used social media are Instagram, Facebook, Twitter (X), and TikTok. In recent years, social media and networking sites such as Instagram, YouTube, X, and Tiktok, have become a daily practice for most users (Armutcu et al., 2023). One of the well-known social media with the huge number of users is TikTok, which is a micro-video sharing platform that allows users to create short videos, lasting a few seconds to a few minutes, and then share them with the wider TikTok community. TikTok is a mobile application created in 2016 that in a few years reached more than 800 million users, at least 20% of whom are teenagers, with more than 1 billion downloads (Logrieco et al., 2021; Zhu et al., 2020).

One of the interesting aspects of TikTok is its online shopping feature through live streaming, which attracts many internet users to make purchases. Online live shopping combines promotional marketing and merchandising, offering consumers a comprehensive and efficient way to access product information. It allows internet users to interact with sellers in real-time, transcending space and time limitations,

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and creating a dynamic and engaging shopping experience (Zhang et al., 2023). However, despite its potential, there is limited research on the long-term effectiveness and challenges of integrating live shopping into broader marketing strategies. This gap highlights the need for further investigation into how brands can optimise this feature.

The integration of TikTok Live Shopping has become increasingly pivotal for brands aiming to enhance consumer engagement and drive sales. This emerging trend can be effectively examined through the lens of the Stimulus-Organism-Response (S-O-R) model, which posits that external stimuli (S), such as visual appeal, interactive features, and social cues, affect consumers' internal cognitive and emotional states (O), ultimately shaping their behavioural responses (R). In the context of TikTok Live Shopping, features like influencer attractiveness, viewer enjoyment, and a heightened sense of social presence serve as critical stimuli that foster impulsive buying behaviour. This spontaneous consumer response may, in turn, lead to sustained purchasing patterns, manifesting as continuous purchase intention. Recent studies have highlighted that the immersive, entertaining, and socially engaging nature of TikTok significantly influences consumer decision-making processes and purchasing outcomes (Jeyhan & Pangaribuan, 2024; Lawrence & Meivitawanli, 2023).

Live shopping streaming presents products in real-time, engenders a sense of urgency and exhilaration, thereby enhancing consumer interest and engagement (Zhang et al., 2023; Zhang & Liu, 2024). Furthermore, the significance of parasocial relationships—where consumers perceive a personal bond with influencers—enhances the efficacy of TikTok live shopping. Such relationships cultivate trust and credibility, essential for impacting purchasing decisions (Ao et al., 2023; Lawrence & Meivitawanli, 2023). Consumers view influencers as relatable and authentic, which intensifies their emotional responses and enhances the probability of purchase (Foster, 2022; Jeyhan & Pangaribuan, 2024).

Conversely, neglecting to utilise TikTok live shopping may result in considerable drawbacks for brands. In a swiftly changing digital marketplace, overlooking this trend may lead to lost opportunities for engagement and sales. The lack of live shopping activities can reduce a brand's visibility and relevance, as consumers increasingly desire interactive and immersive shopping experiences (Ao et al., 2023; Zhang et al., 2023). This absence of engagement may result in reduced brand loyalty and a decline in consumer interest over time. Thus, this study calls for a strategic approach to integrating live shopping into marketing efforts to mitigate these risks.

This study aims to examine how attractiveness, enjoyment, and social presence influence online impulsive buying on TikTok Live, and how such impulsive behaviour may further lead to continuous purchase intention. This study also aims to identify the most critical drivers that not only influence behavior but also guide strategic priorities for continues purchase intention. This study contributes to the growing body of literature on live social commerce and offer practical insights for marketers and influencers seeking to optimise consumer engagement and retention through live content.

Literature review
The SOR model

The Stimuli-Organism-Response (SOR) model explores how environmental stimuli affect consumer thoughts and actions. This framework is now widely used in areas like social media and e-commerce to understand consumer behaviour during online shopping, especially on platforms like TikTok and through live streaming. As live streaming shopping becomes more popular, the SOR framework helps us understand how interactive content and influencer marketing boost user engagement. TikTok, in particular, has revolutionised online shopping by merging real-time interaction with entertainment to capture consumer intention. Previous research shows the SOR model effectively predicts purchase intentions, more studies are needed to explore how perceived value, built through trust and emotional connections, encourages ongoing customer interaction in live shopping (Wang & Oh, 2023; Wu & Huang, 2023).

Live shopping, an emerging trend in e-commerce, entails real-time engagement between vendors and consumers via online platforms. The SOR hypotheses offer a framework for comprehending customer behaviour in reaction to stimuli inside the retail environment (Vieira, 2013). Recent studies have explored several factors affecting customer behaviour in retail environments. Research has examined the influence of in-store live streaming on consumers' intentions to make offline purchases (Zhang et al., 2023). This study elucidates the impact of live interactions during shopping experiences on customers' decision-making processes. Furthermore, the application of augmented reality elements in e-commerce has been examined for its invigorating effect on customer involvement. Technological improvements significantly impact the online buying experience and affect customer behaviour (Xu et al., 2024).

Live shopping

Currently, several e-commerce platforms provide live streaming services to enhance the customer purchasing experience, resulting in the rise of a novel social commerce phenomenon known as live streaming shopping (Li et al., 2021). Live-streaming has emerged as a contemporary trend aimed at enhancing online sales. In contrast to traditional e-commerce, live streaming commerce offers significant advantages, enabling consumers to make better informed selections (Gao et al., 2021), and enable virtual face-to-face interactions through live broadcasts between hosts and prospective clients (Xue et al., 2020). Live streaming shopping has attained remarkable success as a prevalent shopping method today (Li et al., 2023).

Online impulsive buying

The phenomena of online impulsive buying, especially in the context of TikTok live streaming, has attracted much interest due to its distinctive combination of social engagement and immediate buying options. TikTok, characterised by a substantial demographic of young adults and teenagers, provides an optimal environment for impulsive buying behaviours, particularly during live streaming events where products are presented instantaneously (Tee et al., 2023). The SOR model is essential for comprehending this behaviour; it asserts that stimuli, including visual attractiveness and social presence, can profoundly affect

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customers' emotional reactions and ensuing purchasing choices (Lee & Chen, 2021; Tee et al., 2023).

Previous research demonstrates that social presence—characterised as the sensation of being in the company of others during a live stream—significantly enhances consumer trust and engagement, hence promoting impulsive buying behaviour (Lee et al., 2021; Ming et al., 2021). The interactive characteristics of TikTok live streams enable viewers to engage with hosts, pose enquiries, and obtain prompt responses, fostering a communal atmosphere that can enhance impulsive purchasing tendencies (Gao et al., 2022; Ming et al., 2021). Moreover, the perceived scarcity of things is frequently emphasised during live transmissions, can trigger a fear of missing out (FOMO), increasing impulsive buying behaviours (Zhang & Shi, 2022).

Furthermore, the emotional dimensions of TikTok viewing experiences, including happiness and excitement, are substantial predictors of impulsive purchasing behaviour. Consumers frequently express feelings of inspiration and motivation to make purchases following their interaction with engaging content (Gao et al., 2022). This emotional involvement is essential, as it might diminish the cognitive processing usually linked to purchasing decisions, facilitating more impulsive buying behaviour (Karim et al., 2021; Tee et al., 2023). TikTok live streaming is a contemporary platform for impulsive purchasing, where social connections, emotional involvement, and clever marketing techniques coalesce to foster an atmosphere favourable to spontaneous acquisitions. Comprehending these factors is crucial for marketers seeking to utilise TikTok's platform efficiently. Studies demonstrate that the interactive and captivating characteristics of TikTok livestreams amplify consumers' impulsive purchasing tendencies, influenced by elements such as social presence and emotional involvement (Ming et al., 2021; Wang et al., 2022; Zhang & Shi, 2022). The immediacy of livestream purchasing fosters a distinctive atmosphere in which consumers are more inclined to engage in impulsive purchases, swayed by the perceived genuineness and relatability of the livestreamers (Tee et al., 2023; Wang et al., 2022).

Additionally, the impulsive purchasing behaviours fostered during these livestreams may lead to a heightened enduring intention to purchase, as consumers develop trust in the platform and its offerings (Wang et al., 2022). The pattern of impulsive buying followed by subsequent purchases highlights the necessity of comprehending customer behaviour in the changing realm of social commerce (Lee & Chen, 2021; Yi et al., 2023). The relationship between impulsive buying and ongoing purchase intention is essential for the sustained development of TikTok's e-commerce ecosystem.

Attractiveness

Attractiveness in live shopping is a complex term comprising multiple aspects that affect consumer behaviour. Influencers, especially on platforms such as TikTok, significantly influence consumer impressions and purchasing inclinations (Jeyhan & Pangaribuan, 2024). These influencers are regarded as taste leaders capable of efficiently promoting products and stimulating interaction among their following (Lawrence & Meivitawanli, 2023). Influencers, particularly in the fashion sector, serve as mediators through their online presence, exhibiting products and augmenting their allure to consumers (Foster, 2022). The dynamics of live

streaming and social media interactions are shaped by theories such as Social Exchange Theory, Signal Theory, and Flow Theory, which elucidate consumer motives, including purchasing behaviour and interactions during live streams (Zhang & Liu, 2024).

Utilising virtual brand communities and brand endorsers can effectively facilitate brand recovery and strengthen consumer brand recognition (Nikhashemi et al., 2023). The legitimacy and attributes of social media influencers are essential in shaping customer engagement and buying intentions (Ao et al., 2023). Moreover, attractiveness, encompassing both physical appearance and perceived appeal, is crucial in consumer decision-making. Research indicates that perceived attractiveness can substantially affect mate selection and may also shape consumer preferences in live retail contexts (Hoffmann et al., 2024).

Moreover, Psychological factors significantly contribute to the allure of influencers among teens. Adolescents are attracted to influencers for multiple reasons that enhance their appeal, underscoring the significance of comprehending the psychological dimensions of influencer attraction (Sedmak & Svetina, 2023). The allure of live shopping is a multifaceted interaction of influencer dynamics, customer motives, brand strategies, and psychological factors that collectively impact consumer behaviour and purchasing decisions in the digital era.

The correlation between beauty and online impulsive buying behaviour, especially within the framework of TikTok livestreaming, is substantial. Studies demonstrate that the perceived allure of influencers can augment customer involvement and result in heightened impulsive buying behaviour. Attractive influencers frequently cultivate more robust parasocial interactions with viewers, so augmenting credibility and trust, which eventually influences purchase intentions (Lawrence & Meivitawanli, 2023).

The social presence established during livestreams, enhanced by the host's appeal, has been demonstrated to positively affect impulsive buying behaviour by cultivating a sense of connection and urgency among viewers (Gao et al., 2022; Ming et al., 2021). This phenomenon is further corroborated by evidence indicating that consumers are predisposed to imitate appealing individuals, perhaps resulting in impulsive buying choices (Jeyhan & Pangaribuan, 2024; Lee & Chen, 2021). Consequently, appeal is a pivotal element influencing consumer behaviour in TikTok livestream commerce. Therefore, there is a hypothesis that can be proposed.
H1: Attractiveness positively affects online impulsive buying.

Enjoyment

TikTok live streaming has become a prominent medium for online commerce, with fun being essential to user engagement and consumer behaviour. The immersive quality of TikTok live streams creates a distinctive atmosphere that amplifies user satisfaction, crucial for stimulating sales. Studies demonstrate that immersive experiences, marked by elevated presence and involvement, substantially enhance user happiness and enjoyment (tom Dieck et al., 2023). This is especially pertinent in the context of TikTok, where the interactive format enables users to engage with content creators in real-time, fostering a sense of community and connection that enriches the overall experience (Griffiths, 2023).

Furthermore, the generation of content during live streams, such as commenting, sharing, or producing response videos, has been demonstrated to

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enhance feelings of immersion and enjoyment (Tonietto & Barasch, 2021). This aligns with findings that suggest active participation in an experience accelerates time perception and enhances enjoyment, making the shopping experience more immersive and less transactional. The gamification elements in TikTok live streams, such as challenges and rewards, augment user engagement and satisfaction, potentially leading to increased brand loyalty and consumer retention (Tsou & Putra, 2023). The social dimension of TikTok live streaming is also significant. The platform functions as a virtual environment enabling users to connect and exchange experiences, thereby satisfying a basic human necessity for connection (Griffiths, 2023). This social interaction not only amplifies enjoyment but also motivates users to revisit the platform, consequently elevating the probability of repeat purchases during live streams.

The correlation between enjoyment and impulsive online purchasing, especially within the realm of TikTok livestreaming, is becoming increasingly important. The enjoyment obtained from captivating content and social interactions during livestreams can elevate consumers' emotional conditions, resulting in impulsive buying behaviours. Previous research demonstrates that social presence, defined by the interactions between viewers and streamers, enhances consumer trust and flow state, consequently prompting impulsive buying (Lee & Chen, 2021; Ming et al., 2021).

The immersive quality of livestreaming enhances enjoyment, thereby expediting decision-making and diminishing the perceived duration of the purchasing process (Gao et al., 2022; Tonietto & Barasch, 2021). This interaction indicates that a more enjoyable and engaging livestream experience increases the likelihood of impulsive buying, as enjoyment serves as a catalyst in the impulsive buying process. The enjoyment of TikTok live streaming is complex, influenced by immersive experiences, active user engagement, and social connectivity. These components collectively augment user satisfaction and engagement, rendering TikTok a formidable instrument for online sales (Olsen et al., 2022). Therefore, there is a hypothesis that can be proposed.

H2:   Enjoyment positively affects online impulsive buying.

Social presence

Live shopping has experienced considerable growth in recent years, with social presence significantly impacting consumer behaviour during these interactive sessions. Gao et al. (2022) emphasis the beneficial influence of social presence, co-presence, and physical presence on impulse buying intention, with customer inspiration serving as a mediating factor. This highlights the significance of fostering a sense of connection and immediacy for consumers participating in live shopping experiences. Moreover, Chen et al. (2022) examine consumers' buying intentions and gift-giving behaviours in live streaming commerce, highlighting the significance of engagement and the uses and gratifications framework. The research delineates diverse motivations for users participating in social media live streaming and examines the impact of viewer engagement on purchase intentions and gift-giving, elucidating the complex dynamics of consumer interactions in live shopping contexts.

Furthermore, Yang et al. (2022) examined the influence of technological attributes on consumer loyalty intentions regarding recommendation vlogs,

highlighting the significance of social presence and immersion. The congruence between vlogger and product is emphasised as a crucial factor influencing the relationship between social presence and immersion, underscoring the necessity of aligning content with consumer preferences to improve engagement and loyalty. In addition, Liu et al. (2022) highlight the beneficial impacts of animated pedagogical agent-facilitated meditation on spirituality, mindfulness, subjective well-being, and social presence. This indicates that integrating mindfulness practices into live shopping experiences may enhance consumers' mental well-being and social connectivity during these interactions. Therefore, there is a hypothesis that can be proposed.

H3:   Social presence positively affects online impulsive buying.

Figure 1.
Research framework
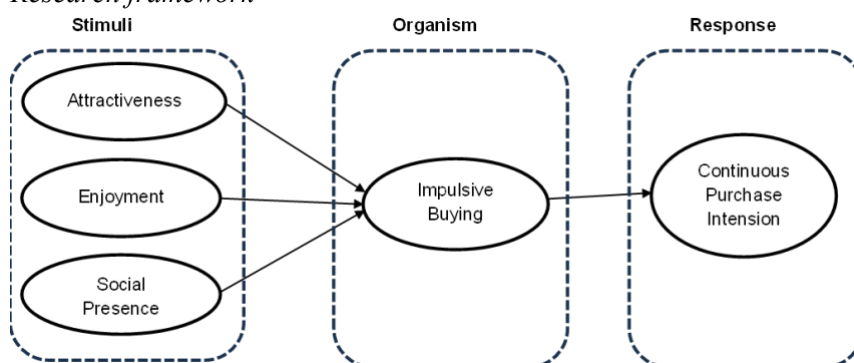
Source: Author's work (2025)

Continuous purchase intention

Continuous purchase intention refers to a customer's expected or intended decision, informed by previous purchasing experiences, to acquire the same good or service again in the future (Bläse et al., 2024). This concept is particularly significant in the realms of marketing and consumer behaviour regarding business loyalty and retention strategies (Aripin et al., 2024). It pertains to the probability that consumers will remain loyal to a specific brand or enterprise (Watson et al., 2024). Continuous purchase intention facilitates the preservation of a sustained client relationship, which is crucial for ongoing business success (Ramirez, 2024).

The role of continuous purchase intention in a commercial context is multifaceted, impacting various aspects of a company's operations, marketing strategies, and long-term performance (Li et al., 2024). Businesses can more effectively coordinate their efforts to enhance client loyalty and repeat transactions by gaining a deeper understanding of the significance of continuous purchase intention (Ela & Rana, 2024). The preservation of a profitable and sustainable business model relies on the ongoing intention to purchase (Yawar et al., 2024). It enhances customer relations, encourages product and service improvements, maintains financial stability, and provides a foundation for corporate growth and competitive advantage (Nworie, 2024). Moreover, the objective of fostering continuous purchase intention is to establish a loyal client base that drives consistent business growth, mitigates operational risks, and improves the overall health of the enterprise (Benneth, 2024). These initiatives enhance the brand's reputation and market presence while also augmenting the company's financial

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performance (Babayev & Balajayeva, 2023). The aforementioned hypotheses are illustrated in Figure 1.

H4: Impulsive buying positively affects online continuous purchase intention.

Research method

This research employed a quantitative approach by surveying Tiktok live shopping audience, so, this study used a purposive sampling method to achieve its objective. This method was chosen because it allows for the selection of participants who meet specific criteria, ensuring that the sample is relevant to the research focus. A self-administered questionnaire was utilised to assess each component of the stimuli, organism, and response constructs. The data were gathered over a two-week duration in November 2024 to achieve an adequate number of target respondents. The online survey strategy entailed disseminating a Google Form link over Tiktok. The constructs were assessed utilising a five-point Likert scale to measure respondents' responses, spanning from 1 "strongly disagree" to 5 "strongly agree". Construct measurements can be seen in Appendix 1.

Control questions were included in the questionnaire to ascertain that respondents were loyal customers who had utilised the TikTok live shopping feature for transactions. This procedure produced a convenience sample of 175 responses. The sample size was calculated utilising G*Power, predicated on statistical power. By using G*Power software, it is known that the minimum number of samples required is 132. The statistical power of this study sample was 0.95, exceeding the threshold value of 0.8 (Carranza et al., 2020; Hair et al., 2022). Thus, the sample size used in this research satisfies the acceptable criteria.

This study utilised the PLS-SEM analysis technique due to its comprehensive multivariate approach, which allows for the simultaneous examination of all relationships between variables in the conceptual model, encompassing both measurement and structural components. In accordance with the PLS-SEM analysis literature, a two-step methodology was employed, specifically assessing the measurement model and the structural model. The measurement model was evaluated for the reliability and validity of reflective constructs, while the structural model was assessed through R^2, Q^2, and path coefficients (Hair et al., 2022). Subsequently, the IPMA was performed to assess the performance of each independent construct and to determine which constructs held significant relative importance to the target construct (dependent construct) (Ringle & Sarstedt, 2016).

Results

Demographic information

Detailed information regarding respondents' demographic profile is provided in Table 1. The total number of respondents involved in this study is 175 individuals, with a composition of approximately 77% females and 23% males. The majority of respondents, approximately 61%, fall within the age range of 17–22 years old, while 36% are within the age range of 23–28 years old, and only about 3% are older than 28 years old.

Regarding respondents' origin, approximately 50% are from Central Java Province, followed by 18% from East Java Province, and 6% from West Java Province. Other regions include South Sulawesi Province and Special Capital Region of Jakarta Province, each contributing 5%, West Papua Province at 4%, and

both Banten Province and Special Region of Yogyakarta at 3% each. Regions such as Bali Province, West Sumatera Province, Special Region of Aceh Province, Bangka Belitung Province, Gorontalo Province, Lampung Province, Maluku Province, and South Sumatera Province each account for 1% of the respondents.

Table 1.
Demographic characteristics of respondents

Variable	Categories	Percentage
Gender	Male	23%
	Female	77%
Age range	> 28 years old	3%
	23 – 28 years old	36%
	17 – 22 years old	61%
Respondent's origin	Central Java Province	50%
	East Java Province	18%
	West Java Province	6%
	South Sulawesi Province	5%
	Special Capital Region of Jakarta Province	5%
	West Papua Province	4%
	Banten Province	3%
	Special Region of Yogyakarta Province	3%
	Bali Province	1%
	West Sumatera Province	1%
	Special Region of Aceh	1%
	Bangka Belitung Province	1%
	Gorontalo Province	1%
	Lampung Province	1%
	Maluku Province	1%
	South Sumatera Province	1%

Source: Author's work (2025)

Measurement model

The findings from the measurement model in the PLS-SEM analysis demonstrate that all latent variables possess acceptable psychometric properties according to the predetermined cut-off values. The latent variable "Attractiveness" exhibits outer loadings for the indicators (A1, A2, and A3) between 0.722 and 0.800, a composite reliability of 0.815, and an average variance extracted (AVE) of 0.596, all surpassing the suggested benchmarks of 0.7 for loadings, 0.6 for composite reliability, and 0.5 for AVE (Hair et al., 2019).

The "Enjoyment" construct exhibits outer loadings ranging from 0.741 to 0.824, a composite reliability of 0.874, and an AVE of 0.634, thereby affirming its reliability and convergent validity. The "Social Presence" construct satisfies the criteria with loadings ranging from 0.751 to 0.819, a composite reliability of 0.887, and an AVE of 0.611. The "Online Impulsive Buying" variable exhibits strong performance, with loadings ranging from 0.810 to 0.853, a composite reliability of 0.893, and an AVE of 0.677, signifying substantial reliability. The "Continuous Purchase Intention" construct exhibits loadings between 0.768 and 0.820, a composite reliability of 0.842, and an AVE of 0.639, thereby reinforcing the model's validity. These results confirm that the measurement model is both reliable and valid, consistent with the criteria established by Hair et al. (2019). Appendix 2 shows the high level of internal consistency in each construct.

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The next step was the analysis of discriminant validity using heterotrait-monotrait (HTMT) evaluation. The results of the HTMT analysis for discriminant validity in the PLS-SEM indicate that all HTMT values are below the critical threshold of 0.90, which is essential for establishing discriminant validity among the constructs. Specifically, the HTMT values between "Attractiveness" and "Enjoyment" (0.699), "Attractiveness" and "Social Presence" (0.607), and other combinations such as "Enjoyment" and "Social Presence" (0.751) are all below the threshold, confirming that these constructs are distinct from one another. Additionally, the HTMT values between "Online Impulsive Buying" (OIB) and the other constructs, such as "Continuous Purchase Intention" (CPI) (0.463), further support the notion of discriminant validity, as they remain significantly lower than the 0.90 cut-off (Hair et al., 2022). These results collectively affirm that the constructs measured in this model do not overlap excessively, thereby enhancing the robustness of the model's validity (Appendix 3).

Structure model

Collinearity should be assessed prior to analysing the structural model to guarantee that the regression outcomes are unbiased (Hair et al., 2022). To assess collinearity, a variation inflation factor (VIF) below 3 is optimal, and as indicated in Table 2, no collinearity issues were identified. The structural model is therefore accountable.

The model's quality in this study necessitates prior verification before hypothesis testing. The subsequent step involved evaluating the structural model through a bootstrap method with 10,000 iterations to determine the significance of indicator and path coefficients. The evaluation criteria include the coefficient of determination (R^2), cross-validated redundancy (Q^2), and path coefficients. An R^2 value of 0.75 is deemed substantial, 0.50 is moderate, and 0.25 is weak. In terms of model fit, the R^2 values for OIB and CPI are 0.167 and 0.144, respectively. These values indicate a weak explanatory power, as they fall below the 0.25 threshold, which is considered weak according to Hair et al. (2022). In assessing the predictive accuracy utilising Q^2, the Q^2 values for OIB and CPI constructs are also low, with OIB at 0.091 and CPI at 0.080, suggesting that the model has low predictive relevance, as values below 0.25 indicate medium to low predictive capability. Overall, while the VIF values indicate a sound structural model in terms of multicollinearity, the low R^2 and Q^2 values suggest that the model may require further refinement to enhance its explanatory and predictive power.

Table 2 and Figure 2 presents the outcomes of evaluating hypotheses using a one-tailed test, suitable for coefficients with anticipated signs (either positive or negative) (Kock, 2014). H1 posits a relationship between attractiveness and OIB, yielding a β value of -0.035 and a P value of 0.321. This indicates that hypothesis 1 is not supported, as the P value exceeds the cutoff threshold, suggesting that attractiveness does not significantly influence OIB in this context. Furthermore, the results indicated that attractiveness had no significant effect on OIB (β = -0.035, p = 0.321), whereas enjoyment (β = 0.203, p = 0.023) and social presence (β = 0.267, p = 0.003) were significant predictors. Moreover, OIB demonstrated a significant positive impact on CPI (β = 0.379, p = 0.000). Therefore, hypothesis 2, 3, and 4 was supported.

Table 2.

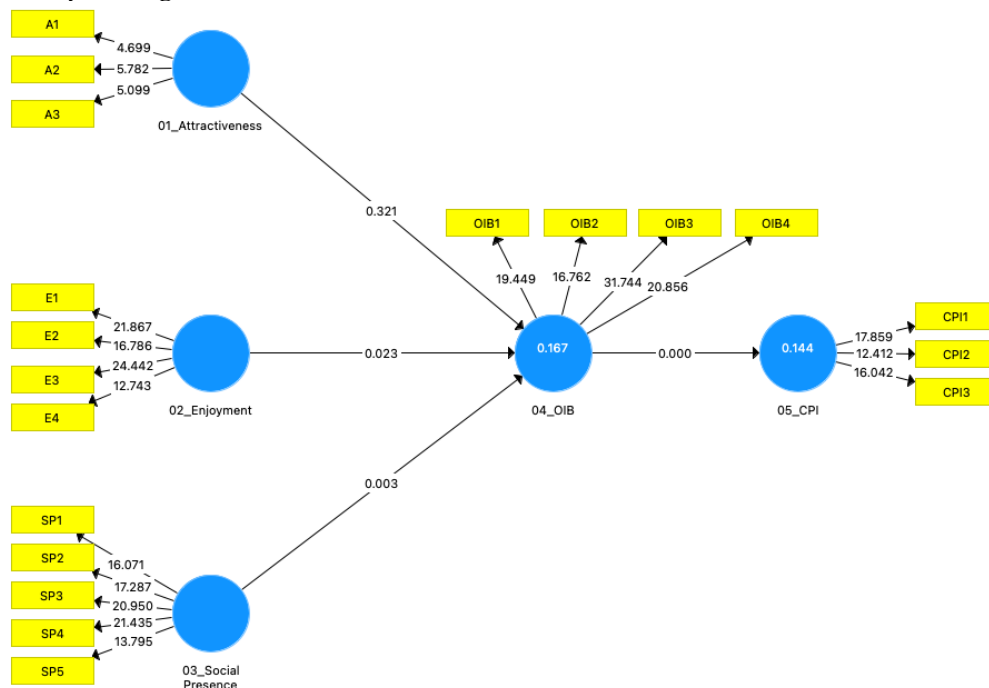*The results of structural model and hypotheses testing*

Hypotheses	β	T Values	VIF	P Values	R²	Q²	Supported
H1. Attractiveness → OIB	-0.035	0.464	1.429	0.321			No
H2. Enjoyment → OIB	0.203	1.998	1.879	0.023			Yes
H3. Social Presence → OIB	0.267	2.783	1.771	0.003	0.167	0.091	Yes
H4. OIB → CPI	0.379	5.325	1.000	0.000	0.144	0.080	Yes

Source: SmartPLS-3 Output (2025)

Figure 2.

PLS analysis diagram

Source: Author's work (2025)

Conversely, hypothesis 2, which examines the impact of enjoyment on OIB, shows a β value of 0.203 and a P value of 0.023. This result is statistically significant, as the P value is below the cut off of 0.05, thereby supporting the hypothesis that enjoyment positively influences OIB. Similarly, hypothesis 3 investigates the effect of social presence on OIB, revealing a β value of 0.267 and a P value of 0.003. This strong statistical significance further corroborates the hypothesis, indicating that social presence is a significant predictor of OIB. Finally, hypothesis 4 assesses the relationship between OIB and CPI, yielding a β value of 0.379 and a P value of 0.000. This result is highly significant, confirming that OIB is a strong predictor of CPI, thus supporting the hypothesis.

Importance-performance map analysis (IPMA)

IPMA was employed to assess constructs of significant importance and average to low performance (Hair et al., 2022). This offers insights into the significance and efficacy of constructs in influencing the desired outcome. Table 3 and Figure 3 shows the IPMA for the continuous purchase intention variable. In this instance, OIB is the paramount construct, possessing the highest importance score

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(0.283), signifying its significant impact on the outcome. Nonetheless, its performance score (57.991) is comparatively low, indicating that enhancements in OIB's performance could substantially improve the target outcome. Social presence and enjoyment also positively influence the outcome, with significance scores of 0.096 and 0.087, respectively. Their performance levels, nonetheless, remain moderate (58.738 and 65.582). Attractiveness possesses a negative importance score (-0.016), signifying a minimal or possibly detrimental impact on the target outcome, notwithstanding its high performance (75.814). This indicates that resources ought to prioritise enhancing constructs such as OIB, with lesser emphasis on social presence and enjoyment, while reevaluating the significance of attractiveness within the model.

Figure 3.
IPMA of components of continuous purchase intention
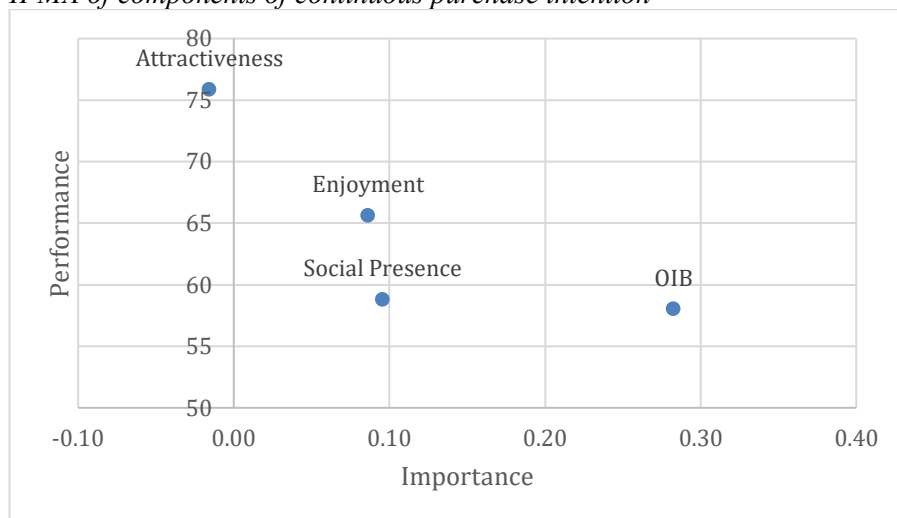
Source: Author's work (2025)

Table 3.
IPMA of the target construct "Continuous purchase intention"

Construct	Importance	Performance
Attractiveness	-0.016	75.814
Enjoyment	0.087	65.582
Social presence	0.096	58.738
OIB	0.283	57.991

Source: Author's work (2025)

Discussion

The application of the SOR theory within TikTok Live shopping offers a comprehensive framework for analysing consumer behaviour in this swiftly changing digital marketplace. The findings indicated that attractiveness had no significant effect on online impulse buying, whereas enjoyment and social presence were significant predictors. Moreover, online impulse buying demonstrated a significant positive impact on continuous purchase intention. This discourse integrates these findings with current literature, offering insights into the ramifications of these results for both marketers and researchers.

The first hypothesis, which suggested that attractiveness would have a positive effect on online impulsive buying, was not corroborated. This discovery

corresponds with earlier studies indicating that the influence of attractiveness on consumer behaviour may vary by context. Lee and Chen (2021) observed that although attractiveness may influence impulse buying, factors like perceived usefulness and emotional engagement frequently eclipse its impact. This indicates that in the realm of TikTok Live shopping, where the platform's interactive and dynamic characteristics may divert consumer attention from static qualities such as attractiveness, marketers ought to emphasise improving the overall shopping experience rather than depending exclusively on influencer appeal.

In contrast, the substantial positive correlation between enjoyment and online impulsive buying (H2) supports findings from various studies that highlight the influence of enjoyment on impulsive buying behaviour. For instance, Tee et al. (2023) emphasised that pleasure obtained from engaging content substantially affects consumer impulsive purchasing behaviour on social media platforms. Gao et al. (2022) further substantiate this by demonstrating that social presence significantly amplifies impulse buying intentions by cultivating a sense of connection and engagement among viewers. The engaging and entertaining characteristics of TikTok Live shopping likely enhance enjoyment levels, thereby stimulating online impulsive buying.

Social presence emerged as a significant determinant affecting online impulsive buying (H3), exhibiting a robust positive correlation. This finding aligns with the literature emphasising the significance of social presence in online shopping contexts. For example, Ming et al. (2021) discovered that the social dynamics of live streaming platforms, encompassing the presence of fellow viewers and the streamer, significantly influence consumer behaviour. The interactive elements of TikTok, including real-time comments and reactions, probably enhance the perception of social presence, thus promoting impulse purchasing.

The final finding shows that consumers who participate in impulse buying are more inclined to express purchase intentions. This discovery corresponds with earlier studies that have demonstrated a direct correlation between impulsive buying behaviour and purchase intentions in online environments (Lee et al., 2021; Zhang & Shi, 2022). The ramifications for marketers are significant; recognising that online impulsive buying can directly affect continuous purchase intention indicates that strategies designed to boost impulse purchasing—such as time-sensitive promotions or interactive live content—can effectively enhance sales.

This study's findings enhance the existing literature on consumer behaviour in live streaming commerce, specifically regarding TikTok. The SOR framework offers a comprehensive perspective for examining the relationship between different stimuli and consumer reactions. As TikTok progresses as a shopping platform, marketers ought to contemplate the ramifications of these findings in their strategies. Improving satisfaction via captivating content, cultivating social presence, and establishing an immersive shopping experience can profoundly affect consumer behaviour and stimulate sales.

Furthermore, the results underscore the imperative for subsequent research to investigate the intricacies of consumer behaviour in live shopping contexts. This study concentrate on enjoyment and social presence; however, factors such as trust, perceived value, and the influence of influencers may also significantly impact consumer responses. Furthermore, comprehending demographic variations in

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reactions to these stimuli may yield profound insights for customising marketing strategies for varied consumer segments.

This study also provides significant managerial implications for marketers and businesses operating in the digital commerce space. The results indicate that while attractiveness does not significantly influence online impulse buying, enjoyment and social presence are critical factors that enhance online impulsive buying, which in turn positively affects consumer purchase intention. These insights can guide marketers in developing effective strategies to optimise consumer engagement and drive sales.

Firstly, the lack of support for the hypothesis that attractiveness influences online impulsive buying suggests that marketers should not overly rely on influencer attractiveness as a primary driver of consumer behaviour. Instead, businesses should focus on creating engaging and enjoyable content that resonates with their target audience. This aligns with the findings of Lee and Chen (2021), who emphasise the importance of emotional engagement over mere physical appeal in driving impulse buying behaviours. Marketers should consider leveraging storytelling, humor, and relatable content to enhance the overall shopping experience, thereby fostering a deeper emotional connection with consumers.

The significant positive relationship between enjoyment and online impulsive buying highlights the necessity for brands to prioritise the creation of enjoyable shopping experiences. As indicated by Tee et al. (2023), the interactive nature of TikTok allows for creative content that can enhance enjoyment. Marketers should explore gamification elements, live interactions, and entertaining formats to captivate viewers and encourage impulsive purchases. For instance, incorporating interactive polls, challenges, or giveaways during live sessions can significantly increase viewer engagement and enjoyment, ultimately leading to higher online impulsive buying.

Moreover, the strong influence of social presence on online impulsive buying underscores the importance of fostering a community-like atmosphere during live shopping events. Ming et al. (2021) found that social presence enhances consumer trust and flow state, which are critical for triggering impulsive buying behaviour. Marketers should encourage real-time interactions between the host and viewers, facilitating a sense of belonging and connection. This can be achieved by actively responding to comments, acknowledging viewers by name, and creating opportunities for audience participation. By cultivating a vibrant social environment, brands can enhance the perceived social presence, thereby driving online impulsive buying.

The robust relationship between online impulsive buying and continuous purchase intention indicates that businesses should view impulse buying as a strategic opportunity to boost sales. This finding supports Gao et al. (2022) that impulse buying can be effectively leveraged through targeted marketing strategies. Marketers should consider implementing time-sensitive promotions, exclusive offers, or limited-edition products during live sessions to create a sense of urgency and encourage immediate purchases. Additionally, highlighting customer testimonials or showcasing popular products can further stimulate impulse buying behaviour, as consumers are often influenced by the purchasing decisions of others.

Furthermore, the importance-performance map analysis reveals that while social presence and enjoyment are critical constructs, they also require continuous

improvement. The performance scores suggest that there is room for enhancement in these areas. Marketers should regularly assess consumer feedback to identify opportunities for improvement in the enjoyment and social presence of their live shopping experiences. This could involve conducting surveys or utilising analytics to gauge viewer engagement and satisfaction levels. By iteratively refining their strategies based on consumer insights, brands can enhance their effectiveness in driving online impulsive buying and continuous purchase intention. The Importance-Performance Map Analysis further underscores the necessity for marketers to focus on enhancing enjoyment and social presence, as these constructs directly correlate with consumer impulse buying tendencies. Given the dynamic nature of TikTok as a platform, brands should prioritise creating engaging, interactive content that resonates with viewers, thereby enhancing their overall shopping experience.

Marketers should leverage time-sensitive promotions and community interactions to maximise consumer engagement and capitalise on impulsive purchasing behaviours. As the landscape of live shopping continues to evolve, ongoing adaptation to consumer preferences will be essential for sustained success in this competitive digital marketplace. Moreover, by prioritising enjoyment and social presence over attractiveness, brands can create more engaging and effective shopping experiences that drive impulse buying behaviour. Implementing strategies that foster community interaction, enhance emotional engagement, and leverage the urgency of impulse purchases is crucial for maximising sales in this dynamic digital landscape. As the landscape of live shopping continues to evolve, ongoing adaptation and responsiveness to consumer preferences is essential for sustained success.

Conclusion, limitation, and future research

This study underscores that while attractiveness may not significantly influence impulsive buying, enjoyment and social presence play critical roles in driving impulse-driven consumer behaviour. The study also highlights the strategic value of enhancing enjoyment and social presence to strengthen online impulsive buying tendencies, which, in turn, positively influence consumers' continuous purchase intentions. Marketers are advised to prioritise interactive and emotionally engaging content to maximise consumer engagement and sales performance in live shopping environments. This study has certain limitations. The model might oversimplify key relationships or omit significant influencing variables, thereby limiting the depth of behavioural insight. Furthermore, the dataset may not comprehensively represent all relevant consumer demographics or shopping contexts, which could restrict the generalisability of the findings. Future studies should aim to expand the model by integrating additional psychological or contextual variables to capture more complex behavioural patterns. Exploring non-linear relationships and moderating effects could yield a deeper understanding of the underlying mechanisms driving impulsive buying and purchase intentions. Moreover, extending the sample across different platforms, geographic regions, or consumer segments would enhance the generalisability and applicability of the findings in varied digital commerce settings.

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Author contribution

Lutfi Auliarahman: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper, Conceptualisation, Data Collection and Analysis, Editing and Layouting.

Declaration of interest

The author declares that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Appendix 1.
Construct measurement

Variables	Code	Items	Source
Attractiveness	A1	The livestreamer engages and captivates the audience through their personality and energy.	(Foster, 2022; Jeyhan & Pangaribuan, 2024)
	A2	The livestreamer demonstrates effective communication skills, including clarity and enthusiasm in presenting products.	
	A3	The livestreamer effectively evokes emotions that resonate with me.	
Enjoyment	E1	I frequently experienced positive emotions such as joy and excitement during the livestream.	(tom Dieck et al., 2023; Tsou & Putra, 2023)
	E2	I was very satisfied with the overall livestream experience.	
	E3	The content presented during the livestream was of high quality.	
	E4	The content presented during the livestream was relevant and relatable to the audience.	
Social Presence	SP1	I often feel joy and excitement during the livestream.	(Chen et al., 2022; Yang et al., 2022)
	SP2	I frequently use comments and emojis to express my emotions during the livestream	
	SP3	I actively participate in polls or Q&A sessions during the livestream.	
	SP4	I engage in shared experiences and discussions with other viewers during the livestream	
	SP5	I am completely absorbed in the content being presented during the livestream	
Online Impulsive Buying	OIB1	It is a struggle to leave nice things I see online.	(Gulfraz et al., 2022)
	OIB2	I sometimes cannot suppress the feeling of wanting to buy something online.	
	OIB3	I sometimes feel guilty after having bought something online.	
	OIB4	I find it difficult to pass up a bargain online.	
Continuous Purchase Intention	CPI1	I am planning to place an order with this TikTok Livestreaming platform again	(Zhao et al., 2023)

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Variables	Code	Items	Source
	CPI2	I will buy similar products from this TikTok Livestreaming platform again	
	CPI3	I would like to continue purchasing TikTok Livestreaming platform	

Source: Author's work (2025)

Appendix 2.
Measurement model

Construct/Item	Loading	Composite reliability	AVE
Attractiveness			
A1	0.722	0.815	0.596
A2	0.792		
A3	0.800		
Enjoyment			
E1	0.824	0.874	0.634
E2	0.797		
E3	0.821		
E4	0.741		
Social presence			
SP1	0.754	0.887	0.611
SP2	0.778		
SP3	0.819		
SP4	0.805		
SP5	0.751		
Online impulsive buying			
OIB1	0.810	0.893	0.677
OIB2	0.817		
OIB3	0.853		
OIB4	0.809		
Continuous purchase intention			
CPI1	0.820	0.842	0.639
CPI2	0.768		
CPI3	0.810		

Source: Author's work (2025)

Appendix 3
Discriminant validity

Criterion	Variable	(01)	(02)	(03)	(04)	(05)
Fornell-larcker criterion	(01) Attractiveness	0.772				
	(02) Enjoyment	0.516	0.797			
	(03) Social Presence	0.471	0.639	0.782		
	(04) OIB	0.196	0.356	0.381	0.823	
	(05) CPI	0.311	0.472	0.458	0.379	0.799
Heterotrait-Monotrait Ratio (HTMT)		(01)	(02)	(03)	(04)	(05)
	(01) Attractiveness					
	(02) Enjoyment	0.699				
	(03) Social Presence	0.607	0.751			
	(04) OIB	0.240	0.416	0.424		
	(05) CPI	0.432	0.610	0.580	0.463	

Source: Author's work (2025)