Analysis of consumer shopping motivation on TikTok live streaming using the SEM-SmartPLS test approach

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ABSTRACT

The development of TikTok live streaming has driven changes in consumer shopping behavior in social media-based e-commerce, particularly through informative, persuasive, and entertaining real-time interactions. This study aims to analyze consumer shopping motivation on TikTok live streaming by examining the influence of seller characteristics, streaming platform, and performance on purchase motivation through customer perceived value. This study uses a quantitative approach with the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method using SmartPLSThe data was collected through questionnaires distributed to respondents who had made or considered making purchases through TikTok Live. The model was evaluated through construct validity and reliability testing, determination coefficients, and an analysis of direct and indirect effects between variables. The results of the study show that all constructs have excellent validity and reliability. Seller characteristics and the streaming platform have a significant effect on performance and customer perceived value. Furthermore, performance was proven to significantly increase customer perceived value. The main results of this study indicate that customer perceived value is the most dominant factor influencing purchase motivation and acts as the main mediating variable between seller characteristics, platform quality, and live streaming performance on purchase motivation. This study concludes that consumer shopping motivation on TikTok live streaming is formed through an integrated mechanism, with consumer value perception as the main determinant in driving purchase decisions.

Keywords: customer perceived value; live streaming TikTok; purchase motivation; SEM-PLS

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RESEARCH & PUBLISHING

1. INTRODUCTION

TikTok has undergone a significant transformation from a short-video entertainment platform into a major driver of social commerce, particularly through its live-streaming shopping feature (Ghenie et al., 2026). This phenomenon is clearly observable in Indonesia, where TikTok has become one of the most intensively used social media platforms on a daily basis, especially among Generation Z and young millennials (Ariana et al., 2024). TikTok live streaming is no longer used merely for content consumption but has evolved into a real-time sales channel where consumers watch product demonstrations (Xue & Liu, 2023), interact directly with hosts, receive instant feedback from other viewers, and make immediate purchasing decisions within the same platform (Xiang et al., 2016).

This shift is occurring at a critical moment for Indonesia's digital economy (Margiansyah, 2020). The rapid expansion of mobile internet access, widespread adoption of digital payment systems, and growing participation of micro, small, and medium enterprises (MSMEs) in online markets have accelerated the adoption of live streaming commerce (Gao et al., 2023). For many local sellers and individual creators, TikTok live streaming has become an accessible alternative to traditional e-commerce platforms, allowing them to reach consumers without complex infrastructure or high entry barriers (Wang et al., 2026). Consequently, live streaming shopping now plays a tangible role in shaping consumer purchasing behavior in everyday life, rather than functioning as a niche or experimental channel (Xu et al., 2020).

The changing nature of consumer decision-making in live streaming environments is particularly important (Wang et al., 2022). Indonesian consumers participating in TikTok live shopping are simultaneously exposed to informational cues (such as real-time product explanations and price promotions) (Razafinandrasanfa & Tamara, 2024), social cues (such as viewer comments and peer recommendations), and emotional stimuli (such as entertainment, host personality, and a sense of community) (Cohen & Lancaster, 2014). Consequently, purchasing decisions are formed under time pressure and social influence, making them more complex and less rational than those formed in conventional online shopping contexts (Lăzăroiu et al., 2020). This condition has sparked public discussions regarding impulsive buying behavior, fluctuating trust toward live-stream hosts, and perceived risks associated with misleading claims or low product transparency (Geng & Bingyu, 2024).

These developments highlight a pressing managerial and academic problem: despite the rapid adoption of TikTok live-streaming commerce (Shao & Huang, 2025), there is still limited understanding of how different consumer shopping motivation factors interact and influence one another in this environment (Pappas et al., 2017). Businesses and content creators often rely on trial-and-error strategies, focusing on discounts or entertainment value alone (Bürkner & Lange, 2017), without a clear understanding of which motivational factors play a causal role and which act as dependent outcomes (Cook & Artino Jr, 2016). This lack of clarity can lead to ineffective marketing strategies, declining consumer trust, and suboptimal purchase conversion rates (Furner & Zinko, 2017).

Although previous studies have examined live streaming commerce by focusing on trust, host credibility, and consumer experience (Chen & Yang, 2023), most existing research applies linear analytical approaches that assume independent relationships between variables (Roustaei, 2024). Such approaches are insufficient for capturing the interdependent and dynamic nature of consumer motivations in live streaming contexts (Luo et al., 2025), where cognitive, emotional, and social factors simultaneously influence decision-making (Chick, 2019). Therefore, a clear research gap exists in identifying the causal structure and relative importance of shopping motivation factors within TikTok live streaming commerce, particularly in emerging markets such as Indonesia, where social commerce adoption is expanding rapidly.

Based on consumer behavior and digital marketing communication theories, this study addresses this gap by empirically analyzing the causal relationships among consumer shopping motivation factors in TikTok live streaming. By employing the SmartPLS approach, this study aims to provide a more comprehensive understanding of how consumer motivations are formed and prioritized in real-time live-shopping environments. The findings are expected to offer practical insights for businesses, creators,

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and policymakers in designing more effective, trustworthy, and consumer-oriented live-streaming commerce strategies.

Despite the rapid growth of TikTok live-streaming commerce, prior academic research exhibits several critical limitations. First, from a contextual perspective, most existing studies on live-streaming commerce are conducted in developed markets or within platform ecosystems outside Indonesia, limiting the generalizability of findings to emerging economies characterized by different consumer maturity levels, regulatory environments, and MSME dominance. Second, from a theoretical perspective, prior studies tend to focus on isolated predictors—such as trust, host credibility, or entertainment value—without adequately explaining how multiple shopping motivation factors interact and form an integrated decision-making system. Third, from a methodological perspective, the majority of existing research relies on linear modeling approaches that assume independent and unidirectional relationships among variables, which are insufficient to capture the interdependent, mediating, and hierarchical relationships inherent in live-streaming shopping environments.

Accordingly, a clear research gap exists in understanding the causal structure and relative importance of consumer shopping motivation factors in TikTok live streaming commerce, particularly in the Indonesian context. There remains limited empirical evidence explaining which factors act as primary drivers and which function as mediators and how these factors collectively shape purchase motivation in real-time social commerce settings.

To address these gaps, this study makes several key contributions. First, it extends live streaming commerce research by providing empirical evidence from Indonesia, an emerging market in which TikTok live shopping has become deeply embedded in everyday consumption practices. Second, this study contributes theoretically by conceptualizing consumer shopping motivation as an interdependent system, integrating seller characteristics, streaming platform quality, live streaming performance, and customer perceived value within a unified framework. Third, this study contributes methodologically by employing the SmartPLS approach to identify causal relationships and mediation mechanisms among motivation factors, thereby offering stronger explanatory power than traditional linear models. In doing so, this study provides a more nuanced understanding of how consumer motivations are formed, prioritized, and translated into purchase motivation in TikTok live streaming environments.

2. LITERATURE REVIEW

2.1. Seller Characteristics

Seller characteristics refer to the perceived credibility, expertise, attractiveness, and communication ability of live-stream hosts in presenting products (Wang et al., 2022). In live-streaming commerce, seller characteristics play a crucial role in reducing information asymmetry and fostering consumer trust. Empirical studies consistently show that credible and engaging hosts positively influence viewer trust, interaction intensity, and purchase-related responses (Djafarova & Trofimenko, 2019; Wongkitrungrueng & Assarut, 2020). Moreover, sellers with strong communication skills and authentic self-presentation are more effective in stimulating audience engagement, which enhances live-streaming performance and strengthens consumers' perceived value (Thompson-Whiteside et al., 2018; Wu & Huang, 2023). These findings suggest that seller characteristics function as foundational drivers influencing downstream outcomes in live-streaming commerce. First, live-stream sellers can actively share trends or products with consumers through live streams. Second, sellers can convey their language, appearance, temperament, and appeal. Third, the level of trust in live stream sellers.

2.2. Streaming Platform

Streaming platforms represent the technical and functional infrastructure that enables live streaming commerce (Zhang et al., 2024), including system stability, ease of use, audiovisual quality, and interactive features (Akhtar & Falk, 2017). Prior research demonstrates that platform quality significantly affects consumers' perceptions of convenience (Han et al., 2023), enjoyment, and transaction security in social commerce environments (Williams, 2021). In live streaming contexts, platform interactivity and

system reliability facilitate smooth communication between sellers and consumers (Zeng & Kim, 2026), thereby enhancing streaming performance and increasing perceived shopping value (Chen et al., 2017). First, the level of subjective recognition of live shopping. Second, the purchasing process feels smooth and comfortable

2.3. Performance

Live streaming performance refers to the effectiveness of content delivery, interactivity, visual presentation, and broadcasting frequency during live sessions (Ang et al., 2018). High-quality performance creates immersive shopping experiences that capture consumer attention and sustain engagement (Muneesawang et al., 2025). Empirical evidence suggests that interactive and informative live streaming performance strengthens consumers' emotional involvement and trust (Hu & Chaudhry, 2020), which subsequently enhances their perceived value in live commerce settings (Wu & Huang, 2023). The first is to increase customer product choices. Second, the overall visual effects are presented to consumers during live shopping. Third, live stream sellers can mobilize interactions with consumers. Fourth, the number and duration of live streams conducted by live-stream sellers.

2.4. Consumer Perceptual Value

Customer perceived value reflects consumers' overall assessment of the benefits received relative to the costs incurred during the shopping process (Blut et al., 2024). In live streaming commerce, perceived value encompasses functional benefits, emotional enjoyment, and social interaction value (Li et al., 2024). Recent studies confirm that higher perceived value significantly increases consumer motivation (Ng et al., 2024) and purchase intention in social commerce environments (Selem et al., 2023), particularly when live streaming offers exclusive promotions and engaging interactions (Yang et al., 2023). First, purchase discounts. Second, perception of the quality of purchased products. Third, awareness of products. Fourth, the attractiveness of services and service reputation in the overall live shopping process.

2.5. Purchase Motivation

Purchase motivation represents consumers' internal drive to engage in purchasing behavior, encompassing both utilitarian and hedonic dimensions (Kumaran et al., 2024). Live streaming commerce effectively accommodates these dual motivations by combining informative product demonstrations with entertaining and socially interactive experiences (Joo & Yang, 2023). Prior research has shown that increased enjoyment, social interaction (Jozkowski & Cermak, 2020), and perceived value in live streaming contexts significantly enhance consumers' motivation to purchase (Yu & Zheng, 2022), ultimately leading to higher conversion rates (Zhong et al., 2025). First, I can talk to other people. Second, I enjoy the socializing experience. Third, I like interacting with the broadcaster. Fourth, I can interact with other people online.

2.6. Live Streaming TikTok on E-Commerce

TikTok live streaming allows sellers and content creators to showcase products directly, demonstrate their use (Xue & Liu, 2023), and interact with audiences through comments and other real-time features (Ni & Coupé, 2023). Studies have shown that live streaming increases consumer engagement (Jiang et al., 2022) and strengthens social influence in the purchasing decision-making process (Riaz et al., 2021).

3. METHOD

3.1. Research Design

This study employed a quantitative, explanatory research design to examine the causal relationships among consumer shopping motivation factors in the context of TikTok live streaming commerce (Razafinandrasana & Tamara, 2024). A cross-sectional survey approach was adopted, as the

study aimed to capture consumers' perceptions and experiences at a specific point in time (Maier et al., 2023). The quantitative design is appropriate for testing theoretical relationships between latent constructs and for evaluating mediation effects within a structured research model (Osman et al., 2022). Unit of Analysis. The unit of analysis in this study was individual consumers who had experience with or exposure to shopping activities through TikTok live streaming. Each respondent represented a single unit of observation, and all analyses were conducted at the individual level.

3.2. Research Setting

This study was conducted in Indonesia, an emerging market in which TikTok live-streaming commerce has grown rapidly and has become an integral part of everyday digital consumption. Indonesia provides a relevant empirical setting because of its high social-media penetration, strong adoption of live-streaming shopping, and active participation of micro, small, and medium-sized enterprises (MSMEs) in social-commerce ecosystems.

3.3. Population

The target population consisted of Indonesian consumers who had made at least one purchase or had seriously considered making a purchase through TikTok live-streaming. This population was selected because the study focused on understanding shopping motivation within real-time live streaming commerce environments rather than general social media usage.

3.4. Sampling Technique

A purposive sampling technique was employed. This non-probability sampling method was chosen to ensure that respondents possessed relevant experience with TikTok live streaming shopping and were therefore capable of providing informed evaluations of seller characteristics, platform quality, live streaming performance, perceived value, and purchase motivation.

3.5. Sample Size and Justification

A total of 170 valid responses were collected and analyzed. The sample size met the minimum requirements for Structural Equation Modeling–Partial Least Squares (SEM-PLS), which is suitable for complex models with multiple latent variables and mediation paths. SEM-PLS does not require large samples or normally distributed data, and a sample size exceeding ten times the maximum number of structural paths directed at any construct in the model is considered adequate. Therefore, the obtained sample size was sufficient to ensure robust estimation and statistical power.

3.6. Data Collection Procedures and Timeline

Data were collected using a self-administered online questionnaire distributed via Google Forms. The questionnaire items were adapted from established and validated scales in prior peer-reviewed studies and modified to fit the context of TikTok live-streaming commerce. Before full distribution, the questionnaire was reviewed to ensure clarity and contextual relevance. The data collection process was conducted over a defined period of several weeks, during which respondents voluntarily participated in the survey. Participation was anonymous, and respondents were informed about the academic purpose of the study to encourage honest and unbiased responses.

3.7. Measurement and Data Analysis

All constructs were measured using multi-item Likert scales. The collected data were analyzed using SEM-PLS with SmartPLS software, following a two-stage approach: (1) evaluation of the measurement model through reliability and validity testing, and (2) evaluation of the structural model through path coefficient analysis, coefficient of determination (R^2), and mediation testing. This approach allows for the simultaneous assessment of complex causal relationships and indirect effects.
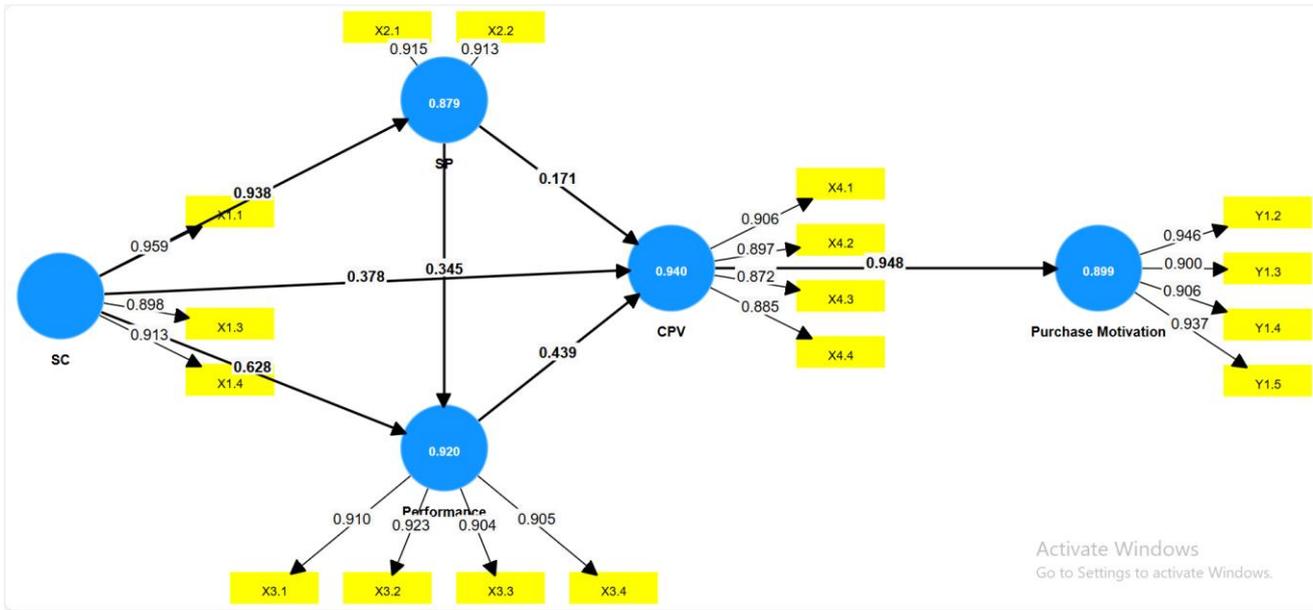
4. RESULT AND DISCUSSION

Figure 1. SmartPLS Structural Equation Modeling

Source: Processed from primary data (2026)

Figure 1 shows that all indicators in each construct have factor loading values above the recommended limit; therefore, the measurement model is valid and capable of representing the research construct well. The relationship between variables shows that seller characteristics act as an initial factor that influences platform quality, live streaming performance, and customer perceived value, while performance significantly increases customer perceived value. Furthermore, customer perceived value has the most dominant influence on purchase motivation, confirming that perceived value is the main determinant in driving consumer purchase motivation in the context of TikTok live streaming (Table 1).

Table 1. Validitas Konvergen

Contructs	CPV	Performance	Purchase Motivation	SC	SP	Ket.
X1.1				0.959		Valid
X1.2				0.898		Valid
X1.3				0.913		Valid
X2.1					0.915	Valid
X2.2					0.913	Valid
X3.1		0.910				Valid
X3.2		0.923				Valid
X3.3		0.904				Valid
X3.4		0.905				Valid
X4.1	0.906					Valid
X4.2	0.897					Valid
X4.3	0.872					Valid
X4.4	0.885					Valid
Y1.1			0.946			Valid
Y1.2			0.900			Valid
Y1.3			0.906			

Y1.4			0.937	

Source: Processed from primary data (2026)

The results of the measurement model testing show that all the constructs in this study were well measured by their constituent indicators. The Seller Characteristics construct can consistently represent seller quality, reflecting aspects of credibility, clarity of communication, and consumer trust during live streaming. The Streaming Platform construct shows that the technical quality and features of the platform play an important role in shaping the consumer interaction experience. Furthermore, the Performance construct successfully describes the overall quality of live streaming, including smooth delivery, interactivity, and communication effectiveness. The Customer Perceived Value construct reflects consumers' perceptions of the benefits and value obtained from the shopping process, whereas the Purchase Motivation construct effectively describes consumers' internal drive to make purchases. Overall, these results confirm that all the constructs have adequate measurement quality and are capable of explaining the phenomenon of consumer purchase motivation in the context of TikTok live streaming (Table 2).

Table 2. Reability

	Cronbach's Alpha	Rho_C	AVE
SP	0.804	0.911	0.836
CPV	0.913	0.938	0.792
SC	0.913	0.946	0.853
Performance	0.931	0.951	0.829
Purchase Motivation	0.941	0.958	0.851

Source: Processed from primary data (2026)

The reliability test results show that all variables in the research model have excellent and consistent measurement quality. The constructs of streaming platform, seller characteristics, performance, customer perceived value, and purchase motivation have been proven to capture the measured concepts in a stable and representative manner, such that the indicators that comprise them work in harmony to describe the phenomenon under study (Table 3).

Table 3. R-Square

	R Square	R Square Adjusted
CPV	0.804	0.911
Performance	0.913	0.938
Purchase Motivation	0.913	0.946
SP	0.931	0.951

Source: Processed from primary data (2026)

The results of the coefficient of determination test show that the research model has very strong explanatory power for all endogenous variables. The variables of customer perceived value, performance, purchase motivation, and streaming platform can be substantially explained by the predictor variables in the model, indicating that the relationships between the constructs have been systematically established and are interrelated (Table 4).

Table 4. Testing Indirect Effects

	(O)	(M)	STDEV	T Statistic	P Value
Performance->CPV->Purchase Motivation	0.416	0.409	0.096	4.341	0.000
SC->CPV->Purchase Motivation	0.358	0.360	0.083	4.316	0.000
Performance->CPV->Purchase Motivation	0.261	0.255	0.065	4.004	0.000
SC->SP-> Purchase Motivation	0.416	0.409	0.096	4.341	0.000
SP->CPV-> Purchase Motivation	0.152	0.157	0.066	2.302	0.021
SC->SP->Performance-> Purchase Motivation	0.162	0.167	0.070	2.316	0.021
SP->Performance->CPV-> Purchase Motivation	0.134	0.134	0.042	3.218	0.001
Performance->CPV-> Purchase Motivation	0.143	0.142	0.044	3.226	0.001
SP->CPV-> Purchase Motivation	0.416	0.409	0.096	4.341	0.000
SP->Performance-> CPV -> Purchase Motivation	0.162	0.167	0.070	2.316	0.021
Performance->CPV-> Purchase Motivation	0.143	0.142	0.044	3.226	0.001

Source: Processed from primary data (2026)

The results of the indirect effect test show that Customer Perceived Value (CPV) plays a central role as a mediating variable in explaining the relationship between performance, seller characteristics, and streaming platforms on purchase motivation. Overall, these findings confirm that purchase motivation in the context of TikTok live streaming is the result of a strong mediation mechanism, with customer perceived value as the main link that translates experience and interaction quality into purchase motivation.

The measurement model results indicate that all indicators meet the required loading factor threshold, confirming that each observed item adequately represents its corresponding latent construct. This result suggests that the operationalization of seller characteristics, streaming platform, performance, customer perceived value, and purchase motivation is statistically acceptable and conceptually aligned with the research framework. In the context of TikTok live streaming, this is important because consumer responses are often shaped by multiple simultaneous stimuli, and valid indicators are necessary to capture those complex behavioral tendencies accurately (Osman et al., 2022; Razafinandrasana & Tamara, 2024).

The strong convergent validity also shows that respondents were able to distinguish clearly between the dimensions being measured. Indicators related to seller credibility, platform convenience, live performance quality, perceived value, and motivation to purchase were not interpreted randomly by respondents but rather reflected coherent evaluations of their shopping experience. This finding strengthens the argument that TikTok live shopping is not merely an impulsive activity but one that involves recognizable assessments of seller quality, platform support, and expected benefits (Wang et al., 2022; Xu et al., 2020).

The reliability test further demonstrates that all constructs in the model are internally consistent, meaning that the indicators within each variable move in the same direction and measure the same underlying concept. This consistency is essential because live commerce behavior is highly dynamic, and unstable indicators would weaken the interpretation of structural relationships. As the reliability values are high across all variables, the model provides a dependable basis for examining how shopping motivation is formed in TikTok live streaming (Osman et al., 2022; Pappas et al., 2017).

The coefficient of determination results suggest that the structural model has substantial explanatory power. The endogenous variables in this study, especially customer perceived value, performance, and purchase motivation, are explained to a large extent by the predictor constructs included in the model. This means that the framework used in this study is effective in capturing the main determinants of purchase motivation in TikTok live commerce. In other words, consumer motivation is not random but can be systematically understood through the interaction of seller-related, platform-related, and performance-related factors (Luo et al., 2025; Wang et al., 2022).

One important finding is that seller characteristics significantly influence both performance and customer perceived value. This indicates that consumers pay close attention to how sellers present

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themselves during live-streaming sessions. A seller who appears trustworthy, communicative, and appealing is more likely to create a convincing shopping environment. In TikTok live commerce, the seller functions not only as a product presenter but also as a source of reassurance, social influence, and emotional engagement, all of which contribute to stronger consumer value perceptions (Djafarova & Trofimenko, 2019; Wongkitrungrueng & Assarut, 2020; Chen & Yang, 2023).

The streaming platform variable also plays a significant role in shaping performance and customer perceived value. This finding implies that the technical and functional qualities of TikTok live streaming matter greatly in consumers' shopping evaluations. A platform that is easy to use, visually clear, interactive, and stable can improve the quality of live sessions and reduce friction in the shopping process. Consequently, consumers are more likely to perceive the shopping experience as useful, efficient, and enjoyable, which strengthens their willingness to continue engaging with the live commerce environment (Akhtar & Falk, 2017; Han et al., 2023; Williams, 2021).

The significant influence of performance on customer perceived value confirms that the execution quality of live streaming sessions directly affects how consumers judge the worth of the shopping experience. Performance in this context includes the clarity of product explanations, attractiveness of visual presentations, level of interactivity, and frequency or duration of the live session. When these elements are delivered effectively, consumers are more likely to feel that they are receiving meaningful benefits, whether informational, emotional, or social. This shows that performance is not merely a technical outcome but a strategic factor in shaping consumer evaluations (Ang et al., 2018; Hu & Chaudhry, 2020; Wu & Huang, 2023).

Another major result is the central role of customer perceived value in influencing purchase motivation. Among all the constructs in the model, customer perceived value emerges as the most dominant direct driver of purchase motivation. This means that consumers become motivated to buy when they believe that the live shopping experience offers sufficient value in relation to cost, effort, and risk. Discounts, product understanding, service attractiveness, and the overall convenience of live shopping all contribute to this value judgment, making perceived value the main psychological trigger behind purchase motivation (Blut et al., 2024; Ng et al., 2024; Selem et al., 2023).

The indirect effect analysis also reveals that customer perceived value acts as the main mediating mechanism in the model. The effects of seller characteristics, streaming platforms, and performance on purchase motivation are not merely direct but are largely transmitted through consumers' value perceptions. This finding is theoretically meaningful because it shows that external stimuli alone are insufficient to generate purchase motivation. Instead, these stimuli must first be interpreted by consumers as beneficial and worthwhile. This mediation pattern confirms that value perception is the bridge between live commerce experience and buying motivation (Li et al., 2024; Wu & Huang, 2023; Yu & Zheng, 2022).

Overall, the findings show that consumer purchase motivation in TikTok live streaming is formed through an integrated and gradual process. Seller quality builds trust and engagement, platform quality creates a smooth and interactive environment, and performance quality enhances the live shopping experience. These factors strengthen customer perceived value, which ultimately drives purchase motivation. From a managerial perspective, this means that sellers and businesses should not rely only on price promotions or entertainment tactics. A more effective strategy is to improve seller capability, optimize platform-based interactions, and deliver high-quality live performances so that consumers perceive stronger value and become more motivated to purchase (Joo & Yang, 2023; Razafinandrasana & Tamara, 2024; Wang et al., 2022).

5. CONCLUSION

The results of this study show that consumer purchase motivation in TikTok live streaming is shaped by a connected set of factors rather than by a single variable. Seller characteristics and streaming platform quality significantly influence both performance and customer perceived value, whereas performance also has a significant effect on customer perceived value. These findings indicate that the

quality of the seller, platform, and live execution jointly build the conditions that encourage consumers to evaluate the shopping experience positively.

The study also shows that purchase motivation is formed through a gradual mediation process in which customer perceived value becomes the central mechanism translating seller quality, platform quality, and live streaming performance into stronger buying motivation. This means that consumers are more likely to feel motivated to purchase when TikTok live sessions are delivered by credible sellers, supported by a smooth platform environment, and are able to create clear functional and emotional value during the shopping process.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

Not Applicable

Disclosure Statement

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Note on Contributors

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Intan Lidiya Widuri is affiliated with University of Lampung, Kota Bandar Lampung.

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