



# The Effect of Live Streaming on Impulse Buying from an Affordance Perspective on Tiktok Platform

Aldi Maulana Putra <sup>1</sup>, Ilsa Hayadi <sup>2</sup>

<sup>1</sup>) Program Study of Management Faculty of Economics and Business, University  
Bengkulu, Indonesia

Email: <sup>1</sup>) [aldim200201@gmail.com](mailto:aldim200201@gmail.com) , <sup>2</sup>) [ilsya.hayadi@unib.ac.id](mailto:ilsya.hayadi@unib.ac.id)

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## ABSTRACT

This research aims to examine the effect of live streaming (visibility, trading, and meta voicing) on impulse buying through immersion from an affordance perspective on the TikTok platform. The data used in this research is primary data. This research is included quantitative research with a purposive sampling technique. The population of this research consists of all individuals who have made purchases through live streaming on TikTok, with a total of 200 respondents. This research uses SEM-PLS version 4.0. The results of this research show that trading and meta voicing significant effect on immersion and impulse buying. Then immersion is able to mediate the trading and meta voicing with impulse buying. Meanwhile, visibility has no significant effect on immersion and impulse buying, and immersion is also unable to mediate the relationship between visibility and impulse buying.

## INTRODUCTION

The digital era's evolution has a profound impact and has almost transformed every aspect of people's lives. The advancement of the digital age and the development of smart devices have altered multimedia consumption habits and societal behavior (Xu et al., 2020). The digital development in communication is clearly evident today with the presence of smartphones and the internet. There has been a significant shift in the field of communication and information dissemination, as observed in the widespread use of the internet for accessing social media (Fitriani, 2023).

Social media is an online platform that facilitates long-distance communication and the development of individual creativity and ideas. Social media makes it easier for users to search for and acquire information, which, in turn, influences an individual's self-expression, lifestyle, and perspective on various matters (Mason et al., 2021). Social media creates virtual communities and online platforms for creating and sharing videos, exchanging opinions, and sharing experiences. Social media provides users with the means to present diverse content

through text, images, music, and videos (Liao et al., 2022). One of the currently popular social media platforms is TikTok.

TikTok is a social media platform launched in 2016 and became the youngest and second most popular social media platform in Indonesia as of early 2022, following YouTube, with a total of 139 million users, Facebook with 129.9 million users, Instagram with 99.15 million users, and TikTok with 92.07 million users (Kemp, 2022). Indonesia ranks second globally in terms of TikTok users, with approximately 99.7 million users (Kusnandar, 2022). TikTok has undergone significant changes compared to other platforms. In Indonesia, the average person spends approximately 23.1 hours per month on TikTok, marking a 67% increase from the previous year. Consequently, TikTok has become the most popular and sought-after application in Indonesia (Upekca, 2023). This is why the researcher is interested in making TikTok the subject of this research.

The TikTok application allows users to create entertaining videos with their own creativity freely. However, TikTok is not just a platform for entertainment videos; it has evolved into an innovative online shopping service. In 2021, TikTok introduced the "shop" feature, leading to the emergence of TikTok Shop, offering opportunities for individuals to establish online businesses more easily. Over time, the TikTok Shop feature has made online shopping more convenient for buyers and sellers, with the inclusion of live streaming and the option to include product links in videos (Sa'adah et al., 2022).

Live streaming is one of the services provided by TikTok for promotion, interaction between sellers and consumers, and creating a shopping experience. Sellers use live streaming to demonstrate their products, show how products are used, answer real-time questions from consumers, provide entertainment, and encourage consumers to make purchases (Lu et al., 2018). The demonstrative nature of products in live streaming makes consumers more inclined to purchase tangible goods rather than services (Lund et al., 2021). If online shops are proven to be more effective and efficient in meeting everyday needs, people will adopt online shopping as a daily habit (Hansel, 2021).

Xiaoxiao et al. (2019) as cited in Mo & Wang (2021) explained that the "stimulus-organism-response" (SOR) model is widely used to explain impulse buying, reflecting the internal cognitive and emotional processes individuals undergo when faced with external stimuli, leading to positive or negative behaviors. While researching live streaming, it was noted that immersion has received significant attention. Although immersion has been identified as a crucial factor in live streaming shopping, only a few studies have considered its role in impulse buying behavior (Mo & Wang, 2021).

## **LITERATURE REVIEW**

### **Impulse Buying**

The tendency toward impulse buying refers to the likelihood of making unplanned, instant, and spontaneous purchases, as opposed to deliberate and planned purchasing behavior (Ahn et al., 2019). In this research, impulse buying is defined as the rapid decision-making to purchase a product while watching a live stream, resulting in consumers making unplanned purchases due to external stimuli to acquire a specific product. Thus, in the context of the shopping environment, consumers who are in a positive state are easily influenced by the shopping atmosphere during live streaming, making it challenging to thoroughly scrutinize a product and decide on a purchase swiftly (Mo & Wang, 2021). Therefore, by stimulating the live streaming feature, this research seeks to examine the drivers of consumer impulse buying.

### **Affordance Perspective**

From an affordance perspective, the entire environment offers possibilities for specific actions (Aladwani, 2018). According to Dong & Wang (2018), social trade affordance refers to the potential for actions enabled by technology, both for sellers and consumers with the aim of

making a purchase. This concept of affordance is widely employed to comprehend the relationship between information technology (IT) and social practices (Mo & Wang, 2021). Dong & Wang (2018) identified six dimensions of affordance: visibility, meta voicing, triggered attending, guidance shopping, social connecting, and trading. In Sun et al. (2019), it is demonstrated that the impact of live streaming on consumers' purchase intentions is influenced by the dimensions of visibility, meta voicing, and guidance shopping within the affordance theory of live streaming platforms. Compared to traditional online shopping, the transaction process in live streaming is relatively complex, with trading being a feature with technical aspects that render the entire transaction process secure, smooth, and efficient. Therefore, this research aims to elucidate how live streaming influences impulse buying from an affordance perspective. The affordance perspective in this research can be divided into three key dimensions: visibility, trading, and meta voicing.

### **Immersion**

Immersion refers to the sensation experienced by consumers as being "engrossed, engaged, and captivated" in their activities (Yim et al., 2017). According to Hu et al. (2017), immersion is described as the pleasurable feeling that arises from a deep and absorbing involvement in an activity. When watching live streaming, consumers often become deeply engrossed and lose track of time due to the high interaction between the seller and the consumer, resulting in an immersive experience. As outlined by Arzate Cruz & Ramirez Uresti (2017), immersion exhibits several characteristics, including a reduced awareness of the passage of time, a complete absorption in the task at hand, and a sense of complete control.

### **S-O-R Model**

The Stimulus-Organism-Response (SOR) model pertains to the decision-making process, particularly in terms of consumer behavior, where individuals decide whether to approach or avoid something. This decision-making is not solely influenced by external environmental factors (stimuli) but also by the sensory cognition of the individual's internal state (organism) (Zhang et al., 2022). In this model, stimulus refers to the influence of an individual's external environment, while organism pertains to the internal state of the individual being stimulated, and response refers to the behavior generated by the individual. The SOR model is frequently used to expound consumer behavior or consumer preferences, particularly by examining the impact of external environmental characteristics on the internal psychological state and subsequent consumer behavior responses (Zhang et al., 2022). Consequently, based on the SOR model, it is proposed that live streaming (stimulus) can influence consumer immersion while watching live streams (organism) and subsequently impact consumers' desires for impulsive purchases (response).

### **The Effect of Visibility on Immersion**

Live streaming serves the purpose of transmitting images and sound from different locations in real-time (Han et al., 2018). Visibility in live streaming for shopping presents a product's appearance and utility to consumers in real-time images, allowing comprehensive product information to be conveyed (Mo & Wang, 2021). From the perspective of visibility affordance, live streaming offers consumers detailed product information, enabling them to feel as if they are examining the product in the moment. Products with clear visual performance can provide an enjoyable experience to consumers, thereby fully immersing them. The results of research by Mo & Wang (2021), Sun et al. (2019), and Maghfiroh & Palupi (2023) indicate that visibility significant effect immersion.

H1: In live streaming, visibility significantly effect consumer immersion.

### **The Effect of Trading on Immersion**

Trading facilitates smooth transactions by offering consumers various payment options (Dong & Wang, 2018). It also provides a secure payment method to consumers, instilling a sense of comfort in the transaction process. When live streaming ensures transaction security for consumers, they are more likely to experience positive psychological effects (Mo & Wang, 2021). When consumers inquire about the transaction process during a live stream purchase, feedback from the streamer can be highly beneficial and shape a comprehensive understanding of our business. The security and reliability of live streaming can reduce the perceived risks for consumers, making them more inclined to complete transactions and experience immersion. The results of research by Mo & Wang (2021) and Maharani & Dirgantara (2023) indicate that trading significant effect immersion.

H2: In live streaming, trading significantly effect consumer immersion

### **The Effect of Meta Voicing on Immersion**

Meta voicing enables direct communication between streamers and consumers, creating a warm and friendly impression on consumers while bridging the perceived gap between the streamer and the consumer (Lv et al., 2018). In live streaming, consumers with product-related queries can directly ask questions in the live stream's comment section. Meta voicing can enhance interaction between consumers and streamers (Dong & Wang, 2018). This, in turn, directs consumers' attention to the shopping activity and aids in fostering a sense of immersion. The results of research by Sun et al. (2019), Maghfiroh & Palupi (2023), and Puspawati & Febrianta (2023) indicate that meta voicing significant effect immersion.

H3: In live streaming, meta voicing significantly effect consumer immersion

### **The Effect of Immersion on Impulse Buying**

Experiencing the tangible presence of the seller through live streaming can evoke pleasant feelings and focused attention among consumers, ultimately creating and enhancing immersion during the live stream (Dong & Wang, 2018). Several studies have confirmed that consumers experience immersion when visiting a website, leading to increased unplanned purchases and a willingness to revisit the website (Mo & Wang, 2021). While watching live streaming, high-frequency interactions can provide consumers with a delightful and satisfying immersive experience. During this positive experience, consumers are more inclined to exhibit positive behaviors, including purchasing unplanned products. The results of research by Mo & Wang (2021) and Chen et al. (2022) indicate that immersion significant effect immersion.

H4: In live streaming, immersion significantly effect consumers' impulse buying tendencies.

### **Immersion Mediates The Effect of Visibility on Impulse Buying**

Visibility is one of the crucial factors in live streaming (Sun et al., 2019). When watching live streams, consumers focus their attention on shopping through live streaming to obtain detailed product information, which provides consumers with a profound sense, leading to immersion (Yim et al., 2017). When consumers achieve a strong sense of immersion, they become susceptible to emotional influences, and they tend to make decisions based on emotions rather than rational considerations. This can trigger impulsive buying behavior in consumers watching live streams when they become interested in a showcased product. The result of research by Mo & Wang (2021) indicate that visibility significant effect impulse buying through immersion as a mediating variable.

H5: In live streaming, immersion significantly mediates the effect visibility on impulse buying.

### **Immersion Mediates The Effect of Trading on Impulse Buying**

When consumers want to make payments to complete their orders during live streaming, they will feel satisfied if the payment process proceeds smoothly and easily (Maharani &

Dirgantara, 2023). By providing various payment options and easy, effective transactions, consumers will experience comfort and engagement in the ongoing live streaming process (Dong & Wang, 2018). This transactional comfort can lead to impulsive buying behavior among consumers regarding the products being sold. The result of research by Mo & Wang (2021) indicate that trading significant effect impulse buying through immersion as a mediating variable.

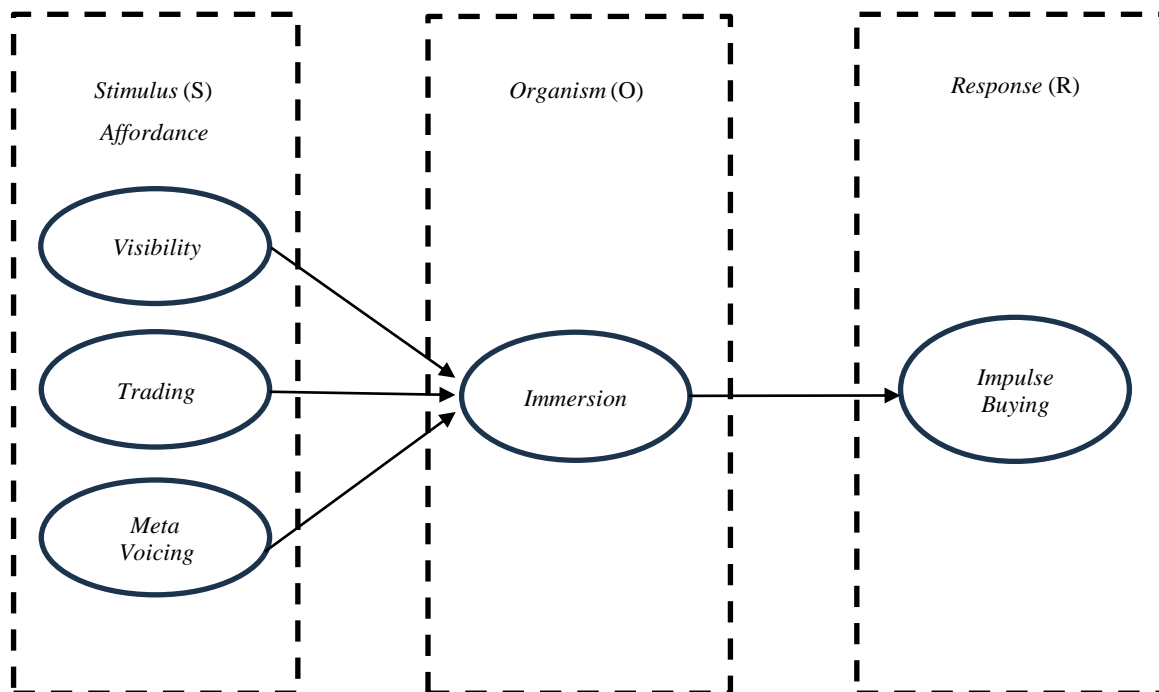
H6: In live streaming, immersion significantly mediates the effect trading on impulse buying.

**Immersion Mediates The Effect of Meta Voicing on Impulse Buying**

Meta voicing motivates consumers to seek the information they desire about a product in the live streaming comments section, addressed to the streamer. Consumers will focus their attention, generating a sense of immersion while watching live streaming (Dong & Wang, 2018). When consumer discussions or comments are positively responded to by the streamer, this can trigger impulsive buying behavior, causing consumers to make purchase decisions promptly without extensive consideration. The result of research by Festyan et al. (2023) indicate that meta voicing significant effect impulse buying through immersion as a mediating variable.

H7: In live streaming, immersion significantly mediates the effect meta voicing on impulse buying.

**Figure 1. Conceptual Framework**



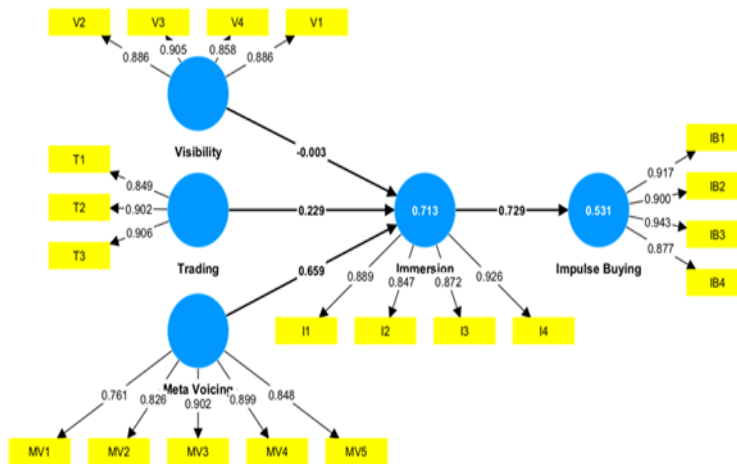
**METHODS**

This research is descriptive research analyzed with a quantitative approach. This research was conducted on consumers who have made purchases through live streaming on TikTok and was conducted in July - October 2023. The method of determining the sample in this research using purposive sampling technique with the following criteria: a) Respondents who have the TikTok application, and b) Have made purchases through live streaming on TikTok. This research used a sample of 200 samples. Data collection through an online questionnaire with Google

Form, using a Likert Scale. The data analysis method in this research uses Structural Equation Model-Partial Least Square (SEM-PLS) version 4.0.

**RESULTS**

**Figure 2. Structural Model**



Source: Primary Data, Processed in 2023

**Validity Test**

**Table 1. Validity Test Results**

Indicator Item	Convergent Validity		Discriminant Validity	Status
	Loading Factor	AVE	Cross Loading	
V1	0.886	0.782	0.886	Valid
V2	0.886		0.886	Valid
V3	0.905		0.905	Valid
V4	0.858		0.858	Valid
T1	0.849	0.785	0.849	Valid
T2	0.902		0.902	Valid
T3	0.906		0.906	Valid
MV1	0.761	0.721	0.761	Valid
MV2	0.826		0.826	Valid
MV3	0.902		0.902	Valid
MV4	0.899		0.899	Valid
MV5	0.848		0.848	Valid
I1	0.889	0.781	0.889	Valid
I2	0.847		0.847	Valid
I3	0.872		0.872	Valid
I4	0.926		0.926	Valid
IB1	0.917	0.828	0.917	Valid
IB2	0.900		0.900	Valid
IB3	0.943		0.943	Valid
IB4	0.877		0.877	Valid

Source: Primary Data, Processed 2023

Based on the table 1 above, it can be observed that the testing of convergent validity is assessed by considering the magnitude of the outer loadings of each indicator on its latent variable and the value of the Average Variance Extracted (AVE). According to Hair et al. (2011), a loading factor  $>0.7$  and an AVE  $>0.5$  are considered ideal values, indicating that the indicators are valid for measuring the constructed construct. Discriminant validity testing involves assessing cross-loadings for each variable, which should be  $>0.7$ . With every variable having a loading factor  $>0.7$ , an AVE  $>0.5$ , and cross-loadings  $>0.7$ , it can be concluded that all constructs are valid.

### Reliability Test

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Status
Visibility	0.907	0.909	Reliable
Trading	0.863	0.877	Reliable
Meta Voicing	0.902	0.910	Reliable
Immersion	0.906	0.911	Reliable
Impulse Buying	0.930	0.938	Reliable

Source: Primary Data, Processed 2023

Reliability testing in PLS analysis utilizes two approaches, namely composite reliability and Cronbach's alpha. In assessing construct reliability, both Cronbach's alpha and composite reliability values should exceed 0.7 (Ghozali, 2014). Based on the table 2 above, it can be illustrated that all four variables in this research have Cronbach's alpha and composite reliability values exceeding 0.70. Hence, it can be asserted that the constructs in this research are reliable.

### Goodness Of Fit

**Table 3. R-Square Test Results**

Variable	R-Square
Immersion	0.713
Impulse Buying	0.531

Source: Primary data, Processed 2023

Based on the table 3 above, it can be seen that the R-Square value for the immersion variable is 0.713. Therefore, it can be stated that the immersion variable has a strong effect, indicating that 71.3% of the variation in the immersion variable can be explained by visibility, trading, and meta voicing. The R-Square value for the impulse buying variable is 0.531, suggesting that impulse buying has a moderate effect, with 53.1% of the variation in impulse buying being explained by visibility, trading, and meta voicing.

**Direct Effect**

**Table 4. Direct Effect Hypothesis Test Results**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Status
Visibility -> Immersion	-0.003	-0.003	0.083	0.031	0.975	Not Significant
Trading -> Immersion	0.229	0.232	0.098	2.341	0.019	Significant
Meta Voicing -> Immersion	0.659	0.661	0.090	7.287	0.000	Significant
Immersion -> Impulse Buying	0.729	0.732	0.052	13.991	0.000	Significant

Source: Primary Data, Processed 2023

Before explaining the hypothesis testing, as stated by Firdaus et al. (2023), the critical t-table value at a significance level of 5% or 0.05 in this research is 1.972. Hypothesis testing of each variable relationship is explained as follows:

**The Effect of Visibility, Trading, and Meta Voicing on Immersion**

Based on the results of the output table, the direct effect t-statistic for the visibility variable on the immersion variable is  $0.031 < 1.972$ , and the p-value is  $0.975 > 0.05$ . Therefore, H1 in the research is rejected. This means that in this research, the visibility variable has no significant effect on the immersion variable. Based on the results of the output table, the direct effect t-statistic for the trading variable on the immersion variable is  $2.341 > 1.972$ , and the p-value is  $0.019 < 0.05$ . Therefore, H2 in the research is accepted. This means that in this research, the trading variable has a significant effect on the immersion variable. Based on the results of the output table, the direct effect t-statistic for the meta voicing variable on the immersion variable is  $7.287 > 1.972$ , and the p-value is  $0.000 < 0.05$ . Therefore, H3 in the research is accepted. This means that in this research, the meta voicing variable has a significant effect on the immersion variable.

**The Effect of Immersion on Impulse Buying**

Based on the results of the output table, the direct effect t-statistic for the immersion variable on the impulse buying variable is  $13.991 > 1.972$ , and the p-value is  $0.000 < 0.05$ . Therefore, H4 in the research is accepted. This means that in this research, the immersion variable has a significant effect on the impulse buying variable.

**Indirect Effect**

**Table 5. Indirect Effect Hypothesis Test Results**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Status
Visibility -> Immersion -> Impulse Buying	-0.002	-0.002	0.061	0.030	0.976	Not Significant
Trading -> Immersion -> Impulse Buying	0.167	0.171	0.076	2.204	0.028	Significant
Meta Voicing -> Immersion -> Impulse Buying	0.480	0.482	0.068	7.115	0.000	Significant

Source: Primary Data, Processed 2023



### **The Effect of Visibility, Trading, and Meta Voicing on Impulse Buying through Immersion**

Based on the results of the output table, the indirect effect t-statistic for the visibility variable on the impulse buying variable through the immersion variable is  $0.030 < 1.972$ , and the p-value is  $0.976 > 0.05$ . Therefore, H5 in the research is rejected. This means that in this research, the visibility variable has no significant effect on impulse buying through the immersion variable. Based on the results of the output table, the indirect effect t-statistic for the trading variable on the impulse buying variable through the immersion variable is  $2.204 > 1.972$ , and the p-value is  $0.028 < 0.05$ . Therefore, H6 in the research is accepted. This implies that in this research, the trading variable has significant effect on impulse buying through the immersion variable. Based on the results of the output table, the indirect effect t-statistic for the meta voicing variable on the impulse buying variable through the immersion variable is  $7.115 > 1.972$ , and the p-value is  $0.000 < 0.05$ . Therefore, H7 in the research is accepted. This means that in this research, the meta voicing variable has significant effect on impulse buying through the immersion variable.

### **DISCUSSION**

Visibility has no significant effect on immersion because consumers do not solely rely on detailed information provided by the streamer during live streaming to experience immersion. Even when the streamer provides detailed product information, consumers may not necessarily fully trust the information given by the streamer. A detailed explanation of a product by the streamer does not automatically result in consumer trust. Therefore, consumers may not experience immersion.

Trading has a significant effect on immersion because safe and smooth transactions create a sense of comfort for consumers when making purchases during live streaming. Positive psychological states are likely to be enhanced when transactions are safe and smooth. This positive psychology is what makes consumers comfortable when shopping during live streaming. This finding is supported by Mo & Wang (2021) and Maharani & Dirgantara (2023).

Meta voicing has a significant effect on immersion because direct communication between consumers and streamers during live streaming allows consumers to focus their attention on the streamer. Effective communication can make consumers feel comfortable remaining in the live stream and asking questions directly in the live chat. This ease of interaction enables consumers to focus their attention on the live streaming, leading to a feeling of immersion. This finding is supported by Sun et al. (2019), Maghfiroh & Palupi (2023), and Puspawati & Febrianta (2023)

Immersion has a significant effect on impulse buying because when consumers become fully immersed in live streaming, they unconsciously make impulsive purchases while being immersed in the live streaming experience. High-frequency interactions with the streamer during live streaming enhance a pleasant and satisfying experience for consumers. This positive experience leads consumers to engage in positive behavior, such as making unplanned purchases. This finding is supported by Mo & Wang (2021) and Chen et al. (2022)

Visibility has no significant effect on impulse buying through immersion. Even when the streamer provides detailed information about a product, if a consumer is not interested in the product being described, visibility does not have a significant effect on impulsive buying. Even if consumers are interested in the product being described by the streamer, they may want to explore other products by continuing to watch the available live streaming.

Trading has a significant effect on impulse buying through immersion. The ease of conducting transactions during online shopping encourages consumers to make impulsive purchases. Safety provided to consumers when making transactions reduces perceived risks, leading consumers to enter the shopping environment and make impulsive purchases. This finding is supported by Mo & Wang (2021).

Meta voicing has a significant effect on impulse buying through immersion. Meta voicing can enhance interactions between streamers and consumers (Dong & Wang, 2018). Consumer

interaction channels with streamers can stimulate the imagination of consumers to make impulsive purchases in live streaming. Positive interactions will shape a sense of immersion, leading to impulse buying among consumers when purchasing products. This finding is supported by Festyan et al. (2023).

## **CONCLUSION**

The conclusions of this research are as follows:

1. Visibility has no significant effect on immersion.
2. Trading has a significant effect on immersion.
3. Meta voicing has a significant effect on immersion.
4. Immersion has a significant effect on impulse buying.
5. Immersion has no significant effect in mediating visibility on impulse buying.
6. Immersion has a significant effect in mediating trading on impulse buying.
7. Immersion has a significant effect in mediating meta voicing on impulse buying.

## **Suggestion**

Trading, meta voicing, and immersion have a significant effect on the variable impulse buying. Therefore, businesses marketing through live streaming on Tiktok need to pay attention to this variable. Suggestions for further researchers need further research not only on Tiktok, but in several e-commerce platforms to compare results between one e-commerce and another.

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