

The Effect of Tiktok Live Streaming on Consumer Purchase Intention and Gift Giving Intention on Slinkywhite Collagen Drink Products



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ABSTRACT: E-commerce live streaming is a form of business model that sells goods or services directly to consumers through live broadcasts on e-commerce platforms or social media. This study aims to examine the effect of e-commerce live streaming in the Tiktok application on purchase intention and consumer gift giving on Slinkywhite collagen drink products. This study uses a quantitative method by distributing questionnaires with a sample size of 91 people. The analysis method used is Partial Least Square (PLS). Based on the research results, telepresence, guidance shopping, and metavoicing variables have a positive effect on purchase intention and gift giving intention mediated by swift guanxi, while flow variables have no effect on purchase intention and gift giving intention.

KEYWORDS: e-commerce live streaming, purchase intention, gift giving intention, swift guanxi

I. INTRODUCTION

In the ever-evolving digital era, the e-commerce industry has become one of the most dynamic and promising sectors. Through (Mustajab, 2023) sourced from Statistika Market Insights, it can be seen that e-commerce users in Indonesia have continued to increase since 2018 until now in 2023. It is projected to reach 196.47 million users by the end of 2023.



Figure 1. Total number of e-commerce users in Indonesia

Advances in technology and changes in consumer behavior have triggered the rapid growth of e-commerce, which opens the door to various innovations in an effort to attract consumers and encourage transactions and indirectly affect the way companies interact with customers and how consumers buy their products or services. Live streaming e-commerce is one of the most recent innovations. Live streaming is a multimedia technology that allows broadcasters and viewers to communicate in real time and interact in a variety of ways, including text, voice, and video. (Lu, He and Ke, 2023). The existence of live streaming e-commerce allows streamers and viewers to be more interactive, live streaming viewers can directly ask the things they want to ask and streamers can also directly answer them and can also provide more detailed information. E-commerce live streaming or what is also commonly called live shopping allows e-commerce users to directly purchase a product or service during the live event.

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TikTok, a popular social media platform, has gained worldwide traction, particularly among the younger generation. According to research conducted by Business of Apps TikTok (Curry, 2023), findings indicate that in 2021, approximately 35% of TikTok users will be between the ages of 20 and 29, with an additional 28% falling between the ages of 10 and 19. According to Katadata.co.id, the TikTok application had 1.05 billion global users as of January 2023, with Indonesia ranking second in terms of TikTok users worldwide (Aji *et al.*, 2023).

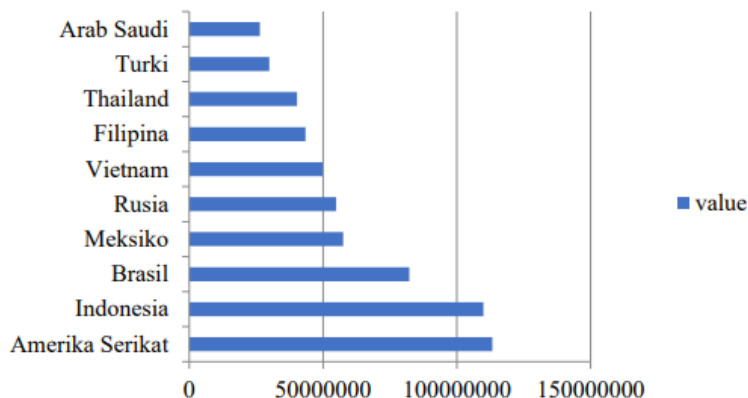


Figure 2. Chart of the number of Tiktok users in the world as of January 2023

One of the Tiktok features that is useful in terms of digital marketing is the live streaming feature, using this feature sellers can expand market reach, introduce new products, and can interact directly with consumers. The "for you page" feature from Tiktok makes it easy for sellers to market their products, live streaming on Tiktok also often appears and is automatically recommended from the Tiktok algorithm itself so that it is undeniable, live streaming e-commerce is one of the things that supports digital marketing and encourages increased consumer buying intentions because it interacts in real-time (Aji *et al.*, 2023).



Figure 3. Survey of the Social Commerce Landscape in Indonesia

Through a survey conducted by populix entitled (*The Social Commerce Landscape in Indonesia, 2022*) in the most used platform category, it was stated that Tiktok was ranked first with 46% of users compared to Facebook and Instagram which were only 10% in the scope of social commerce. This proves that TikTok is a platform that is very attractive to Indonesians, especially as a promotional media. According to a survey conducted by populix, it can also be seen that beauty products are ranked second as items that are often purchased. On the other hand, Indonesian people are increasingly aware of maintaining their appearance, especially skin health. The growth of the cosmetic industry in Indonesia is also increasing, ranging from cosmetics to skincare. The

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development of the beauty and health industry has led to more and more beauty and health products that make innovations such as one of them is the existence of collagen drinks.

Collagen in the composition of the human diet is an important source of nutritious fiber and protein (A and Nadaraju, 2022). The process of collagen synthesis in the body tends to decrease with age, which can result in thinning, weakness, and loss of elasticity in body tissues. Hence, the addition of collagen to beverages contributes to maintaining the health of body tissues and physical structure (King'ori, 2011). Collagen supplement drinks have important health benefits in maintaining skin hydration and elasticity, consuming collagen regularly helps slow down the aging process by increasing bone density and strength (Czajka *et al.*, 2018). Collagen drinks are also beneficial in reducing wrinkles on the face or skin, as well as improving hair quality, scalp coverage, and hair thickness. Nail growth also becomes faster and the risk of breaking or splitting is reduced by consuming collagen drinks (A and Nadaraju, 2022).

In conducting e-commerce live streaming will indirectly form interpersonal relationships between streamers and viewers, interpersonal relationships are an important factor in determining the success of marketing on social media (Hsu *et al.*, 2022). In live streaming platforms, there are two levels of communication: video interaction between buyers (viewers) and sellers (live stream leaders), and text message communication between buyers (viewers, co-watchers) and sellers (streamers) (Guan *et al.*, 2019). New methods of shopping have changed the face of e-commerce. E-commerce used to focus solely on buying and selling products. However, today, this method of shopping has shifted to focus more on the social and entertainment aspects. This is achieved by utilizing live streaming technology to create interactions between buyers and sellers that resemble physical face-to-face interactions (Wongkitrungrueng and Assarut, 2020).

In the flawed environment of the internet, the way of transactions relies more on guanxi relationships. Swift guanxi differs from traditional guanxi in that it is a form of relationship between buyers and sellers formed through the internet. This relationship includes mutual understanding, helpful exchanges, and harmonious relationships, and plays a very important role in the formation of transactions (Hsu *et al.*, 2022). The interpersonal relationships created when doing e-commerce live streaming such as swift guanxi can influence consumer purchase intentions and gift giving to streamers, therefore this study aims to explore more deeply the effect of e-commerce live streaming on Slinkywhite's Tiktok account on consumer purchase intentions and gift giving through affordance theory and swift guanxi on Slinkywhite collagen drink products.

II. LITERATUR RIVIEW

E-commerce live streaming

Live shopping, alternatively referred to as e-commerce live streaming, is a commercial approach wherein products and services are presented to consumers through real-time broadcasts on either e-commerce platforms or social media channels (Dai and Cui, 2022). Live shopping is the practice of selling products in a live broadcast with the aim of offering comprehensive information about the featured product (Mindiasari, Priharsari and Purnomo, 2023). The main focus of e-commerce live streaming is on two key areas. To begin, it focuses on the process of creating live streaming content for e-commerce. Second, it delves into consumer behavior patterns related to content consumption in live streaming e-commerce, encompassing elements that can keep viewers interested. The third aspect investigates the impact of live streaming e-commerce on consumers' purchasing decision-making processes.

Tiktok

In Affandi and Wijayani (2022) Tiktok is an application that allows users to easily create short videos using interesting and unique special effects. With this application, users can easily create creative videos that attract the attention of many people. Not only can they watch and imitate other people's videos, but they can also create creative videos according to their own ideas (Sungkono, 2023).

Swift Guanxi

Guanxi is a social network consisting of strong and mutually beneficial interpersonal relationships between individuals or groups (Hsu *et al.*, 2022). Swift guanxi refers to the rapid establishment of a three-dimensional buyer-seller relationship. The first dimension is mutual understanding, in which buyers and sellers understand each other's requirements. The second dimension includes reciprocal favors, which represent positive outcomes from interactions between buyers and sellers. The third dimension is relationship harmony, which emphasizes mutual respect and conflict avoidance in the relationship (Ou, 2014).

Purchase Intention

Purchase intention refers to the cognitive process by which consumers form plans or intentions to purchase a specific product or service. It reflects an individual's mental inclination or predisposition to make a purchase based on various factors such as needs,

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preferences, and external influences (Nguyen *et al.*, 2022). Purchase intent is the final stage in a multifaceted purchasing decision process. This process begins with the recognition of a need for a specific product or brand, which is referred to as need arousal. Following that, consumers engage in information processing to gather relevant details, a stage known as Consumer Information Processing. Following that, consumers evaluate the product or brand, with the results culminating in the formation of the intention or desire to make a purchase. At this point, consumers take the first step toward actualizing their intention by completing the purchase transaction (Fitriana & Yulianti, 2013).

Affordance Theory

According to James Gibson (1904-1979), affordance theory is an interactionist theory that emphasizes the relationship between individuals and the environment. This theory emphasizes that affordance is a reality that is related to the environment and the individual. In the context of live streaming e-commerce, affordance theory plays an important role in understanding how the design and use of live streaming platforms affect consumer behavior from product-to-consumer interactions, consumer-to-consumer interactions, to influences on purchasing decisions. IT affordance in social commerce refers to the shopping-centric features provided by platforms to both buyers and sellers. Visibility, metavoicing, triggered attending, guidance shopping, social connecting, and trading are the six dimensions of social commerce (Dong, Wang and Benbasat, 2016). Telepresence and flow are two elements of affective affordance in the context of e-commerce live streaming. This relates to the possibility of using live streaming to increase consumers' positive feelings toward the streamer by creating a sense of physical presence and immersion, and fostering an experience in which consumers are so engrossed that they lose track of time. Cognitive affordance in live streaming e-commerce, on the other hand, refers to its ability to assist consumers in making informed purchasing decisions. This includes things like shopping advice and metavoicing, which contribute to a more thoughtful and informed consumer decision-making process during the live streaming experience (Dong, Wang and Benbasat, 2016).

The effect of telepresence on swift guanxi

Telepresence according to Steuer (1992) is a psychological state of feeling like 'physically present and there' in a computer-mediated environment. Telepresence can increase interactivity between buyers and sellers in social e-commerce. High interactivity, trust established between sellers and buyers, and positive experiences of buyers can accelerate the formation of swift guanxi between buyers and sellers (Ou, 2014). Telepresence can make consumers feel comfortable in an online shopping environment (Gao *et al.*, 2018).

The effect of flow on swift guanxi

Flow is a state or situation where individuals feel very cool with the activities or activities they enjoy and sometimes lose awareness of the time passing (Tse, Nakamura and Csikszentmihalyi, 2020). This flow experience theory was first proposed by a psychologist Csikszentmihalyi, where there are four dimensions, namely concentration, control, loss of self-consciousness, and time transformation. In live streaming activities, buyers will actively communicate with sellers, therefore flow affordance helps consumers build swift guanxi with sellers.

The effect of guidance shopping on swift guanxi

Guidance shopping can increase consumer confidence in the streamer and the products offered. Streamers will provide in-person shopping guidance such as product introductions and discounts, to assist consumers in making purchasing decisions and improve their shopping experience. Consumer satisfaction with the purchasing services provided by the streamer helps build swift guanxi between streamers and consumers (Lu, He and Ke, 2023). Through his research (Dong, Wang and Benbasat, 2016) explains that Guidance Shopping Affordance consists of four attributes, namely guidance on determining product needs without restrictions, guidance on identifying product attributes according to needs, guidance on personal product customization based on needs, and guidance on alternative products.

The influence of metavoicing on swift guanxi

Metavoicing is the ability of consumers to interact with streamers and provide feedback on suggested content. Metavoicing allows consumers to have interactions with streamers about products, ask questions about products, and receive appropriate and satisfactory answers. Metavoicing forms a harmonious relationship between streamers and consumers which is a major factor in building swift guanxi between consumers and streamers (Lu, He and Ke, 2023).

The influence of swift guanxi on purchase intention

A strong relationship between streamers and consumers can lead to higher purchase interest, a good relationship is characterized by support, respect, reciprocal feedback and a friendly social atmosphere that promotes consumer purchasing decisions (Lu, He

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and Ke, 2023). Through live streaming, the dimensions of swift guanxi can be formed, especially reciprocal favor, which is the positive benefit of interaction between buyers and sellers.

The influence of guanxi swift on gift-giving intention

Gifting, also known as donation, refers to the act of giving virtual gifts to live broadcasters. These virtual gifts are then exchanged for real currency at a certain ratio (Li and Peng, 2021). Gift-giving in live broadcasts is an effective strategy to capture everyone's attention, especially by providing high-value gifts. As a result, users consistently send virtual gifts to live broadcasters with the aim of strengthening relationships and enhancing their feelings of social status superiority (Li and Peng, 2021)

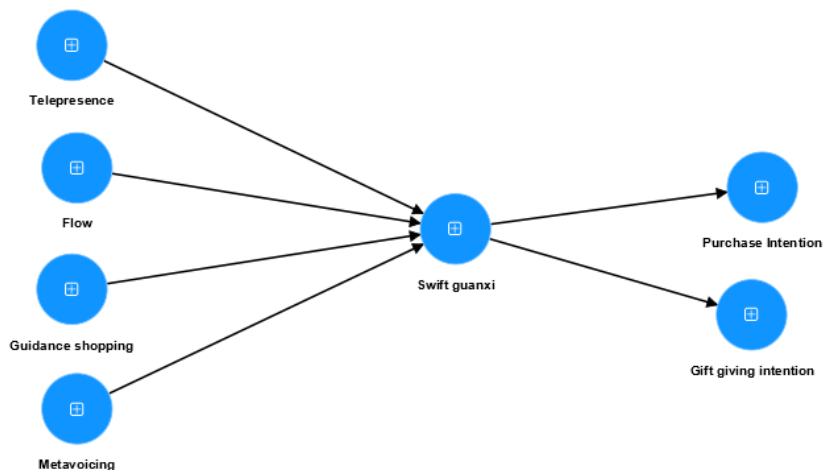


Figure 4. Framework of Thought

Framework of Thought

- H1: Telepresence has a positive effect on swift guanxi
- H2: Flow affordance has a positive effect on swift guanxi
- H3: Guidance shopping has a positive effect on swift guanxi
- H4: Metavoicing has a positive effect on swift guanxi
- H5: Swift guanxi has a positive effect on purchase intention.
- H6: Swift guanxi has a positive effect on gift intention.

III. RESEARCH METHOD

This study employed a quantitative methodology. The questionnaire was used in the study, and the results were measured using a 5-point Likert scale, with each measurement item scored from 1 (strongly disagree) to 5 (strongly agree). The author employs SmartPLS software in the quantitative method. PLS (Partial Least Squares) is a multivariate statistical technique that can handle multiple response and explanatory variables at the same time. PLS (Partial Least Square) does not assume data with certain scale measurements, this can mean that the number of samples used in PLS (Partial Least Square) can use small samples (under 100 samples). Data collection used in PLS (Partial Least Square) is taken based on the results of the questionnaire that the author has distributed with a saturation point sample of Tiktok Slinkywhite followers where all populations are used as samples totaling 118 followers. Of the questionnaires that have been distributed, the returned questionnaires totaled 91 respondents so that the sample of this study was 91.

IV. RESULT AND DISCUSSION

Convergent Reliability and Validity Test

Table 1. Convergent Reliability and Validity Test

Variabel	Item	Outer Loading	Cronbach's Alpha	CR	AVE
Telepresence (TEP)	TEP1	0.792	0.813	0.877	0.641
	TEP2	0.848			
	TEP3	0.747			
	TEP4	0.811			
Flow (FLO)	FLO1	0.805	0.872	0.903	0.700
	FLO2	0.727			

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	FLO3	0.933			
	FLO4	0.867			
Guidance Shopping (GS)	GS1	0.810	0.831	0.977	0.664
	GS2	0.823			
	GS3	0.839			
	GS4	0.785			
Metavoicing (ME)	ME1	0.788	0.849	0.892	0.624
	ME2	0.835			
	ME3	0.843			
	ME4	0.740			
	ME5	0.737			
Reciprocal Favor (RF)	RF1	0.717	0.844	0.895	0.682
	RF2	0.830			
	RF3	0.885			
	RF4	0.862			
Relationship Harmony (RH)	RH1	0.878	0.823	0.894	0.737
	RH2	0.905			
	RH3	0.789			
Purchase Intention (PU)	PU1	0.797	0.816	0.891	0.732
	PU2	0.902			
	PU3	0.863			
Gift Giving Intention (GG)	GG1	0.916	0.932	0.951	0.828
	GG2	0.918			
	GG3	0.868			
	GG4	0.937			

Based on table 1, each item in each variable has an outer loading value greater than 0.70, this indicates that all items of each variable are valid to reflect the measurement of each variable. The level of variable reliability is acceptable as indicated by Cronbach's alpha and composite reliability above 0.70 (reliable). The level of convergent validity indicated by the AVE value of more than 0.50 has met the requirements of good convergent validity.

Discriminant Validity Test Results

Table 2. Discriminant Validity Test Results

	FLO	GG	GS	ME	PU	RF	RH	TEP
FLO	0.837							
GG	-0.081	0.910						
GS	0.121	0.158	0.815					
ME	0.172	0.356	0.674	0.790				
PU	0.127	0.128	0.626	0.501	0.855			
RF	0.121	0.388	0.562	0.622	0.502	0.826		
RH	0.084	0.311	0.483	0.613	0.464	0.679	0.859	
TEP	-0.014	0.486	0.441	0.481	0.402	0.441	0.430	0.800

Based on table 2, the square root AVE of each factor is greater than the corresponding correlation coefficient, and the AVE value is greater than 0.5 therefore, each factor has a better degree of discrimination effect.

R-Square

Table 3. R-square

	R-square
Gift giving Intention (GG)	0.149
Purchase Intention (PU)	0.279
Swift Guanxi (SG)	0.502

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Based on table 3, the r square value of the gift giving intention variable is 0.149, purchase intention is 0.279, and swift guanxi is 0.502. It can be concluded that the model that can explain the phenomenon / problem of gift giving intention is 14.9%, purchase intention is 27.9%, and swift guanxi is 50.2%, while the rest is explained by other things not included in the model and errors.

Hypothesis Test

Table 4. Hypothesis Test

	Original sample (O)	T (O/STDEV)	statistics	P values
Telepresence -> Swift guanxi	0.172	1.689		0.046
Flow -> Swift guanxi	0.016	0.162		0.436
Guidance Shopping -> Swift guanxi	0.180	1.691		0.045
Metavoicing -> Swift guanxi	0.468	4.135		0.000
Swift guanxi -> Purchase Intention	0.528	6.713		0.000
Swift guanxi -> Gift Giving Intention	0.386	4.210		0.000

Based on table 4, through the p-value <0.05 approach, it can be concluded that:

1. Telepresence has a positive effect on swift guanxi can be accepted.
2. Flow has a positive effect on swift guanxi cannot be accepted
3. Guidance shopping has a positive effect on swift guanxi is acceptable
4. Metavoicing has a positive effect on swift guanxi is acceptable
5. Swift guanxi has a positive effect on purchase intention can be accepted
6. Swift guanxi has a positive effect on gift giving intention can be accepted

Test of Mediation Effect

Table 5. Test of Mediation Effect

	Original sample (O)	T (O/STDEV)	statistics	P values
Telepresence -> Gift Giving Intention	0.066	1.301		0.097
Telepresence -> Purchase Intention	0.091	1.635		0.051
Flow -> Gift Giving Intention	0.006	0.156		0.438
Flow -> Purchase Intention	0.008	0.161		0.436
Guidance Shopping -> Gift Giving Intention	0.070	1.637		0.051
Guidance Shopping -> Purchase Intention	0.095	1.524		0.064
Metavoicing -> Gift Giving Intention	0.180	2.807		0.003
Metavoicing -> Purchase Intention	0.247	3.372		0.000

Based on table 5, through the p value <0.05 approach, it can be concluded that:

1. There is an effect of telepresence on gift giving intention mediated by swift guanxi.
2. There is an effect of telepresence on purchase intention which is mediated by swift guanxi.
3. There is no effect of flow on gift giving intention which is mediated by swift guanxi.
4. There is no effect of flow on purchase intention which is mediated by swift guanxi
5. There is an effect of guidance shopping on gift giving intention mediated by swift guanxi.
6. There is an effect of guidance shopping on purchase intention which is mediated by swift guanxi
7. There is an effect of metavoicing on gift giving intention which is mediated by swift guanxi.
8. There is an effect of metavoicing on purchase intention which is mediated by swift guanxi

V. DISCUSSION

The Effects of Telepresence, Flow, Guidance Shopping, and Metavoicing on Swift Guanxi

Telepresence and flow are examples of affective affordance. Telepresence (TEP) has a positive and significant impact on swift guanxi in the context of e-commerce live streaming technology, particularly in Social Media Applications (SMA), according to data analysis findings. This emphasizes the importance of instant video interaction between streamers and consumers in cultivating

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quick guanxi. According to the study, by facilitating immersive online shopping experiences, e-commerce live streaming technology plays a critical role in fostering quick guanxi between buyers and sellers. These findings are consistent with a study conducted in (Lu, He and Ke, 2023), who discovered a positive correlation between telepresence and swift guanxi. This contradicts the findings of (Alana and Sharif, 2023), who claimed that telepresence has no effect. According to the data analysis, the presence of Flow (FLO) has no significant impact on the development of swift guanxi. To be more specific, the analysis results indicate that the Flow variable has little influence on the formation of a quick relationship between buyers and sellers, as denoted by the term "swift guanxi." It implies that other factors or variables may be more important in elucidating the dynamics of this relationship. As a result, more research is needed to delve into these factors and gain a more comprehensive understanding of their role in the observed relationship dynamics.

Cognitive affordance includes variables of guidance shopping and metavoicing, based on the results of data analysis, Guidance Shopping (GS) has a positive and significant influence on swift guanxi. This means that the Guidance Shopping variable has a strong role in supporting the formation of swift guanxi between buyers and sellers. Guidance Shopping is a time when broadcasters guide consumers directly through videos to provide information that suits their needs. Based on the results of data analysis, Metavoicing (ME) has a positive and significant influence on swift guanxi. This means that the ability of metavoicing, where consumers can interact personally with the broadcaster about the product, has a real contribution in accelerating the process of swift guanxi formation between buyers and sellers. With metavoicing, consumers can personally interact with the broadcaster about the product, giving them the opportunity to express their opinions and get answers quickly and satisfactorily. These results show that metavoicing not only provides a more interactive shopping experience, but also actively contributes to strengthening the relationship between consumers and broadcasters in the context of live streaming e-commerce. The results of this study are in line with research conducted by (Lu, He and Ke, 2023) which states that guidance shopping and metavoicing have a positive effect on swift guanxi.

The Effect of Swift Guanxi on Purchase Intention and Gift Giving Intention

Based on the results of data analysis, swift guanxi has a positive influence on purchase intention and gift giving intention. This means that the stronger the guanxi relationship that is quickly formed between buyers and sellers in the context of live streaming e-commerce, the greater the tendency of buyers to intend to buy a product and give gifts to streamers. The results of this study are in line with the findings of previous researchers conducted by (Alana and Sharif, 2023) who stated that swift guanxi has a positive influence on purchase intention and gift giving intention.

VI. CONCLUSION

The conclusion of this study is that based on affordance theory, this study reveals how the mechanism of gift giving and consumer purchasing decisions are formed. The findings reveal that certain variables, namely telepresence, guidance shopping, and metavoicing, exert a notably positive influence on swift guanxi. In contrast, flow variables exhibit a negative impact. Additionally, there is a positive correlation between swift guanxi and both purchase intention and gift-giving intention. The results of this study can provide suggestions for companies in the live streaming e-commerce industry to implement these features to increase consumer interaction and purchase intention.

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