



The Influence of Live Streaming and Interactive Video on Consumer Purchasing Decisions in TikTok Shop

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Abstract. The rapid evolution of digital technology and social media has transformed consumer purchasing behavior. TikTok Shop, as a leading social commerce platform, integrates entertainment and shopping through live streaming and interactive video content. These features enable real-time interaction between sellers and consumers, fostering engagement and influencing purchase decisions. This study applied a quantitative approach using an online survey distributed to 97 TikTok users who had purchased through live streaming or interactive videos. The data were examined using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to test the hypotheses and assess the relationships among live streaming, interactive video content, and purchasing decisions. The results indicate that both live streaming and interactive video content have a significant and positive influence on consumer purchasing decisions. Live streaming enhances trust and engagement through real-time communication, while interactive videos provide compelling visual content that strengthens confidence in purchase decisions. Moreover, interactive videos showed a stronger effect than live streaming due to their flexibility and broader reach. This study contributes to digital marketing and social commerce literature by offering empirical evidence on how live streaming and interactive videos influence consumer behavior on TikTok Shop. Practically, the findings provide valuable insights for businesses to optimize promotional strategies and enhance consumer engagement in competitive digital marketplace

Keywords: Live Streaming, Interactive Video, Consumer Purchasing Decisions, TikTok Shop, Digital Marketing

1 Introduction

The development of information technology today is very rapid, influencing interactions, work and internet business, making it possible to be smarter in making purchasing decisions, as well as making it easier to access social media. [1] One of the platforms that has grown rapidly in recent years is TikTok. TikTok is a short video sharing platform that offers a wide variety of unique content and is often used for commercial purposes. [2] TikTok is a platform that is currently very influential for entrepreneurs, especially those just launching their businesses, because it provides the opportunity to share information quickly and comprehensively.

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M. Nohong et al. (eds.), *Proceedings of the 10th International Conference on Accounting, Management, and Economics (10th ICAME 2025)*, Advances in Economics, Business and Management Research 388, https://doi.org/10.2991/978-94-6239-709-5_95

Therefore, in the ever-evolving digital era, live streaming and interactive video content have emerged as highly effective marketing tools, especially on social media platforms like TikTok. Technological and social media developments have transformed the way companies market their products. TikTok, with over 1 billion active users, has become one of the most widely used platforms for marketing [3]. In recent years, the widespread use of live streaming has attracted the attention of anaemic resear, which focuses on the audience's motivations for watching live streaming and the purchasing decision-making process. [4] As live streaming grows in popularity, many social media retailers are adopting live streaming marketing as a tool to enhance their customers' shopping experience.

Research [5] shows that social commerce plays a crucial role in increasing consumer trust through social interactions and peer recommendations. Meanwhile, a study [6] confirmed that live streaming commerce can encourage real-time consumer engagement, which directly impacts purchase intentions. Thus, social commerce not only facilitates transactions but also allows users to share experiences, provide reviews, and obtain additional information about the products or services they purchase, thus playing a significant role in influencing consumer purchasing decisions in the digital age.

Furthermore, in the context of TikTok Shop, two dominant and proven effective marketing strategies are live streaming, often referred to as Live Shopping, and interactive video content. The use of e-commerce live streaming as a marketing model is widespread in academia due to its high business value. The most common e-commerce live streaming platforms include Instagram, Facebook, TikTok Shop, and Shopee. [7] Live streaming and interactive video content offer a real-time shopping experience supported by direct interaction between sellers/influencers and potential buyers, creating a sense of urgency through limited-time offers and live Q&A sessions. Meanwhile, with the advancement of technology and social media, interactive video content, such as short videos, styling tutorials, or influencer reviews, can deliver engaging videos. [8] The advantage of combining live streaming and interactive video content lies in its ability to create strong social presence and social interaction, making consumers feel more connected to the product and seller.

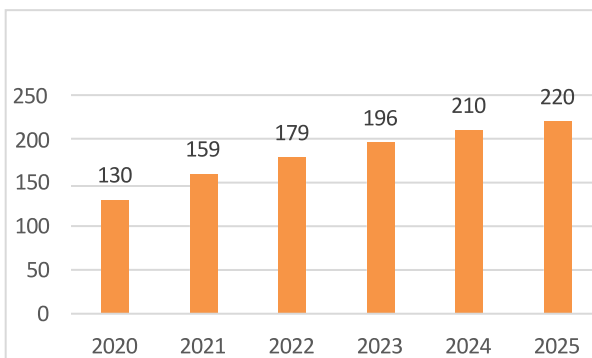


Fig. 1. Predicted Number of E-commerce Users in Indonesia by 2025

Source: Ministry of Industry Projection Data, Indonesian Ecommerce Association (2025)

Based on the data above, the number of e-commerce users in Indonesia is estimated to reach around 220 million by 2025. This projection indicates a significant upward trend in the number of people using the internet for shopping each year. This growth is inseparable from various supporting factors, including easy access to digital platforms, more competitive prices compared to conventional stores, and the practicality of the transaction process offered by e-commerce services. This phenomenon confirms that digitalization has become a major driver of changes in consumer behavior, with shopping activities now shifting more to the online realm. This condition presents a significant opportunity for businesses to develop more innovative digital-based marketing strategies, such as the use of live streaming and interactive video content, to attract consumer interest and increase competitiveness in an increasingly competitive market. Research conducted by [9], It was stated that the presence of digital media can influence potential consumers to engage in purchase transactions, as evidenced by each indicator of the digital media variable namely the website and the Instagram social media network, which show significant positive effects on purchasing decisions for fashion products on the Tokopedia marketplace. Interest in seeing products, visiting the website to make transactions, following the Tokopedia Instagram social media account, and product information on the Tokopedia Instagram social network, and product in formation on the Tokopedia Instagram social network.

This research study focuses on local consumers in Indonesia, especially in South Sulawesi, with shopping preferences through live streaming and interactive video content through the TikTok Shop platform, because there are several reasons, such as the number of product purchases and consumer purchasing decisions, so this influences consumer purchasing decisions especially during live streaming, in addition interactive video content also plays an important role in carrying out promotional activities. Therefore, the purpose of this study is to analyze the impact of live streaming and interactive video content on consumer purchasing decisions. This research is expected to provide theoretical contributions to e-commerce literature and be able to provide practical understanding for companies and e-commerce platforms in improving promotional strategies and attractive features for consumers.

2 Literature review

2.1 Live Streaming

Live streaming is a way of releasing information by producing and releasing information directly, through Live Streaming publishers or streamers can directly send images and sound to a location, and users can receive it in real-time. [10] Through live streaming, consumers can participate in an immersive experience by watching streamers' product presentations, interacting with them, reading consumer discussions, and enjoying platform discounts. This immersive experience enhances consumers' social presence [11]. Unlike traditional e-commerce, live streaming e-commerce is more attractive due to its interaction and broad reach.

Therefore, live streaming is a video that is broadcast live to viewers, allowing them to see what the video broadcaster is doing simultaneously. Quoted from [12] According to Meistiford, the history of live streaming began with a live streaming video displayed by the music band "Severe Tire Damage" on June 24, 1993, although its history dates back to "Muzak" in the 1910s. Live streaming is now not only limited to music shows or everyday life, but more things can be shared, such as the current trend, namely live streaming sales, which can create interactive marketing through media that provide live streaming features, one of which is TikTok.

In live streaming, the host, typically an influencer or company representative, a professional streamer demonstrates products during live broadcasts while engaging directly with viewers through chats, polls, and Q&A sessions. Digital marketplaces integrate real-time entertainment with retail activities, creating an interactive and stimulating shopping experience. Real-time review experiences, facilitated by KOLs (key opinion leaders, trusted experts, or celebrities) or micro-influencers, combined with interactive participation, enhance consumer engagement., provide significant advantages to live commerce compared to traditional e-commerce product displays [13]. With the advent of live streaming in this digital age, it's easier for people to shop online without worrying about the item not being what they imagined.

2.2 Interactive Video Content

Interactive video content/content marketing is a business activity process that aims to produce and distribute valuable and relevant content to attract, acquire and involve target consumers.[14]. Interactive video content is a marketing strategy and is one method to gain profit for a business by creating and distributing consistent, relevant, and valuable content, this aims to attract and captivate a large audience. Interactive video content is a business activity that involves creating content with the aim of describing a product and its characteristics, so that the content is interesting for readers or consumers.

2.3 Purchasing Decision

According to [15] The purchasing decision process consists of a sequence of stages that consumers go through, starting from need recognition, information search, evaluation, purchase decision, and post-purchase behavior In the context of digital marketing, particularly on TikTok Shop, purchasing decisions are influenced by visual elements, direct interaction through live streaming, and the level of trust in individuals recommending products, such as influencers.

Purchasing decisions cannot be separated from consumer behavior itself, so that each consumer has different habits from one another in making purchasing transactions. [15] said the dimensions of the Purchasing Decision are: (1). Product choice, where consumers make decisions regarding which product to buy. In this context, the company needs to focus its attention on individuals who are interested in purchasing a product and on the alternative options they are considering, (2). Brand choice, consumers need to make a decision regarding which brand to purchase, as each brand has its own

distinctive characteristics, (3). Distributor choice, consumers need to decide which distributor they will visit. Each consumer differs in determining the distributor, which may be influenced by factors such as proximity of location, lower prices, availability of complete product stock, and other considerations, (4). Decision time, the purchasing decision in determining the time of purchase may vary for each individual, for instance, some may buy every day, once a week, once a month, and so on (5). Number of purchases refers to consumers' decision regarding how many products they intend to purchase. Purchases made may be more than one product, (6). Payment method, consumers can decide which payment method will be used when making decisions related to using products or services. Purchasing decisions are also affected by the technology applied in purchasing transactions, such as payments through debit cards, credit cards, e-payments, and others.

2.4 Relationship of Live Streaming to Purchasing Decisions

Live Streaming e-commerce is a live broadcast that allows two-way interaction between sellers and buyers in real-time. [16] Through live streaming, consumers can see the product in person, ask questions, and receive direct explanations from the seller. This increases consumer trust, creates urgency, and encourages impulse purchases.[17] also stated that live streaming creates emotional engagement and lower risk perception, as consumers feel more confident about the product after seeing it live and interacting directly with the broadcaster.

Research conducted by [2] shows that live streaming has a positive and significant effect on Tiktok Shop user purchases. Live streaming has a significant and dominant influence that is greater than shopping promotions on purchasing decisions. This shows that the use of live streaming as an advertising medium can be an effective strategy to increase consumer purchases. By utilizing interactive features and creative marketing approaches, live streaming can increase consumer trust in products and encourage purchases. By utilizing interactive features and creative marketing approaches, live streaming can increase consumer trust in products and encourage purchases. In the context of digital marketing, the quality of live streaming implementation and the level of interactivity offered play an important role in influencing consumer behavior. Thus, the higher the quality and interactivity in live streaming, the greater the likelihood of consumers to make purchasing decisions, therefore the author hypothesizes.

- **H1:** Live Streaming has a positive and significant influence on consumer purchasing decisions.

2.5 The Relationship Between Interactive Video Content and Purchasing Decisions

Video marketing content is a business activity process that aims to produce and distribute a valuable and relevant content to attract, acquire and engage target consumers [14] Content Marketing believes that content marketing strategy is one way to generate

profits for a business by creating and sharing consistent, relevant and valuable content, so that it can attract and captivate many people.

According to research [18] There is a significant influence of interactive video content on purchasing decisions among Tik-Tok Shop application users. Video marketing content is needed to create public awareness of the marketed product so that they can know for sure the product before making a purchase, especially if the marketed product is related to consumer needs, based on this description, the hypothesis proposed is as follows

- **H2:** Video marketing content has a positive and significant influence on consumer purchasing decisions.

Based on previous literature and research, we built a conceptual framework for the research, which is shown in Figure 2.

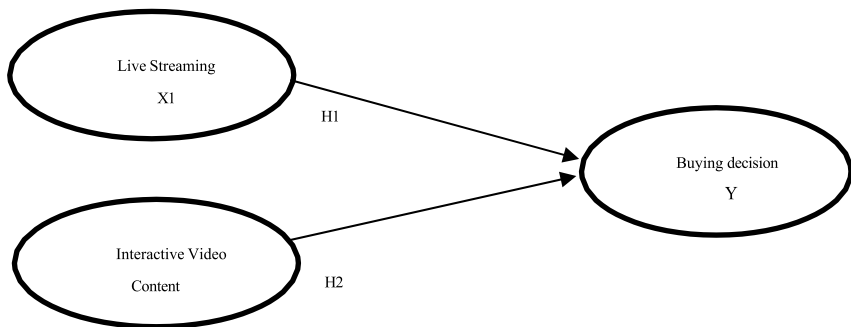


Fig. 2. Conceptual Framework and Research Hypothesis

3 Methodology

3.1 Research Design

This study used a quantitative survey method with a Likert-scale analysis distributed to TikTok users who had made purchases on TikTok Shop, either during live streaming or through interactive video content. Quantitative research is research that tests theories using research instruments by randomly distributing questionnaires to collect data and test them [19]. This study also uses multiple linear regression analysis to determine the influence of Live Streaming (X1), Interactive Video Content (X2) and purchasing decision variables (Y1). In determining the number of respondents, this study uses the Lameshow Formula, this formula is used if the population size is unknown.

The calculation is as follows:

$$n = \frac{Z^2 \cdot P(1-P)}{d^2} \quad (1)$$

Information:

- n = Number of Samples
- Z = Standard Value 1.96
- P = Maximum Estimate = 50% = 0.5
- d = Alpha (0.10) or sampling error 10%
- Using the formula above, the number of samples to be taken is:

$$n = \frac{Z^2 \cdot P(1 - P)}{d^2} \quad n = \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,1^2} \quad n = \frac{3,8416 \times 0,5 \times 0,5}{0,01}$$

$$n = \frac{0,9604}{0,01} \quad n = 96,4$$

Based on this formula, the n obtained is 97 people so that in this study, the author must at least take data from a sample of at least 97 people, where these 97 people are people who have made purchases on live streaming and interactive video content on TikTok Shop.

3.2 Data Collection and Analysis

Data was collected through an online survey by distributing questionnaires. The data collection technique used was accidental sampling with several criteria in mind. First, TikTok social media users. Second, those who have watched live streaming and interactive video content on TikTok. Third, those who have made at least one purchase from live streaming and interactive video content on TikTok. In this study, data were analyzed using Smart PLS or Partial Least Squares Structural Equation Modeling (PLSSEM), chosen because of its ability to handle data with non-normal distributions and model complexity involving many indicators. This method allows testing the relationship between independent and dependent variables in a comprehensive model. The analysis was carried out in two stages. The first stage is testing the measurement model, which aims to assess the validity and reliability of the constructs used in the study. The second stage is testing the structural model to test the hypotheses proposed in the study, as well as analyzing the strength and direction of the relationship between variables. By using PLS-SEM, this study can effectively identify factors that influence purchasing decisions.

Regarding ethics, this study followed ethical guidelines, ensuring that participants were informed about the study's purpose and their rights to confidentiality and voluntary participation. Necessary consent was obtained before data collection. While the study offers valuable insights into the relationship between live streaming, interactive video content, and purchasing decisions, several limitations should be acknowledged. The use of a non-probability sampling method may restrict the generalizability of the results, and self-reported data may introduce bias.

4 Results

The analysis revealed several significant relationships between live streaming, interactive video content, and purchasing decisions, as obtained from 97 respondents who completed the questionnaire.[20] An indicator is considered valid if it has a correlation value (often called a loading factor) above 0.70. In addition, convergent validity is also met if the Average Variance Extracted (AVE) value of each variable is greater than 0.5. The following is a summary of the measurement model assessment.

Table 1. Measurement Model Assessment

Variables	Cronbach's al-pha	Composite reliability (rho_a)	Composite re-liability (rho_c)	Average variance extracted (AVE)
Live Streaming	0.831	0.840	0.880	0.595
Interactive Video Content	0.801	0.802	0.862	0.556
Buying decision	0.779	0.782	0.858	0.603

Source: Processed Data from SEMPLS 2025

Based on the data in Table 1, it can be seen that the Average Variance Extracted (AVE) value for all variables is above > 0.50 . This indicates convergent validity, where the indicators used are able to reflect the intended construct well. According to [21], an AVE value ≥ 0.50 indicates that more than 50% of the indicator's variance can be explained by the measured construct, thus meeting the criteria for convergent validity. In addition, the Cronbach's Alpha and Composite Reliability (CR) values were also recorded as greater than 0.70, confirming that the research instrument has adequate reliability and internal consistency [22]. Thus, all indicators used in this study can be declared valid and reliable.

Based on in-depth data analysis, it can be concluded that the direct interaction that occurs during live streaming sessions not only significantly increases consumer engagement but also builds a stronger level of trust in the products offered. This real-time interaction mechanism provides an opportunity for consumers to ask questions directly and receive immediate answers from sellers, thus creating a more personalized and interactive shopping experience. In the context of digital marketing, this dynamic is one of the distinguishing elements between live streaming and conventional forms of promotion, as consumers act not only as passive recipients of information but also as active participants in the communication process.

Research shows that consumer engagement in live streaming sessions has a positive correlation with brand trust and purchase intention. This is in line with the findings of Sun [5], who emphasized that two-way interactions in live streaming can trigger impulsive purchasing behavior, especially when consumers are exposed to stimuli such as limited-time discounts, positive reviews, or recommendations from influencers [23]. Thus, live streaming is not merely a promotional tool but also a strategic instrument in building engagement, accelerating the purchasing decision process, and expanding

opportunities for creating consumer loyalty amidst increasingly competitive digital markets. Thus, overall, the results of this analysis indicate that the instruments used in this study have met the required standards for validity and reliability, so they can be used to draw valid conclusions regarding the influence of live streaming and marketing content on consumer purchasing decisions in TikTok Shop.

Table 2. Structural Model Assessment

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Tstatistics (O/STDEV)	P values
Live Streaming-> Buying decision (H1)	0.367	0.372	0.100	3,691	0.000
Interactive Video Content > Buying decision (H2)	0.464	0.467	0.099	4,702	0.000

Source: Processed Data from SEMPLS 2025

Based on Table 2 above, it can be seen that the results of the structural model assessment provide a comprehensive interpretation of the relationship between the research variables. The findings indicate that live streaming has a significant influence on purchase satisfaction with a path coefficient value ($\beta = 0.367$; $p < 0.00$), which also has implications for increasing consumer purchasing decisions. This confirms that marketing strategies that utilize live streaming on the TikTok Shop platform are more effective in building consumer engagement and encouraging them to make purchasing decisions. Furthermore, interactive video content was also shown to have a significant influence on purchasing decisions ($\beta = 0.464$; $p < 0.00$). These results indicate that creatively packaged, informative, and interactive content can increase consumer appeal, thereby strengthening their purchase intentions.

Interestingly, interactive video content exerts a greater influence than live streaming. This finding indicates that while real-time interaction through live streaming can foster consumer trust, interactive video content has advantages in terms of flexibility of access, audience reach, and the ability to be shared widely and repeatedly. Consumers can rewatch interactive videos at any time, making marketing messages more memorable and able to influence purchasing decisions on an ongoing basis. The implication of these results is that businesses on TikTok Shop should not rely solely on live streaming as a promotional strategy but also maximize the creation of engaging and relevant interactive video content. Thus, the combination of live streaming and interactive video content can serve as a more comprehensive digital marketing strategy to increase sales conversions while building consumer loyalty.

5 Discussion

5.1 Explanation of Results

Based on the data analysis, it can be concluded that interactive video content not only attracts consumers' attention but also increases their engagement with the products offered. Interactive video content provides consumers with the opportunity to actively participate in the viewing experience, such as selecting options, answering quizzes, or providing direct feedback. Furthermore, interactive video content also allows consumers to obtain more in-depth information about a product. Thus, this is in line with research conducted by [18] which shows a significant influence of interactive video content on purchasing decisions of TikTok Shop application users.

Therefore, from the 97 respondents who completed the questionnaire, the results showed that interactions during live streaming sessions significantly increased consumer engagement, ultimately influencing their purchasing decisions. These findings demonstrate that two-way communication and real-time responses from sellers can strengthen consumer trust in the products offered. Furthermore, engaging interactive video content has been shown to create a more immersive and comprehensive shopping experience, encouraging respondents to feel more confident and assured in their purchasing decisions.

These results are consistent with research conducted by [24], which stated that interactivity in live streaming plays a significant role in building trust and increasing consumer purchase intentions. Similarly, research conducted by [25] confirmed that engaging interactive video content can strengthen the perceived value of a product while encouraging consumers to make impulse purchases. Thus, both live streaming and interactive video content can be considered strategic elements in a digital marketing strategy, as both play a role not only in increasing consumer engagement but also in building a higher level of trust in the products offered.

5.2 Limitations and further research

This study has several limitations that require attention. The main limitation lies in its limited geographic scope, as it focused only on consumers in South Sulawesi, Indonesia. This condition limits the generalizability of the research results to broader contexts, both in other regions in Indonesia and in countries with different market characteristics. Therefore, the findings of this study require further examination in various geographic and cultural contexts to provide a more comprehensive picture.

Based on these limitations, future research is recommended to expand the scope of respondents from various regions in Indonesia and across countries to obtain more representative results. Furthermore, future research can also add other variables such as product quality, price, level of trust in influencers, and consumer digital literacy, which may act as moderating variables in the relationship between live streaming, interactive video content, and purchasing decisions. Comparative research between generations (such as Generation Z, Millennials, and Generation X) is also important to understand differences in consumer behavior in the context of digital marketing. Thus, further

research is expected to provide more in-depth theoretical and practical contributions to the development of e-commerce-based marketing strategies.

6 Conclusion

Based on data analysis from 97 respondents, this study concluded that live streaming and interactive video content significantly and positively influence consumer purchasing decisions on TikTok Shop. This finding is supported by the results of the hypothesis test which showed a significant and independent effect of both variables on purchasing decisions. Specifically, live streaming has a positive effect ($\beta = 0.367$), indicating that direct interaction and real-time shopping experiences offered during live broadcasts can increase consumer engagement and encourage them to purchase products. Meanwhile, interactive video content shows a stronger effect ($\beta = 0.464$), indicating that engaging and informative visual content, such as short videos, reviews, and tutorials, successfully creates a more immersive experience and builds trust, which ultimately encourages consumers to make purchases. Therefore, live streaming and interactive video content are two very effective marketing combinations on the TikTok Shop platform in increasing sales.

These findings reveal that businesses on TikTok Shop that implement live streaming strategies and interactive video content effectively influence consumer purchasing decisions. The analysis shows a significant impact on the buyer decision-making process. Furthermore, this study also strengthens the Social Commerce theory with empirical evidence that direct interaction and visual content on the TikTok social media platform significantly influence purchasing decisions. These findings highlight the importance of social interaction and relevant content as key drivers in a more modern e-commerce ecosystem.

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