COMMUNICARE
Journal of Communication Studies

Content, Commerce, and Community Effects on TikTok Live Engagement

Mohammad Alaric Hanedhy Edigani Putra[1], Akhmad Edhy Aruman[2], Raynaldi Samuel Valentino[3], Mohammad Bayu Edigani Putra[4]
[1,2,3] LSPR Institute of Communication and Business, Jakarta, Indonesia
[4] Business School, University of Auckland, New Zealand

ABSTRACT

The rapid growth of TikTok as a social commerce platform has transformed how brands engage with consumers through live-streaming features. Although prior studies have examined content, commerce, and community individually, limited research has explored their integrated and synergistic effects on consumer engagement in real-time digital environments, particularly within the Indonesian beauty industry. This study addresses this gap by applying the Content, Commerce, and Community (3C) framework to examine the collective influence of these dimensions on engagement during TikTok Live sessions. Using a quantitative approach, data were collected through an online questionnaire distributed to users who had interacted with Make Over Indonesia's TikTok Live content. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that content, commerce, and community have significant positive effects on consumer engagement. Among these factors, commerce emerges as the strongest determinant, highlighting the critical role of transactional convenience and real-time shopping features in live-streaming commerce. These results underscore the importance of integrating engaging content, seamless commerce functionalities, and interactive community elements to enhance consumer engagement in social commerce settings. This study contributes to the empirical development of the 3C framework and offers practical insights for marketers seeking to optimize engagement strategies on live-streaming platforms.

INTRODUCTION

The digital landscape has undergone rapid transformation, with social media evolving from platforms primarily used for content sharing, entertainment, and information dissemination into complex ecosystems that facilitate interaction, commerce, and community building. This transformation has fundamentally altered communication dynamics by positioning users not merely as message recipients but as active participants who interact, respond, and co-create value within digital environments. As social media platforms increasingly enable commenting, sharing, and real-time interaction,

engagement has emerged as a central concept in understanding contemporary digital communication.

Engagement in social media contexts is widely recognized as a multidimensional construct encompassing behavioral, cognitive, and emotional dimensions, reflecting users' active involvement with content, brands, and other users. A systematic literature review by Trunfio and Rossi (2021) confirms that social media engagement is inherently polysemic and context-dependent, shaped by interactive affordances that allow users to participate, contribute, and create content in real time. These characteristics highlight how digital platforms facilitate continuous feedback loops and reciprocal interactions, reinforcing the relevance of engagement as a key outcome of social media use.

Online social connectivity has therefore reshaped contemporary marketing strategies by enabling brands to establish more direct, interactive, and participatory relationships with consumers (Patwa et al., 2024). In this context, social media no longer functions merely as a promotional channel but increasingly operates as a communicative space where meaning, value, and social interaction converge. One of the most prominent platforms driving this transformation is TikTok, which has rapidly expanded beyond its original role as an entertainment application to become a dominant force in digital marketing and social commerce, particularly among Generation Z and millennial users. In Indonesia, TikTok advertisements were estimated to reach 109.9 million adult users in January 2023, equivalent to nearly 40% of the national population (We Are Social & Meltwater, 2023). This development underscores the growing significance of social media platforms as environments for real-time consumer engagement and interactive communication.

The continuous evolution of social media has given rise to social commerce, a phenomenon in which platforms integrate social interaction with commercial activities to facilitate online shopping experiences. Huwaida et al. (2024) emphasize that social commerce has become particularly influential among Generation Z consumers, who value immediacy, authenticity, and interactive engagement in digital environments. Within the Indonesian digital ecosystem, TikTok has emerged not only as a source of entertainment but also as a key commercial platform that enables brands to engage consumers through live-streaming features. TikTok Live enables brands to transform passive audiences into active participants by integrating product demonstrations, real-time purchasing, and two-way communication. However, effectively leveraging this potential requires more than mere promotional visibility. It demands a strategic orchestration of content quality, transactional accessibility, and meaningful social interaction. This integrated approach is conceptualized as Content, Commerce, and Community (3C), a framework articulated by Attar et al. (2022) to explain how digital engagement is shaped by the interplay between communicative, transactional, and social dimensions.

Recent studies on live-streaming commerce have predominantly examined individual drivers of consumer engagement rather than their combined effects. For example, Liu et al. (2024) highlight the role of flow experience and entertainment value in stimulating behavioral engagement during live-streaming sessions, while Chen et al. (2023) emphasize the importance of social presence in fostering purchase intention. Other studies focus on technological affordances, such as real-time interaction features,

algorithmic recommendation systems, and ease of payment, as key predictors of engagement and conversion (Yang et al., 2024; Zhou, 2024). In the Indonesian context, empirical research on TikTok Live has largely focused on trust formation, word-of-mouth, and purchase intention. Yudha et al. (2022) found that live streaming enhances trust and emotional connection, thereby strengthening customer engagement. Nugraha and Otok (2025) further demonstrate that immersive interaction and metavoicing features foster trust and flow experience, ultimately increasing purchase confidence and intention. Meanwhile, Tohari et al. (2025) show that online word-of-mouth and interactive communication features, including real-time comments and product reviews, significantly influence purchasing decisions in live-streaming e-commerce environments.

Despite the growing body of literature on social commerce and live-streaming platforms, existing studies often treat content creation, transactional convenience, and community interaction as distinct constructs. Limited research has examined how these elements interact synergistically to shape consumer engagement, particularly in real-time environments such as TikTok Live. As a result, the dynamic interplay among content, commerce, and community remains underexplored, particularly in emerging markets, where social commerce adoption is accelerating rapidly. Moreover, most prior studies emphasize purchase intention as the primary outcome variable, whereas consumer engagement, as a multidimensional communicative process encompassing emotional involvement, interaction intensity, and participatory behavior, has received comparatively less scholarly attention. This gap highlights the need for an integrated analytical framework that captures how the communicative, transactional, and social dimensions jointly influence engagement in live-streaming commerce contexts.

To address this gap, this study applies the Content, Commerce, and Community (3C) framework through the theoretical lens of Uses and Gratifications theory to examine consumer engagement in TikTok Live sessions. Uses and Gratifications theory conceptualizes media users as active agents who deliberately select and use media to fulfill specific informational, social, and personal needs. In interactive, real-time digital environments, such as social media and live-streaming platforms, users are not passive recipients of content; they actively engage with media features to obtain desired gratifications, including information acquisition, social interaction, entertainment, and emotional involvement. A recent systematic literature review in digital media studies confirms that Uses and Gratifications theory remains a robust and relevant framework for explaining user behavior across contemporary platforms, with engagement consistently identified as a central outcome of gratification. This perspective underscores the suitability of Uses and Gratifications theory for analyzing engagement behavior in interactive, real-time, and participatory digital contexts, including live-streaming and social commerce environments (Haryadi et al., 2025). By integrating the 3C framework with this theoretical perspective, the present study conceptualizes engagement as the outcome of users' pursuit of communicative gratification, transactional convenience, and social interaction during live-streaming commerce.

Make Over Indonesia is an appropriate case for this study due to its consistent and strategic use of TikTok Live as an engagement-driven social commerce channel. As a local beauty brand under Paragon Technology, Make Over has leveraged TikTok not only for

brand exposure but also to cultivate a loyal digital community through interactive live-commerce practices. Between March and May 2023, the brand accumulated more than 70.9 thousand followers and received 40.9 thousand likes, indicating a high level of audience interaction. Its TikTok Live strategy integrates visual storytelling, real-time feedback, and direct purchasing features, aligning closely with the core dimensions of the 3C framework. A comparable yet distinct approach is evident in Glossier, a skincare brand founded by Emily Weiss, which has successfully built a strong consumer community through editorial content and direct engagement on social media platforms. The contrast between Glossier's community-driven strategy and Make Over's TikTok Live approach illustrates how brands adapt engagement strategies across different platforms and audience behaviors (Danziger, 2018).

Therefore, this study aims to examine the influence of content quality, commerce features, and community interaction on consumer engagement in TikTok Live e-commerce, using Make Over Indonesia as a case study. By adopting a quantitative approach and employing Partial Least Squares Structural Equation Modeling (PLS-SEM), this research seeks to provide empirical evidence on how the integrated 3C framework shapes engagement in real-time social commerce environments. The findings are expected to contribute theoretically by extending the application of Uses and Gratifications theory to live-streaming commerce and practically by offering insights for brands seeking to optimize engagement strategies in Indonesia and similar emerging markets.

METHOD

This study employed a quantitative explanatory approach to examine the influence of content, commerce, and community (3C) on consumer engagement during Make Over Indonesia's TikTok Live sessions. The research design was guided by the Uses and Gratifications theory to examine how each of the 3C components contributes to real-time interaction and engagement in a social commerce environment.

Primary data were collected using an online questionnaire distributed via Google Form from May to June 2024. The questionnaire was developed from previously validated instruments and adapted to the context of TikTok Live commerce, specifically in the beauty industry. All items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The study population comprised Indonesian TikTok users who had engaged with Make Over Indonesia's TikTok Live content. A purposive sampling technique was applied to target respondents with relevant experience. A total of 442 valid responses were obtained and included in the analysis. The constructs in this study, Content, Commerce, Community, and Engagement, were measured using a structured questionnaire developed based on validated scales from prior research. All items were measured on a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

Table 1. Operational Definition and Indicators

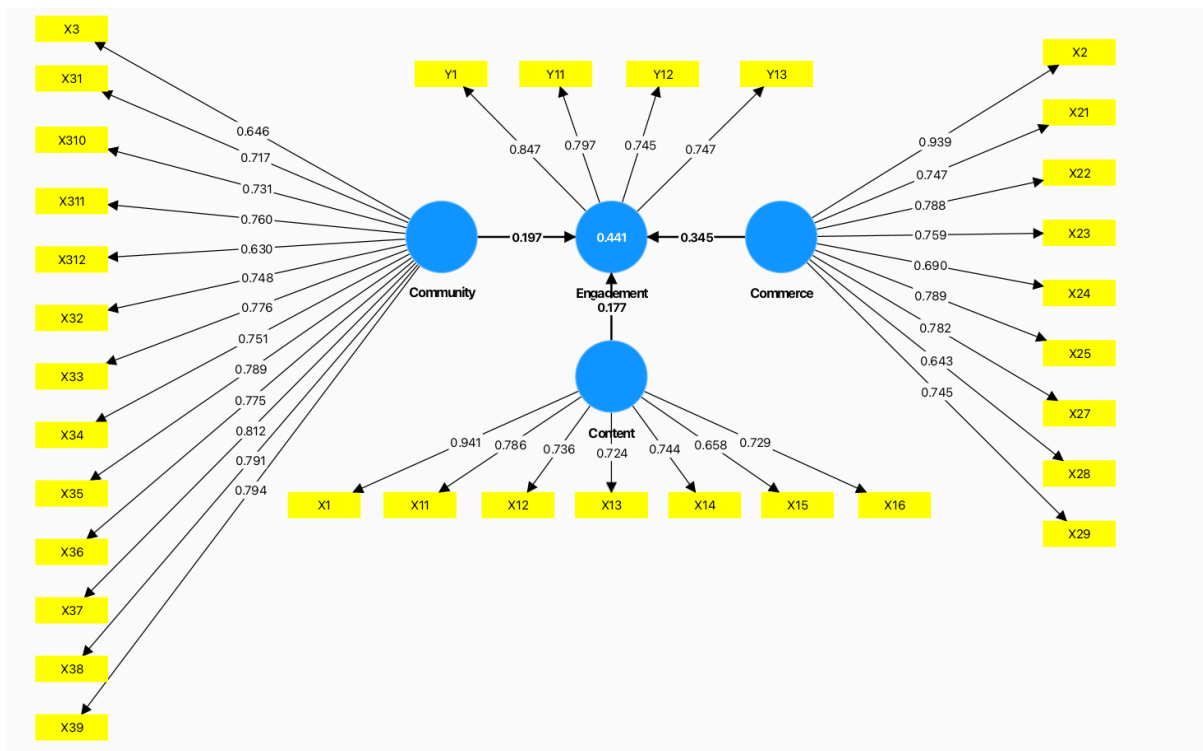| Variable	Definition	Indicators	Source	Scale	Cronbach's α
Content	Characteristics of live-streaming video content that provide entertainment, interactivity, authenticity, and informative value to users.	Content liking, commenting, sharing, informativeness, relevance, originality, insight.	Wu et al. (2024)	1–5	> 0.70
Commerce	Transactional and shopping-related features in live streaming that facilitate seamless purchasing and enhance purchase intention through clarity, trust, and ease of use.	Ease of transaction, price clarity, product presentation, purchase convenience.	Yang et al. (2024)	1–5	> 0.70
Community	Interactive social features in live streaming commerce that create social presence, shared identity, and a sense of belonging among viewers through real-time interaction.	Live chat interaction, audience participation, sense of belonging, peer influence, perceived social presence.	Chen et al. (2023)	1–5	> 0.70
Engagement	Customer engagement reflects viewers' behavioral involvement during live streaming, such as	Emotional involvement, interaction intention, revisit intention, recommendation intention.	Pramesti et al. (2024); Zheng et al. (2022)	1–5	> 0.70

visiting, liking,
and
commenting,
which indicates
interaction
intensity with
the brand.

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS version 4, which was selected for its suitability in examining complex models involving latent variables and for exploratory research settings. The analysis was carried out in two main stages. First, the measurement model was evaluated by assessing indicator reliability, internal consistency (Cronbach's Alpha and Composite Reliability), convergent validity (Average Variance Extracted [AVE]), and discriminant validity using the Fornell–Larcker criterion. Second, the structural model was examined by analyzing path coefficients, the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). The significance of each hypothesized relationship was tested using a bootstrapping procedure with 5,000 resamples.

RESULTS AND DISCUSSION

This study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the influence of content, commerce, and community on consumer engagement during TikTok Live sessions conducted by Make Over Indonesia. The analysis involved assessing the measurement model and evaluating the structural model to test the proposed hypotheses.

Table 1 summarizes the hypothesis testing results for the three independent variables content, commerce, and community on engagement. Commerce showed the strongest influence on engagement ($\beta = 0.345$; $t = 4.099$; $p = 0.000$), followed by content ($\beta = 0.177$; $t = 2.76$; $p = 0.006$), and community ($\beta = 0.197$; $t = 2.716$; $p = 0.007$). All three variables demonstrated statistically significant contributions ($p < 0.01$), reinforcing the validity of the 3C model in explaining the key drivers of user engagement during TikTok Live sessions.

Figure 1. Structural Model of the 3C Framework on Engagement via PLS-SEM

The R² value for the endogenous variable Engagement was 0.441, indicating that the combined effects of content, commerce, and community explain 44.1% of the variance in consumer engagement. This indicates a moderate level of explanatory power and suggests that these three components play a meaningful role in shaping consumer interactions during TikTok Live commerce sessions. The path coefficient analysis revealed that Commerce had the strongest influence on Engagement (β = 0.345), followed by Community (β = 0.197) and Content (β = 0.177). Bootstrapping with 5,000 subsamples confirmed that all relationships were statistically significant (p < 0.01), providing robust support for the three proposed hypotheses. More specifically, Commerce demonstrated the highest effect (β = 0.345; t = 4.099; p = 0.000), followed by Content (β = 0.177; t = 2.76; p = 0.006) and Community (β = 0.197; t = 2.716; p = 0.007). These findings reinforce the validity of the 3C model in explaining the primary drivers of user engagement during TikTok Live sessions and provide a foundation for further theoretical interpretation in the subsequent discussion.

Table 2. Path Coefficients, Statistical Significance, and Interpretation of Hypotheses

Relationship	Path Coefficient	T-Statistic	P-Value	Conclusion	Interpretation
Commerce → Engagement	0.345	4.099	<0.001	Significant	Commerce has the strongest influence on engagement, highlighting the importance of transactional ease and product

					accessibility in driving user interaction during TikTok Live.
Community → Engagement	0.197	2.716	0.007	Significant	Community features moderately impact engagement, suggesting that social interaction and real-time viewer participation foster deeper involvement.
Content → Engagement	0.177	2.767	0.006	Significant	Content quality has a positive but smallest effect on engagement, indicating that while valuable, it is less dominant than commerce and community in this context.

Based on the results presented in Table 2, all proposed hypotheses are supported. Commerce demonstrates the strongest positive effect on engagement, underscoring the critical role of transactional convenience and seamless shopping experiences in TikTok Live environments. Community and content also exert significant positive effects on engagement, indicating that social interaction and content quality remain essential in shaping user involvement. Collectively, these findings validate the integrative explanatory power of the Content, Commerce, and Community (3C) framework in enhancing audience engagement within live commerce contexts. The statistical results therefore provide a robust empirical foundation for deeper theoretical interpretation, which is elaborated in the following discussion.

This study highlights the nuanced roles of commerce, community, and content in shaping consumer engagement within TikTok Live streaming. By examining these three pillars through the lens of the 3C framework, the analysis provides a comprehensive view of how live commerce functions as both a transactional and social experience. The differential strength of influence among the variables suggests that while all three components are important, certain aspects may require greater strategic emphasis depending on specific campaign objectives.

The growing popularity of live streaming on e-commerce platforms such as TikTok has transformed how users engage with digital content by integrating entertainment with instant transactional capabilities. This phenomenon aligns with Uses and Gratifications Theory, which posits that users actively select media to satisfy informational, social, and personal needs (Ariffin et al., 2024). As platforms increasingly integrate commerce, content, and community elements into live broadcasts, users are no

longer passive viewers but active participants who interact, comment, and make purchases in real time. Prior studies demonstrate that live streaming effectively fosters parasocial relationships between hosts or influencers and audiences, thereby strengthening trust and purchase intention. Real-time interaction and perceived intimacy have been shown to play a central role in driving engagement and buying behavior (Botanas et al., 2024). Similarly, TikTok Live Shopping facilitates authenticity and emotional connection, encouraging higher levels of consumer participation (Bray, 2024). In addition, TikTok's recommendation algorithm and entertainment-oriented interface facilitate content virality and personalization, thereby enhancing user engagement beyond traditional advertising formats.

Algorithmic recommendations have been found to significantly influence user retention and attention span, reinforcing TikTok's capacity to sustain viewer engagement (Zhou, 2024). In the Indonesian context, the integration of commerce features into live content is particularly effective given high mobile penetration and strong adoption of social commerce among Generation Z and millennials. Accordingly, this study provides empirical insights into how content, commerce, and community jointly shape engagement in live-streaming environments in emerging markets.

Beyond its role as an engagement facilitator, commerce in live-streaming environments serves as a central mechanism that aligns users' utilitarian and hedonic gratifications. In TikTok Live, commerce-related features such as real-time price displays, limited-time promotions, instant checkout, and interactive purchase prompts reduce cognitive effort and perceived transaction costs, allowing users to transition seamlessly from content consumption to purchasing behavior. From a Uses and Gratifications perspective, these features directly satisfy users' needs for efficiency, control, and immediate reward, which explains why commerce emerges as the strongest driver of engagement in this study.

Prior research on live-streaming commerce demonstrates that transactional affordances and trust-building mechanisms significantly enhance consumer purchase intentions, indicating that commerce-oriented features not only facilitate transactions but also sustain user engagement during live sessions (Sima et al., 2025). Unlike traditional e-commerce formats that require users to navigate multiple stages before completing a purchase, TikTok Live collapses entertainment, persuasion, and transaction into a single interactive moment, intensifying users' involvement during live sessions. This convergence transforms engagement from a purely communicative activity into an action-oriented process in which attention, interaction, and consumption occur simultaneously. Consequently, commerce does not merely complement content and community but actively structures the engagement experience by anchoring user participation around transactional readiness and purchase facilitation.

The first key finding indicates that commerce exerts the strongest influence on engagement. This result reinforces the critical role of transactional ease and shopping interactivity in shaping viewer engagement during TikTok Live sessions. Features such as simplified checkout processes, real-time product availability, and guided purchase journeys enhance the overall shopping experience. Clear product presentation, transparent pricing, and smooth transaction flows have been shown to increase trust and

conversion rates in live shopping contexts (Li et al., 2024). Moreover, the ease of use and metavoicing features of TikTok Shop contribute to higher purchase intention by fostering trust and immersive experiences (Nugraha & Otok, 2025). This emphasis on transactional clarity is consistent with findings from other markets. For example, Yang et al. (2024) found that trust and product attributes significantly influence purchase intention in Chinese e-commerce live streaming, underscoring the importance of robust commerce infrastructure in driving user interaction. These similarities suggest that despite cultural differences, utilitarian motivations for fast, reliable, and secure transactions remain a universal mechanism underlying engagement in live-stream shopping environments.

Beyond transactional convenience, the dominance of commerce in shaping engagement can be further explained through the role of interactivity and perceived urgency in live-stream shopping environments. Live-stream commerce enables consumers to interact directly with sellers, observe real-time product demonstrations, and receive immediate feedback, which significantly reduces information asymmetry and perceived purchase risk. Empirical evidence indicates that higher levels of interactivity in e-commerce live streaming enhance consumers' product understanding and strengthen their confidence in purchasing decisions, thereby sustaining engagement throughout live sessions (Cheng, 2024). These interactive affordances transform engagement into an active, decision-oriented process rather than passive content consumption.

In addition, commerce-driven engagement is reinforced by temporal cues such as limited-time promotions and scarcity signals embedded in live-stream shopping interfaces. Such cues heighten emotional arousal and create a sense of urgency, motivating users to remain attentive and responsive during live broadcasts. Prior research demonstrates that scarcity-induced mechanisms in live-stream commerce significantly increase impulsive buying tendencies through anticipated emotions and repeated viewing behavior, indicating that urgency plays a critical role in sustaining user engagement (Qu et al., 2023). Together, these findings reinforce the present study's result that commerce exerts the strongest influence on engagement, as transactional interactivity and urgency jointly anchor users' participation in TikTok Live commerce environments.

Content exhibits a substantial and statistically significant influence on engagement, positioning it as the second strongest determinant after commerce. Although its effect is lower than that of commerce, content plays a critical role in capturing initial attention and sustaining viewer interest throughout live-streaming sessions. Engaging, informative, and creatively presented content enhances emotional involvement, which in turn encourages interaction, repeat visits, and recommendation behavior. Prior research indicates that short-form video characteristics particularly entertainment value and interactivity significantly increase behavioral intention through flow experiences (Liu et al., 2024). Real-time product demonstrations further enhance immediacy and trust, both of which are critical factors in online purchase decision-making (Botanas et al., 2024). Moreover, high-quality product information, characterized by accuracy, completeness, usefulness, and visual clarity, serves as a key utilitarian driver of engagement and trust, thereby increasing viewing interest and purchase intention in

live-streaming commerce (Luo et al., 2025). Beyond its role in attracting attention and stimulating emotional involvement, content in live-stream commerce also functions as a cognitive mechanism that shapes how viewers process information and evaluate products in real time. Live content that is visually coherent, narratively structured, and contextually relevant enables consumers to follow product explanations more easily and reduces uncertainty during the decision-making process. Prior studies have shown that information-rich content delivered through real-time demonstrations and explanations enhances perceived diagnosticity, enabling viewers to assess product quality and suitability more effectively, thereby sustaining engagement throughout live sessions (Sun et al., 2019). From a Uses and Gratifications perspective, this indicates that content fulfills both hedonic needs related to enjoyment and entertainment and utilitarian needs associated with acquiring practical and reliable product knowledge, reinforcing its strategic importance as a key driver of engagement within the 3C framework.

Community also demonstrates a statistically significant influence on engagement, underscoring the importance of social connectedness and shared participation in live-streaming sessions. Although its effect is weaker than commerce and content, community plays a complementary role by sustaining emotional involvement through collective interaction. A sense of belonging and real-time interactions, such as live chat, emojis, and instant feedback, create a dynamic atmosphere that encourages viewers to remain engaged. Prior studies show that interactive features enhance flow experiences and stimulate purchase intention, particularly among younger audiences (Liu et al., 2024). Moreover, community interaction generates social proof and a virtual crowd effect, reinforcing trust and amplifying excitement during live commerce sessions (Qin et al., 2023).

In live-stream settings, the presence of an active audience signals popularity and credibility, thereby increasing viewers' confidence in both the product and the seller. This collective engagement reduces hesitation and encourages viewers to remain attentive, even when they do not initially intend to make a purchase, thereby shaping favorable perceptions of the live-stream environment itself. Beyond its surface-level interactivity, community in live-stream commerce operates as a social reinforcement mechanism that shapes viewers' perceptions and behavioral responses. The visibility of peer participation, including frequent comments and observable purchasing cues, strengthens social presence and reduces uncertainty, legitimizing engagement and consumption-related decisions. Empirical evidence suggests that social presence enhances immersive experiences and trust, thereby sustaining engagement even when immediate purchase intention is not dominant (Putri et al., 2024). This mechanism is particularly salient on highly interactive platforms such as TikTok Live, where users continuously observe and respond to others' reactions in real time, creating a shared experiential space that heightens emotional resonance and encourages prolonged participation.

From a Uses and Gratifications perspective, community fulfills users' social integrative needs by enabling interaction, recognition, and shared experiences during live-stream sessions. Accordingly, although community exhibits a weaker direct statistical effect than commerce and content, its supportive role remains essential for maintaining emotional continuity and participatory momentum within live-stream

commerce environments (Febtiana & Widanti, 2025). In this sense, community does not function as a primary driver of engagement but rather as a stabilizing force that sustains users' presence and emotional attachment throughout the live session, enhancing the overall effectiveness of commerce-driven and content-led engagement within the integrated 3C framework.

Collectively, these findings offer meaningful implications for both academic research and managerial practice. From a theoretical perspective, the results reaffirm the relevance of the 3C framework for analyzing live-streaming commerce and provide empirical validation of its integrated application within the Indonesian market. This contributes to the social commerce literature by demonstrating how engagement drivers may differ between emerging and mature markets. From a practical standpoint, the findings suggest that brand managers should prioritize seamless commerce features such as instant checkout, clear product visualization, and time-limited promotions while simultaneously fostering real-time community interaction through responsive hosts and active live chat moderation. Such an integrated strategy appears more effective in driving engagement than focusing on content alone. Future research may extend this model by incorporating moderating variables such as brand familiarity, user trust, or influencer credibility, as well as by applying longitudinal or cross-platform approaches to deepen understanding of consumer engagement dynamics in live-stream commerce

CONCLUSION

This study investigated the influence of content, commerce, and community (the 3C framework) on audience engagement in TikTok Live sessions, using Make Over Indonesia as a case study. Using Partial Least Squares Structural Equation Modeling (PLS-SEM), all three independent variables were found to have a significant positive effect on engagement. Among them, commerce emerged as the most influential factor, highlighting the importance of seamless transaction features and purchase interactivity. Community following, underscoring the importance of real-time interaction and social presence, was also significant, while content enhanced emotional involvement and attention through visually engaging and entertaining material. These findings reinforce the importance of integrating transactional functionality, community-building elements, and compelling content into live-streaming commerce strategies, particularly in emerging digital markets such as Indonesia, where Gen Z and millennials dominate platform usage. This research contributes to the ongoing development of the 3C framework by empirically validating its relevance in social commerce environments. Future studies are encouraged to explore additional variables such as trust, perceived enjoyment, or influencer credibility, and to apply longitudinal or cross-platform approaches to assess evolving user engagement behavior across time and contexts

REFERENCES

Ariffin, N. M., Fikry, A., Shobri, N. D. M., & Ilias, I. S. C. (2024). A review of TikTok livestreaming commerce. *Information Management and Business Review, 16*(3S[a]), 67–77.

Attar, A., Hopkins, J., & Co, L. (2022). *Digital marketing strategies in the modern era*. Marketing Press.

Botanas, S. M. D., Cabanilla, M. E. P., Jerusalem, L. L., & Teves, M. D. C. (2024). The popularity of live streaming e-commerce in TikTok and its impact on customer buying behavior. *International Journal of Open-Access, Interdisciplinary & New Educational Discoveries of ETCOR Educational Research Center, 3*(4). https://doi.org/10.13140/RG.2.2.18613.69606

Bray, G. A. (2024). Capturing consumer attention: An in-depth analysis of TikTok live shopping. *Law and Economy, 3*(1). https://doi.org/10.56397/LE.2024.01.04

Chen, L.-R., Chen, F.-S., & Chen, D.-F. (2023). Effect of social presence toward livestream e-commerce on consumers' purchase intention. *Sustainability, 15*(4), 3571. https://doi.org/10.3390/su15043571

Cheng, Z. (2024). The influence of interactivity in e-commerce live streaming on consumers' online purchase intention. Frontiers in Business, Economics and Management, 16(2), 34-37

Danziger, P. (2018, November 7). 5 keys to beauty brand Glossier's success. *Forbes*. https://www.forbes.com/sites/pamdanziger/2018/11/07/5-keys-to-beauty-brand-glossiers-success/

Febtiana, W., & Widanti, A. (2025). Live-stream shopping: Impact of social attraction, social presence, parasocial interaction, and positive emotion on purchase intention. *Journal of Enterprise and Development, 7*(1).

Huwaida, L. A., Yusuf, A., Satria, A. N., Darmawan, M. A., Ammar, M. F., Yanuar, M. W., Hidayanto, A. N., & Yaiprasert, C. (2024). Generation Z and Indonesian social commerce: Unraveling key drivers of their shopping decisions. *Journal of Open Innovation: Technology, Market, and Complexity, 10*(2), 100256. https://doi.org/10.1016/j.joitmc.2024.100256

Haryadi, A., Listyorini, L., Jennifer, J., Celina, C., Elsadi, E., & Defriansyah, D. (2025). A systematic literature review: Exploring variables and contextual applications of the uses and gratifications theory framework in digital media platforms. *Akselerasi: Jurnal Ilmiah Nasional, 7*(3), 14–30.

Li, L., Pongsakornrungsilp, S., Pongsakornrungsilp, P., & Jiang, Y. (2024). The influence of social support on customer engagement in live streaming commerce: The mediating role of perceived value. *TEM Journal, 13*(4), 2850–2862. https://doi.org/10.18421/TEM134-21

Luo, X., Lim, W. M., Cheah, J.-H., Lim, X.-J., & Dwivedi, Y. K. (2025). Live streaming commerce: A review and research agenda. *Journal of Computer Information Systems, 65*(3), 376–399. https://doi.org/10.1080/08874417.2023.2290574

Liu, C., Jiang, M., & Muhammad, Z. A. (2024). The impact of TikTok short video factors on tourists' behavioral intention among

Generation Z and millennials: The role of flow experience. *PLoS ONE, 19*(12), e0315140. https://doi.org/10.1371/journal.pone.0315140

Nugraha, S. A., & Otok, B. W. (2025). Actual purchase on live streaming TikTok Shop: The influence of trust, flow experience, and IT affordance. *Eduvest – Journal of University Studies, 5*(1). https://doi.org/10.59188/eduvest.v5i1.1565

Patwa, N., Gupta, M., & Mittal, A. (2024). Modeling the influence of online communities and social commerce. *Global Knowledge, Memory and Communication*. Advance online publication. https://doi.org/10.1108/GKMC-01-2023-0014

Putri, A. J., Syahputra, S., & Pradana, M. (2024). The influence of social presence on purchase intention in live video commerce (Empirical study in Bandung City). *Journal of Applied Business, Taxation and Economics Research (JABTER), 4*(1), 121–130.

Qu, Y., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse buying tendency in live-stream commerce: The role of viewing frequency and anticipated emotions influencing scarcity-induced purchase decision. Journal of Retailing and Consumer Services, 75, 103534. https://doi.org/10.1016/j.jretconser.2023.103534

Qin, C., Zeng, X., Liang, S., & Zhang, K. (2023). Do live streaming and online consumer reviews jointly affect purchase intention? *Sustainability, 15*(8), 6992. https://doi.org/10.3390/su15086992

Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications, 37*, 100886.

Sima, H., Wu, X., Luo, N., & Lin, H. (2025). *Live-streaming commerce and consumer purchase intentions: A trust-based analysis*. Advances in Consumer Research, 2(5), 2442–2458

Trunfio, M., & Rossi, S. (2021). Conceptualising and measuring social media engagement: A systematic literature review. *Italian Journal of Marketing, 2021*(3), 267–292. https://doi.org/10.1007/s43039-021-00035-8

Tohari, A., Sugiono, S., Irmayanti, E., Solikah, M., Meilina, R., & Sandy, T. A. (2025). The impact of word of mouth, product quality, and price on trust and repurchase intentions: A SEM-based case study of Indonesian live streaming e-commerce. *International Journal of Analysis and Applications, 23*, 113.

We Are Social, & Meltwater. (2023). *Digital 2023: Indonesia*. https://datareportal.com/reports/digital-2023-indonesia

Wu, Y.-Y., Batool, H., & Yang, Y.-J. (2024). Relationship between the characteristics of e-commerce live streaming and purchase intentions: Moderating effect of hedonic shopping value. *Emerging Science Journal, 8*(3), 1097–1113.

Yang, G., Chaiyasoonthorn, W., & Chaveesuk, S. (2024). Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese e-commerce sector. *Acta Psychologica, 242*, 104415. https://doi.org/10.1016/j.actpsy.2024.104415

Yudha, J. K., Komaladewi, R., & Yudha, R. T. B. (2022). Effect of live streaming e-commerce in building customer trust and customer engagement (Study on Tokopedia consumers). *Journal of Business Studies and Management Review, 6*(1), 101-108

Zheng, R., Li, Z., & Na, S. (2022). How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective. *Journal of Retailing and Consumer Services, 68*, 103015. https://doi.org/10.1016/j.jretconser.2022.103015

Zhou, R. (2024). Understanding the impact of TikTok's recommendation algorithm on user engagement. *International Journal of Computer Science and Information Technology, 3*(2). https://doi.org/10.62051/ijcsit.v3n2.24