

Factors Influencing Purchase Intentions of Thai Consumers in Live Streaming Commerce on TikTok

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Abstract

This study aims to examine the effects of four factors—professionalism, entertainment, visibility, and metavoicing—on the purchase intention of Thai consumers in the context of TikTok live streaming commerce, which positively influence their intention to purchase. A convenience sampling method was employed with a sample of 553 respondents, consisting of TikTok users who had prior experience both watching and purchasing products via live streaming. Descriptive statistical analysis showed that professionalism had a mean score of 3.93 ($SD = 0.77$), entertainment 4.17 ($SD = 0.69$), visibility 4.27 ($SD = 0.73$), metavoicing 4.15 ($SD = 0.72$), and purchase intention 3.90 ($SD = 0.77$). Inferential analysis, using multiple regression, revealed that entertainment ($\beta = 0.35$, $p < 0.01$) and metavoicing ($\beta = 0.30$, $p < 0.01$) had significant positive effects on purchase intention, whereas professionalism ($\beta = 0.05$, $p = 0.15$) and visibility ($\beta = 0.05$, $p = 0.31$) showed no statistically significant influence. The model explained 41.91% of the variance in purchase intention ($R^2 = 0.419$). These findings highlight that Thai consumers on TikTok prioritize emotionally engaging experiences and real-time interaction over traditional credibility-oriented factors, even though professionalism and visibility were rated relatively high. In practical terms, businesses are encouraged to design content with high entertainment value—such as compelling storytelling, live product demonstrations, gamified experiences, and time-limited promotions—to enhance enjoyment and stimulate immediate purchase intention. Furthermore, interactive elements such as live

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Q&A sessions, comment exchanges, polls, and attentive responses to audience feedback should be actively incorporated to foster consumer participation and stronger purchase motivation.

Keywords

Purchase Intention, Live Streaming Commerce, TikTok, Thai Consumers

Introduction

Live streaming commerce has rapidly emerged as a transformative force in e-commerce, blending real-time engagement with digital retail to create an interactive and immersive shopping experience (Yun et al., 2023; Wang et al., 2022, 701-729). Unlike traditional social commerce, which relies on static posts and asynchronous interactions, live streaming commerce enables real-time communication between sellers and consumers, fostering higher engagement, trust, and immediacy in purchase intention (Liu et al., 2022a; Zhang et al., 2022). This study focuses specifically on TikTok live streaming commerce in Thailand, where the platform has witnessed explosive growth, redefining the online shopping landscape (Statista, 2024).

The rise of TikTok live streaming commerce is fueled by multiple factors, including the increasing penetration of smartphones, which have become integral to daily routines for searching information and making purchases, as well as facilitating seamless communication and interaction, high social media engagement, and shifting consumer preferences toward video-based content (Su, 2023; Rivaldi et al., 2024, 3541-3557). TikTok's algorithm-driven content recommendation system and interactive features—such as live comments, in-app purchases, and virtual gifting—further distinguish it as a powerful live streaming commerce platform (Feldkamp, 2021, 73-85). Thailand, with its strong digital economy and highly engaged social media users, presents a fertile market for the rapid expansion of live streaming commerce. According to a 2024 survey on influencer marketing in Thailand, 86 percent of respondents reported having watched live commerce content on TikTok in 2023 (Statista, 2024). Recent Thai studies have also highlighted increasing consumer reliance on TikTok Live for product discovery and entertainment, reinforcing the platform's commercial significance in the local context (Kasampipatchai, 2023; Rungtrakulchai & Nitiwanakul, 2023, 38-47). This high engagement underscores the platform's growing influence in shaping consumer

purchasing behavior and highlights its potential as a dominant channel for live-streaming commerce in the country (Rivaldi et al., 2024, 3541-3557).

Prior research on live streaming commerce has predominantly examined factors such as product uncertainty, service quality, information quality, system quality, and perceived value as key drivers of consumer purchase intention (Lu & Chen, 2021; Qing & Jin, 2022; Priambodo, 2023, 363-378). While these studies provide valuable insights, they often overlook engagement-driven factors that are crucial in shaping consumer behavior on interactive platforms like TikTok. TikTok Live streaming is characterized by real-time interaction, dynamic content presentation, and active audience participation through comments, likes, and virtual gifting. These features create a highly engaging environment where the streamer's professionalism, the entertainment value of the broadcast, the visibility of the content, and opportunities for viewers to voice opinions directly influence how consumers perceive and interact with the stream. Specifically, aspects such as professionalism, entertainment, visibility, and metavoicing have received limited attention in the existing literature, despite their growing significance in enhancing consumer engagement and purchase intention (Chen et al., 2020, 1-48; Fengliang & Jianhong, 2021, 95-99; Liu et al., 2023). These elements play a crucial role in live streaming commerce by shaping consumer perceptions and engagement levels, ultimately impacting purchase intention. Professionalism reflects the perceived credibility and expertise of the live streamer, while entertainment enhances consumer engagement through captivating and enjoyable content (Yingqing et al., 2024). Visibility determines the prominence of live streaming content in users' feeds, and metavoicing—an emerging construct—captures consumers' participation in discussions through comments, reactions, and social interactions (Fengliang & Jianhong, 2021, 95-99; Liu & Zhang, 2024, 3657-3680). These four variables were selected not only for their theoretical relevance, as demonstrated in prior international research, but also because they align closely with user behavior observed in the Thai market. While widely studied in other countries, their impact in Thailand—where digital habits, cultural expectations, and consumer engagement patterns may differ—remains underexplored. Given that Thai consumers are emotionally engaged, highly interactive, and receptive to real-time content, these variables are essential for understanding purchase intention in this context.

Although several studies have addressed live streaming commerce, few have specifically examined how these four engagement-related factors shape purchase intention within the Thai TikTok ecosystem. This study seeks to bridge that gap by investigating the

relationships between professionalism, entertainment, visibility, metavoicing, and purchase intention in TikTok live commerce. Focusing on these variables enables a deeper understanding of the behavioral mechanisms that drive consumer decision-making in immersive, video-driven environments. The findings from this study contributes to both academic and practical knowledge. Academically, it extends the existing literature on live streaming commerce by examining engagement-driven purchase intention within a single-platform context—TikTok. Practically, it offers actionable insights for businesses, marketers, and live streamers aiming to optimize their strategies for higher conversion rates. As live streaming commerce continues to evolve, understanding these key determinants will be crucial for sustaining competitive advantage in the digital marketplace.

Research Objectives

This research aims to:

1. To examine the influence of professionalism on Thai consumers' purchase intention in TikTok live streaming commerce.
2. To examine the influence of entertainment on Thai consumers' purchase intention in TikTok live streaming commerce.
3. To examine the influence of visibility on Thai consumers' purchase intention in TikTok live streaming commerce.
4. To examine the influence of metavoicing on Thai consumers' purchase intention in TikTok live streaming commerce.

Literature Reviews

Live streaming commerce is an emerging e-commerce model that combines real-time video streaming with interactive shopping experiences, allowing consumers to engage directly with sellers, view product demonstrations, and make instant purchases (Cai et al., 2018, 81-88). This format reduces perceived uncertainty by enabling consumers to ask questions, receive immediate responses, and witness product authenticity, thereby positively influencing their purchase intention (Kang et al., 2021). The rapid growth of live streaming commerce is attributed to advancements in digital technology, increasing mobile internet penetration, and shifting consumer preferences toward more immersive and social shopping experiences (Lu & Siegfried, 2021). By integrating entertainment and influencer marketing, live streaming

commerce has transformed the traditional e-commerce landscape, fostering higher consumer trust and stronger purchase intentions (Chen & Yang, 2023, 1601-1618).

Customers can benefit from real-time interactions and social engagement, aiding them in understanding their online purchase goals and making informed decisions (Xue et al., 2020). Simultaneously, businesses gain insights into consumer behaviors, helping them refine their live streaming strategies, optimize engagement, and improve conversion rates (Nwaimo et al., 2024, 1854-1868). The study findings suggest that consumer purchase intention in live streaming commerce is shaped by key engagement factors, specifically professionalism, entertainment, visibility, and metavoicing. A meticulous examination of these aspects provides insightful perspectives and guidance for businesses. Previous studies in countries such as China and Taiwan have highlighted the importance of professionalism, entertainment, visibility, and metavoicing in influencing consumer purchase intention on TikTok live streaming platforms (Chen & Lin, 2018; Dong & Wang, 2018; Sun et al., 2019; Ma et al., 2022; Liu & Zhang, 2023; Zhang et al., 2023). However, empirical evidence regarding these constructs in the Thai context remains scarce, indicating a gap in the literature regarding their applicability and impact in Thailand.

This study is guided by the Uses and Gratifications Theory (UGT), which posits that users actively seek out specific media content to satisfy various psychological and informational needs (Camilleri & Falzon, 2021, 217-238). According to this theory, each variable corresponds to a distinct form of consumer gratification—credibility (professionalism), emotional fulfillment (entertainment), informational clarity (visibility), and expressive interaction (metavoicing)—which collectively influence behavioral outcomes, specifically purchase intention.

1. Professionalism

Professionalism is a fundamental concept in various fields, encompassing expertise, ethical conduct, reliability, and effective communication (Sussman & Siegel, 2003, 47-65). In digital environments, particularly in information-seeking contexts, professionalism significantly influences audience engagement and content consumption. Viewers frequently turn to content creators and streamers to acquire knowledge across different domains, with perceived professionalism being a key determinant of trust and credibility (Kaytoue et al., 2012, 1181-1188; Gros et al., 2017, 44-57; Hilvert-Bruce et al., 2018, 58-67).

From a social psychology perspective, the effectiveness of an information source is shaped by three primary attributes: credibility, professionalism, and attractiveness (Sussman & Siegel, 2003, 47-65). Among these, professionalism plays a crucial role in ensuring the persuasiveness and reliability of the content delivered. A study by Cho and Chan (2021, 1562-1586) emphasized that the social influence exerted by online information providers significantly affects collective decision-making processes, further reinforcing the importance of professionalism in digital communication.

Professionalism in live shopping refers to a streamer's capacity to accurately comprehend, articulate, and convey product-related information in real time. It encompasses the streamer's knowledge-based competence and experiential insight, enabling them to effectively recommend products and engage consumers through clear, confident, and persuasive communication during live broadcasts (Fredlina & Tjokrosaputro, 2025). In live streaming e-commerce, professionalism is a defining factor in shaping consumer experiences and purchase decisions. Streamers serve as key facilitators in the customer journey, assuming roles such as product demonstrators, shopping advisors, and real-time customer service providers (Xu et al., 2022). A professional streamer effectively presents product information by offering detailed, concise, and engaging explanations, reducing consumers' cognitive effort in searching for product details independently (Yang et al., 2024). This efficiency enhances consumer trust, improves the perceived credibility of the streamer, and ultimately increases purchase intention (Liu et al., 2023; Yingqing et al., 2024).

In TikTok live streaming commerce, professionalism broadly encompasses product expertise, presentation quality, and trustworthiness in communication. However, in this study, professionalism is operationalized specifically through three dimensions that align with the questionnaire items: (1) expertise—the ability to convey accurate and detailed product information, (2) experience—demonstrating familiarity with the product based on prior use or professional involvement, and (3) deep understanding—showing comprehensive knowledge that allows for confident and credible responses to viewer inquiries (Ma et al., 2022).

Hypothesis 1 (H1): Professionalism in TikTok live streaming commerce has a positive effect on consumers' purchase intention.

2. Entertainment

Entertainment is a core element of media consumption, designed to engage audiences, maintain their interest, and evoke emotions such as joy, excitement, and relaxation.

It offers a temporary escape from reality, enabling individuals to momentarily forget their worries and reduce stress. Bosshart and Macconi (1998, 3-6) define entertainment as a multifaceted experience, encompassing psychological relaxation, change and diversion, stimulation, fun, atmosphere, and joy. Additionally, Vorderer (2001, 247-261) emphasizes that entertainment helps individuals cope with daily life by offering pleasure in mundane moments, compensation during challenging times, relief in deprived situations, fulfillment in unsatisfactory circumstances, and opportunities for self-enhancement or self-realization. Ultimately, entertainment serves as a form of play, supporting individuals in managing life's challenges and is often sought by media users for personal gain (Vorderer, 2001, 247-261).

In the context of live streaming, entertainment refers to the level of enjoyment and psychological satisfaction experienced by viewers during a broadcast. Research indicates that viewers seek live streaming content as a means of stress relief, often engaging with streams that offer interactive and dynamic experiences (Chen & Lin, 2018, 293-303). The entertainment stems from various elements, such as the streamer's capability to deliver captivating content and facilitate interactive experiences. These include sharing product details, offering promotions, enabling virtual gifts, and allowing live reactions like sending virtual "hearts" or "thumbs up" during the broadcast (Luo et al., 2024).

Beyond its role in audience engagement, entertainment has been shown to significantly influence consumer behavior (Liu et al., 2022b). Studies indicate that high entertainment in live streaming platforms can enhance consumer purchase intentions, as engaging and enjoyable content fosters deeper emotional connections with the stream and its products (Liu et al., 2022b; Yingqing et al., 2024). This underscores the pivotal role of entertainment in driving audience participation and influencing decision-making in live streaming commerce.

In this study, entertainment is operationalized through four key dimensions that align with the questionnaire items: (1) interest—how engaging and attention-capturing the live stream is, (2) relaxation—the extent to which live streaming reduces stress and creates a comfortable viewing experience, (3) pleasure—the enjoyment and satisfaction derived from watching the live stream, and (4) imagination—the degree to which the live stream stimulates creativity and imaginative thinking about products and experiences (Liu et al., 2022b).

Hypothesis 2 (H2): Entertainment in TikTok live streaming commerce has a positive effect on consumers' purchase intention.

3. Visibility

In social commerce, visibility refers to the ease with which consumers can access and evaluate product-related information through digital platforms, playing a crucial role in shaping consumer engagement and purchase decisions (Dong et al., 2016). Visibility in live streaming e-commerce refers to the technological features that allow users to access clear and detailed information about products and sellers. Through real-time video transmission, visibility ensures that viewers can observe product demonstrations and the seller's appearance directly, which fosters trust and encourages interactive communication (Sun et al., 2023). In live streaming commerce, visibility affordance reduces product ambiguity and perceived risk by allowing consumers to visualize products in real time through images, videos, and detailed demonstrations. Unlike traditional e-commerce, where consumers rely heavily on text descriptions and static images, live streaming provides an immersive experience by transmitting visuals and audio instantly, enhancing product transparency (Ma et al., 2022).

The ability to see product demonstrations in real-time enhances interaction transparency, addressing issues of information asymmetry and product uncertainty (Sun et al., 2019). Sellers can display products while simultaneously offering explanations, ensuring that consumers receive accurate and detailed product knowledge. This immediate and interactive format strengthens consumer confidence and fosters trust in the purchasing process (Wongkitrungrueng & Assarut, 2020, 543-556).

Beyond real-time demonstrations, live streaming technology has also introduced a new visual culture that transforms consumer behavior by shifting shopping experiences from real-world interactions to simulated and virtual shopping environments. Unlike traditional product presentation methods that rely on graphics and short videos—often leading to misinterpretations—live streaming ensures greater visual accessibility, reducing discrepancies between consumer expectations and actual product attributes (Liu & Zhang, 2024, 3657-3680). By improving product visibility, live streaming commerce enhances consumer trust, engagement, and purchase intention (Fengliang & Jianhong, 2021, 95-99; Putri & Syah, 2024, 1853-1872).

In this study, visibility is operationalized through four dimensions aligned with the questionnaire items: (1) visual clarity of product representation—through detailed pictures and videos that enhance product perception, (2) explicit presentation of product attributes—such as specifications, quality, and functions, (3) demonstration of product usage—providing

consumers with clear instructions and practical applications, and (4) product visualization in a real-world context—allowing consumers to imagine product use scenarios during the live stream (Sun et al., 2019).

Hypothesis 3 (H3): Visibility in TikTok live streaming commerce has a positive effect on consumers' purchase intention.

4. Metavoicing

Metavoicing refers to the process by which users provide feedback and seek relevant information about products or services (Dong et al., 2016). This interactive process facilitates direct communication between buyers and sellers, allowing viewers to gather valuable product information through live chat interactions with streamers (Hu et al., 2017, 594-606). Metavoicing affordance enables buyers and sellers to rate each other and exchange feedback, fostering informal two-way communication on online shopping platforms. This dynamic interaction supports the sharing of product details and the resolution of transaction-related issues, enhancing buyer-seller interactivity (Dong & Wang, 2018, 49-64).

Metavoicing in live streaming e-commerce refers to the technological features that enable consumers to express their opinions and respond to others during shopping interactions. Functions such as commenting, forwarding, and messaging serve as primary mechanisms, allowing participants to engage in dialogic exchanges about products. The effectiveness of these interactions—shaped by their ease of use and quality—plays a crucial role in encouraging user feedback and enhancing engagement in live commerce environments (Sun et al., 2023). This increased sense of presence encourages greater attention and participation in live streaming commerce. Overall, metavoicing strengthens buyer-seller interactions, builds trust, and fosters a more dynamic, immersive shopping experience. By consolidating individual feedback into a shared conversation, it transforms live streaming commerce into a collaborative and socially driven purchasing environment (Azhari & Hasanah, 2023, 216-223; Delia & Andarini, 2024, 2875-2882).

Beyond direct communication, metavoicing also plays a pivotal role in promoting consumer presence and immersion. By enabling real-time dialogue, it helps create a more personalized shopping experience, bridging the gap between consumers and streamers (Sun et al., 2019). Additionally, metavoicing allows consumers to contribute to collective knowledge through reviews, ratings, and comments during live sessions. These peer-generated contributions act as social proof, influencing other buyers' trust and purchase decisions (Zhang

et al., 2023). Since peer-generated information is often considered more credible than seller-provided details, metavoicing enhances the transparency and reliability of product information, reinforcing the role of social commerce.

In this study, metavoicing is operationalized through five sub-dimensions reflected in the questionnaire items: (1) commenting on products, (2) reacting to streamers' feedback, (3) sharing opinions with streamers, (4) joining communal discussions about products, and (5) sharing personal shopping experiences. Together, these elements highlight metavoicing as a key mechanism for interactive consumer engagement in TikTok live commerce, where user-generated input not only enriches the shopping atmosphere but also fosters trust, social presence, and collective decision-making (Sun et al., 2019).

Hypothesis 4 (H4): Metavoicing in TikTok live streaming commerce has a positive effect on consumers' purchase intention.

To summarize prior studies and highlight the application of each construct in live streaming commerce, the following table presents an overview of example studies that have employed professionalism, entertainment, visibility, and metavoicing.

Table 1

Summary of Prior Studies on Key Constructs in Live Streaming Commerce

Constructs	References
Professionalism	Sussman & Siegel (2003); Kaytoue et al. (2012); Gros et al. (2017); Hilvert-Bruce et al. (2018); Cho & Chan (2021); Xu et al. (2022); Ma et al. (2022); Yang et al. (2024); Liu et al. (2023); Yingqing et al. (2024)
Entertainment	Bosshart & Macconi (1998); Vorderer (2001); Chen & Lin (2018); Liu et al. (2022b); Luo et al. (2024); Yingqing et al. (2024)
Visibility	Dong et al. (2016); Sun et al. (2019); Wongkitrungrueng & Assarut (2020); Ma et al. (2022); Fengliang & Jianhong (2021); Liu & Zhang (2024); Putri & Syah (2024)
Metavoicing	Dong et al. (2016); Hu et al. (2017); Dong & Wang (2018); Sun et al. (2019); Zhang et al. (2023); Azhari & Hasanah (2023); Delia & Andarini (2024)

Conceptual Framework

This study's conceptual framework builds upon existing research to address gaps in understanding the key drivers of purchase intention in TikTok live streaming commerce, particularly in the Thai market, where these factors have received limited attention. However,

the roles of professionalism, entertainment, visibility, and metavoicing in influencing purchase decisions on TikTok live streaming in Thailand remain underexplored. To bridge this gap, the proposed framework integrates these four factors to examine their respective influence on purchase intention. Each factor is theorized to exert a direct effect on purchase intention based on previous findings in live streaming commerce literature. These variables are treated as independent, with no hypothesized inter-relationships among them, as each is conceptually distinct and contributes uniquely to the formation of consumer purchase intention.

By analyzing these elements within the context of TikTok live shopping among Thai consumers in Thailand, this study provides a more precise understanding of how live streaming commerce influences consumer decision-making in the country. Illustrated in Figure 1, the model offers actionable insights for businesses seeking to optimize their TikTok live streaming strategies, enhance consumer engagement, and drive purchase intention among these target groups. The findings contribute to the growing body of literature on TikTok live streaming commerce by addressing dynamics and consumer preferences specific to the studied demographic in Thailand.

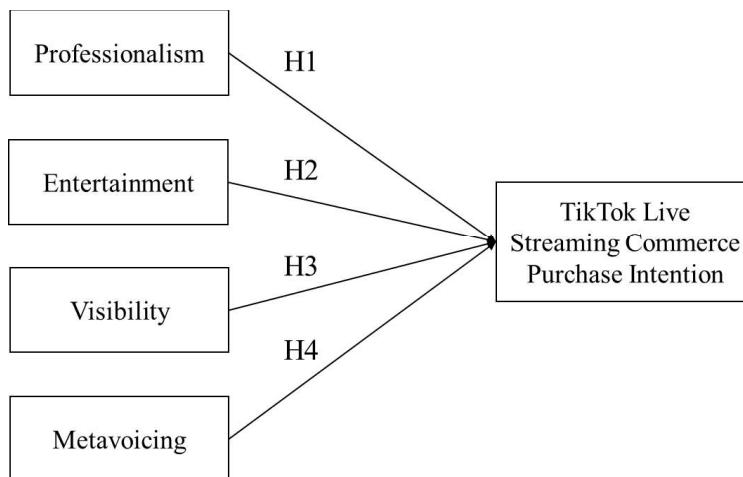


Figure 1: Conceptual Framework

Research Methodology

This study explores consumer behavior in TikTok live streaming commerce, focusing on their experiences and purchase intentions. The research targets Thai consumers, providing insights into a rapidly growing segment of e-commerce where users watch and purchase products through live streams on the platform. Participants were required to (1) be residents

of Thailand, (2) be aged 20 years or older in compliance with ethical research standards, and (3) have engaged with TikTok live streaming commerce at least once a month during the past six months, regardless of whether an actual purchase was made. These screening criteria ensured that respondents had sufficient familiarity with the context while addressing ethical concerns.

Participants were introduced to the survey with a short explanation outlining the study objectives, followed by a consent checkbox. Only those who agreed were allowed to proceed. Initial questions screened for eligibility and collected demographic data, which ensured alignment with the study's target population before progressing to the primary survey items.

1. Questionnaire Development

The structured questionnaire was developed from validated measurement scales in prior studies, with clear mapping between items and sources. Professionalism was adapted from Ma et al. (2022). Entertainment was adapted from Liu et al. (2022b). Visibility was adapted from Sun et al. (2019). Metavoicing was also drawn from Sun et al. (2019). Purchase Intention was adapted from multiple prior studies, specifically Liu and Zhang (2024), Liu et al. (2022a), Sun et al. (2019), and Ma et al. (2022). All items were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). To ensure cultural relevance and comprehension, the questionnaire was translated into Thai using Brislin's (1980, 389–444) back-translation method.

2. Sampling and Data Collection

A convenience sampling approach was employed. Although this approach may restrict the generalizability of the findings, it is widely accepted in exploratory studies on live streaming commerce. The survey was distributed online via social media platforms (Facebook, Instagram, LINE) to increase reach, but respondents were explicitly instructed to answer based only on their TikTok live shopping experiences. This ensured that the data reflected TikTok live streaming commerce specifically. Data were collected using a self-administered structured online survey, and the researcher did not intervene to minimize potential bias. A total of 657 responses were received, out of which 553 valid responses were retained after screening (eligibility check, removal of incomplete responses, and exclusion of patterned/outlier answers). This sample exceeded the minimum requirement for multiple regression analysis (Hair et al., 2010).

3. Reliability and Validity Testing

This study's methodology adheres to rigorous standards to ensure reliability and validity. A pilot test with 30 individuals confirmed the clarity of the instrument. Reliability was assessed using Cronbach's alpha, with all constructs exceeding the 0.70 threshold (George & Mallery, 2019). Purchase intention showed the highest reliability ($\alpha = 0.96$), followed by visibility and metavoicing ($\alpha = 0.92$ each), professionalism ($\alpha = 0.87$), and entertainment ($\alpha = 0.85$).

In the main analysis, construct reliability and validity were examined through multiple indices. Composite Reliability (CR) values exceeded 0.70 for all constructs, Average Variance Extracted (AVE) values were above 0.50, and factor loadings were all higher than 0.70, confirming convergent validity. Discriminant validity was assessed using the Fornell–Larcker criterion, and the square roots of AVEs were greater than inter-construct correlations, indicating satisfactory discriminant validity.

4. Assumption Testing Before Regression

Prior to hypothesis testing, statistical assumptions were verified. Normality was confirmed by skewness and kurtosis values within ± 2 . Linearity and homoscedasticity were checked via scatter plots, showing no heteroskedasticity. Multicollinearity tests indicated acceptable VIF values below 5. Correlation analysis demonstrated significant positive relationships among the constructs. These results confirmed that the dataset met the assumptions required for multiple regression analysis (Srinivasan & Lohith, 2017, 69-92).

By systematically addressing sampling, measurement development, and instrument validation, this methodology ensures robustness and enhances the credibility of the findings in the context of TikTok live streaming commerce in Thailand.

Results

From the total of 553 valid responses analyzed, Table 2 highlights the demographic and behavioral characteristics of the participants. The majority were female (76.85%), with the largest age group being 28–42 years old (55.70%). Monthly purchases were the most common frequency (49.73%), followed closely by weekly purchases (35.62%), indicating a high level of shopping engagement. A significant portion of respondents reported spending between 100 and 500 Baht (56.24%), while 40.33% spent between 501 and 3,000 Baht, also representing a considerable proportion. The fashion and accessories category emerged as the leading

purchase preference, accounting for 38.88% of all reported transactions, with health and beauty as the second most purchased category at 31.46%. Supermarket products ranked third, representing 19.71% of total purchases, highlighting their growing role in consumer spending within TikTok live streaming commerce.

Table 2

Demographic and behavior (N=553)

Demographic and behavior	Frequency	Percent
Gender		
Male	128	23.15
Female	425	76.85
Year of Birth		
1997–2005	136	24.59
1981–1996	308	55.70
1965–1980	109	19.71
Product category		
Electronic devices and accessories	16	2.89
TVs and home appliances	3	0.54
Mobile phones and accessories	10	1.81
Games and accessories	1	0.18
Health and beauty	174	31.46
Supermarket products	109	19.71
Home and lifestyle	13	2.35
Sports and travel	3	0.54
Automobiles and accessories	1	0.18
Fashion and accessories	215	38.88
Watches and glasses	4	0.72
Stationery, books, and music	2	0.36
Accommodation and hotels	2	0.36
Purchase frequency		
Every week	197	35.62
Every month	275	49.73
Every 3 months	42	7.59
More than 3 months	39	7.05

Table 2

Demographic and behavior (N=553) (Continued)

Demographic and behavior	Frequency	Percent
Purchase amount		
Below 100	3	0.54
100 - 500	311	56.24
501 - 3,000	223	40.33
3,001 - 5,000	10	1.81
Over 5,000	6	1.08

This section presents the descriptive statistical analysis, which includes mean values, standard deviations, and the corresponding rating levels for each variable. To ensure congruent validity, the evaluation incorporated the examination of average variance extracted (AVG) and indicator loadings. As shown in Table 3, visibility achieved the highest mean score of 4.27, classified as "Very High," while purchase intention had the lowest mean of 3.90, categorized as "High." Other variables, such as professionalism (3.93), entertainment (4.17), and metavoicing (4.15), were also rated as "High." The analysis applied a rating scale where scores between 4.21–5.00 indicate "Very High," 3.41–4.20 denote "High," 2.61–3.40 signify "Moderate," 1.81–2.60 reflect "Low-Moderate," and 1.00–1.80 represent "Low."

This section presents the descriptive statistical analysis, which includes mean values, standard deviations, and the corresponding rating levels for each variable. The interpretation of rating levels is based on the mean score ranges defined in this study: 4.21–5.00 = "Very High," 3.41–4.20 = "High," 2.61–3.40 = "Moderate," 1.81–2.60 = "Low-Moderate," and 1.00–1.80 = "Low." These ranges allow the classification of each construct according to the relative strength of participants' perceptions. As shown in Table 3, visibility achieved the highest mean score of 4.27, classified as "Very High," while purchase intention had the lowest mean of 3.90, categorized as "High." Other variables, such as professionalism (3.93), entertainment (4.17), and metavoicing (4.15), were also rated as "High."

Table 3

Descriptive Statistics (N=553)

Mean Variables	Mean	Std. Deviation	Interpretation
Professionalism (PR)	3.93	0.77	High
Entertainment (EN)	4.17	0.69	High
Visibility (VI)	4.27	0.73	Very High
Metavoicing (ME)	4.15	0.72	High
Purchase Intention (PI)	3.90	0.77	High

The Pearson correlation analysis was first conducted as a preliminary step to examine the relationships among the constructs before performing the multiple regression analysis. This allowed for an initial assessment of multicollinearity and the directionality of the relationships between variables, which are essential for hypothesis testing in the regression model. The analysis revealed statistically significant relationships among all constructs at the 0.01 level (2-tailed), as shown in Table 4. Among these, entertainment (EN) demonstrated the strongest correlation with purchase intention (PI), with a coefficient of 0.584, underscoring its pivotal role in shaping consumer behavior. In contrast, professionalism (PR) exhibited the weakest correlation with purchase intention, with a coefficient of 0.342. These findings highlight the differential impact of various constructs on purchase intention, offering valuable insights into the factors that drive consumer engagement and decision-making, and were further tested through the multiple regression model.

Table 4

The correlation between constructs (N=553)

Mean variables	PR	EN	VI	ME	PI
PR	1.00				
EN	.391**	1.00			
VI	.446**	.635**	1.00		
ME	.430**	.606**	.693**	1.00	
PI	.342**	.584**	.504**	.570**	1.00

**. Correlation is significant at the 0.01 level (2-tailed).

The results in Table 5 indicate that the predictors collectively explain 41.90% of the variance in purchase intention ($R^2 = 0.419$, Adjusted $R^2 = 0.415$), signifying a good model fit. At a significance level of 0.05, the constant was found to be statistically significant ($B = 0.49$, $p = 0.007$), highlighting its contribution to the model. Among the predictors, entertainment ($\beta = 0.35$, $p < 0.01$) and metavoicing ($\beta = 0.30$, $p < 0.01$) emerged as the most influential factors, exhibiting strong positive effects on purchase intention. This suggests that engaging and interactive content has a greater impact on consumers' purchase intentions than the perceived expertise or product visibility of the streamers. In contrast, professionalism ($\beta = 0.05$, $p = 0.146$) and visibility ($\beta = 0.05$, $p = 0.306$) did not show statistically significant impacts, reflecting that while knowledge and product presentation are important, consumers in TikTok live streaming commerce are more motivated by entertainment value and the ability to interact with the stream. Collinearity diagnostics indicated no serious multicollinearity issues. Tolerance values ranged from 0.43 to 0.76, and VIF values ranged from 1.31 to 2.31, all within acceptable thresholds (Tolerance > 0.40 , VIF < 2.50), confirming that the predictor variables were not highly correlated and the regression coefficients are reliable. These findings emphasize the importance of entertainment and metavoicing in shaping purchase intention, while the significant constant underscores the presence of other unmeasured influences in the model.

Table 5

Multiple Regression Coefficientsa (N=553)

	Unstandardized Coefficients		Standardized Coefficients Beta	t	p-value	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	0.49	0.18		2.72	0.007*		
PR	0.05	0.04	0.05	1.45	0.146	0.76	1.31
EN	0.39	0.05	0.35	7.84	0.000*	0.54	1.86
VI	0.05	0.05	0.05	1.03	0.306	0.43	2.31
ME	0.32	0.05	0.30	6.29	0.000*	0.46	2.16

a. Dependent Variable: PI

R Square = 0.419, Adjust R-Square = 0.415, F = 98.830, Significant level at 0.05

Discussion

This study examined the influence of four constructs—professionalism, entertainment, visibility, and metavoicing—on purchase intention in TikTok live streaming commerce. To provide a clear overview, the results are first summarized at the construct level, followed by detailed insights from item-level patterns. Among the four constructs, entertainment and metavoicing emerged as significant predictors, jointly explaining 41.91% of the variance in purchase intention ($R^2 = 0.419$).

Entertainment demonstrated the strongest effect, particularly items related to humor, creativity, and interactive real-time reactions. These elements highlight the emotionally engaging and participatory nature of TikTok, where entertainment is not merely supplementary but central to consumer decision-making. Metavoicing further reinforced purchase intention by encouraging audience interactions such as liking, sharing, and commenting, which amplified social proof and peer influence in real time.

In contrast, professionalism and visibility, although positively rated by respondents, did not demonstrate statistical significance in predicting purchase intention. This suggests that Thai consumers associate credibility less with polished corporate-style presentation and more with authenticity and emotional resonance. These findings diverge from studies in China and Indonesia, where professionalism and visibility were found to be stronger predictors of purchase intention, underscoring cross-country differences in consumer expectations (Putri & Syah, 2024; Yingqing et al., 2024).

From a managerial perspective, the results imply that businesses and streamers should prioritize strategies that emphasize authenticity, humor, and real-time audience engagement. Item-level analysis further suggests that streamers who respond promptly to audience inquiries, incorporate playful visual effects, and stimulate participatory discussions are more effective in motivating purchase behavior. This insight offers practical guidance for sellers, particularly in tailoring their live streaming strategies for Thai consumers.

Conclusion

The increasing adoption of TikTok for live commerce has transformed consumer shopping behaviors, yet aligning these behaviors with business objectives remains a challenge. This study contributes to the growing body of literature on live streaming commerce by

investigating the influence of four key factors—professionalism, entertainment, visibility, and metavoicing—on consumer purchase intention within TikTok's live shopping ecosystem.

The results indicate that entertainment and metavoicing have a significant impact on consumer purchase intention, with entertainment emerging as the strongest predictor ($\beta = 0.35$, $p < 0.01$), followed by metavoicing ($\beta = 0.30$, $p < 0.01$). Professionalism ($\beta = 0.05$, $p = 0.15$) and visibility ($\beta = 0.05$, $p = 0.31$) were not statistically significant predictors. These results align with prior research, which highlights that engaging and interactive live content enhances consumer motivation to purchase products through heightened emotional engagement and social influence (Delia & Andarini, 2024, 2875-2882). Consumers are more likely to make purchases when they find live streams entertaining and can actively interact with streamers and other viewers in real time (Yingqing et al., 2024). In the Thai TikTok context, consumers tend to engage with emotionally stimulating content and informal dialogue, suggesting that entertainment and social expression are primary motivations for purchase behavior. This is consistent with the Uses and Gratifications Theory (UGT), which posits that users actively seek out media content to fulfill their emotional and social needs (Camilleri & Falzon, 2021, 217-238). This reinforces the social and participatory nature of TikTok commerce, where entertainment and interactivity play essential roles in driving consumer behavior (Ngo et al., 2022, 497-506; Azhari & Hasanah, 2023, 216-223).

Rather than focusing solely on the statistical significance of constructs, this study also revisited item-level patterns to uncover actionable insights. For example, within entertainment, items related to humor, creativity, and playful interactions proved especially influential, while within metavoicing, features such as real-time commenting and sharing amplified social proof and purchase motivation (Delia & Andarini, 2024, 2875-2882; Yingqing et al., 2024). These micro-level findings provide clearer guidance for sellers on how to structure live streams that resonate with Thai consumers, moving beyond generic advice toward concrete streaming practices.

This contribution is further strengthened by acknowledging that consumer responses in Thailand may not fully mirror those in other cultural contexts. While prior studies reported stronger effects of professionalism and visibility in influencing purchase intention (Kit-fong et al., 2022, 147-184; Liu & Zhang, 2024, 3657-3680), the present findings highlight that Thai consumers prioritize authenticity and emotional engagement over polished formality. Future research could systematically compare item-level effects across different countries to

establish whether these differences reflect broader cultural patterns or platform-specific dynamics.

Overall, this study advances the literature by shifting attention from broad construct-level conclusions to practical, item-level insights that directly inform how businesses can leverage TikTok live streaming commerce in Thailand. This dual contribution provides empirical evidence from the Thai market while offering actionable micro-level strategies, thereby ensuring both theoretical relevance and managerial applicability.

1. Managerial Implications

The managerial implications derived from this study on Thai TikTok live streaming commerce are highly pertinent for businesses aiming to leverage the platform's growing potential. Understanding the factors that influence consumer behavior is crucial for companies looking to refine their live streaming commerce strategies. Based on the study's findings, several key areas emerge as essential for managerial focus. To develop effective strategies, businesses should concentrate on entertainment and metavoicing, as these were identified as significant predictors of purchase intention among Thai consumers.

From the item-level findings, entertainment can be enhanced through humor, creativity, dynamic product demonstrations, and playful interactions, while metavoicing can be strengthened via interactive Q&A sessions, real-time polls, and responsive streamer-audience dialogues. These practices are directly derived from survey items, ensuring that recommendations are tightly aligned with the constructs examined in this study. This alignment provides practical strategies for businesses to encourage consumer engagement and stimulate purchase behavior.

Importantly, these implications reflect the behaviors of Thai consumers across age groups. Businesses seeking to expand market reach should design live streaming experiences that resonate broadly, combining emotional appeal with interactive features to engage diverse consumer segments. Beyond direct application in commerce, the findings also hold implications at the community level. Small and medium-sized enterprises (SMEs) and local entrepreneurs can apply these strategies to strengthen their digital selling skills and enhance competitiveness in the online marketplace. Policymakers could further support this development by promoting digital upskilling programs and creating an enabling ecosystem for inclusive and engaging live commerce.

2. Limitations and Further Research

This study presents several limitations that should be considered when interpreting the findings. First, it focuses solely on TikTok live commerce, limiting the generalizability of results to other platforms such as Shopee Live, Facebook Live, or Lazada Live. Future research should conduct cross-platform comparisons to assess whether similar or divergent factors influence consumer purchase intentions across ecosystems.

Second, while the data were collected from Thai consumers, the findings may not fully capture cross-cultural variations. Future research should explore comparative studies across different countries to examine whether entertainment and metavoicing have consistent effects across cultural contexts.

Third, although this study investigated Thai consumers broadly, it did not analyze subgroup differences (e.g., gender, age cohorts, or product categories). Future studies could conduct multi-group analyses to uncover segment-specific behavioral patterns and strengthen the theoretical and managerial contributions.

Finally, future research could expand beyond the four constructs examined here to explore additional psychological or contextual variables that may shape purchase intention in live commerce settings. This may include comparative platform features, product types, or technological innovations (e.g., AI-driven recommendation systems) that further influence consumer engagement.

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