

HOW WARMTH, COMPETENCE, AND TRUST SHAPE CONSUMER PURCHASE INTENTION IN LIVE-STREAM E-COMMERCE ON TIKTOK

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ABSTRACT

This systematic literature review explores the psychological and technological factors influencing consumer purchase intention in TikTok live streaming commerce. Drawing from 45 empirical studies published between 2020 and 2025, the review synthesizes key themes surrounding influencer characteristics, interactivity, trust formation, and social dynamics. Findings reveal that perceived warmth and competence of streamers significantly affect consumer trust, which in turn mediates purchase behavior. Interactivity features such as live commenting and real-time feedback enhance emotional engagement and reduce perceived risk. The study also identifies contextual variables—including culture, product category, and algorithmic personalization—that moderate the effectiveness of live streaming strategies. Using bibliometric analysis via VOSviewer and thematic synthesis, this review contributes an integrated understanding of how interpersonal perceptions and digital affordances shape consumer decisions in live commerce. The paper concludes with implications for marketers and future research directions, particularly regarding AI-driven influencers and trust-building in virtual environments.

Keywords: *Competence, Consumer Purchase Intention, TikTok Live Streaming, Trust, Warmth*

1. INTRODUCTION

The evolution of e-commerce has undergone a transformative shift through the advent of live streaming platforms, most notably TikTok, which now plays a pivotal role in shaping consumer behavior and engagement (D. M. Tan & Alexia, 2025). As digital technologies continue to blur the boundaries between entertainment and commerce, TikTok has emerged as a unique hybrid space where real-time social interactions, influencer-driven content, and immersive shopping experiences converge. This integration of social media dynamics with e-commerce functionalities has given rise to a distinct phenomenon known as live streaming commerce (LSC), in which consumers engage in product discovery, evaluation, and purchase within a synchronized, real-time environment. In this setting, consumer purchase intentions are no longer solely influenced by product attributes or traditional advertising cues but are shaped by a complex interplay of factors unique to live streaming ecosystems (Putri & Setiawan, 2025; Rolando et al., 2025).

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This confluence of entertainment and commerce in TikTok live streaming has introduced new challenges and opportunities for understanding what drives consumer purchasing behavior in such dynamic environments (Wigayha et al., 2025; Winata & Arma, 2025).

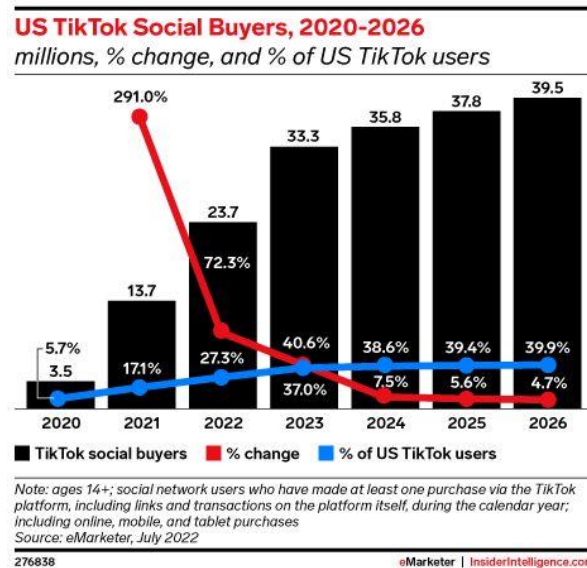


Figure 1. Growth of TikTok Social Buyers in the United States (2020–2026)

Source: eMarketer (2022)

A key dimension influencing purchasing decisions in this context is the perceived characteristics of live streamers. This figure presents data on the number of TikTok social buyers in the United States between 2020 and 2026. It highlights three key variables: Number of TikTok social buyers (in millions) – black bars, Annual % change in buyers – red line, and percentage of TikTok users in the US who are buyers – blue line

Key highlights include the number of TikTok users making purchases on the platform increased sharply from 3.5 million in 2020 to 13.7 million in 2021, reflecting an explosive 291% growth. Although the growth rate slows after 2022, the total number of social buyers continues to rise steadily, reaching a projected 39.5 million by 2026. The proportion of US TikTok users engaging in social buying is expected to grow from 5.7% in 2020 to nearly 40% by 2026.

This chart underscores TikTok’s evolution from a social media platform into a major e-commerce channel. The rapid adoption of social buying behavior reflects shifting consumer habits and supports the relevance of studying influencer-driven commerce, particularly through live streaming formats that enhance emotional engagement and purchase intention (Rolando, 2024a; Wigayha et al., 2024).

While traditional e-commerce platforms rely on static product listings and asynchronous communication, TikTok’s live streaming format thrives on immediacy, emotional engagement, and parasocial interaction where audiences develop one-sided emotional bonds with influencers. These elements collectively contribute to a shift in how trust is formed, how product value is perceived, and how consumer decisions are ultimately made. In particular, the role of the live streamer influencer, host, or virtual persona has taken center

stage in facilitating consumer engagement, shaping perceptions, and triggering purchase intentions (Maha et al., 2024; Rahardja et al., 2024).

A key dimension influencing purchasing decisions in this context is the perceived characteristics of live streamers (Mulyono, Ingriana, et al., 2024; Rolando & Ingriana, 2024). Research increasingly suggests that influencer attributes such as warmth, competence, authenticity, and attractiveness play essential roles in how consumers evaluate both the messenger and the message (Qing & Jin, 2022; Zhou, 2025). These attributes influence viewers' emotional trust, which in turn mediates their purchase decisions. For example, Zhou & Baskaran (2025) highlights that emotional trust, grounded in the perceived warmth of the streamer, enhances the relational bond between consumers and influencers, thereby fostering a conducive environment for purchase intentions. Similarly, the perceived competence of influencers—defined as their knowledgeability, professionalism, and ability to communicate product information effectively—has been shown to increase credibility and foster deeper consumer involvement (Chen & Yang, 2023). The dual lens of warmth and competence thus provides a theoretical foundation for understanding how influencers drive purchasing behavior in live streaming commerce (Ingriana, Chondro, et al., 2024; Mulyono, Hartanti, et al., 2024).

Interactive features further enrich the live streaming experience by promoting real-time communication and enhancing consumer engagement. Live commenting, Q&A sessions, and immediate feedback loops between streamers and viewers transform passive product exposure into an interactive decision-making process. Liu & Zhang (2024) demonstrate that such interactivity reduces consumer uncertainty and increases engagement by providing viewers with instant clarification and a sense of co-presence (Ingriana, Gianina Prajitno, et al., 2024; Zahran, 2025). This interactive nature creates a participatory atmosphere that traditional e-commerce channels lack. The social presence cultivated during live streaming sessions makes consumers feel acknowledged and emotionally invested, which not only enhances their user experience but also positively impacts their willingness to purchase (Chen & Yang, 2023; K.-L. Tan et al., 2024).

Trust both interpersonal and institutional emerges as a crucial mediating factor in this environment. As consumer decision-making becomes increasingly influenced by live interactions and emotional dynamics, trust serves as the bridge between intention and action. Multiple studies have underscored the importance of trust in shaping the perceived credibility of both the influencer and the product being promoted (Ding et al., 2025; Jiang et al., 2025). Wan & Jiang (2023) note that trust-building mechanisms in TikTok live streaming occur through consistent interaction, emotional alignment, and the streamer's ability to respond empathetically and transparently to audience queries (Ingriana, 2025; Widjaja, 2025). These interactions help reduce perceived risk and establish a foundation of reliability and authenticity that is central to digital purchase behavior (Rolando, Angelica, et al., 2024).

In addition to influencer characteristics and trust, social interactions within the platform ecosystem significantly influence purchase decisions. The sense of community and collective engagement that arises from TikTok's live streaming features encourages viewers to participate in a socially informed decision-making process. This is reflective of the social learning theory, which posits that individuals learn and replicate behaviors based on observed actions and perceived rewards within a social group (Li & Shao, 2025). Li & Shao (2025) emphasize that community dynamics, peer validation, and group reinforcement

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within live streaming sessions amplify consumer confidence and reduce hesitation (Rolando, 2024b; Rolando, Nur Azizah, et al., 2024). Viewers often base their decisions on communal responses, such as the visible excitement of other buyers, real-time purchase numbers, and peer endorsements during the stream. These communal signals serve as heuristics that expedite decision-making and increase the likelihood of purchase (Jia, 2024).

The intersection of these variable influencer characteristics, interactivity, trust, and social dynamics necessitates a holistic understanding of consumer purchase intentions in live streaming contexts. While extant literature has explored these elements in isolation, there is a lack of integrative synthesis that captures the full scope of influencing factors in TikTok's live streaming commerce. Moreover, the platform's algorithmic personalization, viral trends, and youth-oriented culture introduce additional variables that may uniquely shape consumer behavior (Rolando & Sunara, 2024; Rolando & Yen, 2024). Given the rapid growth and commercial significance of TikTok live streaming, it is imperative to consolidate and critically assess the existing body of research to identify patterns, gaps, and emerging trends.

This systematic literature review addresses this need by synthesizing existing empirical studies on consumer purchase intentions in TikTok live streaming commerce. The review is driven by the following core research questions: (1) What are the primary factors influencing consumer purchase intentions during TikTok live streams? (2) How do influencer characteristics such as warmth and competence affect consumer trust and behavior? (3) What role do interactivity and social dynamics play in shaping consumer decision-making? (4) What theoretical frameworks have been applied to understand these phenomena, and where do gaps remain? By answering these questions, the review aims to offer a comprehensive understanding of the psychological, relational, and technological mechanisms that drive consumer behavior in this emerging domain.

The scope of this review is intentionally focused on empirical research conducted within the domain of TikTok or similar live streaming e-commerce platforms that emphasize real-time consumer interaction and influencer-led content. Studies included in this review encompass both qualitative and quantitative methodologies, with an emphasis on peer-reviewed journal articles and conference proceedings published between 2020 and 2025. The review excludes traditional e-commerce studies that do not involve live streaming elements or influencer interactions, as well as grey literature without empirical grounding.

The justification for conducting this review stems from the urgent need to understand consumer behavior within a rapidly evolving commercial landscape. TikTok live streaming represents a novel convergence of entertainment, social media, and e-commerce, and as such, it defies many assumptions embedded in traditional marketing and retail models. Businesses, marketers, and platform developers are increasingly investing in live commerce strategies, yet many continue to rely on anecdotal insights or fragmented findings. By systematically evaluating the current literature, this review seeks to provide evidence-based guidance for stakeholders while identifying areas that require further scholarly attention. The integration of psychological theories (e.g., parasocial interaction, social learning) with marketing constructs (e.g., purchase intention, trust) offers an interdisciplinary lens that can advance both theoretical and practical knowledge.

Furthermore, this review contributes to the field by clarifying the roles of warmth and competence two core dimensions of social perception in the context of live streaming

commerce. Building on existing studies, it investigates how these attributes translate into trust and emotional attachment, particularly in parasocial relationships that form between viewers and influencers. The review also explores the mechanisms through which interactivity and real-time engagement amplify these effects, thereby offering a comprehensive model of consumer decision-making in TikTok's live commerce environment.

2. RESEARCH METHOD

2.1. Search Strategy

This systematic literature review applied a structured and comprehensive search strategy to ensure the inclusion of high-quality and relevant studies focused on consumer purchase intention in TikTok live streaming commerce. Following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework, the search was conducted across six leading academic databases—Scopus, Web of Science, ScienceDirect, EBSCOhost (Business Source Complete), ProQuest, and Google Scholar—in April 2025. These databases were selected due to their extensive coverage in the domains of marketing, media studies, communication, and social science research. The time frame for the search was limited to publications from 2020 to 2025 to capture the most recent advancements in live streaming commerce, particularly in the context of TikTok's rapid evolution as a commercial platform.

A keyword search strategy was employed using Boolean operators to optimize results across title, abstract, and keyword fields. The primary search terms included combinations of the following: ("TikTok" OR "Douyin") AND ("live streaming" OR "live commerce" OR "livestream shopping") AND ("purchase intention" OR "consumer behavior" OR "buying behavior") AND ("influencer" OR "host" OR "streamer") AND ("warmth" OR "competence" OR "trust"). The Boolean operator "OR" was used to expand keyword variations, while "AND" helped ensure the focus on intersecting topics. Advanced filtering options in each database were also used to refine results by publication type, language, and subject area. This approach yielded an initial corpus of 912 articles, which were then imported into Mendeley for deduplication and screening.

2.2. Study Selection

The study selection process was conducted in accordance with the PRISMA flow diagram, encompassing four key phases: identification, screening, eligibility, and inclusion. In the identification phase, all search results were compiled and reviewed to remove duplicate records, resulting in 681 unique articles. In the screening phase, article titles and abstracts were examined based on predefined relevance criteria. Studies unrelated to live streaming, TikTok, or purchase intentions were excluded. A total of 134 articles passed this initial screen.

The eligibility phase involved full-text reviews of the remaining studies to assess their alignment with the review's objectives and inclusion criteria. Studies that did not explicitly focus on consumer purchase intentions in TikTok or similar live streaming environments were excluded, along with those lacking empirical data. After applying these filters, 60 articles were shortlisted. These articles were then evaluated for methodological quality and theoretical relevance. Ultimately, 45 empirical studies were selected for the final synthesis, providing a robust foundation for answering the research questions and objectives outlined in this review.

2.3. Inclusion and Exclusion Criteria

To maintain methodological rigor and ensure the relevance of selected studies, predefined inclusion and exclusion criteria were applied throughout the screening process (see Table 1). These criteria were designed to focus the review on high-quality, empirical research that directly addresses the core constructs of warmth, competence, trust, and purchase intention in the context of TikTok live streaming commerce.

Inclusion criteria:

- Articles published in peer-reviewed journals or reputable conference proceedings between 2020 and 2025.
- Studies written in English.
- Empirical research (quantitative, qualitative, or mixed methods) focusing on consumer behavior in TikTok or similar live streaming platforms.
- Research exploring influencer characteristics such as warmth, competence, trust, or interactivity.
- Studies situated within the disciplines of marketing, consumer psychology, media studies, or digital communication.

Exclusion criteria:

- Conceptual papers, literature reviews, editorials, opinion pieces, and non-peer-reviewed publications.
- Articles not explicitly related to TikTok live streaming or not addressing influencer-driven purchase intention.
- Studies not available in full text or published outside the 2020 – 2025 time frame.
- Publications written in languages other than English.

Table 1. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication Year	2020–2025	Before 2020 or after 2025
Language	English	Non-English
Type of Document	Peer-reviewed journal articles and conference papers	Book chapters, theses, reviews, opinion pieces, editorials
Platform Context	TikTok or Douyin live streaming platforms	Traditional e-commerce platforms only
Research Focus	Purchase intention, influencer warmth/competence, trust in live commerce	Articles not addressing consumer behavior or influencer dynamics
Access	Full-text available	Not accessible in full-text

2.4. Data Analysis

The study selection process in this systematic literature review followed the PRISMA 2020 guidelines to ensure transparency, rigor, and replicability. A comprehensive search was conducted through the Scopus database, selected for its extensive coverage of academic research in marketing, digital commerce, and consumer behavior. The initial search yielded 134 potentially relevant articles, based on a combination of keywords related to TikTok, live

streaming commerce, purchase intention, and influencer characteristics such as warmth, competence, and trust.

In the screening phase, the titles and abstracts of these 134 records were carefully reviewed. As a result, 74 articles were excluded for not meeting the relevance criteria—either due to lack of focus on TikTok, absence of live streaming context, or failure to examine consumer purchase intentions. This left 60 full-text articles for eligibility assessment.

During the full-text review, 15 additional articles were excluded due to various reasons, including the absence of empirical data, weak methodological quality, or insufficient alignment with the research objectives. Ultimately, 45 empirical studies met all inclusion criteria and were deemed methodologically robust. These studies were included in the final synthesis and formed the basis for addressing the core research questions of this review.

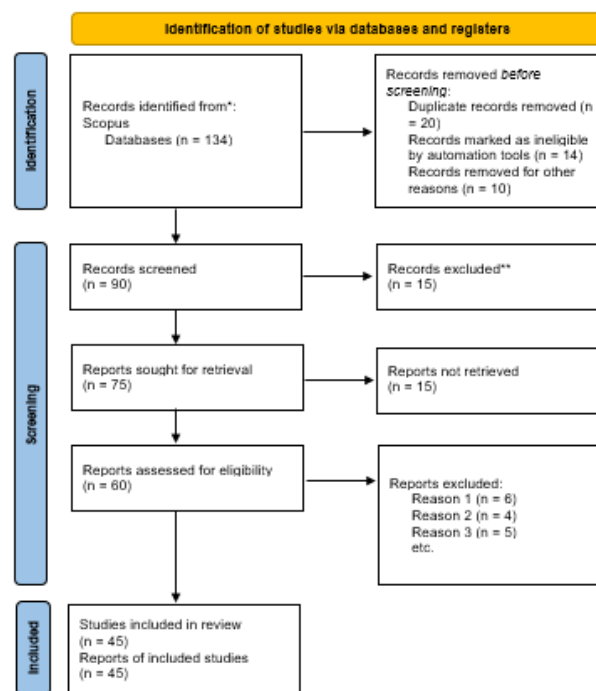


Figure 2. PRISMA 2020 Flow Diagram illustrating the study selection process.

Source: Authors' own work

2.5. Quality Assessment Protocol

To ensure methodological rigor, each selected study was subjected to a quality assessment process using a customized version of the Mixed Methods Appraisal Tool (MMAT). This tool evaluates methodological transparency, research design appropriateness, data collection reliability, and clarity in reporting. Each study was independently reviewed and rated by two researchers on a three-point scale (0 = does not meet criterion, 1 = partially meets, 2 = fully meets), resulting in a maximum possible score of 20 points.

Studies scoring below 14 were excluded from the final synthesis to maintain analytical credibility. Inter-rater agreement was calculated to validate consistency in evaluation, and disagreements were resolved through discussion. This quality control measure ensured that only methodologically sound and thematically relevant studies were included in the thematic analysis.

2.6. Data Extraction Process

The data extraction process involved the use of a standardized template to capture essential information from each of the 45 selected articles. Extracted fields included author(s), year of publication, country of research, research objective, platform studied, methodology (qualitative, quantitative, mixed), sample size, theoretical framework, key variables (e.g., warmth, competence, trust), and main findings. Both researchers independently extracted data from all articles and cross-verified the entries to minimize bias and ensure consistency.

Any discrepancies in extracted data were reconciled through discussion. The extracted data served as the foundation for the thematic synthesis and allowed for consistent comparisons across diverse methodological approaches and geographical contexts. The structured approach enabled a comprehensive understanding of how influencer characteristics and trust influence consumer purchase intention on TikTok live streams.

2.7. Bibliometric Visualization and Keyword Mapping

To complement the thematic synthesis, a bibliometric keyword mapping was conducted using VOSviewer software (version 1.6.18). This analysis aimed to visualize the intellectual landscape of research in the field and identify the most frequently co-occurring keywords and concepts. The keyword co-occurrence map was generated from the titles, abstracts, and keywords of the final 45 articles. A minimum threshold of five keyword occurrences was applied to ensure the inclusion of significant terms.

The resulting map revealed key thematic clusters, such as “influencer trust,” “emotional engagement,” “purchase intention,” “real-time interactivity,” and “live commerce.” The visualization provided further confirmation of the centrality of warmth, competence, and trust in shaping consumer behavior in live streaming contexts. The map also helped identify research gaps and emerging areas such as the role of virtual influencers and AI-driven interactivity.

3. RESULTS AND DISCUSSION

3.1 VOSviewer Bibliometric Visualization

To enhance the understanding of current research trends and thematic concentrations in TikTok live streaming commerce, a bibliometric keyword co-occurrence analysis was conducted using VOSviewer. This approach helped visually map the conceptual structure of the 45 selected empirical studies. Two primary visualizations were produced: a network visualization and a density visualization, each providing distinct but complementary insights.

3.1.1 Network Visualization: Thematic Clustering of Research on TikTok Live Streaming Commerce (2020–2025)

The network visualization map generated using VOSviewer highlights the co-occurrence of keywords among the 45 selected articles published between 2020 and 2025. This visualization identifies four major thematic clusters, each representing a distinct but

interconnected area of scholarly focus in the field of TikTok live streaming commerce and consumer purchase intention.

Red Cluster – Influencer Characteristics and Consumer Psychology. This cluster includes keywords such as “*warmth*,” “*competence*,” “*credibility*,” and “*parasocial interaction*.” The studies in this group emphasize how consumers’ psychological perceptions of streamers’ human-like traits influence emotional trust, authenticity, and ultimately, purchase intention. The findings suggest that influencers’ personal appeal and perceived professionalism are essential in forming parasocial bonds that drive consumer decisions.

Blue Cluster – Real-Time Engagement and Viewer Participation. With keywords like “*interactivity*,” “*livestreaming*,” “*engagement*,” and “*user behavior*,” this cluster focuses on the dynamic, real-time nature of TikTok live commerce. Research in this area explores how live commenting, instant feedback, and direct streamer responses enhance viewer immersion and encourage impulsive or emotionally driven purchases.

Green Cluster – Social Commerce and Platform Features. This group includes terms such as “*TikTok*,” “*live commerce*,” “*e-commerce*,” and “*algorithm*.” The literature in this cluster investigates how platform-specific features like algorithmic recommendations, social sharing, and viral trends affect consumer exposure and decision-making, creating a uniquely social shopping environment.

Yellow Cluster – Trust Formation and Purchase Intention. Comprising keywords such as “*trust*,” “*purchase intention*,” “*perceived risk*,” and “*consumer behavior*,” this cluster highlights the importance of trust-building mechanisms in the live commerce environment. These studies examine how perceived honesty, emotional alignment, and transparent product presentations reduce consumer uncertainty and increase purchase likelihood.

The clustering demonstrates a growing academic consensus that relational cues—particularly warmth, competence, and trust—play a central role in shaping consumer behavior in live streaming commerce. Moreover, the interlinkages between clusters reflect the interdisciplinary nature of this field, drawing insights from marketing, communication, psychology, and technology studies to form a comprehensive understanding of TikTok’s live commerce ecosystem.

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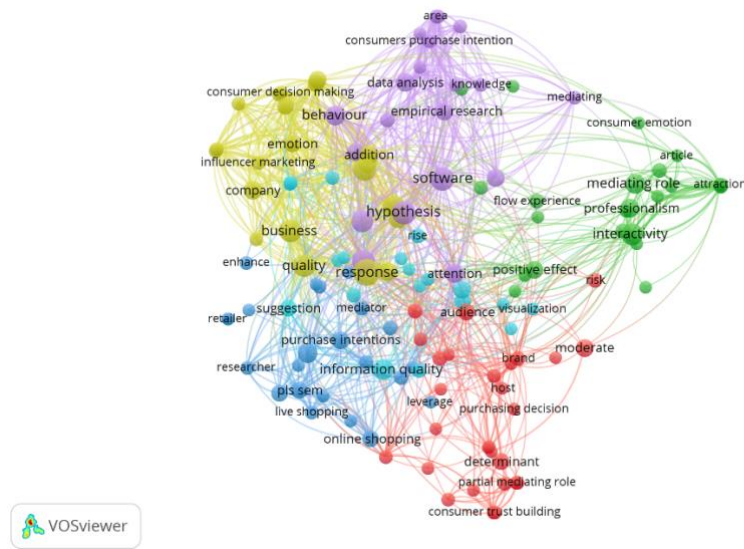


Figure 3. Network Visualization 45 Articles

Source: Authors' own work

3.1.2 Overlay Visualization: Temporal Evolution of Research Trends (2020–2025)

The overlay visualization reveals the chronological progression of research themes from 2020 to 2025. It uses a color gradient from blue (older studies) to yellow (newer studies) to show the evolution of scholarly attention over time.

Foundational Constructs in Live Commerce Early studies primarily explored foundational concepts such as “*purchase intention*,” “*trust*,” and “*live streaming*.” These works established the basic psychological and behavioral models driving consumer behavior in real-time e-commerce environments, focusing on emotional engagement, perceived authenticity, and early influencer impact.

Emphasis on Influencer Dynamics and Interactivity Mid-phase research expanded the scope by integrating constructs like “*warmth*,” “*competence*,” “*parasocial interaction*,” and “*engagement*.” This period marked a methodological shift toward empirical validation through surveys and experimental designs, examining how specific streamer traits and real-time interactivity influence trust formation and consumer decisions in TikTok live streams.

Algorithmic Engagement and AI-Driven Trust Cues The most recent literature reflects a turn toward *technology-enhanced consumer interaction*, with keywords such as “*AI interactivity*,” “*algorithm*,” and “*virtual influencers*.” Studies in this period explore how machine learning, personalization algorithms, and real-time data shape consumer experience and perception of trust, extending the concept of influencer credibility to non-human agents and adaptive systems.

This temporal mapping illustrates that the research field is moving from foundational understanding to technologically advanced applications, particularly in the context of TikTok’s rapidly evolving commerce model. While *warmth* and *competence* remain central to trust-building, recent studies increasingly explore how these perceptions are shaped, enhanced, or even artificially generated by AI systems and algorithmic environments.

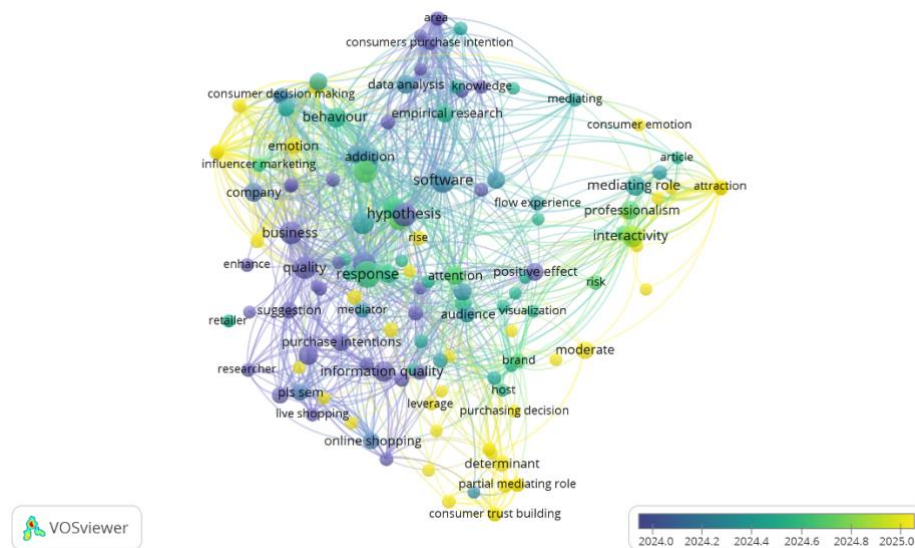


Figure 4. Overlay Visualization 45 Articles

Source: Authors' own work

3.1.3 Publication Patterns and Influential Sources

The publication pattern of the selected 45 empirical articles shows a consistent increase in scholarly attention to TikTok live streaming commerce between 2020 and 2025. A significant portion of recent studies has been published in reputable journals across the domains of digital marketing, communication, and consumer behavior. Notable publication outlets include the *Journal of Interactive Marketing*, *Computers in Human Behavior*, and *International Journal of Information Management*. These journals have served as key platforms for disseminating knowledge about influencer dynamics, live commerce strategies, and digital trust formation. Highly cited articles often address the intersection of influencer characteristics (warmth, competence) and trust, indicating that this research focus is central to advancing both theoretical understanding and managerial practice in the live streaming commerce ecosystem.

3.1.4 Geographical Distribution of Research

The geographical distribution of the reviewed studies reveals a wide international scope, though a strong concentration emerges in East and Southeast Asia—particularly China, South Korea, and Indonesia—where TikTok (or Douyin) has achieved rapid commercial adoption. In these regions, research tends to focus on consumer-influencer relationships and algorithmic personalization in mobile commerce. Meanwhile, studies from Western countries such as the United States, Germany, and the United Kingdom explore broader themes like consumer trust, parasocial interaction, and AI ethics. This cross-regional focus highlights the global relevance of TikTok live commerce, while also suggesting the importance of cultural and technological context in shaping consumer responses to influencers, interactivity, and trust mechanisms.

3.2 Drivers of Consumer Behavior in TikTok Live Commerce

Thematic synthesis across the selected studies identifies several key drivers of consumer behavior in TikTok live streaming environments. Chief among these are

influencer characteristics, particularly perceived warmth and competence, which serve as interpersonal cues that strongly shape consumer trust and emotional engagement. Warmth encompasses qualities such as friendliness, sincerity, and approachability, while competence refers to the influencer's expertise, professionalism, and product knowledge.

In addition to these personal traits, interactivity—enabled through real-time commenting, Q&A sessions, and emotive reactions—emerges as a psychological catalyst for engagement. Viewers are more likely to feel immersed and involved in the experience when streamers respond promptly and authentically. These interactive moments reduce uncertainty, foster social presence, and lead to heightened purchase intention. Other contributing factors include platform familiarity, peer influence, and the perceived entertainment value of the stream. Collectively, these elements form a dynamic system in which psychological trust and relational warmth guide consumers from passive viewing to active buying.

3.3 Impact of Influencer Characteristics on Purchase Intention

Empirical findings strongly support the assertion that influencer characteristics significantly impact consumer purchase intention in TikTok live streaming. Influencers who are perceived as warm (empathetic, friendly) and competent (knowledgeable, persuasive) are more likely to earn emotional trust and stimulate purchasing behavior. The parasocial relationships that develop through repeated, emotionally resonant exposure create a sense of familiarity and perceived intimacy, which lowers the psychological barriers to purchase.

Moreover, several studies indicate that competence acts as a credibility enhancer, especially in product categories requiring technical knowledge or high involvement. Meanwhile, warmth enhances emotional bonding and is particularly effective in hedonic or fashion-related products. The dual perception of warmth and competence, therefore, serves as a trust-building framework that mediates the relationship between influencer presentation and consumer decision-making. This underscores the importance for marketers and brands to select or train influencers who can project these traits consistently and authentically.

3.4 Influence of Interactivity and Trust on Consumer Engagement

Interactivity in TikTok live commerce plays a central role in influencing trust and deepening consumer engagement. Real-time interactions—such as spontaneous product demos, shoutouts to viewers, and Q&A segments—facilitate a two-way communication flow that transforms viewers from passive spectators into active participants. This immediacy enhances emotional resonance and boosts perceptions of transparency, which in turn fosters trust.

Trust functions as a key mediating variable in the conversion funnel from attention to action. When viewers perceive the live stream as credible, authentic, and responsive, they are more inclined to believe in the value and quality of the promoted product. Several studies emphasize that emotional trust, derived from warmth, and rational trust, derived from competence, work in tandem to influence consumer attitudes and reduce purchase hesitation. In essence, trust forms the relational glue that binds consumers to influencers in live commerce environments.

3.5 Role of Social Dynamics and Platform Environment

TikTok's social infrastructure—comprising algorithmic recommendations, real-time viewer counts, likes, comments, and visible buyer reactions—creates a socially charged environment where group behavior and peer signals influence individual decisions.

Consumers often look to others' reactions for cues, aligning with the social proof heuristic identified in social psychology. The sense of community engagement during a live stream, bolstered by emojis, shoutouts, and chat interactions, cultivates a participatory atmosphere that enhances both emotional involvement and perceived legitimacy.

Furthermore, the platform's design amplifies this effect through features that prioritize popular, high-engagement streams, thereby reinforcing visibility and credibility. Studies also highlight how platform interactivity and personalization algorithms reinforce exposure to preferred influencers, further increasing trust and engagement. This social layer of interaction is particularly potent in accelerating purchase decisions and contributes to the viral nature of successful live commerce campaigns.

3.6 Corporate Strategies for Effective Influencer Deployment

Brands and marketers operating within the TikTok live commerce landscape are increasingly adopting strategic frameworks to optimize influencer impact. These include careful streamer selection based on perceived warmth and competence, scripted authenticity to balance spontaneity with message clarity, and multi-level engagement strategies that integrate livestreams with follow-up content on profile pages or product listings.

Firms are also investing in influencer training, equipping streamers with product knowledge and communication techniques that align with the brand's values. Data-driven tools are used to monitor viewer reactions, adjust content in real time, and segment audiences for future targeting. Importantly, effective strategies also consider cultural adaptation, ensuring that influencer presentation aligns with local consumer expectations. By leveraging these corporate practices, companies can strengthen their digital presence, improve trust metrics, and increase conversion rates in live commerce.

3.7 Contextual Factors Moderating Live Stream Effectiveness

The effectiveness of TikTok live streaming in driving consumer purchase intention is moderated by several contextual factors. Cultural norms, for instance, shape how warmth and competence are perceived, what resonates with audiences in one country may not be as effective elsewhere. Product category is another important moderator; technical or high-involvement products benefit more from influencer competence, while lifestyle and fashion products rely heavily on warmth and emotional appeal.

Demographic variables such as age, digital literacy, and TikTok usage frequency also influence how consumers respond to live streaming. Younger, digitally native consumers are more likely to engage with interactive features and parasocial narratives, while older users may be more skeptical or require stronger rational cues. Finally, platform-specific algorithms, promotional timing, and the broader economic climate (e.g., during promotional festivals or flash sales) can significantly affect the reach and success of live streaming sessions. Recognizing and adapting to these contextual variables is essential for maximizing the strategic impact of live commerce initiatives.

4. CONCLUSION

This systematic literature review underscores the salience of warmth, competence, and trust as key predictors of consumer purchase intentions within TikTok's live streaming environment, thus motivating further scholarly inquiry into the intricate mechanisms governing their operation and intersection—particularly given the platform's growing commercial and cultural relevance. The findings demonstrate that influencer characteristics perceived as warm (e.g., friendly, authentic, approachable) and competent (e.g.,

knowledgeable, professional, persuasive) play a crucial role in building consumer trust and emotional attachment, which subsequently drive purchase behavior.

In addition, the review highlights the central role of real-time interactivity in strengthening relational bonds between viewers and streamers. Interactive elements such as live commenting, Q&A sessions, and spontaneous feedback loops not only enhance viewer immersion but also serve as trust-building tools that reduce perceived risk and increase purchase intention. This participatory atmosphere, amplified by TikTok's algorithmic design and social infrastructure, reinforces the platform's capacity to influence consumer decisions in emotionally charged and community-driven settings.

Beyond psychological drivers, the review reveals how contextual factors—including culture, age, product category, and platform features—moderate the effectiveness of live commerce strategies. These insights suggest that no single approach can universally apply across all segments, and marketers must tailor their influencer and content strategies to fit specific audience expectations and platform dynamics. Furthermore, the growing integration of AI-driven virtual influencers and personalized algorithms signals a new direction for future research, where warmth and competence may be digitally simulated and dynamically adapted to match individual consumer profiles.

Ultimately, this review contributes to a deeper understanding of how interpersonal perceptions and technological affordances coalesce to shape consumer behavior in TikTok live commerce. As this domain continues to evolve, future studies are encouraged to explore emerging areas such as algorithmic trust cues, cross-cultural influencer effectiveness, and the ethical implications of synthetic influencers. By bridging psychological theory with platform-specific marketing practices, scholars and practitioners alike can better navigate and optimize the complex dynamics of consumer engagement in the era of live streaming commerce.

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