

ABSTRACT

The trend of purchasing through live streaming shopping continues to grow, with TikTok emerging as the most widely used social media platform for this activity. However, only around 50% of TikTok users proceed with transactions after watching live streams, and from a business perspective, only 18% of marketers and 28% of MSME (Micro, Small, and Medium Enterprises) players in the fashion sector utilize this feature as a promotional strategy.

This study aims to analyze the factors influencing continuous purchase intention in the context of live streaming shopping on TikTok, specifically for modest fashion products. The theoretical framework adopts the Uses and Gratification Theory (U&G Theory), encompassing hedonic gratification (perceived enjoyment), utilitarian gratification (perceived utility, self-presentation), and social gratification (social presence), while also incorporating perceived network size and the mediating variable perceptions of digital celebrities.

A quantitative approach was employed through an online survey involving 429 respondents who are active TikTok users and have previously purchased modest fashion products via live streaming. The analysis was conducted using Structural Equation Modeling (SEM) with the assistance of AMOS software.

The results show that two dimensions of gratification in U&G Theory—namely utilitarian gratification (perceived utility and self-presentation) and social gratification (social presence)—significantly influence continuous purchase intention. In contrast, hedonic gratification (perceived enjoyment) does not have a significant effect. Additionally, perceived network size positively influences perceived enjoyment, perceived utility, and social presence, but not self-presentation. Furthermore, perceptions of digital celebrities are proven to mediate the relationship between perceived network size and all dimensions of U&G Theory.

This study contributes theoretically by extending the application of U&G Theory to the context of transaction-based social media and by clarifying the role of social networks and digital celebrities in shaping purchasing behavior. From a practical perspective, the findings are relevant for e-commerce practitioners, modest fashion marketers, and influencers in designing more effective and contextual communication and content collaboration strategies.

Keyword: Continuous Purchase Intention, Live streaming shopping, Perceived Network Size, Perceptions of Digital Celebrities,, Uses and Gratification Theory