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Factors Influencing Consumer Purchase Intention on Products Communicated through TikTok Live Streaming among GCBS Students

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Abstract

This study investigates the factors influencing consumer purchase intentions during TikTok live streaming among students at Gedu College of Business Studies in Bhutan. As TikTok rapidly gains popularity as a digital marketing platform, understanding the dynamics of live streaming commerce becomes crucial for businesses. Employing a quantitative approach, the research utilizes structured surveys to gather data from 300 respondents, focusing on five key variables: Customer Trust in Seller, Information Quality, Ease of Use, Electronic Word of Mouth (eWOM), and Streamer Attractiveness. The analysis reveals that Customer Trust is the most significant predictor of purchase intention, followed by Information Quality and Streamer Attractiveness. Although Ease of Use and eWOM showed positive correlations with purchase intention, they did not emerge as significant predictors in the regression analysis. The findings underscore the importance of establishing trust, delivering high-quality information, and leveraging streamer attractiveness in enhancing consumer engagement and driving sales. This research provides actionable insights for digital marketers and entrepreneurs in Bhutan, highlighting strategies for optimizing TikTok live streaming practices. By fostering authenticity, ensuring clarity in product information, and enhancing the appeal of streamers, businesses can effectively influence purchasing behavior in this evolving digital landscape. The study lays the groundwork for future research on digital marketing trends in Bhutan, contributing to the broader understanding of consumer behavior in live-streaming environments.

Keywords: TikTok Live Streaming, Consumer Purchase Intention, Customer Trust, Information Quality, Ease of Use, Electronic Word of Mouth (eWOM), Streamer Attractiveness

Introduction

TikTok live streaming has become a significant driver of consumer purchase intentions. Research has shown that the quality of live streaming significantly impacts consumer purchase intentions by enhancing immersive experiences and building consumer trust (Hermawan, 2024). Businesses can display products in real time using this interactive and visually appealing style, using interactive features, product presentation, and host credibility to sway customer choices. The influence of TikTok live streaming on purchase

intentions is also evident in specific product categories, such as skin care products in Indonesia, where live streaming has been shown to significantly impact consumer decisions (Rajagukguk et.al., 2024). These findings suggest that similar dynamics could be at play in Bhutan, where the platform's growing popularity among consumers and businesses alike necessitates a deeper understanding of the factors driving purchase intentions.

Background Information

In recent years, TikTok has emerged as a powerful platform for digital business communication, particularly through live streaming, which has revolutionized how

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products are marketed and sold (Ariffin et al.,2024). This innovative approach has enabled businesses to engage with customers in real time, creating immersive and interactive shopping experiences (Kim et al.,2022). TikTok Live streaming is a real-time video broadcasting feature on TikTok that allows brands, influencers, and sellers to showcase products and interact directly with audiences (Chan & Asni,2023). According to Hanifa and Mas'od (2024), consumer purchase intention refers to the likelihood of a consumer deciding to buy a product based on their perceptions, attitudes, and external influences. This interactive format enhances consumer engagement, making it a powerful tool for TikTok live streaming.

Problem Statement

In Bhutan, TikTok's influence is rapidly expanding, with many small and home-based entrepreneurs using the platform to authenticate and promote their products. The platform allows sellers to interact with potential buyers in real time, demonstrate product features, and build buyer confidence, making it an attractive marketing channel for emerging entrepreneurs. Local TikTok sellers such as TheCoutureLook, T_D_CLOSET, Jewellery_Avenue, Seasonal Desire, and PeeDee have gained substantial visibility and consumer engagement, illustrating the growing relevance of TikTok live-stream commerce.

Despite this growth, the specific factors that drive consumers' purchase intentions during TikTok live streams remain unclear. Although global studies suggest that variables such as customer trust, information quality, ease of use, electronic word of mouth (eWOM), and streamer attractiveness generally increase consumers' likelihood of purchasing, their relative influence within the Bhutanese TikTok market has not been empirically examined. Furthermore, as competition among live sellers intensifies, understanding which factors most strongly and positively affect purchase intention becomes essential for sellers who aim to improve engagement and achieve better sales outcomes.

This study therefore seeks to address the gap by examining how these key variables influence purchase intention among GCBS students who have experience watching TikTok live streams. Identifying which factors exert the strongest positive effect will help sellers refine their live-streaming strategies and enhance their competitiveness in Bhutan's emerging digital commerce environment.

Research Objectives

- To explore the dominating factors influencing consumer purchase intention
- To examine the relative influence of customer trust in the seller, information quality, ease-of-use, electronic word of mouth, and streamer attractiveness on consumer purchase intention in TikTok environments

Research Questions

- Which factor has the dominant influence on consumer purchase intention?
- How do customer trust in the seller, information quality, ease-of-use, electronic word of mouth, and streamer attractiveness each influence consumer purchase intention?

LITERATURE REVIEW

Factors Influencing consumer purchase Intention on products

Customer trust in the seller

Consumer trust is a key factor that influences consumer behavior (Singh & Sinha, 2020). Specifically, trust is defined as a critical element in social media platforms, particularly in online shopping activities, as it helps build healthy relationships between sellers, buyers, and platforms (Elsholih et al.,2023). Moreover, purchase intention can be enhanced by reducing product quality uncertainty and increasing streamers' trust (Lu & Chen, 2021). In TikTok live streaming scenarios, streamers leverage their professional skills to present product details, prices, and promotional methods to consumers. Consequently, consumers' trust in merchants on Tik-Tok live streaming platforms is shaped by

their confidence in the authenticity and reliability of the seller's written or spoken claims (Chang & Chen, 2008). Furthermore, trust in sellers is significantly influenced by factors such as visibility, affordability and shopping guide, which in turn are linked to purchase intention in social commerce (Tuncer, 2021). Additionally, higher consumer trust, driven by better live-streaming quality, is more likely to increase purchase intention (Oktaviani et al., 2024). According to a study on live shopping in online commerce Rungrueng & Assarut (2018) trust in the seller positively affects customer commitment, followed by trust in the product. This trust is most strongly influenced by symbolic value, which is indirectly shaped by utility and hedonic value as indicators of potential purchase worth. Hence the following hypothesis is proposed:

H1: Customer trust in the seller has a significant influence on consumer purchase intention.

Information Quality

Information quality is a key influencer of consumer purchase intentions in TikTok live streaming because it directly influences the perceived reliability, usefulness, and trustworthiness of the content. Specifically, high-quality information, which is characterized by accuracy, ensures that product descriptions, demonstrations, and claims are error-free, which fosters consumer trust and reduces skepticism (Wang et al., 2021). Furthermore, relevance is equally critical, as information tailored to consumer needs, preferences, and pain points is more likely to resonate and drive purchase decisions (Zhang et al., 2020). Additionally, timeliness, or the provision of real-time updates and responses during live streaming, enhances the immediacy and relevance of the content, making it more impactful and actionable (Liu et al., 2022). Chen et al. (2021) stated that completeness, which involves providing comprehensive details about the product such as features, benefits, pricing, and usage instructions reduces consumer uncertainty and strengthens purchase intentions. Moreover, clarity, or the ease with which information is understood, ensures that consumers

can process and evaluate the content effectively,

leading to more informed decisions (Xu et al., 2020). Consistency of information across different live-streaming sessions or platforms also reinforces the credibility of the content, as it signals reliability and professionalism (Djafarova & Bowes, 2021). Live streaming further enhances information quality by enabling real-time clarification of doubts, personalized recommendations, and immediate feedback, which improves the perceived accuracy and completeness of the information (Ki et al., 2020). In addition, the entertainment value of the content, while not a traditional dimension of information quality, can make the information more engaging and memorable, thereby increasing its perceived value (Lou & Yuan, 2019). Collectively, these dimensions of information quality such as accuracy, completeness, clarity, and interactivity create a robust framework that significantly influences consumer purchase intentions in the context of TikTok live-streaming. Hence the following hypothesis is proposed:

H2: Information Quality has a significant influence on consumer purchase intention

Ease of use

Ease of use is a key factor influencing purchase decisions in TikTok live Streaming because it directly impacts the consumer's shopping experience. When the process of discovering, evaluating, and purchasing a product is simple, it reduces friction and encourages impulsive buying. For instance, real-time demonstrations eliminate the need for consumers to navigate multiple platforms or spend extra time researching, making the decision-making process faster and more convenient (Diego & Hidayat, 2025). Furthermore, TikTok live streaming involves multiple variables, such as perceived enjoyment, pleasure, and arousal, which contribute to impulsive buying behaviors (Botanas et al., 2024). Transactions are made easy in TikTok live streaming through integrated features designed to streamline the purchasing process. For example, consumers

can order products within minutes without needing to ask the host for account details, as the necessary information is already displayed on the screen by the live host. According to Budhaye and Oktavia (2023), live streaming creates a shopping atmosphere that indirectly engages potential buyers. This can be achieved through various methods, such as live streaming or uploading selling content via the Livestream feature, which allows direct interaction between sellers and buyers. Moreover, the perceived ease of use and usefulness of the TikTok Shop platform and streamers' attractiveness significantly enhance positive attitudes toward live-streaming commerce (Hidayat et al., 2024). For example, hosts often wear clothes during live streams to show viewers how the items look, which can influence purchasing decisions. According to Azzahra and Indraswari (2024), live streaming is a marketing strategy where streamers or sellers provide product descriptions through two-way communication, increasing consumers' intention to purchase. Additionally, TikTok live streaming offers a real-time interactive

experience, allowing buyers to communicate directly with hosts. Viewers can ask questions about products in real-time, and hosts can provide immediate answers. This interactive feature helps consumers make informed decisions without needing to search for additional information elsewhere. TikTok live streaming is an interactive and engaging medium that focuses on user experience by offering real-time interaction between consumers and sellers. Consumers can see products directly and communicate with hosts through live chat, creating a dynamic and engaging shopping environment. Hence the following hypothesis is proposed:

H3: Ease of use has a significant influence on consumer purchase intention.

Electronic word of mouth

Electronic word of mouth (eWOM) has become a critical factor influencing consumer purchase intentions in digital marketing, particularly on social media platforms like TikTok. According

to Thureau et al., (2004), eWOM refers to the online exchange of opinions, reviews, and recommendations among consumers, which significantly shapes consumer behavior. In the context of live streaming commerce, the impact of eWOM is especially profound, as real-time interactions and reviews influence consumer perceptions and drive purchasing decisions (Wang et al., 2012). TikTok's live streaming feature has transformed online shopping by merging entertainment and e-commerce, creating an interactive environment where eWOM plays a pivotal role. For instance, viewers often rely on the opinions and experiences shared by influencers, hosts, and other consumers in real-time. According to Hu et al. (2017), positive eWOM, such as live comments, testimonials, and product demonstrations, enhances trust and credibility, thereby encouraging purchase intentions. On the other hand, negative eWOM can deter potential buyers, leading to hesitation or avoidance of purchases (Cheung & Thadani, 2012). eWOM serves as a powerful tool in TikTok live streaming, shaping consumer trust and purchase decisions through real-time interactions and shared experiences. Hence the following hypothesis is proposed:

H4: Electronic Word of Mouth has a significant influence on consumer purchase intention.

Streamer Attractiveness

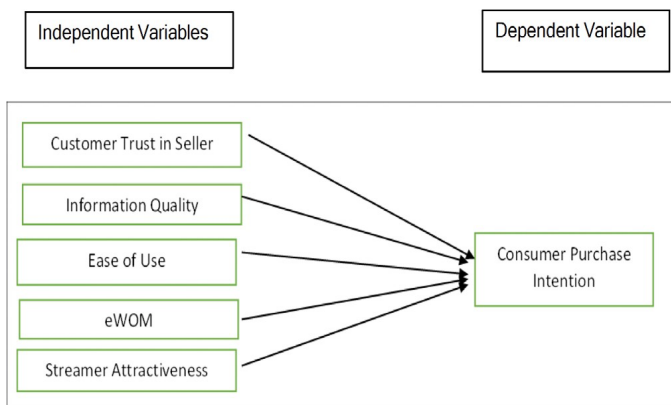
Streamer attractiveness plays a significant role in TikTok live streaming, as it directly influences viewer engagement, trust, and purchase intentions. According to Chen and Yang (2023), a credible and attractive influencer can shape consumer attitudes by fostering engagement, authenticity, and emotional appeal, making live streaming a powerful tool for driving online purchases. Additionally, streamers used short video live broadcast platforms to engage in two-way communication with users, guiding them through the purchasing process in real-time. As an emerging marketing method, e-commerce live broadcasting has gained increasing attention, with numerous studies highlighting its effectiveness. For instance, research by Baoguo and Yunfeng (2021) shows that the interaction,

authenticity, professionalism, and popularity of e-commerce anchors positively impact consumers' perceived value, thereby promoting purchase intentions. Hence the following hypothesis is proposed:

H5: Streamer Attractiveness has a significant influence on consumer purchase intention.

Therefore, this research seeks to analyze the factors influencing consumer purchase intention communicated through TikTok live streaming in Bhutan, with a focus on identifying the key determinants that drive consumer engagement and conversion in this emerging digital retail space.

Figure 1. Conceptual Framework



The conceptual framework illustrates how five independent variables—Customer Trust in Seller, Information Quality, Ease of Use, Electronic Word-of-Mouth (eWOM), and Streamer Attractiveness affect the dependent variable, Consumer Purchase Intention, during TikTok live-streaming sessions. Customer Trust in Seller reflects the confidence consumers have in the seller's credibility, which is crucial for TikTok live streaming purchases. Information Quality pertains to the accuracy and usefulness of product information provided during the livestream, influencing consumer decisions. Ease of Use refers to the user-friendliness of the TikTok platform, affecting the overall shopping experience. Electronic Word-of-Mouth (eWOM) involves online recommendations and reviews from other users, which can significantly sway purchasing choices. Streamer Attractiveness encompasses the appeal and charisma of the live-streaming host, which can enhance viewer engagement and trust. Collectively, these factors interact to shape consumer purchase intentions

in the dynamic environment of TikTok live commerce.

Research Methodology

Research Design

This study adopted a quantitative correlational research design aimed at examining the relationships between multiple independent variables and the dependent variable consumer purchase intention during TikTok live streaming. A correlational design is suitable as it allows the researchers to assess the strength and direction of associations between the variables without manipulating any of them (Creswell & Creswell, 2018). The design aligns with the study's objective to test five directional hypotheses (H1–H5), each predicting a positive influence of the independent variables on purchase intention. Multiple regression analysis was used to determine the unique contribution of each factor while controlling for the others. This approach supports hypothesis testing by quantifying the effect size, significance level, and predictive power of each variable in the model. The cross-sectional nature of the design also enables efficient collection of data within a single period, which is suitable for behavioral studies conducted in academic settings.

Sampling Design

Sample design refers to the plans and methods to be followed in selecting a sample from the target population and the estimation technique formula for computing the sample statistics (Kabir, 2016). This study employed a non-probability purposive sampling technique. Purposive sampling refers to the sampling technique in which researchers deliberately select participants based on their knowledge, relevance, or expertise concerning the research topic (Nyimbili & Nyimbili, 2024). This sampling technique was selected because this research required respondents who possess specific characteristics relevant to the study. GCBS students were chosen because they represent an active and digitally engaged population

familiar with live-streaming commerce. This sampling approach does not aim for statistical representativeness of the entire population but focuses on obtaining relevant, rich information cases that align with the research objectives.

Sample Size

The sample size is a crucial consideration in research because it directly affects the reliability and extent to which to generalize these findings to the larger population. In the preliminary phase of this quantitative research, aimed at informing an appropriate sample size for the main study employing a non-probability sampling method (purposive techniques), a preliminary-survey was conducted among the student population of the Gedu College of Business Studies (GCBS) using Google Forms. Study received three hundred (300) respondents who met the established criteria for participation. The respondent criteria used in the preliminary survey are: (1) respondents are TikTok users;

(2) respondents have a preference for TikTok online shopping; (3) respondents have experience in watching TikTok live streaming of products. This step provided valuable initial data regarding the characteristics of the target population, which is used to guide decisions about the sample size and composition for the primary data collection phase. While not intended for statistical generalization, this preliminary-survey data offers insights into the heterogeneity of the student population and it helps to ensure that the main study captures a range of relevant perspectives or interest in TikTok shopping

Data Collection Methods

Data were collected using a structured questionnaire administered digitally through Google Forms. The survey link was disseminated through student WhatsApp groups, email lists, and class forums. Participation was voluntary and anonymous.

The questionnaire consisted of seven sections: demographics, customer trust, information quality, ease of use, electronic word of mouth, streamer attractiveness, and purchase intention. All constructs were measured using a 5-point Likert scale. Only respondents who met

the inclusion criteria were retained for analysis.

3.4 Data Analysis Method

Data analysis in this study was conducted using quantitative techniques to accurately interpret the collected data and test the proposed hypotheses. To analyze the research questions, multiple regression analysis was used to determine the influence of multiple independent variables on the dependent variables. Additionally, correlation analysis helps to identify the strength and direction of relationships between variables. These preliminary steps ensure data suitability for regression analysis which quantifies the influence of each factor on consumer purchase intention, answering the research question effectively.

Data Analysis and Findings

This chapter presents the statistical analysis of the data collected to examine the factors influencing consumer purchase intention on products communicated through TikTok live streaming among students at Gedu College of Business Studies (GCBS). The study employed reliability testing, correlation analysis, and regression analysis to explore the relationship between various independent variables such as customer trust in sellers, Information Quality, Ease of Use, Electronic word of mouth, and streamer attractiveness, and the dependent variable is consumer purchase intention. The data analysis was conducted using SPSS. As detailed in Chapter 3, a purposive sampling method was adopted, targeting students actively using TikTok and familiar with live streaming features. The Google survey form was distributed to 300 respondents and analyzed after data screening for completeness and consistency. This chapter not only outlines the results of the analysis but also interprets the findings about the research objectives. The analysis provides insights into how TikTok live streaming content affects student consumers' purchase intentions. Additionally, this chapter discusses the implications of the findings, highlights the limitations of the study, and offers recommendations for marketers and entrepreneurs.

Scale of measurement

Table 1 Reliability Test

Variables	Cronbach's α	Number of items
Purchase Intention	0.900	5
Customer trust in the seller	0.871	5
Information Quality	0.848	5
Ease of Use	0.878	5
Electronic word of mouth	0.889	5
Streamer Attractiveness	0.859	5

The reliability test results in Table 4.1 indicate that all constructs used in the study demonstrate high internal consistency, with Cronbach's alpha values ranging from 0.848 to 0.900. Purchase Intention achieved the highest reliability score of 0.900, indicating excellent internal consistency, while the remaining variables Customer Trust in

the Seller (0.871), Information Quality (0.848), Ease of Use (0.878), Electronic Word of Mouth (0.889), and Streamer Attractiveness (0.859) all show good reliability. As each construct consists of five items and all alpha values exceed the recommended threshold of 0.7, the measurement scales used in the study can be considered reliable for further analysis.

Inferential Analysis

Correlational Analysis

Correlational analysis helps indicate the extent to which two variables are related. In the present study, correlational analysis was conducted to determine the relationship between the six variables: Customer Trust (CT), Information Quality (IQ), Ease of Use (EOU), Electronic Word-of-Mouth (eWOM), Streamer Attractiveness (SA), and Purchase Intention (PI).

Table 2 Correlation

		CT	IQ	EOU	eWOM	SA	PI
Customer Trust	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	300					
Information Quality	Pearson Correlation	.762**	1				
	Sig. (2-tailed)	.000					
	N	300	300				
Ease of Use	Pearson Correlation	.594**	.646**	1			
	Sig. (2-tailed)	.000	.000				
	N	300	300	300			
Electronic Word of Mouth	Pearson Correlation	.542**	.546**	.641**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	300	300	300	300		
Streamer Attractiveness	Pearson Correlation	.557**	.487**	.563**	.699**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	300	300	300	300	300	
Purchase Intention	Pearson Correlation	.751**	.658**	.527**	.506**	.543**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

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

Based on the correlation results presented in Table 4.2, the Pearson correlation coefficients indicate that all variables; Customer Trust (CT), Information Quality (IQ), Ease of Use (EOU), Electronic Word-of-Mouth (eWOM), and Streamer Attractiveness (SA) are positively and significantly correlated with Purchase Intention (PI). A moderate to strong positive correlation is observed between CT and PI, $r(300) = 0.751$, $p = 0.000$, followed by IQ and PI, $r(300) = 0.658$, $p = 0.000$, indicating that higher levels of trust in customer to seller and quality of information are associated with stronger purchase intentions. Similarly, a moderate correlation is found between EOU and PI, $r(300) = 0.527$, $p = 0.000$, and between eWOM and PI, $r(300) = 0.506$, $p = 0.000$, suggesting that user-friendly platforms and positive online recommendations play a role in influencing consumer decisions. Lastly, SA also shows a moderate positive correlation with PI, $r(300) = 0.543$, $p = 0.000$. All correlations are statistically significant at the 0.01 level, indicating that these factors are meaningfully associated with purchase intention in the studied context.

Assumptions to Conduct Regression

To ensure the validity of the regression analysis where “Purchase Intention” is the dependent variable and “Streamer Attractiveness,” “Information Quality,” “Ease of Use,” “Electronic Word of Mouth,” and “Customer Trust” are the independent variables, the following assumptions were evaluated:

Independence of Residuals

The independence of residuals assumes that the errors for each observation are uncorrelated. This assumption is typically assessed using the Durbin-Watson statistics. The Durbin Watson statistic was 2.173, which falls within the acceptable range (1.5–2.5), suggesting no problematic autocorrelation. However, as the data are cross-sectional (not time-series), independence is primarily ensured through the study design, where:

- each respondent provided one unique response
- participants were not clustered or measured repeatedly

- sampling occurred at a single time point

Normality of Residuals

The residuals should be approximately normally distributed for valid hypothesis testing. This was assessed through the histogram of the Regression Standardized Residual and the Normal P-P Plot of Regression Standardized Residual. The histogram shows a distribution that is roughly bell-shaped, although with some skewness towards the positive side. The Normal P-P plot shows that the observed cumulative probabilities generally follow the diagonal line, indicating that the residuals are approximately normally distributed. However, there are some deviations from the line, particularly in the middle section, suggesting a slight departure from perfect normality. Given the sample size ($N=300$), the Central Limit Theorem may mitigate some of the concerns related to minor deviations from perfect normality.

Homoscedasticity (Constant Error Variance)

The homoscedasticity assumption in linear regression states that the variance of the residuals (errors) should remain constant across all levels of the independent variables. This means that the spread of the errors should be roughly equal for all predicted values, ensuring that the model's estimates are reliable and the significance tests are valid. The visual inspection of standardized residuals vs. standardized predicted values indicated no funnel shape or systematic pattern.

Regression analysis

Regression models are used to describe relationships between variables. Regression helps to estimate how a dependent variable changes as the independent variable(s) changes. Multiple linear regression estimates the relationship between two or more independent variables and one dependent variable.

$$PI = \beta_0 + \beta_1 CT + \beta_2 IQ + \beta_3 EOU + \beta_4 eWOM + \beta_5 SA + \epsilon$$

Where:

- PI = Purchase Intention (dependent variable)
- β_0 = Intercept (constant)
- β_1 to β_5 = Regression coefficients for each independent variable
- CT = Customer Trust in the Seller
- IQ = Information Quality
- EOU = Ease of Use
- $eWOM$ = Electronic Word of Mouth
- SA = Streamer Attractiveness
- ϵ = Error term

This formula represents the multiple linear regression model used to analyse how each of these factors influences consumer purchase intention during TikTok live streaming among GCBS students. The coefficients (β_1 to β_5) indicate the strength and direction of the relationship between each independent variable and the dependent variable, while the intercept (β_0) represents the baseline value of purchase intention when all predictors are zero. The error term (ϵ) accounts for unexplained variability.

The model summary presented in Table 3 provides insights into the influence of various factors on consumer purchase intention (PI) for products communicated through TikTok live streaming among GCBS students. The regression model demonstrated a strong overall fit, with $R = 0.775$, $R^2 = 0.601$, and adjusted $R^2 = 0.594$, indicating that approximately 60% of the variance in purchase intention is explained by the five predictors. The model was statistically significant, $F(5, 294) = 88.417$, $p < 0.001$, confirming that the set of predictors collectively provides a meaningful explanation of purchase intention among GCBS students.

Table 4

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	178.855	5	35.771	88.417	.000 ^b
	Residual	118.945	294	.405		
	Total	297.800	299			

a. Dependent Variable: PI

b. Predictors: (Constant), SA , IQ , EOU , $eWOM$, CT

Table 4, ANOVA, illustrates the overall influence of five independent variables Streamer Attractiveness (SA), Information Quality (IQ), Ease of Use (EOU), electronic Word of Mouth ($eWOM$), and Customer Trust (CT) on the dependent variable, Purchase Intention (PI). The model is found to be statistically significant, with $F(5, 294) = 88.417$, $p = 0.000$, indicating that the five independent variables collectively have a significant effect on consumers' purchase intention. This suggests that the regression model provides a good fit for the data, and the predictors meaningfully contribute to explaining the variation in purchase intention.

Table 5 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.198	.172		1.146	.253
	CT	.550	.064	.521	8.597	.000
	IQ	.187	.068	.171	2.770	.006
	EOU	.012	.063	.010	.191	.849
	$eWOM$.019	.064	.017	.303	.762
	SA	.157	.056	.152	2.790	.006

a. Dependent Variable: PI

The coefficient table explains the impact of independent variables (CT , IQ , EOU , $eWOM$, SA) on the dependent variable (PI). Examining the "Sig." column indicates that CT ($p < .001$), IQ ($p = .006$), and SA ($p = .006$) have statistically significant positive influences on PI , while EOU ($p = .849$) and $eWOM$ ($p = .762$) do not show significant effects. The "Standardized Coefficients (Beta)" suggest the relative strength of these predictors, with CT exhibiting the strongest positive influence ($\beta = .521$), followed by IQ ($\beta = .171$) and SA ($\beta = .152$). Therefore, CT , IQ , and SA are significant predictors of PI in this model, with CT having the most substantial relative impacts.

Discussion

Interpretation of Results

The strong effect of Customer Trust (β

= 0.521, $p < .001$) underscores the critical importance of credibility and reliability in live-streaming e-commerce. These findings are consistent with prior literature, particularly studies by Lu and Chen (2021) and Singh and Sinha (2020), which emphasize that trust minimizes uncertainty and encourages online purchases. Similarly, Information Quality ($\beta = 0.171$, $p = .006$) was found to be a significant predictor, reinforcing previous research by Wang et al. (2021) and Chen et al. (2021) that highlighted the importance of accurate, clear, and comprehensive product information in building consumer confidence. Streamer Attractiveness ($\beta = 0.152$, $p = .006$) also emerged as a meaningful factor, aligning with the work of Chen and Yang (2023), who noted that an engaging, charismatic host can enhance the shopping experience and positively influence consumer behavior. Interestingly, Ease of Use and eWOM were not significant predictors in the final model. This may suggest that while user-friendliness and viewer interactions create a supportive shopping environment, they do not directly drive purchase intentions when more influential factors like trust and content quality are present.

Comparison with Previous Research

Conversely, Ease of Use and eWOM, although initially expected to be influential, did not exhibit significant effects in the regression model. This finding diverges from prior studies (e.g., Botanas et al., 2024; Thureau et al., 2024), which argued that platform simplicity and peer feedback were critical drivers of online purchasing decisions. The results of this study suggest that in the immersive and fast-paced environment of TikTok live streaming, direct interaction with the host and the credibility of the information presented may take precedence over platform usability and viewer comments. It is possible that TikTok's interface has become intuitively navigable to frequent users, making ease of use a baseline expectation rather than a competitive advantage. Similarly, while eWOM may shape initial impressions, its influence may be diluted during live sessions where viewers prioritize

real-time communication with streamers over peer input.

Implications

The practical implications of these findings are notable for businesses and digital marketers in Bhutan. Sellers seeking to leverage TikTok live streaming should focus on building trust through transparency, honesty, and professionalism. Accurate and detailed product information must be prioritized to reduce consumer uncertainty and foster informed decision making. Additionally, businesses should carefully select or train streamers who possess not only product knowledge but also the charisma to engage and influence viewers. These traits significantly enhance consumer experience and purchasing outcomes.

Findings

Customer Trust in the Seller

The findings strongly support the hypothesis that customer trust significantly influences purchase intention, aligning with previous literature. The regression results indicated that Customer Trust had the most substantial impact on purchase intention ($\beta = 0.521$, $p < 0.001$), confirming the central role of trust in social commerce. This aligns with Singh & Sinha (2020) and Lu & Chen (2021), who emphasized that trust reduces uncertainty and fosters confidence in online transactions. Similarly, Tuncer (2021) identified visibility and transparency as key drivers of trust, which directly influence purchasing intention, a pattern confirmed by this study's findings.

Information Quality

Information Quality emerged as a significant predictor of purchase intention ($\beta = 0.171$, $p = 0.006$), corroborating the claims made in the literature that high-quality, relevant, and timely information enhances consumers' decision-making. As suggested by Wang et al. (2021) and Chen et al. (2021) attributes such as accuracy, completeness, and clarity contribute to reduced perceived risk and stronger purchase motivation. The present study supports these assertions, emphasizing that consumers value

detailed product information when shopping via TikTok live streaming.

Streamer Attractiveness

The influence of Streamer Attractiveness was also significant ($\beta = 0.152$, $p = 0.006$), aligning with literature that highlights the impact of host credibility, engagement, and emotional appeal. According to Chen & Yang (2023) and Baoguo & Yunfeng (2021) attractive and charismatic streamers can shape consumer trust and perceptions of product value. This study confirms that the personal appeal of streamers contributes meaningfully to consumer purchase behavior in the live-streaming environment.

Ease of Use

Contrary to expectations from the literature, Ease of Use did not have a significant direct effect on purchase intention ($p = 0.849$), despite showing a positive correlation. Although Botanias et al. (2024) and Azzahra & Indraswari (2024) emphasized that a seamless user experience facilitates impulsive purchases, the results here suggest that user-friendliness alone may not be a decisive factor when trust and content quality are prioritized by consumers. This discrepancy may be due to the high digital literacy of the student sample or the platform's overall ease already being normalized.

Electronic Word of Mouth (eWOM)

Similar to Ease of Use, eWOM did not significantly influence purchase intention ($p = 0.762$), despite previous studies like Thureau et al. (2024) and Hu et al. (2017) underscoring its role in shaping perceptions. While positive comments and reviews may enhance trust and engagement, their direct impact appears secondary in the real-time and host-driven nature of TikTok live streaming. This suggests that live interaction with the host may overshadow peer feedback during purchase decision-making in this format.

Summary, Recommendations and Conclusion

Summary of Key Findings

The present study investigated the influence of five key factors Customer Trust in the Seller, Information Quality, Ease of Use, Electronic

Word of Mouth (eWOM), and Streamer Attractiveness on consumer purchase intention in the context of TikTok live streaming among students at Gedu College of Business Studies (GCBS). The statistical analysis revealed that Customer Trust, Information Quality, and Streamer Attractiveness significantly influenced consumer purchase intentions, with Customer Trust emerging as the most dominant predictor. In contrast, while Ease of Use and eWOM were positively correlated with purchase intention, they did not show significant effects in the multiple regression analysis, suggesting their roles are more supportive than determinative.

Limitation of the study

Despite these valuable insights, the study is not without limitations. The sample was confined to a single academic institution, which may limit the generalizability of the findings to the broader Bhutanese population or to different demographic groups. Furthermore, the non-probability sampling technique introduces potential bias, and only five variables were examined, leaving out other potentially influential factors such as pricing, cultural relevance, and promotional incentives.

Recommendations for Entrepreneurs and Businesses

Focus on Building Customer Trust

Customer trust emerged as the most significant factor influencing purchase intention during TikTok live streaming. Entrepreneurs should prioritize transparency and authenticity in all their interactions. This includes clearly stating product details, showcasing items honestly through live demonstrations, and being upfront about pricing, delivery, and return policies. Consistently responding to viewer questions in real time builds credibility and reassures potential buyers. Verified business accounts, customer testimonials, and visible customer satisfaction during streams can further strengthen consumer confidence and foster long-term trust.

Improve the Quality of Information Provided
High-quality information plays a crucial role in shaping consumer perceptions and purchase decisions. Businesses must ensure that the content shared during live streaming sessions is accurate, clear, and comprehensive. This includes explaining product features, benefits, usage instructions, and pricing details in a structured manner. Real-time updates, live Q&A, and addressing frequently asked questions during the stream can enhance the completeness and relevance of the information provided. Using visual aids, such as close-ups and live demonstrations, also improves clarity and engagement.

Leverage Streamer Attractiveness and Charisma

The personal appeal and communication style of the streamer significantly influence audience engagement and trust. Businesses should carefully select or train streamers who are not only visually appealing but also articulate, knowledgeable, and relatable to the target audience. A charismatic host can keep viewers interested, build emotional connections, and guide the purchasing journey effectively. Consistency in tone, professionalism, and enthusiasm can further improve the perceived credibility of the brand and positively affect purchasing behavior.

Conclusions

This study explored the factors that influence consumer purchase intention on products communicated through TikTok live streaming, focusing on students at Gedu College of Business Studies. The research employed a quantitative method using structured questionnaires and analyzed the data with SPSS through reliability testing, correlation, and multiple regression. The results revealed that Customer Trust, Information Quality, and Streamer Attractiveness significantly influenced purchase intentions, with Customer Trust being the most dominant factor. These findings provide actionable insights for digital marketers and businesses in Bhutan who

wish to optimize their TikTok live streaming strategies. Although Ease of Use and Electronic Word of Mouth were not significant predictors in the regression model, their positive correlations with purchase intention suggest they still contribute to shaping consumer perceptions. The study underscores the growing importance of live-streaming platforms in digital commerce and how specific variables can be leveraged to increase consumer engagement and sales. Despite its limitations, the study contributes to the understanding of consumer behavior in a rapidly evolving e-commerce environment and lays the groundwork for future research on digital marketing in Bhutan.

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