A RESEARCH ON TIKTOK LIVE STREAM COMMERCE IN MALAYSIA

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AbstractThe growth of e-commerce in this era of globalization has evolved from conventional e-commerce to live stream commerce. Now, the two technological frontiers, which are artificial intelligence (AI) and virtual reality (VR), have also been introduced to the market in order to let users have more immersive and interactive experiences. Therefore, this has demonstrated that scholars should not disregard the subject of e-commerce in Malaysia. TikTok has been chosen to study as it offers a large market potential for businesses to sell their products and services through live stream broadcast. Besides, TikTok applications also have the potential to surpass Facebook, Instagram, and other social media platforms. Therefore, the purpose of this study is to determine the reasons TikTok users choose to watch TikTok live streaming while also gaining insight into Malaysian consumers' purchase intention. This study used quantitative methodologies through survey questionnaire and purposive sampling, a non-probability sampling technique. Regression models have been used to explain the connection between consumer purchasing intentions and motivations. Instead of internet celebrity scenarios, this research has found that substitutability of personal examination and trend setting in product search scenarios significantly influence consumers' buying intentions. This demonstrates that Malaysian TikTok users prefer trendy product presentations, but at the same time they also want to feel engaged in TikTok live stream broadcasts.

Keywords: hedonic motivation, purchase intention, regression model analysis, TikTok live stream commerce, utilitarian motivation

INTRODUCTION

Background of Study

Live streaming commerce has skyrocketed in popularity over the last few years. Recently, more companies are using live streams to gain advantages such as increase sales, promote customer satisfaction, and enhance marketing opportunities. According to the Department of Statistic Malaysia during Banci 2021, e-commerce in Malaysia had generated RM675.4 billion of revenue in 2019, which is a 22.8% annual increase over RM447.8 billion in 2017. Moreover, The Star had also reported that the Department of Statistic Malaysia found that Malaysia's e-commerce income grew by 5.4% year-on-year from RM274.6 million to RM289.5 billion in the third quarter of 2023 (3Q 2023). The statistic above has proven that e-commerce in Malaysia can further generate income to Malaysia's economy.

Based on Ong and Juzaimi (2024), live streaming is an online platform that focuses on boosting sales as there are many live streaming platforms in Malaysia. For example, Facebook live, TikTok live, Instagram live and also other social media applications. The popularity of live streaming in Malaysia is remarkable as there are approximately 28 million Malaysians that are using social media to purchase online, leading to rapid growth of mobile commerce (Ong

& Juzaimi, 2024). Hence, it has been shown that the subject of Malaysia's live stream industry deserves academic investigation as live stream field is continuously growing every year.

Despite the fact that several statistics show that live streaming commerce is worthwhile to be researched, Dito Tunjung and Nurdin (2022) argued that the majority of the studies focused broadly on e-commerce instead of social media platforms, making marketers neglect the importance of live streaming commerce in social media platforms. Besides, the TikTok application has added live stream feature where users can make sales online. However, it is still questionable on why social media users will watch TikTok live streams instead of other social media platforms. Hence, the motive of social media users in watching and purchasing from TikTok live stream is noteworthy to look into.

Apart from this, Dito Tunjung and Nurdin (2022) stated that utilitarian motivation (product search scenario) and hedonic motivation (internet celebrity scenario) is frequently used in explaining consumer purchase intention. However, the use of both reasons to explain consumer purchase intention in TikTok live streaming is less common in Malaysian studies (Dito Tunjung & Nurdin, 2022). Hence, this research has added utilitarian motivation and hedonic motivation to look into the motive why TikTok users will use TikTok to purchase products and services.

Significance of Study

This study aimed to fill a knowledge gap by offering suggestions on how current online shops can switch to TikTok live streaming commerce. Besides, it also shows how TikTok live streaming commerce might bring new business opportunities to their company. Furthermore, by understanding both utilitarian motivation and hedonic motivations in TikTok live stream commerce, it can provide significant benefits for marketers, consumers, and researchers. For example, first, marketers can identify the primary motivation of their audience which is driven by utilitarian motivation or hedonic motivation. Through this, businessmen can customize their live streams content and products that are going to sell for viewers, in order to lead to consumer purchase intention. By having content optimization and personalized recommendation in TikTok live streams, live stream hosts can attempt to suit viewers' shopping experience. This will further increase the conversion rates for companies (Dito Tunjung & Nurdin, 2022).

Furthermore, Dito Tunjung and Nurdin (2022) also said that consumers can also recognize their purchasing behavior based on utilitarian motivation or hedonic motivation in order to avoid impulse purchase which users can make more mindful and responsible buying decisions at TikTok live streams. Based on this context, this study can analyze the interplay between utilitarian motivation and hedonic motivation in TikTok live stream commerce in influencing consumers' purchase intention. Throughout this study, researchers can discover the relationship between the users' motive and purchase intention of TikTok users in Malaysia by having live stream scenario as the moderator. Based on the statement above, the research objective of this study is to investigate the relationship between the motive of TikTok users and their purchase intention through utilitarian motivation (product search scenarios) and hedonic motivation (internet celebrity scenarios) which is moderated by live stream scenarios in Malaysia.

LITERATURE REVIEW

TikTok Live Stream Commerce in Malaysia

Lin et al. (2023) said that live streaming has been widely used by marketers in order to advertise their goods and services. During the live stream process, live streamers can present their
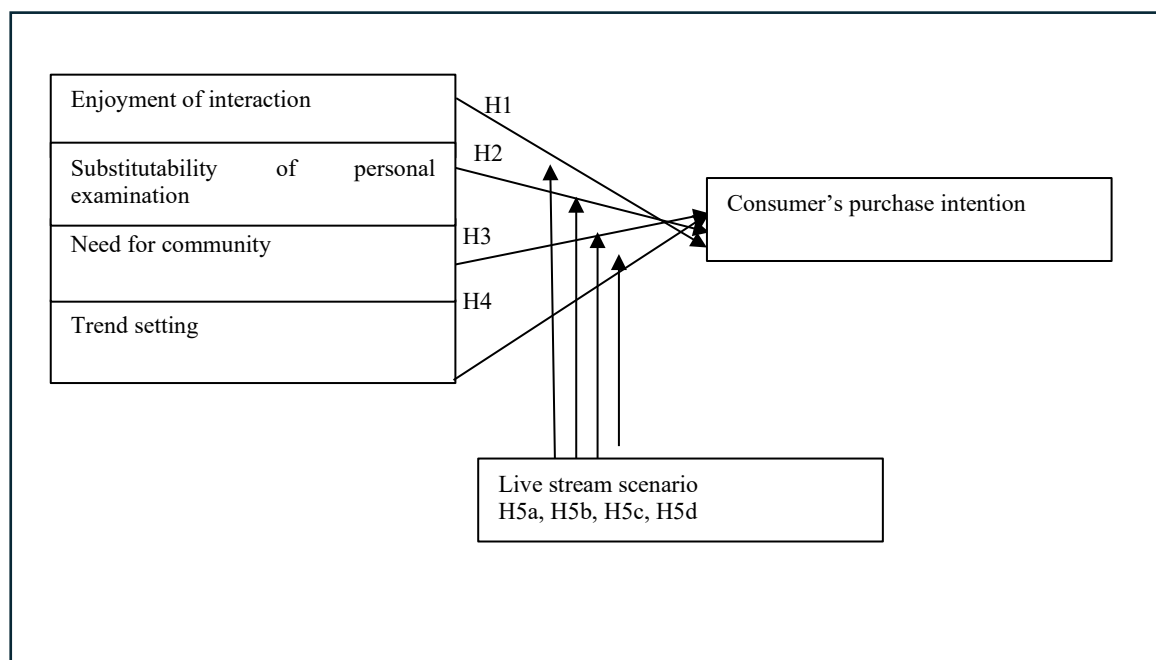
products to consumers in real time, along with the pricing and product information. Researchers agreed that by promoting products through live stream broadcast, it can hold a viewer's interest up to ten or twenty times longer than a recorded video (Lin et al., 2023). According to Luo et al. (2023), Asian countries use more live stream commerce as compared with Western countries which China leads in the field of live stream commerce. Moreover, the statistics showed that the launching of live stream features in different platforms in China had led the market size to exceed 2.5 trillion yuan.

In Malaysia, TikTok live streaming commerce is still trending as young adult users not only use TikTok application to purchase products and services but would expect more during the live stream process (Affendy & Mohd Farid, 2023). For example, consumers expect more live stream interactions between live streams hosts and viewers, detailed marketing strategies such as the presence of marketers and product during live streams, and the technological aspects through TikTok live stream commerce that will enhance consumer purchase intention (Affendy & Mohd Farid, 2023). Based on this statement, researchers had formed TikTok users' motive into four aspects which include enjoyment of interaction, substitutability of personal examination, need for community and trend setting to look into young adult purchase intention in Malaysia (Cai & Wohn, 2019).

Live Stream Scenarios

On the other hand, Costa et al. (2023) said that utilitarian and hedonic motivation are the two most well-known categories of motivational drives, from the standpoint of marketing and consumer research. Thus, utilitarian and hedonic motivation is suitable to bring into this study in order to understand why young adult TikTok users choose to purchase from TikTok live stream in Malaysia. According to Costa et al. (2023), hedonic motivation is experience oriented, emphasizing the value that customers obtain from the creative and multisensory components of shopping. Meanwhile, utilitarian motivation is task oriented, instrumental, and focused on the efficiency of product purchase (Costa et al., 2023). In TikTok live stream commerce, utilitarian motivation is defined as when customers will try to get something useful and practical out of the experience, for example fundamental needs and requirements. This would promote customer satisfaction. Additionally, hedonic motivation is what consumers feel while they are engaging with live streamers. Based on the statement above, hedonic motivation can be understood as consumers aim to fulfill their consumption goals connected to emotions such as joy and excitement in TikTok live stream broadcasts.

Figure 1: Theoretical Framework on Motivations towards Consumers' Purchase Intentions in TikTok Live Stream Commerce

The theory of Uses and Gratification (UGT) has been frequently used in explaining social media usage across a variety of social media platforms. But, it brings a different perspective when the four motives combine with UGT to look into TikTok live stream commerce. Due to the reasons that TikTok live stream enables real-time interaction, enjoyment of interaction highlights on how UGT shows active participation in social media environments (Kommers et al., 2024). Besides, substitutability of personal examination also illustrates on how digital media fulfills a functional purpose as compared to traditional product evaluation. This taps into UGT's focus on pragmatic media use. Moreover, TikTok live stream allows users to engage with communities and share information with each other (Mai et al., 2023). When UGT is applied in this factor, it highlights the need for social bonding in digital environments like TikTok live streams. Last but not least, being a trend-setter will bring social prestige for TikTok live stream users. Trend setting in UGT will demonstrate how media keep consumers socially and culturally influential.

Enjoyment of Interaction

In the previous context, Cai and Wohn (2019) defined enjoyment of interaction as communicating with others, enjoying chatting with each other, and love to have engagement between sellers and viewers in live stream. This statement has been supported by Wohn and Freeman (2020) that mentioned enjoyment of interaction between sellers and viewers is based on commenting through TikTok live chat and virtual gifting. However, with the changing of technology in TikTok live stream commerce, there is a new definition for enjoyment of interaction. Freeth and Morgan (2023) said that high efforts have been made by the TikTok platform by utilizing emerging technologies in order to enhance interaction and promote purchase intention. Hence, this has brought a new perspective to look into and the following hypotheses are proposed:

H1: Consumer's purchase intention is positively influenced by their enjoyment of interaction in TikTok live stream broadcast.

Substitutability of personal examination

Based on Zhang's (2023) perspective, live streams provide unique product presentations because sellers can demonstrate the product for viewers from various angles. Besides, live streamers always try on the products during live streaming which will let consumers have a sense of presence and substitute themselves in the broadcast room unconsciously. By providing the detailed product information and demonstrations in TikTok live streams, it can reduce the perceived risk for consumers to purchase online and lead to purchase intention.

H2: Consumer's purchase intention is positively influenced by their substitutability of personal examination in TikTok live stream commerce.

Need for community

According to Cai and Wohn (2019), the need for community can be defined as consumers' interest in engaging with others and joining the online community. Moreover, Freeth and Morgan (2023) added that the need for community is when media users have the desire for social interaction and the feeling of belongingness. In addition, brands may use communities

as a stage to demonstrate their dedication to social responsibility in order to let consumers trust them and have the intention to purchase (Zwicker et al., 2024). Ujjwal (2024) also stated that personalized marketing strategies such as delivering targeted messages to the targeted audience can also let live stream viewers have the need for community. Last but not least, the need for community is to help consumers feel the need and enhance their experience, indirectly leading to purchase intention. So, this study proposed that:

H3: Consumer's purchase intention is positively influenced by their need for community in TikTok live stream commerce.

Trend setting

Trend setting is explained as when consumers enjoy trying new things and learn about new technologies (Cai & Wohn, 2019). Recently, artificial intelligence (AI) and virtual reality (VR) features have frequently been discussed by researchers. However, both of these technologies still have not been introduced by TikTok application in Malaysia. Cabico (2021) stated that immersive technologies are encouraged to be introduced for marketers because they can use it to create a virtual showroom where buyers can explore products in 3D. Ultimately, this will bring a more immersive experience to viewers who love to follow the trend. Therefore, hypothesis is stated below:

H4: Consumer's purchase intention is positively influenced by the trend setting in TikTok live stream commerce.

Moderators

Moderators can have an impact on the strength, direction, or existence relationship between variables. This research had implemented two different live stream scenarios such as product search and internet celebrity scenarios in order to have a better understanding on why TikTok users will purchase from TikTok live stream. Regression analysis was done in order to understand the importance of the connection between two variables due to the reasons that this research has included moderators to look into in the relationship of the study. The live stream scenarios for this study were based on the work of Cai and Wohn (2019). When considered collectively, we argued that:

H5a: In contrast to internet celebrity scenarios, the enjoyment of interaction positively influences consumers' purchase intentions in product search scenarios.
H5b: In contrast to internet celebrity scenarios, the substitutability of personal examination positively influences consumers' purchase intentions in product search scenarios.
H5c: In contrast to internet celebrity scenarios, the need for community positively influences consumers' purchase intentions in product search scenarios.
H5d: In contrast to internet celebrity scenarios, trend setting positively influences consumers' purchase intentions in product search scenarios.

METHODOLOGY

Research method

Data for the study were gathered using the quantitative method. Survey method has been used to look into consumer's motivation for purchasing from TikTok live streaming. Hence, this

study focused on four motivations that include enjoyment of interaction, substitutability of personal examination, need for community, and trend setting. Explanatory studies concentrate on the current situation of TikTok users using the social media application as their important live streaming commerce platform with parts of content to describe the demographic profile of respondents.

Population and sampling

Figure 2: Andrew Fisher's Formula to calculate the sample size.

$$\text{Necessary Sample Size} = \frac{(Z\text{-score})2 \ \text{x StdDev x } (1\text{-StdDev})}{(\text{margin of error})2}$$

To calculate the sample size, researchers had employed a procedure known as Andrew Fisher's Formula. In this research, researchers had set the level of precision, also known as the margin of error to 5%, while degree of confidence (z-score) has been rated as 95%. In addition to that, 0.5 of standard deviations was used to calculate the sample size (Verma, Jain & Bhatt, 2023). Then, 385 constituted the final sample size. Moreover, non-probability sampling, which is the purposive sampling, was chosen in acquiring the respondents of the study. Closed-ended survey questionnaires with 5-point Likert type scale were selected for distribution through Google Form by TikTok messaging. This research only allows Malaysian young adults that are aged between 18 to 29 years old to answer the questionnaires.

Conceptualization

Live stream commerce

Live stream commerce is a novel form of online commerce that incorporates live video feeds for social interaction (Lee & Chen, 2021). Joo and Yang (2023) agreed to the statement by stating that live stream commerce combines the real-time interactions with digital e-commerce.

Enjoyment of interaction

Enjoyment of interaction is a form of communication that enables coordinated information sharing and active control with each other. It can be defined as two-way communication between sellers and viewers in live streaming (Zheng et al., 2023).

Substitutability of personal examination

Substitutability of personal examination is the ability to fill in for the absence of sensory inputs without physical examination handling a product, ability to appraise the product as accurately as in person, informative and accurate product information (Cai & Wohn, 2019).

Need for community

Need for community is the interest in engaging with others and joining an online community, have social impact and personalization marketing strategies (Cai & Wohn, 2019). Luo et al.

(2024) added that the need for community also include the involvement of streamers and viewers, which streamers provide positive emotions or valuable product information in live stream commerce for viewers to encourage purchase intention.

Trend setting

Trend setting is defined as the latest and developing trends, enjoy trying new things, and learning about new technologies (Cai & Wohn, 2019). In live streaming, trend setting entails pioneering innovative techniques, formats, and content that influence the future of the industry. It involves pushing the limits of audience involvement, creativity, and technology in order to inspire others and establish new benchmarks.

Purchase intention

Purchase intention is consumers' past purchases, plans to make purchases, perceptions, and attitudes (Silaban et al., 2022). Putri and Putra (2024) had defined purchase intention as a sort of decision-making process that is determined by a buyer's propensity to make a purchase through specific circumstances. It can act as a very effective marketing strategy to predict market share and sales in a company which is different from traditional e-commerce (Putri & Putra, 2024).

Product search scenario

Product search scenario is meeting consumers' fundamental needs and requirements, having a utilitarian motive, and being product related (Frédéric, 2022). Chang et al. (2023) mentioned product search scenario is the degree to which customers complete the buying task efficiently. For example, sales promotion and the convenience of media platform are the factors that will encourage purchase intention.

Internet celebrity scenario

Internet celebrity scenario is considered as hedonistic drive, celebrity-based intention, and emotional experiences among consumers (Frédéric, 2022). Chang et al. (2023) added that consumers will seek for fun, enjoyment and experience in internet celebrity scenarios, but not just for goal-oriented shopping.

Operationalization

Each of these factors were operationalized through a series of questions and responses. A Likert-type scale of 5 points is used in this study to assign a score to each item, which 1 indicating strongly disagree while 5 indicate strongly agree. The way researchers had the data collected during research is the same as the pilot test.

Pilot test

Nominal levels of measurement were used to analyze the data for categories including gender, state of respondents, and respondent's employment status. Meanwhile, respondent's ages, socioeconomic circumstances, and frequency of TikTok live stream purchase were analyzed through ordinal level of measurement. The regression model was used to determine and explain the results of the relationship between independent variables and dependent variables after

receiving statistics of the demographic results. According to Nurjaya et al. (2022), Kolmogorov-Smirnov and Shapiro-Wilk were investigated to identify the test of normality. Based on Table 1, it showed Cronbach's Alpha score of the variables in this research. It is safe to assume that the items for every variable are trustworthy because the Cronbach's Alpha score is above 0.7.

Table 1: Cronbach's Alpha for independent variables and dependents variables

Variables	Cronbach's Alpha (α)
Enjoyment of interaction	.801
Substitutability of personal examination	.812
Need for community	.824
Trend setting	.718
Purchase intention (Product search scenario)	.824
Purchase intention (Internet celebrity scenario)	.753

FINDINGS

The outcomes of the data analysis, which includes descriptive analysis, normality testing (Q-Q plot test and box plot), and linear regression model (R-squared value, ANOVA test, and Coefficient Beta), are presented in this section. Researchers gathered 380 correct responses for this study using Google Form. Table 2 provides an explanation of the findings.

Table 2: Demographic profile of the respondents

Variables	Category	N	Percentage
Frequency of purchase in TikTok live streams	Everyday	57	15%
	3 times per week	247	65%
	Once per month	76	20%
Gender	Male	152	40%
	Female	228	60%
Age	18-20	114	30%
	21-23	190	50%
	24-26	57	15%
	27-29	19	5%
Location	Northern region	133	35%
	East coast region	38	10%
	Central region	152	40%
	Southern region	38	10%
	East Malaysia	19	5%
Employment status in Malaysia	College student	171	45%
	Employee	171	45%
	Self-employed	38	10%
Economic status in Malaysia	T20 (>RM10,971)	13	3.4%
	M40 (RM4851-RM10,970)	82	21.6%
	B40 (<RM4,850)	285	75%
	Total	380	100%

N= 380

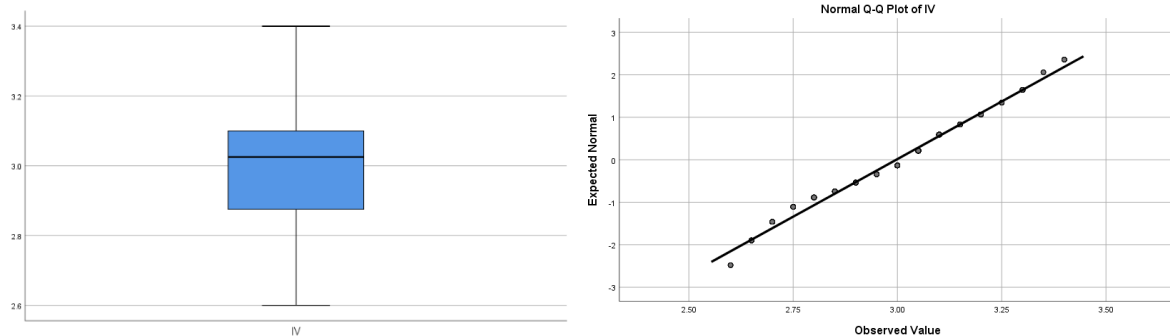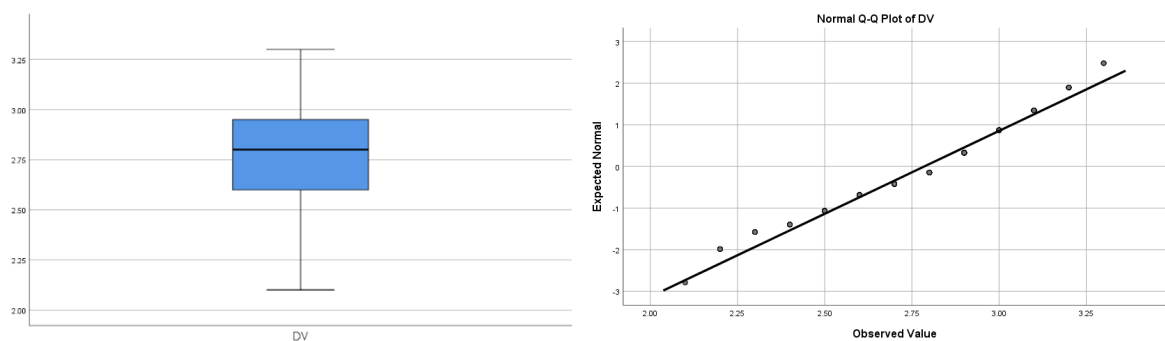**Figure 3**: Normality test results of independent variables

Figure 4: Normality test results of dependent variables

In this study, the normality of independent variables and dependent variables is examined using the Q-Q plot test. It is clear from this graph that the data is likely normally distributed because it closely follows the diagonal line and does not seem to follow a non-linear pattern (refer to Figure 3 and Figure 4).

Table 3: Model summary of R-squared value in regression analysis

Model	R	R Square	Adjusted R Square	Std. error of the estimate	
1	.305 [a]	.093	.084	.51815	(PSS)
1	.192 [a]	.037	.026	.75958	(ICS)

a: Dependent variable: purchase intention of TikTok users in live stream scenario
b: Predictors: (Constant), enjoyment of interaction, substitutability of personal examination, need for community, trend setting * PSS = Product search scenario, ICS = Internet search scenario

The R-squared value for TikTok users' purchase intentions in the product search scenario is higher than the R-squared value for TikTok users' buy intentions in the internet celebrity scenario when compared to the R-squared value for both findings. Thus, Table 3 has shown the outcomes of TikTok users in Malaysia are more likely to purchase in product search scenarios.

Table 4: Model summary of ANOVA test in regression analysis

Model	Sum of square	Mean square	F	Sig.	
Regression	10.362	2.590	9.649	.000[b]	
Residual	100.679	.268			
Total	111.041				(PSS)
Regression	8.245	2.590	3.573	.007[b]	
Residual	216.360	.577			
Total	224.605				(ICS)

a: Dependent variable: purchase intention of TikTok users in live stream scenario
b: Predictors: (Constant), enjoyment of interaction, substitutability of personal examination, need for community, trend setting * PSS = Product search scenario, ICS = Internet search scenario

The ANOVA test in regression analysis is described in Table 4. The dependent variable is the intention of TikTok users to make a purchase in product search situations, and the predictors are the reasons why TikTok users would make a purchase via TikTok live streams. Table 4 shows that the significant value for independent variables and dependent variables is .000, indicating a significant relationship between the two variables.

Table 5: Model summary of Coefficients beta in regression analysis

Model	Unstandardized B	Coefficient std. error Beta	Standardized coefficients	t	Sig	
(Constant)	1.940	.178		10.889	.000	
Enjoyment of interaction	-.006	.093	-.006	-.067	.947	
Substitutability of personal examination	.300	.077	.342	3.875	.000	
Need for community	-.183	.058	-.232	-3.165	.002	
Trend setting	.145	.084	.124	1.716	.087	(PSS)
(Constant)	4.050	.261		15.511	.000	
Enjoyment of interaction	.335	.137	.217	2.452	.015	
Substitutability of personal examination	-.281	.113	-.225	-2.475	.014	
Need for community	.193	.085	.172	2.278	.023	
Trend setting	-.323	.124	-.194	-2.607	.009	(ICS)

a: Dependent variable: purchase intention of TikTok users in live stream scenario
b: Predictors: (Constant), enjoyment of interaction, substitutability of personal examination, need for community, trend setting * PSS = Product search scenario, ICS = Internet search scenario

Figure 5: Linear regression model with moderator.

$$Y_1 = \beta_{01} + \beta_{11}X + \beta_{21}Z + \varepsilon_1.$$

Interpreting the intercept in a regression model is not always as straightforward as it first appears. The intercept, often known as the constant (Frost, 2022) is the anticipated mean value of y when all $x = 0$. Here is the interpretation of the results for consumer purchase intention in a scenario involving product search using the formula. This result implies that whenever x increases by 1, y always increases by a certain amount. On the other hand, when x rises in value while y falls, this indicates that there is a strong inverse linear relationship between the independent and dependent variables. Based on this assertion, it may be assumed graphically that an inverse connection means that the line falls as it passes from left to right on a line graph (Frost, 2022).

Table 6: Results of the research hypothesis

Research hypothesis	Results
In contrast to internet celebrity scenarios, the enjoyment of engagement positively influences consumers' purchase intentions in product search scenarios.	Rejected
In contrast to internet celebrity scenarios, substitutability of personal examination positively influences consumers' purchase intentions in product search scenarios.	Accepted
In contrast to internet celebrity scenarios, the need for community positively influences consumers' purchase intentions in product search scenarios.	Rejected
In contrast to internet celebrity scenarios, trend setting positively influences consumers' purchase intentions in product search scenarios.	Accepted

DISCUSSION

Based on the findings above, the results bring two important perspectives to the current TikTok live stream market. First, substitutability of personal examination and trend setting positively affects consumer purchase intention in product search scenarios instead of internet celebrity scenarios. Throughout this statement, it can be concluded that Malaysian young adults aged between 18 to 29 years old love trendy topics and content in TikTok, and they are open to new experiences by having a sense of presence. For example, artificial intelligence (AI) and virtual reality (VR) features are encouraged to be added into TikTok live stream commerce in order to enhance consumers' experience while buying any product or services. According to Ying (2023), TikTok live stream commerce could get revolutionized by integrating AI and VR technology because TikTok users could completely substitute themselves in TikTok live streams with AI and VR technology, especially for sensitive areas like health and beauty.

Furthermore, the TikTok application can also launch AI-powered chatbots to answer TikTok users' questions comprehensively and accurately (Aggarwal et al., 2023). AI-powered chatbots can interact with viewers in real time by answering questions that live streamers missed out and providing more accurate information to the audience. Besides, AI-powered chatbots can also help in moderating TikTok live streams by filtering out spam, offensive comments, and inappropriate content. This could create a safer environment for TikTok users. Hence, this feature not only can help customers to know a product in detail, but also can help marketers to accurately target specific targeted audiences.

Likewise, TikTok marketers can also implement VR features into TikTok live stream commerce to allow TikTok users virtually try on products in TikTok live stream broadcast room such as clothes or makeup (Yesisca & Menayang, 2023). For example, there are various shades of lipsticks if a seller wants to sell lipsticks for the audience. VR features can directly save time for marketers for product introduction and buyers can also try their product themselves which they can substitute themselves into the broadcast room when sellers are introducing the products. Kasampipatchai (2023) mentioned that this feature is not a perfect substitute for physical examination like consumers shopping in stores. However, it could not deny that it can provide a more immersive and informative experience for consumers who prefer to shop through TikTok live stream but also want to have the feeling of shopping in store at the same time (Kasampipatchai, 2023).

Moreover, VR consultation with licensed experts such as stylists or dermatologists can be added into TikTok live streams too (Yesisca & Menayang, 2023). Although technology cannot completely replace a face-to-face meeting, it can provide insightful direction on the spot for users when they need help. However, ethical consideration and transparency must be considered by the TikTok platform and marketers to prevent miscommunication between the platform and its users. Additionally, it must be very clear that in-person examinations and professional advice cannot be replaced by VR simulations or AI analysis. Consumers need to seek the advice of trained experts on delicate subjects. Also, TikTok platform must be open and honest about the application of AI and VR. Stefan and Crowcroft (2024) said that TikTok platform needs to prioritize users' privacy. This is because all of the users' data that is gathered and handled sensibly should be in accordance with data privacy laws, and in an ethical manner (Stefan & Crowcroft, 2024).

On the other hand, results have also shown that enjoyment of interaction and need for community are more suitable to be applied in internet celebrity scenarios as compared in product search scenarios. However, influencer marketing has been widely discussed in the internet celebrity scenario in TikTok live stream commerce (Xu, 2023). By referring to past research, future research can enhance internet celebrity scenarios based on four aspects which include content and experience, technical enhancements, community building and collaboration and monetization strategies. First and foremost, TikTok live stream marketers can focus on niche communities in TikTok to have workshops, live stream tutorials in order to encourage viewers share experiences and product review (Arianti, 2023). This might work better than having internet celebrities because viewers may feel real when watching live streaming, trust the live streamers and lead to consumer purchase intention.

In addition to that, instead of using a smartphone to do TikTok live streams, live streamers are encouraged to invest in a high-quality production which will help broadcasters to stream seamlessly and bring immersive experience towards consumers. Apart from this, community building and collaboration is important to increase interaction between TikTok users and TikTok live streamers (Cervi & Divon, 2023). Marketers can organize live stream collaborations with other brands or influencers to attract wider audiences to view live streams. In order to build a stronger community, live streamers can acknowledge and reward loyal viewers for their engagement and contribution. Hence, monetization strategies, of which

different tiers of member benefit can be introduced to TikTok users (Andari, Robbani & Alianny, 2023). For example, the free tier is open for every TikTok live stream viewer while members with the VIP tier are allowed to have one-on-one interaction with internet celebrities on TikTok live streams. Not only that, marketers can also customize TikTok live stream content and promotion strategies based on consumers' potential spending (Andari, Robbani & Alianny, 2023). Without specifically mentioning income, marketers are able to think about providing tailored specials or tiered pricing alternatives that meet the budget preferences of various demographics (Garry, 2024).

CONCLUSION

Based on the findings above, this research is a step forward in knowing why Malaysian young adults will purchase from TikTok live stream commerce and what is the right way for marketers to target young audiences in TikTok. Besides, multifaceted dynamics and motivations are shown when consumer's purchase intentions in Malaysia are examined through the Uses and Gratification Theory in the context of TikTok live streaming commerce. TikTok live streaming commerce is attractive not only because it provides entertainment value, but it also meets a variety of consumer needs, from the ease and authenticity in purchases. Based on the discussion above, researchers had introduced new technologies to be added in product search scenarios and internet celebrity scenarios should be diversified into different categories in order to bring more immersive and engaging experiences towards consumers. Therefore, the Technology Acceptance Model (TAM) is suitable to be used in future study to look in depth in TikTok live stream commerce. This is because TAM is an information systems theory that analyses how people come to accept and use a technology. Last but not least, TAM is also an ideal theory to discuss purchase intentions since it depicts how consumers come to embrace and use technology.

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