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## EXPLORING THE IMPACT OF LIVE STREAMING ON BUYING INTEREST IN TIKTOK

**Muhammad Fakhrizal Tata<sup>1</sup>, Andi Anto Patak<sup>2</sup>, A. Kamariah<sup>3</sup>**

<sup>123</sup>English Department, Faculty of Language and Literature, Universitas Negeri Makassar,  
Indonesia

[andiantopatak@unm.ac.id](mailto:andiantopatak@unm.ac.id)

### Abstract

This study investigates the impact of live streaming on consumer buying interest on TikTok, focusing on the roles of consumer trust and marketing language. Employing a descriptive qualitative approach, the research involved TikTok users in Makassar who had experience purchasing products through TikTok Live. Data were collected through semi-structured interviews with five consumers and non-participant observation of two TikTok Live sellers. The findings reveal that consumer trust is a fundamental factor influencing buying interest, built through honest product demonstrations, transparent communication, responsive interaction, and positive customer reviews during live streaming sessions. In addition, marketing language significantly affects consumers' emotional responses and purchase decisions. Persuasive expressions indicating scarcity, urgency, and exclusivity, such as "limited stock" and "special discount today," were found to trigger Fear of Missing Out (FOMO) and encourage impulse buying. The study concludes that consumer trust and marketing language function as interconnected elements in TikTok Live commerce. Trust serves as the foundation of credibility, while persuasive marketing language acts as a catalyst that strengthens engagement and motivates purchasing behavior. These findings offer practical implications for online sellers in designing ethical, transparent, and effective live-streaming strategies.

**Keywords:** *Live Streaming, Consumer Trust, Buying Interest, TikTok*

### Introduction

The development of the world of technology Information that is so fast and sophisticated has a huge impact on human life around the world, including in Indonesia. One form of development of information technology at this time is the internet. The development of information technology in Indonesia has made all activities easier, one of which is buying and selling online. The existence of e-commerce in Indonesia has made large companies and MSME prioritize online sales and marketing systems using digital platforms to increase their sales. In 2025, internet penetration in Indonesia had reached an impressive 80.66% of the total population, reflecting a significant shift in the way people interact with digital technologies. The rapid development of social media has further transformed the way individuals communicate and consume information in their daily lives. One psychological phenomenon that has emerged from this digital transformation is Fear of Missing Out (FOMO), which refers to the anxiety individuals experience when they feel excluded from information or activities occurring in their social environment. Previous studies indicate that intensive social media usage increases the prevalence of FOMO among higher education students, leading to emotional discomfort and behavioral changes (Mawaddah et al., 2025).

This heightened level of digital connectivity and psychological engagement has encouraged individuals to participate more actively in various online activities, including social networking, digital communication, content consumption, and particularly online shopping through e-commerce platforms (APJII, 2025). Furthermore, according to (Samsudin, 2023), Indonesia has experienced rapid growth in internet usage and digital technology, creating significant opportunities for the expansion of e-commerce, social media platforms, and online business activities. This rapid digital development provides a favorable environment for MSMEs to utilize social media and e-commerce platforms to expand their market reach, improve promotional effectiveness, and support overall business growth.

Recently, TikTok has emerged as one of the most widely used social media platforms globally. This significant growth reflects its rapid global adoption and its strong presence within the Indonesian digital landscape, as highlighted by (Ruth & Candraningrum, 2020). As of January 2023, based on insights from the WeAreSocial website, Indonesia is estimated to be the second largest country in terms of TikTok users. The number of users has grown significantly compared to the previous year. A large portion of these users appear to be between the ages of 18 and 24, making up roughly around 40% of the platform's user base in the country. Meanwhile, those aged 25 to 34 are also highly active, accounting for an estimated 35–40%. Taken together, it's fair to say that more than three-quarters of TikTok users in Indonesia are likely within the 18–34 age range.

One of the things that makes TikTok a trend is the perceived benefits of TikTok. The unique features on TikTok have succeeded in capturing people's attention, especially among young people. In contrast Facebook and Instagram, TikTok can only upload videos. One of TikTok's primary strengths and appeals lies in its ability to engage users through short-form videos that encourage creative expression. This creativity can be demonstrated in various ways, including the use of different tools, video effects, and other available features. As a result, TikTok is not merely a platform for uploading ordinary videos; rather, it inspires users to produce content that is unique, engaging, and distinctive, often enhanced with a wide selection of TikTok soundtrack options. Apart from being a social media, the features on TikTok also cover the buying and selling sector which is very helpful for business people. One of the most loved features is live streaming.

In social media environments, language plays a central role in shaping users' perceptions, emotions, and behavioral responses. Previous studies on the use of language in social media suggest that word choice, tone, and style significantly influence how messages are interpreted and acted upon by audiences. Persuasive and emotionally engaging language can strengthen attention, create involvement, and influence decision-making processes. Therefore, in live streaming commerce such as TikTok Live, language functions not only as a communication tool but also as a strategic instrument that affects consumer buying interest (Iskandar et al., 2025). Live streaming on TikTok serves not only as a marketing technique for selling products but also as a medium for direct communication between sellers and buyers. Through this feature, consumers are able to view products in real time and assess whether the items shown match their expectations, which is particularly important given the increasing cases of online fraud and products that do not align with their descriptions. In demonstrating products live and interacting directly with viewers, sellers help reduce consumer uncertainty during the purchasing process. This transparency has made live streaming highly beneficial for consumers and has encouraged sellers to adopt various competitive strategies such as streaming for long hours, offering exclusive discounts for live viewers, or featuring well-known hosts to attract more viewers. These practices align with findings by (Radiansyah & Listiana, 2025) who state that real-time demonstrations and interactive communication in TikTok live streams significantly enhance consumer trust and positively influence buying interest.

The use of language in live TikTok can be done by adjusting the language and words used with the characteristics of the target audience. The use of language that is too formal or rigid can make the audience feel bored and uninterested in the content displayed. Conversely, using language

that is too casual or slang can also make the audience feel uncomfortable. In addition, the use of language varieties must also pay attention to the context and purpose of the content being created. Promotional or sales content will require persuasive and interesting language, while informational or educational content will require clear and easy-to-understand language. According to (Yogatama et al., 2023), the language used by respondents during Live TikTok is the friendship or intimate language variety, as this style helps build emotional closeness and reduces social distance between sellers and viewers. This is supported by previous research from (Febriana et al., 2025), which found that TikTokers intentionally use casual and familiar Indonesian to create emotional connection, strengthen audience engagement, and influence purchasing decisions through language adapted to the characteristics of the target audience. Meanwhile, one of the most effective promotional strategies used during Live TikTok is the recommendation technique, which successfully attracts potential buyers to make transactions.

Just like other cities, Tiktok users in Makassar come from all ages. Because the location of Makassar is quite far from the capital city of Indonesia has caused the level of interest in buying and selling online using TikTok or other e-commerce to increase. However, because of the remote location, the risk of buying and selling online is even greater. Before making a purchase, consumers typically evaluate several factors before deciding to buy a product. Therefore, this study aims to investigate the influence of live streaming on the buying interest of TikTok users, particularly in Makassar.

Previous studies have examined the influence of consumer trust and persuasive language in digital marketing, yet these variables have largely been investigated separately and not integrated within a single analytical framework, particularly in the real-time interactive environment of TikTok Live. For example, Radiansyah and Listiana (2025) emphasized transparency and interactivity as key drivers of consumer trust, while Yogatama et al. (2023) and Febriana et al. (2025) focused on the use of friendly and familiar language styles to build emotional closeness and affect purchasing decisions; however, these studies did not explore how both factors operate simultaneously to shape buying interest. In addition, most existing research was conducted at a national level or in regions close to major economic centers, leaving geographical contexts such as Makassar where consumers face higher logistical uncertainty and greater online shopping risks largely unexamined. Prior research also rarely involves respondents with actual purchasing experience through TikTok Live, resulting in limited insight into real-time consumer perceptions. Therefore, this study addresses these gaps by integrating consumer trust and marketing language within the context of TikTok Live and focusing on users in Makassar who have direct experience with live stream purchases, offering a more contextualized and comprehensive understanding of how live streaming influences buying interest.

## **Research Methodology**

### **1. Research Design**

This study employed a qualitative research method with a descriptive approach to explore how TikTok live streaming influences consumer buying interest. A qualitative approach was chosen because it allows for an in-depth understanding of meanings, language use, and interactions that occur within live commerce environments, which cannot be fully captured through quantitative methods.

According to (Creswell, 2014), qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Similarly, Denzin and Lincoln (2018) as cited in (Aspers & Corte, 2019) explain that qualitative research involves the studied use and collection of a variety of empirical materials such as interviews, case studies, and personal experiences that describe routine and problematic moments and meanings in

individuals' lives. Furthermore, (Miles et al., 2014) emphasize that qualitative data enable researchers to generate rich and detailed portrayals of social processes through data condensation, data display, and conclusion drawing or verification. Therefore, a qualitative descriptive design was considered appropriate for this study, as it facilitated a comprehensive understanding of consumer trust and marketing language within TikTok live streaming contexts.

This research was conducted in Makassar City, South Sulawesi. Makassar was chosen as the research site because it had a large population, particularly dominated by adolescents and young adults who were active users of social media, including TikTok. These characteristics made Makassar a relevant location to explore the phenomenon of TikTok live streaming and its influence on buying interest.

In qualitative research, participants are selected based on their ability to provide rich and relevant information rather than to statistically represent a population (Creswell, 2014). Accordingly, this study employed purposive sampling to select data sources that aligned with the research objectives. This study involved two cases (data source).

#### 1) Data Source 1

The data 1 were obtained from five TikTok users residing in Makassar who had experience watching or interacting with TikTok live streaming sessions that promoted or sold products. These participants were selected based on the following criteria:

1. resided in makassar city
2. were aged 18 years or older
3. had actively used tiktok for at least the past three months
4. had watched or interacted with tiktok live sessions that promote or sell products
5. were willing to share their experiences and perspectives in depth

The number of participants was considered sufficient, as qualitative research emphasizes data saturation and depth of information rather than sample size.

#### 2) Data Source 2

The data 2 were obtained from two TikTok Live sellers. The data consisted of screen-recorded live streaming sessions in which sellers actively promoted products and interacted with viewers in real time. These live sessions were selected because they contained rich instances of marketing language relevant for pragmatic analysis.

The data collection technique was done in two ways:

##### 1. Interview

Data were collected through semi-structured interviews with five participants. The interviews were guided by predetermined questions while allowing flexibility to explore emerging themes. With participants' consent, all interviews were audio-recorded and transcribed verbatim for analysis. The interview questions focused on consumer trust, perceptions of seller communication, marketing language, and buying interest during TikTok live streaming sessions.

##### 2. Observation and Screen Recording

Data were collected through non-participant observation of TikTok Live streaming sessions conducted by two sellers. The live sessions were screen-recorded to capture sellers' verbal expressions, promotional strategies, and interactions with viewers. The recordings were then transcribed verbatim to produce textual data for pragmatic analysis.

## 2. Data Analysis

Data analysis refers to the process of organizing, interpreting, and explaining data in order to answer research questions and draw conclusions. According to Miles, Huberman, and Saldaña (2014), qualitative data analysis consists of three main activities that occur simultaneously, namely data condensation, data display, and conclusion drawing or verification.

In this study, data condensation involved selecting, simplifying, and focusing the data obtained from interviews and observations. Data display was conducted by organizing the data into thematic categories related to consumer trust, marketing language, and buying interest. Finally, conclusions were drawn by interpreting the patterns and relationships found in the data to answer the research questions.

## Results and Discussion

### Results

This section presents the results of the study based on data obtained from observations and semi-structured interviews with TikTok users who had experience purchasing products through TikTok Live. The results are organized according to the research questions and are presented in a descriptive and detailed manner, similar to qualitative research reporting.

#### 1. TikTok Live Enhances Consumer Buying Interest

Based on the results of the observations conducted by the researcher, it can be concluded that TikTok Live plays a significant role in enhancing consumer buying interest. All participants agreed that live streaming makes them more interested in purchasing products compared to conventional online shopping methods.

- 1) **Consumer enthusiasm during TikTok Live sessions.** The observation data showed that participants displayed high levels of enthusiasm while watching TikTok Live. This enthusiasm was reflected in their focused attention, active participation in the comment section, and excitement when sellers introduced discounts or limited offers. Participants tended to stay longer in live sessions compared to browsing product catalogs.
- 2) **Increased exposure to products through live demonstrations.** Participants reported that watching live demonstrations helped them better understand product quality, usage, and benefits. From the observation results, it was evident that consumers paid close attention when sellers showed products in detail, such as texture, color, size, and usage methods.
- 3) **Preference for TikTok Live compared to other online shopping features.** Most participants indicated that they preferred shopping through TikTok Live rather than using marketplace applications or watching pre-recorded promotional videos. This preference was based on the interactive nature of live streaming, which allowed them to ask questions and receive immediate responses.
- 4) **Comfort in purchasing through live streaming.** The observation results showed that participants felt more comfortable making purchase decisions during TikTok Live sessions because they could directly communicate with sellers and receive clarification before buying.

Based on the observation data above, it can be concluded that TikTok Live significantly enhances consumer buying interest. This finding is further supported by interview results, as illustrated below.

Participant 1 stated:

“When I watch TikTok Live, I feel more confident to buy because I can see the product directly and ask the seller. It feels more convincing than just looking at pictures.”

Participant 2 stated:

“Sometimes I don’t plan to buy anything, but when I watch live streaming and see the product clearly, I become interested and end up buying it.”

## 2 Consumer Trust Influences Buying Interest on TikTok Live

The results of observations and interviews indicate that consumer trust strongly influences buying interest on TikTok Live.

- 1) **Trust built through honest product demonstrations.** Participants expressed higher buying interest when sellers demonstrated products honestly and transparently. Observation data showed that consumers reacted positively when sellers openly explained product advantages and limitations.
- 2) **Seller responsiveness and credibility.** The observation results revealed that sellers who responded quickly and clearly to consumer questions were perceived as more trustworthy. Participants were more likely to purchase from sellers who actively interacted with viewers during live sessions.
- 3) **Influence of reviews and testimonials.** Participants stated that real-time reviews and testimonials from other buyers in the comment section increased their trust. Observation data showed that consumers paid attention to comments mentioning previous purchase experiences.
- 4) **Reduced perceived risk.** Participants reported that trust reduced their fear of receiving products that did not match expectations. When trust was established, consumers felt more comfortable making purchase decisions.

The interview results support these findings. Participant 3 stated:

“I usually read the comments first. If many people say the product is good and the seller answers honestly, I trust them more and decide to buy.”

## 3. Marketing Language Influences Consumer Buying Interest on TikTok Live

The results show that marketing language used by sellers significantly influences consumer buying interest during TikTok Live sessions.

- 1) **Use of urgency-based expressions.** Observation data indicated that phrases such as “only today,” “limited stock,” and “last chance” successfully attracted consumer attention and encouraged immediate purchasing decisions.
- 2) **Scarcity and exclusivity language.** Participants reacted positively to expressions that emphasized exclusivity, such as special live-only discounts. These expressions created Fear of Missing Out (FOMO), which motivated impulse buying.

- 3) **Friendly and persuasive tone of voice.** Sellers who used friendly, enthusiastic, and relatable language were more effective in engaging consumers. Observation data showed that consumers were more responsive to sellers who communicated warmly.
- 4) **Emotional engagement through repetition.** Repeated promotional phrases during live sessions reinforced consumer interest and increased the likelihood of purchase.

These findings are supported by interview statements. Participant 4 stated:

“When the seller says the discount is only available during live streaming, I feel afraid of missing it, so I usually buy immediately.”

Participant 5 stated:

“The way the seller talks really matters. If they sound friendly and convincing, I feel more interested in buying.”

From the explanation above, it can be concluded that consumer buying interest on TikTok Live is shaped by the interaction of consumer trust and marketing language. Trust provides a sense of security, while persuasive marketing language stimulates emotional engagement and motivates purchasing behavior.

## **Discussion**

### **1. Consumer Trust**

The findings of this study indicate that consumer trust is the most fundamental factor influencing purchasing decisions in TikTok Live Stream Shopping. Respondents emphasized that honesty, openness, and responsiveness of sellers strongly determined whether they felt safe to make a purchase. This aligns with (Susanti & Adha, 2023), who explain that online trust is strengthened through authentic product presentations, accurate information, and the seller’s direct responsiveness to consumer inquiries, all of which reduce uncertainty and enhance buyers’ confidence during TikTok Live Shopping. Similarly, (Kim & Peterson, 2017), indicated that online trust exerts a substantial positive effect on consumer loyalty. They further acknowledged, based on earlier scholarly work, that trust functions as a mechanism that helps alleviate uncertainties and perceived risks within online transactions. In the context of live streaming commerce, (Wongkitrungrueng & Assarut, 2020), demonstrated that real-time interaction enhances the perception of authenticity, which strengthens consumer trust. More recently, (Nugraha & Otok, 2025), revealed that TikTok’s IT affordances such as product demonstrations and interactive chats play a critical role in building trust and ultimately shaping consumer purchase behavior.

Nevertheless, as reflected in respondents’ experiences, trust can be fragile. When products fail to meet expectations, confidence is quickly eroded. This is consistent with earlier research by (Ehavior & Pavlou, 2002) and Reinforced by (Salsabila et al., 2025), who demonstrated that consumer trust exerts a significant positive influence on purchase decisions among TikTok Shop users in Indonesia. Their findings imply that because trust strengthens consumers’ willingness to buy, situations that diminish trust would logically reduce purchase likelihood.

Therefore, trust is not merely an additional factor in shaping consumer behavior. Instead, it serves as the primary gateway through which all marketing messages must pass. Only when trust is established can promotional strategies effectively convert consumer interest into actual purchases.

### **2. Marketing Language**

This study finds that the use of marketing language during TikTok Live streaming significantly influences consumer buying interest. Marketing language operates through strategic word choices, tone of voice, and pragmatic cues that create urgency, exclusivity, and emotional engagement. Iskandar et al., (2025) explain that persuasive and interactive language use on digital platforms can shape users' emotional responses, attract attention, and encourage participation in online activities, including purchasing decisions. Furthermore, the study highlights that language used in social media marketing often emphasizes attractiveness, persuasion, and emotional appeal to increase audience interest and interaction. The marketing language on social media functions as a persuasive communication strategy that influences audience engagement and consumer behavior through emotional and interactive expressions. This discussion draws on both interview data and pragmatic analysis of sellers' utterances during live streaming sessions.

The findings demonstrate that sellers frequently employ scarcity and urgency expressions, such as "limited edition," "last stock," and "today only promotion," to stimulate immediate consumer responses. From a pragmatic perspective, these utterances function as directive speech acts that encourage viewers to make prompt purchasing decisions. This reaction aligns with (Cialdini, 2016), scarcity principle, which explains that consumers tend to be more attracted to products perceived as scarce or time-limited. Similarly, (Abdelsalam et al., 2020) show that exposure to strong external stimuli in social commerce, particularly promotional messages that evoke a sense of urgency, can substantially heighten consumers' impulse purchasing tendencies.

Beyond urgency driven expressions, digital communication in live shopping also demonstrates clear linguistic adaptation. The findings of this study indicate that digital communication tends to employ more concise and informal language, reflecting users' adjustment to the context of online interaction. This observation is consistent with (Susanto et al., 2025), who argue that social media environments encourage language change toward simpler and more contextualized forms. Such similarities can be explained by the characteristics of social media platforms, which emphasize speed, efficiency, and immediacy in communication.

Furthermore, communication style is also important. Respondents rejected overly aggressive tones and preferred salespeople who spoke in a friendly and convincing manner. This observation echoes (Liu et al., 2020), who emphasized that language style influences the level of social presence consumers' experience, thereby enhancing their willingness to purchase. Furthermore, (Morady & Faeze, 2023) found that persuasive language becomes more effective when supported by concrete elements such as testimonials, peer recommendations, and clear information about program benefits, which serve as credible evidence to strengthen trust in the advertised. This combination not only convinces but also strengthens consumer trust. Ahdyarti, et.al., (2025) explain in their study that advertisements on platforms such as Shopee and Tokopedia commonly employ persuasive expressions, promotional vocabulary, emotional appeal, and urgency-driven language to create stronger consumer engagement. These linguistic strategies are intended to stimulate consumers' interest and motivate immediate purchasing decisions. The persuasive strategies in online advertising frequently involve the use of attractive slogans, discount-oriented expressions, exclusivity cues, and emotionally appealing language that can shape consumer attitudes toward products and services. Such language functions not only as a communication tool but also as a marketing mechanism that enhances the effectiveness of digital advertising campaigns. Therefore, in TikTok Live Shopping, marketing language not only serves as a persuasive tool but also as a trust building mechanism in building consumer buying interest.

### **3. Buying Interest**

The findings further reveal that consumer buying interest in TikTok Live Shopping emerges from the interaction between consumer trust and marketing language. Respondents identified discounts, interactive live environments, testimonials, and persuasive language as key drivers of purchase intention. This finding is consistent with (Ahdyarti et al., 2025), who found that persuasive language in Shopee and Tokopedia advertisements frequently employs urgency-related expressions

and imperative calls to action to stimulate immediate consumer responses and enhance buying interest. This aligns with (Kotler & Keller, 2012) who explain that consumer purchase decisions are shaped by a combination of rational considerations such as product benefits and quality and emotional influences that relate to psychological motivations and perceptions. More specifically, (Wang et al., 2021) found that the flow experience, characterized by a strong sense of focus and enjoyment during live shopping, significantly increases consumers' intention to make a purchase. The role of FOMO was also evident in the data, as many respondents admitted purchasing products out of fear of missing out. This aligns with (Zakiah, 2025), who found that the perceived urgency arising during live streaming encourages consumers to make impulse purchases. Recent work by (Li et al., 2025) further showed that vividness and multisensory cues, expressed through visual displays, background music, and verbal explanations, enhance consumers' arousal and pleasure, which subsequently increases their willingness to keep watching and ultimately strengthens purchase intention.

Interestingly, respondents were divided on whether product quality or trust mattered more. Some argued that quality should take precedence, while others believed trust in the seller was more crucial. This aligns with (Lin et al., 2019), who highlighted that trust plays a pivotal role in shaping consumer satisfaction and purchase decisions in social commerce settings, as online shoppers frequently depend on social signals and community reputation when they are unable to directly validate product information. As a result, buying interest in TikTok Live is multidimensional: triggered by rational factors (price, quality), reinforced by emotional drivers (FOMO, persuasive language), and mediated by consumer trust.

## Conclusion

This descriptive qualitative study examined the impact of TikTok Live on consumer buying interest by focusing on the roles of consumer trust and marketing language. Conducted among TikTok users in Makassar who had experience purchasing products through live streaming, the study found that TikTok Live significantly influences purchasing behavior through real-time interaction and direct product demonstrations. These features help consumers better understand product quality and functionality, reduce uncertainty, and create a more engaging shopping experience that encourages purchasing decisions.

The findings also revealed that consumer trust and marketing language are key factors influencing buying interest. Trust is developed through transparent communication, honest product presentations, responsive interaction, and positive feedback from other consumers, which increase buyer confidence. Meanwhile, persuasive marketing language, particularly expressions emphasizing urgency, scarcity, and exclusivity, effectively stimulates emotional responses such as Fear of Missing Out (FOMO) and impulse buying. The study concludes that the combination of credibility and persuasive communication plays a crucial role in shaping consumer behavior, highlighting the importance of ethical and balanced marketing strategies in live-streaming commerce on TikTok.

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