



Research Article

# Exploring TikTok Live Shopping : How Uses and Gratifications Theory, Network Size, and Digital Celebrities Drive Continuous Purchase Intentions

Eva Laela Hidayati <sup>1\*</sup>, Maria Apsari Sugiat <sup>2</sup>, and Maya Aryanti <sup>3</sup>

<sup>1</sup> Telkom University, Bandung, Indonesia; [evalaela@student.telkomuniversity.ac.id](mailto:evalaela@student.telkomuniversity.ac.id)

<sup>2</sup> Telkom University, Bandung, Indonesia; [mariasugiat@telkomuniversity.ac.id](mailto:mariasugiat@telkomuniversity.ac.id)

<sup>3</sup> Telkom University, Bandung, Indonesia; [aryanti@telkomuniversity.ac.id](mailto:aryanti@telkomuniversity.ac.id)

\* Corresponding Author : Eva Laela Hidayati

**Abstract:** This study aims to analyze the influence of Uses and Gratifications Theory (U&G Theory) dimensions—including hedonic gratification (perceived enjoyment), utilitarian gratification (perceived utility and self-presentation), and social gratification (social presence) as well as perceived network size on continuous purchase intention. In addition, the study explores the mediating role of perceptions of digital celebrities in the context of live streaming shopping for modest fashion products on TikTok. A quantitative approach was employed using a survey method involving 429 TikTok users who had purchased modest fashion items through live streaming. The data were analyzed using covariance-based Structural Equation Modeling (SEM) PLS. The findings reveal that perceived utility, self-presentation, and social presence positively influence continuous purchase intention, whereas perceived enjoyment shows no significant effect. Furthermore, perceived network size has a significant impact on perceived enjoyment, perceived utility, and social presence. The study also demonstrates that perceptions of digital celebrities mediate the relationship between perceived network size and all dimensions of U&G Theory. These results enrich the literature on consumer motivation and behavior in live streaming commerce and offer strategic implications for businesses in designing relevant content and collaborations to foster customer loyalty.

**Keywords:** Gratification, Utility, Network, Celebrity, Purchase

## 1. Introduction

Live streaming shopping is emerging as a key trend in the digital retail space, offering consumers an interactive and real-time shopping experience. In Indonesia, this format has grown rapidly. According to IPSOS (2022), 71% of Indonesians have accessed live streaming shopping, and 56% have made purchases through it. For businesses, the benefits are clear visitor traffic has increased by 40%, daily orders by 29% (Chew, 2021), and revenue by 73%, while promotional costs have dropped by 64% (Nisaputra, 2024).

TikTok Live is now one of the most commonly used platforms for live shopping in Indonesia (Jakpat, 2024), especially among Gen Z users aged 18–34 (Databox, 2023). With the help of an algorithm that delivers personalized recommendations based on user behavior (Adipradana et al., 2019), TikTok achieves conversion rates as high as 50% (Honeybill, 2023). Among its most successful product categories is modest fashion, a style that blends religious values with modern aesthetics. TikTok supports this trend through Muslim creators and key opinion leaders (Indarti & Peng, 2017; Afridi, 2024). The Indonesian modest fashion market is projected to expand, with a value of 1.8 billion rupiah, supported by government initiatives aimed at establishing the country as a global modest fashion hub (Aditya, 2021; Sumiyati & Bahar, 2024; Khurotul et al., 2019).

Received: Mei 30, 2025;

Revised: Juni 30, 2025;

Accepted: Juli 09, 2025;

Online Available: Juli 11, 2025;

Current Ver.: Juli 11, 2025;



Copyright: © 2025 by the authors.  
Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>)

Despite growing interest in live shopping, research on what drives consumers to make repeat purchases in this setting remains limited. Statista (2024) reports that Indonesian consumers are motivated mainly by product quality assurance (54%) and discounts (53%). Other factors include interactivity (31%), entertainment and product information (26%), and influence from digital figures (10–20%). These factors may initiate purchases, but they do not fully explain ongoing consumer loyalty.

To understand sustained engagement, scholars have used the Uses and Gratification Theory (U&G Theory), which identifies motivations such as hedonic gratification (perceived enjoyment), utilitarian gratification (perceived utility and self-presentation), and social gratification (social interaction and social presence) (Ma, 2021; Kelly & Febriyantoro, 2022). However, its application to continuous purchase behavior, especially in live streaming contexts, remains underexplored (Mindiasari et al., 2023; Luo et al., 2023).

Beyond internal motives, external factors also play a significant role. Perceived network size may enhance satisfaction and support prolonged use (Pang et al., 2024; Pang, 2024; Ma, 2021). Likewise, perceptions of digital celebrities often hosted in live sessions have been found to influence both purchase intention and user gratification (Ma, 2021; Kelly & Febriyantoro, 2022; Hartanto & Rodhiah, 2024).

Based on this background, the present study aims to examine how U&G Theory, Perceived Network Size, and Perceptions of Digital Celebrities interact to influence continuous purchase intention in the context of TikTok live streaming shopping. The research aims to fill theoretical and empirical gaps in the literature while offering practical guidance for marketers and digital commerce strategists in identifying key drivers of sustainable consumer behavior in the digital marketplace.

## 2. Literature Review

### Live Streaming Shopping

Live streaming shopping has emerged as an innovation in online retail, offering consumers a more engaging experience by combining real-time interaction with digital commerce. Cai et al. (2018) noted that live streaming allows for direct social engagement, creating a shopping environment that feels immediate, interactive, and dynamic. Luo et al. (2023) further describe this format as a blend of live video technology and social interaction, resulting in a distinctive and appealing user experience. In the same line, Wang & Oh (2023) highlight live streaming shopping as a progression from conventional e-commerce, where the integration of social media features, entertainment elements, and commercial functions offers a deeper and more immersive shopping experience.

### Uses and Gratification Theory

The Uses and Gratification Theory (U&G Theory) is widely used to understand how individuals select media to satisfy specific social and psychological needs (Sari et al., 2023). Originally introduced by Katz and Blumler in the 1940s (Kasirye, 2022), the theory explores user motivations, the types of needs addressed, and the satisfaction gained from media consumption. In the context of live streaming commerce, Luo et al., (2023) state that U&G Theory has been applied to identify why consumers engage with platforms for entertainment, real-time interaction, and access to information (Luo et al., 2023). According to Ma, (2021) and Kelly & Febriyantoro, (2022), users engage in live streaming shopping activities seeking hedonic, utilitarian, and social gratification. The theory has also helped clarify what motivates continued platform use, known as continuance intention (Kaur et al., 2020; Gan & Li, 2018). Wang & Oh, (2023b) expand on this by showing how different forms of gratification influence users' continuous purchase intention. Given the interactive nature of digital commerce

platforms, U&G Theory continues to be relevant for analyzing both initial motivations and the factors that sustain consumer behavior over time.

### **Hedonic Gratification (Perceived Enjoyment)**

Cai et al., (2018) state that hedonic gratification in the context of live streaming shopping refers to the pleasure and enjoyment experienced by consumers when participating in such activities. Hossain & Kim, (2019) further explain that hedonic gratification includes users' hedonic expectations, such as seeking entertainment, spending leisure time in enjoyable ways, escaping from daily routines, and engaging in fantasy. Ma, (2021) highlights perceived enjoyment as the most influential aspect of hedonic gratification affecting continuous purchase intention in live streaming shopping. It represents the degree to which individuals feel entertained and derive pleasure during their engagement, and is a significant predictor of purchase intention. Supporting this view, several studies have found that perceived enjoyment positively influences purchase intention in the context of live streaming shopping in Indonesia (Kelly & Febriyantoro, 2022; Helen et al., 2024; Hartanto & Rodhiah, 2024). Similarly, Wang & Oh, (2023b) emphasize that hedonic gratification, reflected in the joy and emotional satisfaction consumers experience when using TikTok live streaming features, contributes to continuous purchase intention among consumers in China.

Building on the findings outlined above, this study aims to investigate the influence of perceived enjoyment on consumers' continuous purchase intention within the context of TikTok live streaming shopping in Indonesia. Given that TikTok integrates entertainment and shopping through interactive, real-time experiences, perceived enjoyment may play a key role in encouraging sustained consumer loyalty. Accordingly, the study puts forward the following hypothesis: H1: Perceived Enjoyment has a positive and significant effect on Continuous Purchase Intention

### **Utilitarian Gratification (Perceived Utility & Self-presentation)**

Utilitarian gratification refers to the satisfaction derived from fulfilling practical and goal-oriented needs through media use or shopping (Silaban et al., 2022). Kelly & Febriyantoro, (2022) and Ma, (2021) describe it as the belief that live streaming shopping can meet consumers' practical goals such as obtaining quality products, affordable prices, and saving time and effort. Flavi et al., (2022) argue that both utilitarian and hedonic values contribute to positive behavioral intentions, including repeat purchases. Similarly, Wang & Oh (2023a) identify utilitarian gratification as a major factor in driving continuous purchase intention.

Within the live streaming shopping context, perceived utility and self-presentation are seen as key components of utilitarian gratification (Ma, 2021; Qadri et al., 2024). Perceived utility supports consumers' goals, like finding valuable products at fair prices. (Ma, 2021). On the other hand, Zeln et al., (2024) and Eddine et al., (2023) claim that perceived utility, reflecting the evaluation of a purchase's benefits for fulfilling functional needs, significantly shapes attitudes and purchase intentions. Kelly & Febriyantoro, (2022) Helen et al., (2024) and Hartanto & Rodhiah, (2024) confirms that perceived utility significantly influences purchase intentions in live streaming shopping.

Song et al., (2024) said that the concept of self-presentation introduced by Goffman (1947), involves shaping one's image to create a favorable impression. Gan & Li, (2018) view it as a strategy to influence others' perceptions. Similarly, Kim & Jun, (2020) assert that self-presentation is the process by which individuals shape and manage how others perceive them by controlling the self-images they project. In live streaming, it reflects how users present their digital persona to gain recognition (Qadri et al., 2024), and it has been found to significantly impact purchase intention (Ma, 2021; Qadri et al., 2024).

However, limited research has investigated how these two factors jointly contribute to sustaining consumer behavior over especially in Indonesia's growing modest fashion and live streaming markets. To address this gap, the following hypotheses are proposed:

H2: Perceived Utility has a positive and significant effect on Continuous Purchase Intention

H3: Self-presentation has a positive and significant effect on Continuous Purchase Intention

### **Social Gratification (Social Presence)**

Stafford et al., (2004) define social gratification as the individual's motivation to engage in interpersonal interaction through relationships facilitated by technology. Raji et al. (2020) add that social gratification includes emotional and psychological rewards gained from active participation in social media communities. In the context of live streaming shopping, Ma, (2021) explains that social gratification refers to the emotional satisfaction that arises from social interaction and social presence experienced during the shopping process, including interaction with streamers and fellow viewers, which fosters a sense of togetherness and enjoyment.

Social presence is a subjective perception of psychological closeness, warmth, and social interaction within a virtual environment (Xu et al., 2022). In the context of live streaming shopping, it is formed through direct communication between streamers and audiences, creating a sense of togetherness and real-time interaction (Li & Hua, 2022; Tao et al. 2024). This enhances consumer engagement, trust, and purchase intention (Lin & Lee, 2024). Social presence itself represents a form of social gratification that significantly influences continuous purchase intention on TikTok live streaming in China (Wang & Oh, 2023b). This aligns with Hou et al. (2019), who found that social gratification (social presence) affects individuals' sustained intention to watch and shop. To investigate this relationship, the following hypothesis is proposed: H4: Social Presence has a positive and significant effect on Continuous Purchase Intention

### **Perceived Network Size**

Network effect refers to the externality in which the perceived value of a product or service increases as more people use it (Shi et al., 2024). It enhances both economic and affective-cognitive value (Gao & Bai, 2014). Perceived network size, defined as an individual's perception of other users on the same platform (Zhao & Lu, 2012), plays a crucial role in live streaming contexts. A larger perceived network fosters value perception, trust, and purchase decisions (Helen et al., 2024). As user numbers grow, platforms become more valuable by enhancing opportunities for interaction, entertainment, and social recognition (Ma, 2021; Abu-Shanab et al., 2024).

Pang et al. (2024) found that perceived network size influences dimensions of U&G theory, including hedonic, utilitarian, and social gratification. Similarly, Helen et al. (2024) showed that perceived network size significantly affects perceived enjoyment, perceived utility, and self-presentation. Meanwhile, Ma (2021) Revealed that perceived network size positively impacts perceived enjoyment, perceived utility, social interaction, and social presence.

Although perceived network size has shown potential in influencing digital consumer behavior, its role across the full range of U&G dimensions remains underexplored, particularly in the context of TikTok live shopping in Indonesia. To address this gap, the following hypotheses are proposed:

H5: Perceived Network Size has a positive and significant effect on Perceived Enjoyment

H6: Perceived Network Size has a positive and significant effect on Perceived Utility

H7: Perceived Network Size has a positive and significant effect on Self-presentation

H8: Perceived Network Size has a positive and significant effect on Social Presence

### Perception of Digital Celebrities

According to Ma (2021), perceptions of digital celebrities refer to individuals’ evaluations of a digital celebrity’s trustworthiness, popularity, and attractiveness, positioning them as opinion leaders in live streaming shopping. Digital celebrities act as credible sources of information and valuable purchase advisors (Chetioui et al., 2020). R. Li (2018), defines digital celebrities as those with followers, high interactivity, and promising business value. Fang (2024) adds that in live streaming e-commerce, celebrities influence consumer decisions through direct recommendations. Their large fanbase helps build trust, increase brand awareness, and drive sales. (Gräve, 2017) highlights that perceptions of digital celebrities affect endorsement effectiveness, shaping customer attitudes and purchase intentions.

Furthermore, several studies have shown that perceptions of digital celebrities influence the effectiveness of live streaming within the framework of the U&G Theory (Kelly & Febriyantoro, 2022; Hartanto & Rodhiah, 2024). However, this study refers to (Ma, 2021), who posits that digital celebrities function as a mediating mechanism that strengthens the relationship between perceived network size and the expected forms of gratification. Through this role, digital celebrities indirectly enhance consumers’ tendency to make purchases during live streaming sessions. To investigate this relationship, the following hypothesis is proposed:

H9: Perceptions of Digital Celebrities significantly mediate the relationship between Perceived Network Size and Perceived Enjoyment.

H10: Perceptions of Digital Celebrities significantly mediate the relationship between Perceived Network Size and Perceived Utility.

H11: Perceptions of Digital Celebrities significantly mediate the relationship between Perceived Network Size and Self-presentation.

H12: Perceptions of Digital Celebrities significantly mediate the relationship between Perceived Network Size and Social Presence.

Informed by the theoretical foundations and the development of research hypotheses discussed above, the proposed research model is adapted from Ma (2021) and Wang & Oh, (2023b), and is depicted in Figure 1.

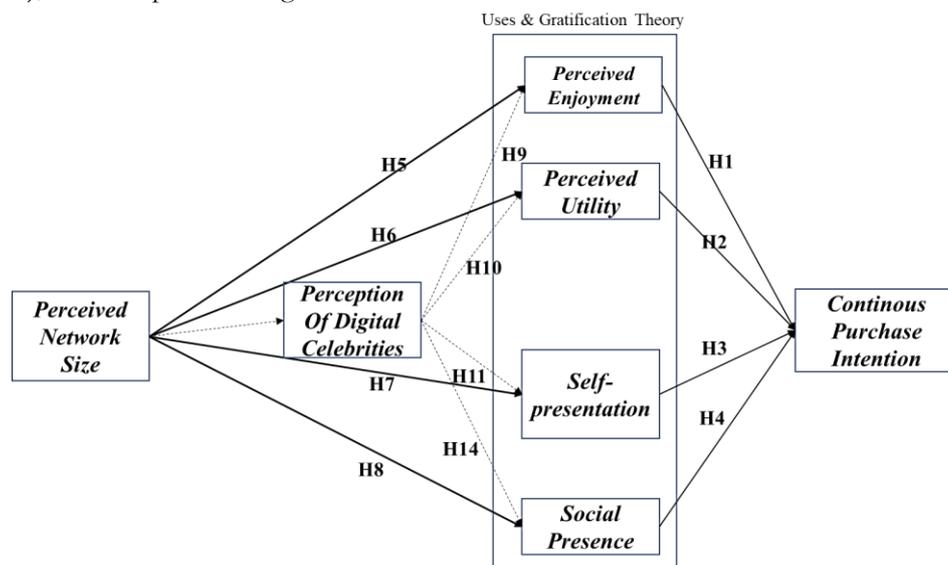


Figure 1. Research Model

### 3. Research Method

This study employs a quantitative, descriptive, and causal approach using a case study method, focusing on active TikTok users in Indonesia who have watched and purchased modest fashion products via live streaming. A non-probability purposive sampling technique was used to target respondents aged 18 and above who actively use TikTok, have viewed live

shopping sessions, and have made relevant purchases. Primary data were collected through an online questionnaire distributed via WhatsApp, TikTok, Instagram, and Facebook. Data analysis involved descriptive statistics to outline respondent characteristics and inferential analysis using Structural Equation Modeling (SEM) with AMOS software. The analysis consisted of two stages: measurement model testing and structural model testing. The measurement model evaluated the validity and reliability of latent constructs through convergent validity (loading factor  $\geq 0.5$ ), discriminant validity, and construct reliability (CR and AVE). The structural model tested causal relationships among constructs using path estimates and significance values, with bootstrapping employed to assess estimate stability and model validity. In addition, the Sobel test was employed to assess the mediation effect.

#### 4. Results and Discussion

##### Results

Data collection for this study was conducted in March 2025 through an online survey using an electronic questionnaire distributed via Google Forms. A total of 429 respondents were successfully gathered, all of whom are active TikTok users with experience in purchasing modest fashion products through the live streaming shopping feature. The characteristics of the respondents in this study are presented in Table 1.

**Table 1 Respondent Characteristics (n=429)**

No	Characteristic	Description	Percentage
1.	Gender	Female	74,6%
		Male	25,4%
2.	Age	< 20 years	15,2%
		20-30 years	69,9%
		30-40 years	11,40%
		40-50 years	2%
		>50 years	1,5%
		Junior Secondary School or Equivalent	3%
3.	Education	Senior High School or Equivalent	41,3%
		College Diploma	10,5%
		Bachelor’s Degree	40,8%
		Master’s Degree	3%
		Doctoral Degree	0,2%
4.	Experience in Engaging with TikTok Live streaming Shopping	Less than 3 months	21,2%
		4-6 months	45,69%
		7-12 months	19,8%
		1-2 years	26,1
		More than 2 years	18,2
		< Rp 1 million	38,9%
5.	Monthly Income	Rp.1-3,5 million	35,9%
		Rp.3,5-7 million	17,7%
		Rp.7-10 million	4,2%
		> Rp10 million	3,3%
		More than twice a week	13,5%
6.	Shopping Frequency	Once a week	9,3%
		1–2 times per month	46,2%
		Once every six months or less	31%

Source: Processed data, 2025

### Validity and Reliability

The validity and reliability test results for each variable in this study are presented below. All items demonstrate factor loadings above 0.70, Average Variance Extracted (AVE) values greater than 0.50, and Construct Reliability (CR) values exceeding 0.70. These findings indicate that each indicator reliably and validly represents its underlying latent construct, making them suitable for further analysis (see Table 2). This ensures that the measurement model is robust and ready for testing the structural relationships.

The next step in evaluating validity involves assessing discriminant validity to ensure that each construct is clearly distinguishable from the others in the model. The analysis using the Fornell-Larcker criterion (see Table 3) shows that the square root of the Average Variance Extracted ( $\sqrt{AVE}$ ) for each construct is greater than its correlations with other constructs. This result demonstrates that each construct is empirically distinct and meets the requirements for discriminant validity.

The results of the Goodness-of-Fit analysis indicate that the SEM model exhibits an acceptable fit to the empirical data. Fit indices including RMSEA (0.056), CFI (0.943), NFI (0.905), and TLI (0.933) all surpass the recommended thresholds for good model fit. Although the GFI value (0.886) falls within the marginal fit range, the overall pattern of fit indices supports the adequacy of the model. These results confirm that the model is appropriate for subsequent hypothesis testing. This provides confidence that the hypothesized relationships can be meaningfully examined.

**Table 2. Results of Convergent Validity and Reliability Analysis**

Constructs	Items	Unstd	S.E.	t-value	P	Std.	SMV	CR	AVE
PNS	PNS1	1,000				0,778	0,605	0,891	0,672
	PNS2	1,039	0,058	18,029	***	0,825	0,681		
	PNS3	1,073	0,057	18,836	***	0,857	0,734		
	PNS4	1,051	0,059	17,872	***	0,818	0,669		
PE	PE2	0,783	0,062	12,714		0,718	0,516	0,779	0,540
	PE3	1,061	0,079	13,346	***	0,771	0,594		
	PE4	1,000			***	0,715	0,511		
PU	PU1	1,000				0,735	0,540	0,827	0,545
	PU2	1,107	0,079	14,021	***	0,761	0,579		
	PU3	1,213	0,090	13,423	***	0,766	0,587		
	PU4	0,946	0,073	12,898	***	0,687	0,472		
SPRE	SPRE1	1,000				0,807	0,651	0,895	0,689
	SPRE2	0,538	0,039	13,829	***	0,567	0,321		
	SPRE3	1,213	0,050	24,291	***	0,940	0,884		
	SPRE4	1,184	0,048	24,542	***	0,949	0,901		
SP	SP1	1,000				0,790	0,624	0,854	0,594
	SP2	0,867	0,050	17,330	***	0,793	0,629		
	SP3	1,032	0,063	16,365	***	0,756	0,572		
	SP4	0,714	0,044	16,080	***	0,742	0,551		
PDS	PDS1	1,000				0,746	0,557	0,863	0,612

Constructs	Items	Unstd	S.E.	t-value	P	Std.	SMV	CR	AVE
CPI	PDS2	1,097	0,063	17,310	***	0,844	0,712		
	PDS3	0,835	0,056	14,839	***	0,725	0,526		
	PDS4	0,965	0,058	16,618	***	0,808	0,653		
	CPI1	1,000				0,767	0,588	0,895	0,630
	CPI2	0,996	0,056	17,925	***	0,828	0,686		
	CPI3	0,871	0,055	15,771	***	0,741	0,549		
	CPI4	0,975	0,057	17,211	***	0,799	0,638		
	CPI5	1,124	0,062	18,037	***	0,829	0,687		

Source: Processed data, 2025

**Table 3. Discriminant Validity Results**

	AVE	PNS	PE	PU	PRE	SP	PDS	CPI
PNS	0,672	<b>0,820</b>						
PE	0,540	0,508	<b>0,735</b>					
PU	0,545	0,600	0,659	<b>0,738</b>				
PRE	0,689	0,265	0,501	0,304	<b>0,830</b>			
SP	0,594	0,621	0,710	0,606	0,630	<b>0,771</b>		
PDS	0,612	0,577	0,581	0,617	0,371	0,714	<b>0,782</b>	
CPI	0,630	0,467	0,610	0,566	0,599	0,719	0,554	<b>0,794</b>

Source: Processed data, 2025

### Structural Model Assessment

This study examined eight hypotheses addressing the direct relationships among the independent, dependent, and mediating variables. A summary of the findings is provided in Table 4. The results for hypotheses H1 through H4 reveal that utilitarian gratifications namely perceived utility and self-presentation as well as social gratification, represented by social presence, exert a positive and significant influence on continuous purchase intention. In contrast, perceived enjoyment, reflecting hedonic gratification, does not demonstrate a significant effect on continuous purchase intention.

Furthermore, the results for hypotheses H5 to H8 indicate that perceived network size significantly and positively affects perceived enjoyment, perceived utility, and social presence. However, it does not have a significant influence on self-presentation

**Table 4. Hypothesis Testing**

Hypothesis	Direct Effect	Estimate	S.E.	C.R.	P	Conclusion
H1	PE → CPI	0,065	0,070	0,929	0,353	Rejected H1
H2	PU → CPI	0,329	0,079	4,171	***	Accepted H2
H3	SPRE → CPI	0,180	0,035	5,132	***	Accepted H3
H4	SP → CPI	0,298	0,061	4,875	***	Accepted H4
H5	PNS → PE	0,273	0,075	3,656	***	Accepted H5
H6	PNS → PU	0,325	0,052	6,214	***	Accepted H6
H7	PNS → SPRE	0,128	0,108	1,189	0,235	Rejected H7
H8	PNS → SP	0,420	0,075	5,610	***	Accepted H8

Source: Processed data, 2025

## Discussion

The findings of this study provide important insights into the dynamics of TikTok live shopping for modest fashion. The demographic profile of respondents indicates that **young female consumers dominate participation**, with the majority aged between 20–30 years. This aligns with prior research showing that women in early adulthood are the most active participants in social commerce, particularly in fashion-related categories (Chen & Lin, 2023). The relatively high proportion of respondents with a bachelor's degree and middle-income levels suggests that TikTok live shopping appeals to educated, budget-conscious consumers who seek affordable yet trendy products.

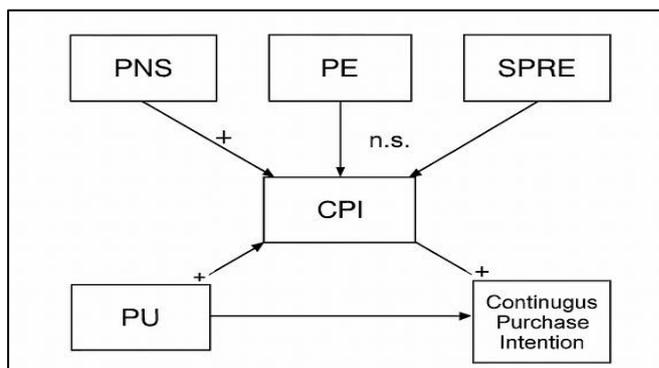
The measurement model demonstrated strong reliability and validity, with factor loadings exceeding 0.70, AVE values above 0.50, and CR values greater than 0.70. These results confirm that the constructs are statistically robust, consistent with methodological standards in SEM-based consumer behavior research (Hair et al., 2021). Discriminant validity was also established, ensuring that each construct is empirically distinct. The goodness-of-fit indices (RMSEA = 0.056, CFI = 0.943, TLI = 0.933) further support the adequacy of the structural model, providing confidence in the interpretation of hypothesized relationships.

Hypothesis testing revealed that **utilitarian gratifications (perceived utility and self-presentation)** and **social gratifications (social presence)** significantly influence continuous purchase intention (CPI). This finding supports the Technology Acceptance Model (TAM), which emphasizes perceived usefulness as a critical determinant of behavioral intention (Davis, 1989), and social presence theory, which highlights the role of interactive engagement in sustaining online shopping behavior (Gefen & Straub, 2004). In contrast, **hedonic gratification (perceived enjoyment)** did not significantly affect CPI, diverging from studies that emphasize enjoyment as a driver of impulsive buying in live shopping contexts (Zhang et al., 2022). This suggests that TikTok live shopping for modest fashion is perceived more as a functional and social activity than purely entertainment.

The role of **perceived network size (PNS)** was also noteworthy. PNS positively influenced perceived enjoyment, perceived utility, and social presence, but not self-presentation. This indicates that larger networks enhance perceptions of utility and communal connectedness, consistent with prior findings that network size amplifies social commerce engagement (Hidayati et al., 2025). However, the lack of effect on self-presentation suggests that consumers may prioritize functional and communal aspects of live shopping over showcasing themselves.

From a practical perspective, sellers should emphasize **utility and social presence** by demonstrating product usefulness and fostering interactive engagement during live sessions. Strategies such as real-time Q&A, product demonstrations, and community-building activities can strengthen CPI. Additionally, leveraging **network effects** by encouraging users to share live shopping events can amplify perceptions of utility and enjoyment. Importantly, hedonic strategies should be integrated with utility and social presence rather than being the sole focus, as enjoyment alone does not sustain purchase intentions.

Overall, this study contributes to the literature on social commerce by showing that **utilitarian and social gratifications outweigh hedonic gratifications** in driving continuous purchase intention in TikTok live shopping. It also underscores the role of **network size** as a structural antecedent shaping consumer perception, extending prior research on social influence in online shopping contexts.



**Figure 2. Structural Equation Model of TikTok Live Shopping Motivations and Continuous Purchase Intention**

Figure 2 illustrates the structural relationships among key constructs influencing continuous purchase intention (CPI) in TikTok live shopping for modest fashion. Solid arrows represent significant paths, showing that perceived utility (PU), self-presentation (SPRE), and social presence (SP) positively affect CPI. Perceived network size (PNS) significantly influences PU, SP, and perceived enjoyment (PE), but not SPRE. The dashed arrow from PE to CPI indicates a non-significant relationship, suggesting that hedonic gratification does not drive sustained purchasing behavior. This model highlights the dominant role of utilitarian and social gratifications over hedonic ones, emphasizing the importance of functionality and community in live shopping contexts.

## 5. Conclusions

This study provides empirical evidence on the drivers of continuous purchase intention in TikTok live shopping for modest fashion. The findings confirm that utilitarian gratifications (perceived utility and self-presentation) and social gratification (social presence) significantly influence consumers' willingness to make repeat purchases. In contrast, hedonic gratification (perceived enjoyment) does not exert a significant effect, suggesting that enjoyment alone is insufficient to sustain consumer loyalty in this context.

Additionally, perceived network size positively affects perceived enjoyment, perceived utility, and social presence, but not self-presentation. This highlights the importance of community and connectivity in shaping consumer perceptions. The study further demonstrates that digital celebrities mediate the relationship between network size and gratification dimensions, reinforcing their role as opinion leaders who enhance trust, credibility, and engagement in live shopping environments.

Overall, the results enrich the literature on Uses and Gratifications Theory by extending its application to continuous purchase behavior in live streaming commerce. They also emphasize the interplay between internal motivations and external influences, offering a comprehensive view of consumer loyalty in digital marketplaces.

### Managerial Implications

Focus on Utility and Social Presence Businesses should prioritize strategies that highlight product usefulness and foster interactive engagement. Real-time demonstrations, Q&A sessions, and transparent product information can strengthen perceptions of utility and social presence, thereby increasing repeat purchases.

Leverage Network Effects Encouraging users to share live shopping sessions and engage with larger communities can amplify perceived utility and enjoyment. Marketers should design campaigns that capitalize on peer influence and collective participation.

Strategic Use of Digital Celebrities Collaborations with credible digital celebrities can enhance consumer trust and mediate the impact of network size on gratification. Selecting

influencers who align with brand values and modest fashion aesthetics is crucial for building long-term loyalty.

Reconsider Hedonic Strategies Since enjoyment alone does not sustain purchase intention, entertainment elements should be integrated with utility and social presence rather than being the sole focus. This ensures that shopping experiences remain engaging but also practical and socially connected.

## References

- Abu-Shanab, E., Al-Quraan, H., & Alshboul, R. (2024). Network effects in social commerce adoption. *Journal of Retailing and Consumer Services*, 77, 103512. <https://doi.org/10.1016/j.jretconser.2023.103512>
- Adipradana, R., Nugroho, A., & Pratama, Y. (2019). Personalized recommendation systems in social media commerce. *Procedia Computer Science*, 161, 1202–1210. <https://doi.org/10.1016/j.procs.2019.11.229>
- Cai, J., Wohn, D. Y., & Freeman, G. (2018). Live streaming commerce: Motivations and user experience. *Computers in Human Behavior*, 86, 221–229. <https://doi.org/10.1016/j.chb.2018.04.052>
- Chen, Y., & Lin, S. (2023). Social commerce and consumer engagement: Gender and age differences in live streaming shopping. *Journal of Interactive Marketing*, 65(2), 45–59. <https://doi.org/10.1016/j.intmar.2023.01.004>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- Gefen, D., & Straub, D. W. (2004). Consumer trust in B2C e-commerce and the importance of social presence. *Omega*, 32(6), 407–424. <https://doi.org/10.1016/j.omega.2004.01.006>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Helen, S., Putri, A., & Santoso, R. (2024). Perceived network size and consumer loyalty in TikTok live shopping. *Journal of Interactive Marketing*, 68(1), 33–47. <https://doi.org/10.1016/j.intmar.2024.01.005>
- Hidayati, E. L., Sugiat, M. A., & Aryanti, M. (2025). Exploring TikTok live shopping: How uses and gratifications theory, network size, and digital celebrities drive continuous purchase intentions. *Digital Innovation: International Journal of Management*, 4(2), 55–72.
- Kelly, T., & Febriyantoro, M. (2022). Uses and gratifications in live streaming commerce: Evidence from Indonesia. *Asian Journal of Business Research*, 12(2), 45–63. <https://doi.org/10.14707/ajbr.220012>
- Luo, M., Wang, Y., & Zhang, L. (2023). Continuance intention in live streaming shopping: An application of U&G theory. *Electronic Commerce Research and Applications*, 55, 101184. <https://doi.org/10.1016/j.elerap.2023.101184>
- Ma, J. (2021). Uses and gratifications of live streaming commerce: Hedonic, utilitarian, and social motivations. *Journal of Retailing and Consumer Services*, 63, 102689. <https://doi.org/10.1016/j.jretconser.2021.102689>
- Pang, H. (2024). Network size and gratification in social commerce. *Telematics and Informatics*, 82, 102012. <https://doi.org/10.1016/j.tele.2024.102012>
- Qadri, F., Hasan, M., & Lee, J. (2024). Self-presentation and consumer behavior in live streaming shopping. *Computers in Human Behavior*, 142, 107632. <https://doi.org/10.1016/j.chb.2023.107632>
- Wang, Y., & Oh, H. (2023a). Utilitarian and hedonic motivations in live streaming commerce. *Journal of Business Research*, 152, 45–57. <https://doi.org/10.1016/j.jbusres.2022.12.004>
- Wang, Y., & Oh, H. (2023b). Social presence and continuous purchase intention in live streaming shopping. *Electronic Commerce Research and Applications*, 54, 101176. <https://doi.org/10.1016/j.elerap.2022.101176>
- Zhang, L., Wang, Y., & Li, H. (2022). Hedonic and utilitarian motivations in live streaming commerce: Impacts on impulsive buying. *Electronic Commerce Research and Applications*, 53, 101168. <https://doi.org/10.1016/j.elerap.2022.101168>