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# A Review of Tiktok Livestreaming Commerce

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**Abstract:** In recent years, live-streaming commerce has witnessed remarkable global growth, catalyzed in part by the COVID-19 pandemic. TikTok, originally a video-sharing app, has undergone rapid expansion and now offers livestreaming capabilities. This review aims to explore how TikTok livestreaming is reshaping the marketing landscape. The objective is to uncover the advantages of TikTok livestreaming for various stakeholders, shedding light on its potential implications for marketers, customers, and content creators. A comprehensive examination of existing literature was conducted, analyzing studies, reports, and academic papers. The analysis focused on the multifaceted benefits of TikTok live streaming for marketers, customers, and content creators. It also considered practical implications for businesses utilizing this platform. TikTok livestreaming fosters real-time engagement between marketers and customers, leading to enhanced trust and more effective product demonstrations. It appeals to younger demographics, offering a valuable marketing avenue. For customers, it facilitates interactive, informative, and emotionally engaging shopping experiences. Content creators can leverage TikTok live streaming to monetize their content and deepen connections with their audience, enhancing brand exposure. In conclusion, TikTok livestreaming is reshaping e-commerce by facilitating immersive, interactive, and trust-building experiences for marketers, customers, and content creators. Marketers should focus on quality interaction, product presentation, and partnering with suitable content creators. Collaborations with influencers should consider credibility and alignment with brand values. Leveraging TikTok's livestreaming capabilities offers the potential to cultivate customer loyalty and retention, transforming conventional marketing paradigms in the process.

**Keywords**: *TikTok, Livestreaming Commerce, Social Commerce, Content Creators, Marketing, Generation Z.*

## 1. Overview of Livestreaming Commerce

In the past few years, the growth of live-streaming businesses has helped create new ways for people all over the world to share information. Wongkitrungrueng and Assarut (2020) have defined live-streaming commerce as shopping that involves live streamers by using real video and real-time chat and commonly occurs on e-commerce platforms. The worldwide spread of the coronavirus disease known as COVID-19 is thought to be a contributor to the skyrocketing trends in the use of live-streaming commerce (Jahrir and Tahir, 2020). According to Statista (2024), China consumers are the most active in live commerce, with a projected market size of 5.86 trillion in 2024 (Ganbold, 2024), with Douyin and Taobao having the biggest gross merchandise volume. According to Statista, livestreaming commerce sales in the United States are predicted to reach $50 billion in 2023, and by 2026, revenues from live shopping are expected to climb by 36% (Chevalier, 2024). The live-streaming business model is also beginning to succeed in Southeast Asia. Live streaming sales in Southeast Asia will grow more than tenfold to US$13 billion in 2022, with the most active audiences coming from Vietnam, Thailand, and Singapore (Ignatius, 2022).

The above statistics have shown that livestreaming commerce has become a rapidly growing phenomenon in today's world. As a result, many online merchants are launching livestreaming selling channels using internet platforms and social media to cater to customers' desires. Live streaming commerce has the potential to take advantage of customers' "see-now-buy-now" mentality, it has emerged as a fundamental common marketing medium in the modern marketplace (Lo et al., 2022). Consumers who participate in live-streaming commerce, as stated by Lin et al. (2022), have a chance to engage and interact with one another through the use of chat rooms and discussion boards. According to Xu et al. (2020), live-streaming commerce gives customers the possibility to view, comment on, and even buy things as the broadcast happens in real time. Established e-commerce selling platforms like Alibaba, Amazon, and Taobao have all already begun to incorporate live-streaming commerce into their operations. Starbucks and Samsung have also added live-streaming features to their websites to facilitate online sales and marketing. Social networking sites (SNS) have also joined the battle,

which has resulted in the creation of an entirely new form of e-commerce known as social commerce (Wang et al., 2022). This form of e-commerce uses social media to complete an e-commerce transaction known as livestreaming selling (Wongkitrungrueng and Assarut, 2020).

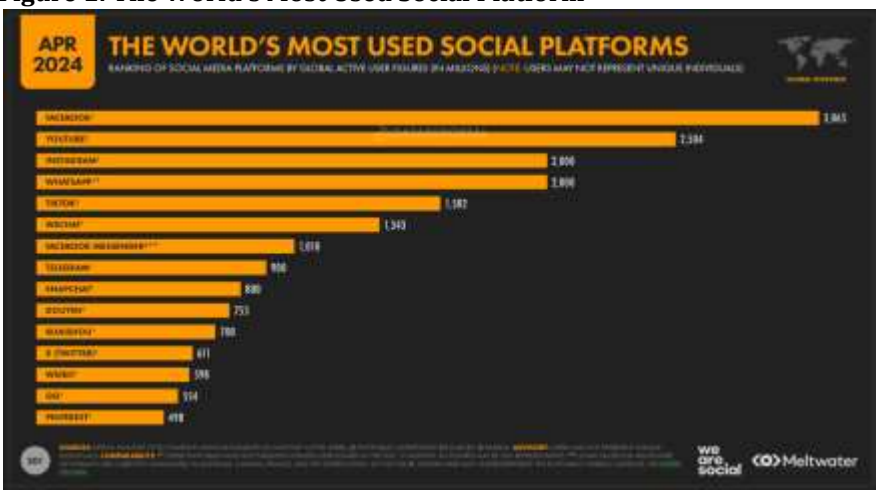
E-commerce live streaming differs from social commerce live streaming. It is noted that e-commerce live streaming usually happens on e-commerce platforms that have a live streaming function, and the initial idea these platforms have been developing is for selling products (Yan et al., 2023). Social commerce livestreaming, on the other hand, often takes place on social media platforms that were initially designed for live streams but later incorporated commercial activities (Yan et al., 2023). These platforms were designed primarily for social networking and entertainment purposes, not to sell products. Regarding product display, time efficiency, shopping experience, and sales strategy, live-streaming commerce has significant advantages over traditional e-commerce (Li et al., 2021). As a cutting-edge business strategy that facilitates direct communication and interaction between suppliers and customers, live-streaming commerce is an essential platform for vendors (Lee & Chen, 2021).

TikTok is one example of a social media platform that was initially developed for live streams but later incorporated commercial activities. Thus, this paper aims to review the usage and benefits of TikTok. The following section will discuss the uses and benefits of TikTok livestreaming.

## 2. Overview of TikTok

TikTok is a video-sharing application that allows users to create and share short videos on any subject they desire. The Chinese start-up company ByteDance released the application in September 2016 (D'Souza, 2023). The app was formerly known as Musical.ly before it changed its name to TikTok (Sharabati et al., 2022). As a result of the COVID-19 outbreak, TikTok's popularity has increased because more people are using their mobile devices to explore new methods of interacting with others, conducting business, and making purchases (Pongratte et al., 2023). After the epidemic, TikTok quickly became the social network with the highest growth rate (Barta et al., 2023) and the social media and video platform with the greatest number of users all over the world. TikTok climbed to become the fifth most popular social network globally in April 2024, according to a DataReportal report with 1.58 billion active users (see Figure 1).

**Figure 1: The World's Most Used Social Platform**

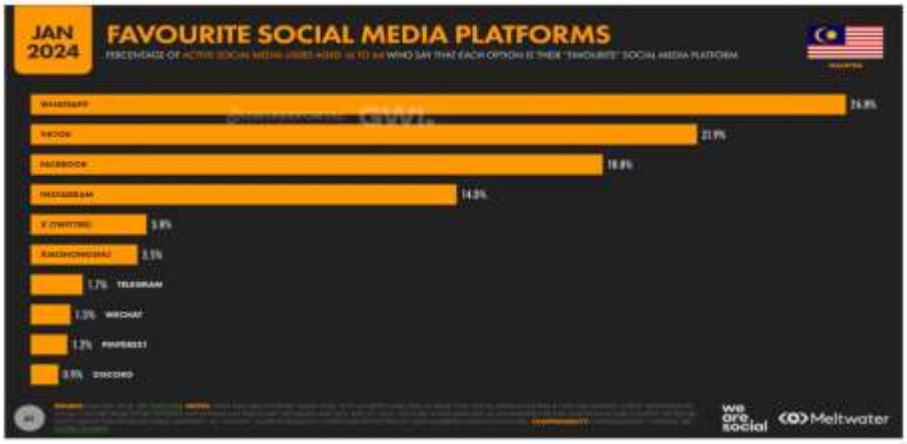



Source: DataReportal (Digital 2024 Global Overview Report)

In addition, based on Statista 2024 statistics, Indonesia emerged as the country with the largest TikTok audience as of July 2024, with about 157.6 million members utilizing this well-known social media site. The United States, with about 120.5 million users, comes in second, followed by Brazil, with 105.3 users (Ceci, 2024). It should be noted that China is left out of the statistics because Chinese consumers access TikTok through the Douyin app, which is also owned by ByteDance and has over 755.5 million daily active users

(Winter, 2024). In Malaysia, as shown in Figure 2, TikTok is the most popular social media site, with 21.9% of users loving its fascinating short-form video content, according to the Global Digital Report 2024, which was produced in partnership with Melwater and We are Social (Howe, 2024).

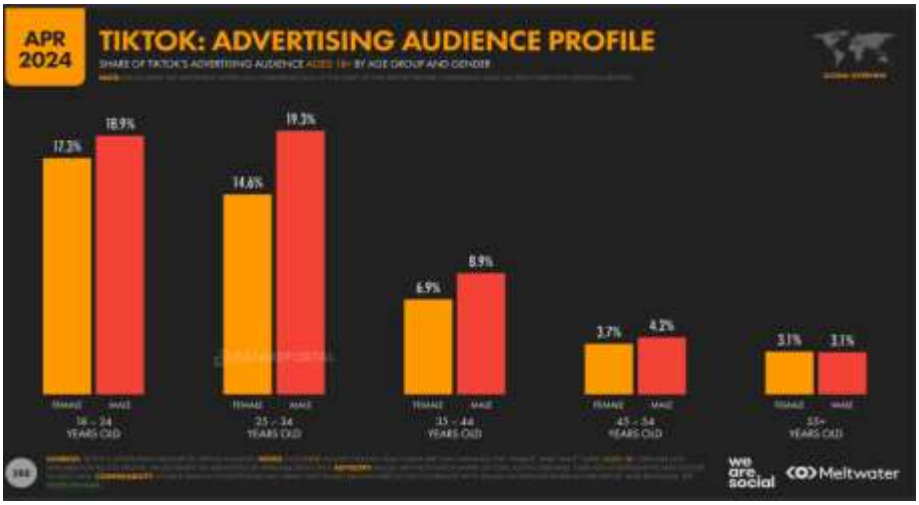
**Figure 2: Favorite Social Media Platform in Malaysia as of January 2024**




Source: DataReportal (Digital 2024: Malaysia)

According to data from Statista (2024), women made up about 45.2% of TikTok's global user base, whereas male users on the popular social video platform accounted for 54.8 percent of the total (Ceci, 2024). A statistic by DataReportal (2024) has shown that in terms of the age demography of TikTok users, it is evident that the TikTok advertising audience profile is primarily dominated by users from Generation Z, which is 36.2% (see Figure 3).

**Figure 3: TikTok: Advertising Audience Profile**




Source: DataReportal (Digital 2024 Global Overview Report)

**Figure 4: TikTok Advertising Audience Overview**




Source: Data Reportal 2024. (Digital 2024 Global Overview Report)

Furthermore, according to the DataReportal in Digital 2024 Global overview report, TikTok has overtaken all other social media in Malaysia as it has emerged as the most widely used platform in Malaysia (refer to Figure 4). The data shows there are 28.68 million Malaysians who could have the potential to get exposed to advertising in TikTok. Through this data, we can conclude that the TikTok platform is effectively capturing the substantial attention of the majority of Malaysian internet users. It also shows that TikTok has become an important social media network in Malaysia that can be pursued by marketers as part of their digital marketing strategy by tackling different demographic profiles of consumers.

### 3. Overview of TikTok Livestreaming

In 2021, TikTok introduced a live-streaming shopping function that enables real-time, two-way contact between buyers and sellers (Parahiyanti et al., 2024). TikTok initially focused on short video content but later expanded its capabilities to include online commerce, enabling viewers to make purchases while watching live streams (Ahmadi and Hudrasyah, 2022; Hua and Chiu, 2022; Luo et al., 2022). From the perspective of this article, which will discuss TikTok livestreaming, what exactly is the definition of TikTok livestreaming? According to Chillingworth (2024), TikTok livestreaming can be defined as a feature on the TikTok platform that enables content creators to engage directly with their audience by hosting live-streamed sessions, and through it, content creators can answer the audience's comments and questions. Additionally, Mileva (2024) defines TikTok livestreaming as a real-time product demonstration that allows TikTok users to purchase products directly within the app, eliminating the need to leave the platform.

In addition to this, TikTok live streaming provides its streamers and sellers with the ability to present their products to customers in the form of real-time video while also giving buyers access to further information (Wongkitrungrueng and Assarut, 2020). Live video streaming on TikTok allows users to interact in real time with their followers through comments, and it can also help users monetize their accounts by receiving "gifts" from their live-stream audience (Geyser, 2020). During live streaming on TikTok, prospective customers can enquire about the details of the showcased products by posing questions to the streamer or vendor in the comment section. Customers have the option to request the vendor or streamer to showcase the goods, demonstrate their texture, and provide an evaluation of their performance or outcomes. In addition, the platform offers promotional vouchers that clients can utilize when making purchases (Annisa and Chusjairi, 2023).

There are three (3) actors involved in TikTok live streaming: the seller, the streamer, and the customer (Huang and Suo, 2021). According to Sanjaya et al. (2023), the term seller refers to any individual or organization that offers goods and services that are going to be advertised; streamers are individuals who aid in the marketing

of a product and may also be the product's vendor; and customers are people who need to know about products and services during live streaming.

## 4. Benefits of TikTok Livestreaming

Ultimately, the success of live streaming shopping on TikTok will depend on how it helps the platform's users, which are marketers, customers, and content creators.

### Marketers

It is important to note that TikTok livestreaming differs from typical e-commerce in that it allows consumers to engage with marketers in real-time contact. Marketers have the chance to participate in deeper conversations and foster a sense of social presence through face-to-face interactions with actual people, which will ultimately lead to an increase in consumer trust (Cha and Lee, 2022; Park and Yoo, 2022; Xu et al., 2020). For instance, during broadcast time, live streaming broadcasts or marketers may address individuals by their names and offer products that suit their interests, which can build symbolic value between store and consumer (Wongkitrungrueng and Assarut, 2020). Through this, it helps marketers to eliminate the gap between products, marketers, and consumers. Furthermore, the TikTok livestreaming feature enables marketers to showcase product usage and highlight the associated benefits, making it a distinctive platform for building consumer loyalty and trust.

Additionally, the live feature of TikTok is particularly advantageous due to its algorithm's emphasis on live content, which informs followers and boosts views (Schweitzer, 2023). This further enhances the capabilities of the live feature to facilitate consumer engagement for marketers. Additionally, live streaming has grown in importance as a promotional tool for marketers, giving customers the ability to make decisions about what to buy and fostering relationships between customers.

Next, live streaming on TikTok also enables businesses to connect more easily with huge audiences and acquire new customers. The report "Navigating the Future of Seamless in Asia Pacific (2024)" by KPMG contains data that indicates that 63% of Gen Z consider social commerce to be a significant aspect of their purchasing experience, while 57% consider livestreaming commerce to be similarly significant (Westerhout et al., 2024). In the United States, 72% of Generation Z (born between 1995 and 2015) and 88% of Millennials (born between 1980 and 1994) follow live streamers, and 88% learn about brands and items they are interested in and willing to buy through social media (Lu et al., 2021). According to data by Statista, during the first quarter of 2023, the United States also exhibited a significantly higher proportion of Generation Z customers who actively engaged in live-streaming purchasing events, surpassing other countries by a wide margin, with a participation rate of 46 percent (Chevalier, 2024). Given that they have grown up with technology and digital communication, Generation Z is far more tech-savvy and “digital natives” than previous generations (Adeola et al., 2020; Reinikainen et al., 2020; Fairistha et al., 2023). Consequently, the TikTok livestreaming platform has emerged as an exceptional choice for marketers seeking to attract younger audiences, particularly Generation Z, and to increase their brand's exposure to a diverse range of audiences.

Moreover, past researchers have recognized that live-streaming marketing can generate opportunities for impulsive buying decisions among customers. According to Gita et al., (2024), livestreaming selling and impulse purchase are closely related because of limitation of time during broadcast may create urgency for consumers to purchase. The phenomenon of impulse purchase behavior has been extensively researched in marketing studies over the past few decades, encompassing both offline and online contexts. This research has been driven by the advancements in digital payment, e-commerce, and social business (Abdelsalam et al., 2020). An impulse purchase refers to the act of consumers making unplanned purchases in response to external stimuli without having any prior purpose to acquire a certain product or category (Beatty and Ferrell, 1998). Previous studies have identified several factors that contribute to impulse purchase decisions in livestreaming. This includes scarcity-induced promotion (Yi et al., 2023), discounts and bundle offers (Gita et al., 2024), anchor characteristics such as attractiveness, professionalism, and interactivity (Li et al., 2024), the exterior design of the live platform (Gong et al., 2020), and the interface design of the live streaming platform (Yang et al., 2022). According to Statista data from 2022, more than half of TikTok users made impulse purchases, making TikTok users a social media user group that is most susceptible to impulse buying (Gelder, 2023).

Furthermore, TikTok livestreaming can aid small business marketers because it is a highly strong marketing tool for them (Vasilisa, 2023). According to Vulcan Post, TikTok Shop Malaysia experienced a 78% increase in the number of small and medium-sized businesses (SMEs) that signed up between January and June 2023, the company's one anniversary. This platform might be a low-cost marketing tactic for small firms that want to target specific demographics without investing in expensive production equipment. Small-scale individual sellers may find live selling more cost-effective as it only requires a camera, microphone, internet connection, and streaming platform. TikTok livestreaming also provided an opportunity for small businesses to help their brands get recognized by customers and improve their reputation. Small business marketers have the opportunity to reveal their identities in real time during live-streaming sessions. Customers may assume that a seller is less likely to engage in fraudulent behavior when they can see the vendor's face, gain an understanding of how the seller conducts business, and build brand awareness. Building brand awareness can assist small businesses in fostering consumer trust and cultivating a loyal customer base (Cox, 2022).

**Customers**

Next are the benefits of TikTok livestreaming for customers. Through TikTok, and live streaming, face-to-face interactions between customers and marketers will affect customers' physical, social, and emotional cues, which in turn influence their purchasing decisions (Gao et al., 2021). During livestreaming, customers may also ask marketers questions about products via chat, and marketers can instantly respond with answers and solutions tailored to the specifics of these requests. On top of that, TikTok livestreaming also has a feature that allows customers to have real-time interaction with other customers through the chat function. The process of exchanging information through interaction leads to an effective purchase decision (Sanjaya et al., 2023). Some customers might have prior experience using the products, and when they share their experiences, electronic word-of-mouth (WOM) activities will also increase.

**Content Creators**

TikTok livestreaming will also benefit content creators. Bloggers, writers, influencers, artists, podcasters, and streamers are all examples of content creators (Tafesse and Dayan, 2023). Influencers connect with customers and sell products online through live broadcasting. It is gaining popularity and importance in the online influencer economy (Lee and Theokary, 2021). According to Florida (2022), content creators are those who use digital tools to produce and disseminate original works of art, including but not limited to video, film, art, writing, games, and so on, to receive feedback from viewers. Creators of digital content have a wide range of interests, including fashion, travel, technology, music, food, health, and many more (Valsesia et al., 2020). They create content based on their interests, passions, and experiences and monetize it on digital platforms (Bhargava, 2022) via endorsement, digital tips, brand partnerships, advertising, and other forms of digital payment. Content creators' relationships with their followers typically deepen as a result of the content they share. This has become a significant draw for marketers and advertisers seeking to form partnerships with content creators to promote their products on digital platforms (Pahwa, 2023). According to Johnson et al. (2022), certain individuals refer to content creators as "contempreneurs" because of their entrepreneurial skills. With TikTok's recent introduction of live streaming, creators now have more options than ever before.

The goal of brands of all sizes is to increase exposure for their products, and one effective strategy is to form partnerships with influential content creators who already have sizable fan bases. For content creators, their work becomes a source of income, allowing them to pay for their salaries as well as those of their employees (Tefesse and Dayan., 2023). According to information provided by Melissa Yuen, TikTok's country manager for Malaysia, Singapore, Indonesia, and Taiwan, in an interview with Vulcan Post, top creators can earn up to RM20,000 per month, or RM60,000 on good months, by live streaming for an average of 2.8 hours per day (Tan, 2023) on TikTok LIVE. TikTok livestreaming serves as a prompt feedback channel, particularly during product launches. Creators can generate immediate sales by offering time-limited deals during a live event.

## 5. Practical Implications

**Marketers**

From a managerial perspective, marketers who use TikTok live streaming have to pay attention to the quality of interaction between content creators and customers. During the conversation, the marketers should ensure the appointed content creators have engaged in both verbal and non-verbal communication. Social interaction

between content creators and customers through verbal explanation (sharing past product experiences, asking questions, and explaining products) and non-verbal (acting and emotion expressed facially) will increase viewers' trust in products (Wang et al., 2022). In addition, to gain the trust of customers, marketers should ensure the content creators of TikTok livestreaming can show their competence, ability, and integrity before customer interaction.

Moreover, watching live videos usually takes more time than browsing still pictures of products, so content creators need to keep customers engaged and reduce their boredom through the inclusion of enjoyable and entertaining activities relating to products (e.g., product demonstration shows with a sense of adventure and fantasizing) or incentives (e.g., games, flash sales). These activities have the potential to evoke positive emotions, thereby fostering affective trust in both the products and the marketers. Furthermore, companies should focus on content creator marketing expertise and strive to enhance their skills. In addition to training broadcasters, marketers should focus on identifying and selecting suitable types of broadcasters and giving them products that are appropriate for advertising based on their areas of expertise and marketing style. Such actions can help boost consumer perceptions of broadcaster expertise and service quality, which will lead to increased consumer purchase intentions.

The marketers also should monitor the way a content creator shows their goods during a livestream session. It should assist the buyer in visualizing and understanding how the product will be used in an environment similar to the actual store. As a result, marketers will recommend that content creators use enhanced video by using high-quality technology to give customers a clearer picture of the goods they are considering purchasing. Through TikTok live streaming, customers can feel more connected to the content creators and feel more like they belong on the marketer's page, thanks to rich experiences and interactions that foster a sense of friendship. It is also critical for marketers to monitor whether content creators comply with this requirement. For example, marketers can ask content creators to record and assess client comments to make it much easier for them to recognize customers and recall their preferences. Marketers can also ask content creators to request comments and votes on forthcoming products or rewards during a live-streaming broadcast. These actions generate symbolic value that has a direct effect on consumer engagement.

Finally, given the complexity of live information presentation, consumers primarily rely on visual cues to navigate the platform interface (Gong et al., 2020). Therefore, it is suggested that marketers should also pay attention to the interface design of the live streaming room. Elements of interface design in a live streaming room include product display methods, interface colors, and interactive panels (Yang et al., 2022). Research indicates that the brighter the color of the live-streaming interface, the easier it is for consumers to generate emotional arousal, such as excitement which leads to impulse purchase decisions (Yang et al., 2022). Therefore, marketers should devise inventive and captivating content layouts to capitalize on consumers' impulse purchase decisions during live streaming. Given the characteristics of the young generation that dominates the TikTok platform, marketers should pursue creating a more "fresh" live streaming room.

**Content Creators**

First, to effectively capture consumers' attention and boost customer purchase intention or impulse purchase, content creators need to focus on showing their attractiveness, similarity, professionalism, and interactivity to consumers in the process of live broadcasting. To cultivate favorable impressions from consumers, content creators can create a unique live-streaming style based on their strengths in areas such as appearance, personality, and background. Additionally, analyzing the common characteristics of the viewers in the live-streaming room enables the content creators to display more targeted similarities with consumers and to increase the consumers' trust and favor, which will then promote buying. For instance, if the target viewers are young women, the content creators can visually appear more fashionable, friendly, and interesting. Content creators must continue to enhance their understanding of the product's characteristics (i.e., selling points, and usage methods) and increase their professionalism in recommending the product. Professionalism also creates trust in the content creator and a stronger willingness of customers to make impulse purchases (Yang et al., 2022). In addition, they can also expand their interactions with the viewers by using product demonstrations, setting up flash sales, and distributing coupons. When answering the consumers' questions, content creators can share personal or industry views, experiences, and stories to enhance the appeal within the live-streaming scenario and drive the purchase of products.

Furthermore, content creators on TikTok live streaming must closely monitor the interactions between consumers during live streaming chat sessions to promptly understand and satisfy their needs, as well as guide products. Moreover, content creators should fully showcase their knowledge and skills related to the product, providing additional information and evidence to support consumers' purchase decisions, thereby encouraging them to purchase more products. Finally, content creators must establish a positive emotional bond with their consumers. Emotional trust plays a vital role in cultivating long-term customer relationships and fostering loyalty (Zhou and Tong, 2022), which contributes to enhancing brand reputation and lays the foundation for long-term live-streaming e-commerce business success.

Last but not least, as we notice, TikTok livestreaming provides an opportunity for marketers to promote their products by seeking the assistance of content creators such as celebrities and online influencers. When celebrities post a message, it will inspire followers to buy products since customers are prone to mimicking celebrities' actions (Djafarova and Bowes, 2021). The creators of content must convince marketers to use this potential. Some consumers are more likely to believe celebrities and influencers when it comes to hearing what they have to say about a business, and content creators can use this to their advantage by influencing the purchasing decisions of their followers. The influencer, for instance, will be able to demonstrate the product in real time and respond to customer inquiries instantly. Marketers, on the other hand, will be able to improve sales, increase awareness, and reach larger target audiences by leveraging information provided by influencers or celebrities.

It has been suggested that brands looking for content creators, such as influencers, to endorse their products should not only consider the candidates' external appeal but also their intrinsic nature as well as the fit between their expertise and the product (Park and Lin, 2020). This should be taken into account when evaluating the credibility of influencers and the marketing campaigns they generate. Collaboration with those involved in scandals, in particular, should be avoided because it may negatively affect consumer opinions of brands (Campbell and Farrell, 2020). Furthermore, many endorsements by the same celebrity can reduce the effectiveness of celebrity endorsements, particularly when consumers view celebrities as being involved in too many product endorsements at one time (Yan et al., 2023). As a result, while seeking collaborations, brands should take these factors into account.

Finally, brands sometimes partner with influencers based on popularity rather than demographic alignment, which leads to suboptimal campaign results (Linh, 2023). Therefore, marketers should carefully select influencers who have a proven track record of engaging with the target age group. For instance, if an influencer has a strong track record of engaging Generation Z, marketers should consider collaborating with them as they possess the expertise to create authentic and relatable content strategies for this demographic.

**Conclusion**

This article review discusses the nature of live streaming on TikTok, and as a result, some new insights have been presented. From the perspectives of customers, marketers, and content creators, respectively, the benefits of TikTok live streaming have been analyzed. When we consider the benefits that come with selling their products and services, we can see that marketers may leverage the TikTok livestreaming commerce platform into their business operations. Finally, live streaming on TikTok is not only meant for marketing products and services, but it is also a new approach for business organizations to form relationships with customers, which will further create customer loyalty and retention. The emergence of new technologies in the modern age has impacted the way businesses connect with their customers. This proved particularly noticeable in electronic communication. The level of rivalry among companies has also risen because of these companies' hunt for novel and innovative ways to broaden their consumer bases. The advent of TikTok live streaming has opened a fresh channel for content makers. The advantages of TikTok live streaming can be utilized by content creators not just for financial gain but also for the dissemination of informative content that can provide societal benefits.

In addition, the marketing strategies of modern companies have been significantly influenced by the growing prevalence of social media, and the competition between online marketers and physical stores has been increased by the rise of livestreaming commerce on social media. Consequently, online marketers face significant obstacles in attracting new consumers in a competitive market. Nevertheless, marketers can resolve the challenges by concentrating on Generation Z, a group that is extremely engaging in social media, as

indicated in the article. It is essential for marketers to not only advertise their products but also to emphasize the value and overall experience of Generation Z, as it is essential to comprehend their behaviors and desires. Lastly, it is anticipated that TikTok livestreaming will present yet another chance to enhance society and the nation in the future.

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