

# Analysis of International Consumer Behavior: The Attraction and Purchase Motivation of TikTok Live Commerce

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**Abstract:** In recent years, with the development of internet technology and the popularity of social media, TikTok has emerged as a new social media platform, attracting a large number of users with its unique short video and live streaming features. TikTok live commerce, as a new type of e-commerce model, directly showcases products to consumers through live streaming and interacts with them in real-time, greatly enhancing the consumer purchase experience. This study aims to explore the attraction and purchase motivation of international consumers towards TikTok live commerce, analyzing its characteristics and consumer behavior to reveal the reasons for its success and future challenges.

**Keywords:** TikTok, Live commerce, Consumer behavior, Purchase motivation, Social media marketing.

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## 1. Introduction

### 1.1. Research Background

With the rapid development of mobile internet, social media platforms have become an indispensable part of people's daily lives. Among them, TikTok, a social media platform centered around short videos and live streaming, has rapidly risen and become a globally prominent application. TikTok live commerce combines live streaming with e-commerce, greatly enhancing the shopping experience and purchase desire of consumers through real-time interaction and visual presentation.

### 1.2. Research Significance

This study aims to explore the attraction and purchase motivation of international consumers towards TikTok live commerce, analyzing the key factors of its success and the challenges it faces in the future. An in-depth study of this emerging sales model can provide theoretical support for companies to formulate more effective social media marketing strategies and offer new perspectives and insights for related academic research.

### 1.3. Research Methodology

This study employs literature analysis to review and analyze relevant domestic and international research findings. Additionally, it utilizes case studies to investigate the practical application and effects of TikTok live commerce. Furthermore, surveys and data analysis are conducted to understand international consumers' attitudes and purchasing behaviors towards TikTok live commerce.

## 2. Literature Review

### 2.1. Research Status of Social Media Marketing

With the proliferation of social media, scholars have conducted extensive research on social media marketing. Social media marketing not only transforms traditional advertising models but also enhances the connection between brands and consumers through interaction and engagement.

Kaplan and Haenlein (2010) propose that social media is a collection of applications supported by internet technology that allow users to create and share content. Social media marketing uses these platforms to interact with consumers, thereby achieving brand promotion and sales conversion.

In social media marketing, interaction and engagement are key factors. Mangold and Faulds (2009) point out that social media is not only an important tool for brand communication but also a platform for consumer participation and interaction. Through social media, brands can directly communicate with consumers, understand their needs and feedback, and thus develop more precise marketing strategies.

### 2.2. The Rise and Development of Live Commerce

Live commerce is an e-commerce model that showcases and sells products through live streaming platforms. Since 2016, live commerce has rapidly emerged in China and gradually expanded globally. The advantages of live commerce lie in its immediacy and interactivity. By showcasing products in real-time, answering consumer questions, and providing shopping advice, consumers develop a desire to purchase while watching the live stream. Chen and Lin (2020) point out that the success of live commerce lies in its ability to create an immersive shopping experience, increasing consumer trust and purchase intention.

In live commerce, the role of the host is crucial. The host is not only the presenter of the product but also the brand ambassador and the interactive figure for consumers. The personal charm and professional knowledge of the host significantly impact audience attraction and sales promotion. Wang and Lee (2021) suggest that the professionalism and approachability of the host are key factors influencing consumer purchase decisions.

### 2.3. Consumer Purchase Motivation Theory

Consumer purchase motivation refers to the internal psychological drive that leads consumers to make purchasing decisions. Kotler and Keller (2016) categorize purchase motivations into rational and emotional motivations. Rational motivations include factors such as product utility, price, and

quality; emotional motivations encompass brand image, shopping experience, and social influence. In the context of live commerce, consumer purchase motivations are influenced by the content of the live stream, the host, the social media environment, and other consumer reviews.

In the context of TikTok live commerce, consumer purchase motivations mainly include trust and safety, social interaction, and personalized recommendations. For trust and safety, detailed product introductions and demonstrations by the host during the live stream increase consumer trust. Additionally, live streaming platforms typically offer after-sales guarantees, making consumers feel more secure in their purchases. For social interaction, through live streams, consumers can interact with the host and other viewers, share shopping experiences and feelings, enhancing the fun and social experience of shopping. For personalized recommendations, TikTok uses users' viewing history and interest tags to recommend relevant live content and products, allowing consumers to find products that meet their needs.

### 3. The Attraction and Purchase Motivation of TikTok Live Commerce

#### 3.1. Characteristics of TikTok Live Commerce

TikTok live commerce has the following notable features:

**Real-time Interaction:** Hosts can interact with viewers in real-time. Viewers can immediately ask questions and receive answers, enhancing the participation and trust in the shopping experience. Through live streaming, viewers can understand all aspects of the product in real-time, reducing information asymmetry and improving the efficiency of purchase decisions.

**Visual Presentation:** Products can be displayed from multiple angles during the live stream, allowing consumers to understand the product's appearance and functionality more intuitively. Compared to traditional text and image presentations, live commerce is more visually impactful and can better attract consumer attention.

**Entertainment:** TikTok live commerce is not only a shopping process but also an entertainment process. Hosts attract viewers by providing interesting content and interactions, increasing watch time and purchase likelihood. During the live stream, hosts often conduct lotteries, interactive games, and other activities, enhancing the entertainment and engagement of the live stream.

#### 3.2. Analysis of International Consumers' Purchase Motivation

Based on survey and data analysis, the main purchase motivations of international consumers for TikTok live commerce include the following aspects:

**Trust and Safety:** During the live stream, the host's detailed introduction and demonstration of the product increase consumer trust. Additionally, live streaming platforms typically offer after-sales guarantees, making consumers feel more secure in their purchases. Consumers can see the real condition of the product while watching the live stream, reducing the uncertainty of online shopping and enhancing purchase confidence.

**Social Interaction:** Through live streams, consumers can interact with the host and other viewers, share shopping experiences and feelings, enhancing the fun and social

experience of shopping. During the live stream, viewers can use bullet comments and comments to communicate with the host and other viewers, forming a community atmosphere and increasing the social nature of shopping.

**Personalized Recommendations:** TikTok uses users' viewing history and interest tags to recommend relevant live content and products, allowing consumers to find products that meet their needs. TikTok's algorithm can accurately analyze users' interest preferences and provide personalized recommendations, improving consumer shopping satisfaction.

#### 3.3. Case Analysis: Successful Cases of TikTok Live Commerce

To better understand the attraction and purchase motivation of TikTok live commerce, we selected some successful cases for analysis. Here are three typical cases:

##### 3.3.1. Austin Li (Li Jiaqi) Live Commerce

Austin Li, known as the "Lipstick King," is a well-known live commerce host in China. He promotes cosmetics and skincare products through the TikTok live platform, attracting millions of viewers each time. Austin Li's success lies in his unique personal charm and professional knowledge. In his live streams, he provides detailed instructions on product usage and effects, and by personally trying and recommending products, he enhances viewer trust. Additionally, Austin Li is skilled at interacting with his audience, answering questions in real-time, and conducting lottery activities, increasing the fun and engagement of the live stream.

Austin Li's live stream style is characterized by enthusiasm and humor. He vividly describes the features of products in an engaging manner, allowing viewers to learn about the products in a relaxed and enjoyable atmosphere. He frequently invites professional makeup artists or celebrity guests to participate in his live streams, jointly showcasing and recommending products. This diverse content further enhances the viewing experience and purchase desire of his audience.

##### 3.3.2. Xiao Yang (Yang Ge) Live Commerce

Xiao Yang is a well-known host on the TikTok platform, particularly famous for promoting food and household products. His live stream style is relaxed and humorous, attracting a large audience. Xiao Yang's success lies in his ability to realistically and thoroughly demonstrate product usage and effectiveness, thereby enhancing consumer trust and purchase intention.

During his live streams, Xiao Yang not only showcases products but also shares useful life hacks and usage tips, increasing viewers' interest in the products. He emphasizes interaction with the audience, answering their questions and conducting live demonstrations, thereby enhancing audience engagement and trust. Additionally, Xiao Yang frequently uses lottery and limited-time discounts to stimulate consumption, increasing the fun and purchasing motivation of the live stream.

##### 3.3.3. Addison Rae Live Commerce

Addison Rae is a well-known social media influencer in the United States, primarily active on the TikTok platform. She attracts millions of fans with her vibrant and charismatic personality. Addison Rae's success lies not only in her large fan base but also in her unique insights into fashion and beauty products. In her live streams, Addison Rae provides detailed introductions to various beauty and fashion products,

sharing her experiences and tips, which enhances viewer trust.

Addison Rae's live stream style is natural and highly interactive. She answers viewers' questions and provides personalized advice, making the audience feel engaged and valued. She also leverages her influence to collaborate with brands, promoting new and limited-edition products, which further increases the attractiveness and sales of the live streams. Through close collaboration with brands, Addison Rae successfully promotes products while enhancing her own brand value.

## 4. Future Challenges

### 4.1. Changes in Regulatory Policies

As the live commerce market rapidly develops, governments around the world are gradually increasing their regulatory efforts on this emerging industry. In the future, TikTok live commerce may face stricter regulatory policies, requiring platforms and hosts to be more standardized in advertising, consumer rights protection, and other aspects. Issues such as false advertising, exaggerated product effects, and inadequate after-sales service need to be effectively addressed. Additionally, differences in laws and regulations across different countries and regions will pose challenges to the global development of TikTok live commerce.

### 4.2. Intensifying Competition

As more enterprises and individuals enter the live commerce market, competition will become increasingly fierce. TikTok needs to continuously innovate, improve the quality of live content and user experience, to maintain an advantage in the intense market competition. New platforms and technologies are constantly emerging, such as Instagram, YouTube, and Facebook, which are also increasing their investment in live e-commerce, further intensifying market competition.

### 4.3. Changes in Consumer Behavior

Consumer needs and behavior are constantly changing. TikTok live commerce needs to continuously monitor changes in consumer needs and adjust products and marketing strategies in a timely manner to meet diverse consumer demands. For example, with increasing environmental awareness, consumers may prefer sustainable products. Additionally, the demand for personalization and customization is also increasing, requiring TikTok live commerce to offer more personalized products and services.

### 4.4. Technological Innovation and Application

With technological advancements, artificial intelligence and big data applications in live commerce will become more widespread. TikTok needs to continuously introduce advanced technologies to improve the precision of live content recommendations and user experience. For instance, by analyzing user shopping behavior and preferences through artificial intelligence, more precise product recommendations can be provided. Additionally, virtual reality (VR) and augmented reality (AR) technologies can enhance the interactivity and immersion of live streams.

## 4.5. Challenges of Cross-Cultural Differences

As a global platform, TikTok must consider the impact of cross-cultural differences on live commerce when dealing with consumers from different cultural backgrounds. Consumers in different countries and regions have varying shopping habits, aesthetic preferences, and cultural backgrounds. TikTok needs to develop corresponding marketing strategies to meet the needs of consumers in different markets. For example, in Western markets, consumers pay more attention to privacy protection and data security, requiring TikTok to make corresponding adjustments in these aspects.

## 5. Conclusion

This study analyzes the characteristics of TikTok live commerce and the purchase motivations of international consumers, revealing the reasons for the success of this new e-commerce model and the challenges it faces in the future. TikTok live commerce attracts a large number of consumers through real-time interaction, visual presentation, and entertainment. It stimulates consumer purchase motivations through factors such as trust and safety, social interaction, and personalized recommendations.

However, TikTok live commerce will continue to face challenges in terms of regulatory policies, market competition, changes in consumer behavior, technological innovation, and cross-cultural differences. To maintain its advantage in the competitive market, TikTok needs to continuously innovate, improve the quality of live content and user experience, and adapt to the changing demands of the global market.

This study provides theoretical support for companies to formulate more effective social media marketing strategies and offers new perspectives and insights for related academic research. Future research can further explore the differences in consumer behavior across different cultural backgrounds and the effects of new technologies in live commerce.

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