



The Influence of Tiktok Live Streaming and Influencer Engagement on Consumers Purchase Intention: A Systematic Literature Review

Alfina Damania^{1*}, Umul Quro¹, Wina Nurlisyana¹, Windy Aulia¹

¹ Department of Management, Faculty of Economics and Business, University of Mataram, Mataram, Indonesia.

Article Info

Received: December 8, 2025

Revised: January 11, 2026

Accepted: March 13, 2026

Published: April 30, 2026

Corresponding Author:

Alfina Damania

06.alfinadania@gmail.com

DOI: [10.29303/alexandria.v7i1.1344](https://doi.org/10.29303/alexandria.v7i1.1344)

© 2026 The Authors. This open access article is distributed under a (CC-BY License)



Abstract: Digital developments have brought significant changes in product marketing and marketing. TikTok, one of the entertainment platforms, has now become an effective marketing channel. This study aims to analyze the influence of TikTok live shopping and influencers on purchase intention through a systematic and comprehensive approach. This research method is a synthetic literature review (Systematic Literature Review/SLR) supported by the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) framework, analyzing 10 selected journals from 2021 to 2025 obtained from various reputable academic databases such as Scopus, Web of Science, ScienceDirect, and Google Scholar. The results of the study indicate that TikTok live streaming or live shopping influences consumer purchase intention because interactivity and the quality of the real-time experience have important roles as determinants of purchase intention. In addition, influencers influence TikTok consumer purchase intention by being influenced by several factors, such as credibility, authenticity, and emotional connection. It is recommended that further research develop a more holistic conceptual model of how digital social influence and interactive experiences shape modern consumption behavior, while also providing a solid theoretical foundation for subsequent SLR research and scholarly publications.

Keywords: Digital, Influencer, Live Shopping, Marketing, Purchase Intention.

Introduction

The development of digital technology has created fundamental changes in modern marketing activities, particularly in how companies promote products and engage with consumers. Athar et al., (2022), digital marketing helps to transition and distribute marketing information to customers quickly and accurately, enabling companies to respond more effectively to changing market dynamics. This transformation is marked by the increasing use of social media as a strategic marketing tool. One platform experiencing significant growth is TikTok, known primarily as an entertainment app but now evolving into an effective and dynamic marketing channel. This change demonstrates a shift in consumer behavior, increasingly influenced by digital content and technology-based interactions.

TikTok provides a unique marketing ecosystem through a combination of creative content, a robust distribution algorithm, and interactive features that enable two-way communication. Influencers are crucial because they are considered capable of conveying marketing messages in a more authentic and convincing manner. Sulistyanto & Shadrina (2022) emphasized that influencers have a significant influence on consumer behavior due to their authority and closeness to their followers. According to Hariyanti & Wirapradja (2018), in research cited by Anindya (2020), social media influencers have the potential to shape consumer opinions and preferences through the content they consistently share.

In addition to the role of influencers, TikTok's live streaming feature is an innovation that strengthens the effectiveness of digital marketing. Mulyani & Sukardi

How to Cite:

Damania, A., Quro, U., Nurlisyana, W., & Aulia, W. (2026). The Influence of Tiktok Live Streaming and Influencer Engagement on Consumers Purchase Intention: A Systematic Literature Review. *ALEXANDRIA (Journal of Economics, Business, & Entrepreneurship)*, 7(1), 78-82. <https://doi.org/10.29303/alexandria.v7i1.1344>

(2024) noted that TikTok has evolved into a platform for business interaction that combines entertainment with marketing. Hafizhoh et al., (2023) added that the trend of shopping on TikTok emerged due to social calls built through creative content and community-based consumption patterns. Febriah & Febriyantoro (2023) explain that live streaming allows sellers to demonstrate products directly, provide real-time responses to consumer questions, and create a more immersive shopping experience. This direct interaction has been shown to increase consumer trust and foster a sense of urgency in purchasing decisions.

The increasing use of influencers and live streaming poses a fundamental issue regarding the extent to which these two elements influence consumer purchase intention. The influence that emerges is often contextual and influenced by several factors, such as the influencer's credibility and the quality of interactions during the live stream. Based on these dynamics, a more Systematic scientific analysis is needed to understand the true relationship between live streaming, influencers, and consumer purchase intention on the TikTok platform.

Therefore, this research is crucial: examining the influence of live streaming and influencers on consumer purchase intention. A comprehensive analysis is expected to provide a clearer picture of the mechanisms of digital social influence and interactive experiences in shaping consumer consumption behavior in the era of ever-evolving technology.

Method

This study used the Systematic Literature Review (SLR) method. The literature review was conducted by reading international and national journals related to the influence of live streaming or live shopping and influencers on customer purchase intention on TikTok. The Systematic Literature Review (SLR) method was chosen because of its ability to integrate and synthesize research findings systematically and comprehensively, while minimizing bias in the literature selection and analysis process. The Systematic Literature Review (SLR) process was carried out through three main stages: literature identification, screening and selection, and analysis and synthesis of findings. Literature identification was carried out by searching reputable academic databases such as Scopus, Web of Science, ScienceDirect, and Google Scholar. Keywords used included combinations of terms such as "TikTok live streaming," "influencer marketing," and "purchase intention." The search was limited to the period 2021 to 2025 to ensure relevance to the rapid development of the TikTok platform. Screening or selection followed the Preferred Reporting Items for Systematic Reviews and

Meta-Analysis (PRISMA) framework, which involves screening based on the title, abstract, and then the full text. Inclusion criteria included empirical articles, available with full access, in English or Indonesian, and explicitly discussing short video platforms like TikTok as the research context. Articles that only discussed social media in general without focusing on TikTok live streaming or live shopping, influencers, or purchase intention were excluded. Analysis and synthesis were conducted by extracting research variables, methods used, key findings, research gaps, and regional or platform contexts. This analysis allowed for the identification of dominant themes such as influencer authenticity, audience trust, the interactivity of TikTok live streaming or live shopping, and TikTok's ease of use that shape purchase intention. The synthesis results served as the basis for formulating a conceptual model and identifying opportunities for further research. The Systematic Literature Review (SLR) procedure can be seen in Figure 1.

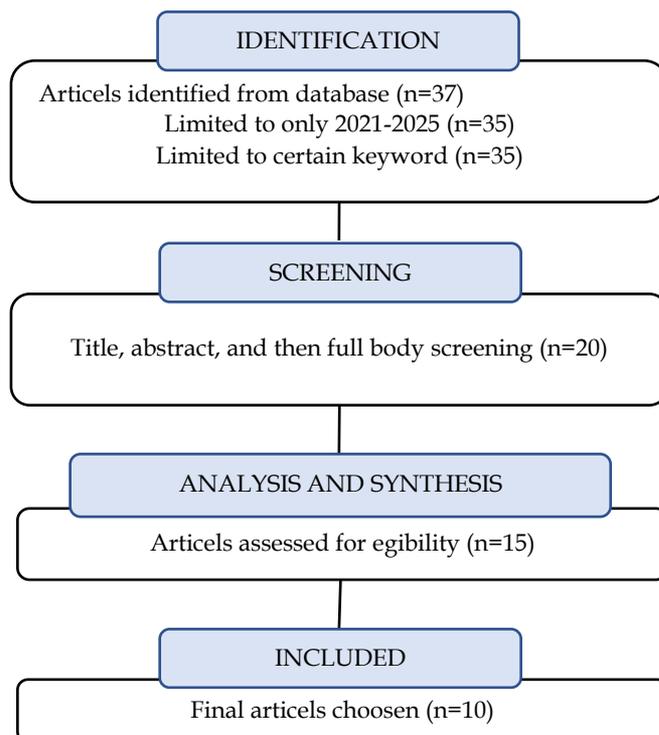


Figure 1. PRISMA

Result and Discussion

This study shows that the formation of consumer purchase intention on short video-based platforms, especially TikTok, is dominated by two main clusters: the characteristics of live streaming or live shopping and the role of influencers. These two clusters do not work separately, but rather reinforce each other through a combination of source credibility, social presence,

interactivity, and immersive real-time experiences. This pattern aligns with the Stimulus–Organism–Response (S–O–R) approach (Mehrabian & Russell, 1974), where the stimulus in the form of live streaming or live shopping and the role of influencers influence

consumers' psychological states (trust, involvement, and parasocial) which ultimately result in a Response in the form of purchase intention or impulse buying.

Table 1. Relevant literature findings

No	Author and Year	Main Findings
1	Li, Y., Gong, Y., dan Zhang, Y. (2022)	Interactivity, response speed, and live streaming quality have a significant impact on impulse buying.
2	Ma, Y., dan Liu, Y. (2023)	Influencer credibility and emotional closeness have been shown to increase consumer purchasing interest.
3	Wang, Y., dan Kim, M. (2022)	TikTok is superior in interactivity and driving purchase intention compared to Instagram.
4	Chen, R., dan Lin, C. (2021)	Micro-influencers are more effective in increasing purchase intention because they are considered more authentic.
5	Filipova dan Filipova (2021)	Influencer marketing on TikTok is effective in increasing engagement and purchase intention, especially through authentic and short-form content.
6	Hwang dan Zhang (2024)	Trust, enjoyment, interactivity, and social presence factors play an important role in forming purchasing interest.
7	Hu dan Chaudhry (2024)	Influencer credibility and product fit significantly increase purchase intent.
8	Putri dan Fikriyah (2023)	Influencers and online customer reviews have a significant influence on impulse purchases.
9	Nasikhin <i>et al.</i> (2025)	All three variables, including live streaming, reviews, and influencers, significantly influence buying interest. Live streaming increases trust and engagement.
10	Hakim, Sudirman, dan Istimaroh (2025)	Influencer credibility (expertise, honesty, and attractiveness) strongly influences purchase intention. Trust is a crucial mediator in the consumer decision-making process.

The Influence of Live Streaming or Live Shopping on Consumer Purchase Intention

Interactivity and the quality of real-time experiences play a crucial role in determining purchase intention. Li *et al.*, (2022) demonstrated that interactivity, Response speed, and the quality of live streaming content directly influence impulse buying. This mechanism operates through the perception of closeness and increased engagement that consumers experience when interacting directly with the host or seller. Hwang & Zhang (2024) emphasized enjoyment, interactivity, trust, and social presence. This aligns with the concept of Short *et al.*, (1976), which suggests that the extent to which individuals perceive the presence of others in media-based interactions is a crucial element in influencing purchase intention. Research by Wang & Kim (2022) also demonstrated that TikTok offers a higher level of interactivity than Instagram, making it more effective in driving purchase intention. Furthermore, Nasikhin *et al.*, (2025) confirmed that live streaming increases trust and engagement, two psychological variables long recognized as key drivers of purchasing behavior in an e-commerce context.

Live streaming, also known as live shopping, possesses persuasive power due to its interactive and real-time nature. When consumers can communicate directly with the host, receive immediate responses, and

see live product demonstrations, engagement levels increase, making purchasing decisions more spontaneous and convincing. Furthermore, psychological factors such as enjoyment, trust, and social presence contribute to this influence. Overall, live streaming, also known as live shopping, works by integrating social proximity, direct experience, and psychological engagement, which significantly increases purchase intention.

The Influence of Influencers on Consumer Purchase Interest

Credibility is a key catalyst for building consumer trust and confidence. A study by Ma & Liu (2023) showed that trust arising from perceived credibility and emotional closeness with influencers directly increases purchase intention. These findings are supported by Hakim *et al.*, (2025), who demonstrated that influencer expertise, honesty, and attractiveness significantly influence purchase intention, with trust as a key mediator. The existence of parasocial relationships, such as one-way personal relationships, can strengthen the psychological closeness between audiences and influencers, as explained in the theory of Horton & Wohl (1956). Besides credibility, the aspect of authenticity is also very prominent. Chen & Lin (2021) emphasized that micro-influencers are perceived as more authentic and therefore more effective in

increasing purchase intention than macro-influencers. The findings of Filipova & Filipova (2021) further support this statement, showing that authentic and short content on TikTok increases engagement and increases purchase propensity. Research by Hu & Chaudhry (2024) added that the match between an influencer's image and the promoted product creates image congruence, which significantly strengthens purchase intention. The integration of customer reviews also plays a complementary role, as found by Putri & Fikriyah (2023), where positive reviews strengthen consumer confidence and magnify the effect of influencer credibility on impulse purchases.

Influencers' influence on consumer purchase intention primarily operates through the mechanisms of credibility, trust, and psychological closeness. Credibility, reflected in the influencer's expertise, honesty, and attractiveness, has been shown to be the basis for building trust, which then increases consumers' readiness to accept product recommendations. Furthermore, authenticity plays a crucial role, especially for micro-influencers, who are perceived as more natural and trustworthy, resulting in higher engagement and purchase intention. The congruence between the influencer's image and the product's characteristics adds legitimacy to the message, while customer reviews serve as social support that strengthens consumer confidence. Overall, influencers influence purchase intention through a combination of credibility, emotional connection, image alignment, and social validation, thus strengthening the effectiveness of marketing communications on digital platforms.

Conclusion

Based on the description above, it can be concluded that these two clusters exhibit a mutually reinforcing relationship. TikTok live streaming or live shopping strengthens the consumer experience through interactivity and social presence, while influencers build a psychological foundation through credibility, authenticity, and emotional connection. When consumers trust influencers who promote products in a responsive and immersive live context, purchase intention increases significantly. The synergy of these two factors demonstrates that the digital marketing ecosystem on TikTok rallies not only on content but also on real-time social experiences. These integrated findings can form the basis for developing a more holistic conceptual model of how digital social influence and interactive experiences shape modern consumption behavior, as well as providing a solid theoretical foundation for SLR research and subsequent scientific publications.

References

- Anindya, A. S. (2020). Pengaruh Influencer Marketing terhadap Keputusan Pembelian di Media Sosial. *Jurnal Komunikasi*, 12(2), 135–145.
- Athar, H. S., Basuki, P., & Mulyono, L. E. H. (2022). The Effect of Online Marketing Mix, Online Product Representation, and Digital Content Marketing on the Marketing Performance of MSMEs in NTB Mall Mataram during the COVID-19 Pandemic. *Path of Science: International Electronic Scientific Journal*, 8(10), 3017–3025. <https://doi.org/10.22178/pos.86-5>
- Chen, R., & Lin, C. (2021). The Effectiveness of Different Types of TikTok Influencers (Celebrity vs. Micro-Influencer) on Consumer Purchase Intention. *Journal of Marketing Management*, 37(13–14), 1630–1650.
- Febriah, F., & Febriyantoro, M. T. (2023). Pengaruh Live Streaming TikTok Shop terhadap Minat Beli Konsumen. *Jurnal Riset Manajemen Dan Bisnis*, 8(1), 45–56.
- Filipova, I., & Filipoval, P. (2021). TikTok Influencer Marketing: A Systematic Literature Review. *Journal of Marketing Strategy & Analytics*, 10(3), 101–115.
- Hafizhoh, N., Rahmawati, A., & Prasetyo, A. (2023). Pengaruh Konten TikTok dan Social Influence terhadap Perilaku Berbelanja Generasi Z. *Jurnal Ekonomi Dan Bisnis Digital*, 4(2), 112–123.
- Hakim, L., Sudirman, H. A., & Istimaroh. (2025). Pengaruh Influencer Credibility Terhadap Niat Pembelian Pada Pengguna Tiktok Shop. *Jurnal Ekonomi Manajemen Dan Bisnis (JEMB)*, 4(2), 413–420. <https://doi.org/10.47233/jemb.v4i2.3227>
- Hariyanti, D., & Wirapradja, I. (2018). Influencer Marketing sebagai Strategi Pemasaran Digital. *Jurnal Manajemen Dan Kewirausahaan*, 20(2), 140–148.
- Horton, D., & Wohl, R. R. (1956). Mass communication and Para-Social Interaction: Observations on Intimacy at a Distance. *Psychiatry: Journal for the Study of Interpersonal Processes*, 19(3), 215–229.
- Hu, M., & Chaudhry, S. T. (2024). The Effects of Influencer Credibility and Product-Image Congruence on Consumer Purchase Intention in Tiktok's Live Stream Shopping. *Journal Computers in Human Behavior*, 15(1).
- Hwang, Y., & Zhang, J. (2024). Consumer Decision-Making in Short Video and Live Streaming Commerce: A Comprehensive Model on TikTok. *Journal of Retailing*, 100(1), 94–110.
- Li, Y., Gong, Y., & Zhang, Y. (2022). The impact of live streaming characteristics on consumers' impulse buying behavior in the context of TikTok. *Journal*

- of Retailing and Consumer Services*, 6(7).
- Ma, Y., & Liu, Y. (2023). TikTok influencer marketing and consumer purchase intention: The role of source credibility and emotional connection. *Journal Computers in Human Behavior*, 1(40).
- Mulyani, S., & Sukardi, T. (2024). Transformasi Media Sosial sebagai Kanal Bisnis di Era Ekonomi Digital. *Journal of Digital Business and Innovation*, 5(1), 25–37.
- Nasikhin, M. N. A. K., Sundari, A., Syaikhuddin, A. Y., & Tyas, S. N. (2025). Buying Interest in TikTok Shop: The Role of Live Streaming, Reviews, and Influencers. *Klabat Journal of Management*, 6(1), 50–64. <https://doi.org/10.60090/kjm.v6i1.1238.50-64>
- Putri, I. A. D., & Fikriyah, K. (2023). Pengaruh Influencer Dan Online Customer Review Terhadap Pembelian Impulsif Pada Produk Kosmetik Halal Di Tiktok Shop. *Jurnal Ilmiah Edunomika*, 07(01), 1–12.
- Short, J., Williams, E., & Christie, B. (1976). *The Social Psychology of Telecommunications*. London: John Wiley & Sons.
- Sulistiyanto, Y., & Shadrina, R. N. (2022). Analisis Pengaruh Content Marketing, Influencer, Dan Media Sosial Terhadap Keputusan Pembelian Konsumen. *Diponegoro Journal of Management*, 11(3), 1–12.
- Wang, Y., & Kim, M. (2022). Live Commerce in The Post-Pandemic Era: A Comparative Study of Consumer Engagement and Purchase Intention on TikTok and Instagram. *International Journal of Electronic Commerce*, 26(4), 515–535.