EFFECTS OF LIVE STREAMERS' PERFORMANCE SKILLS ON OPTIMIZING DIRECT SALES ON TIK TOK PLATFORM

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Abstract. The live streamers on the TikTok platform play a vital role as the "soul" of the live stream through their lively skills, thereby creating interaction, enhancing viewer engagement, and influencing purchase decisions. The study aims to assess the impact of factors related to performance skills including interactivity, persuasiveness, creativity, distinctiveness, and attractiveness in presenting promotions on the intention and purchase decisions of viewers during live streaming sessions. By applying models and theories such as ELM, TPB, SOR, synthesizing relevant studies, and analysing quantitative data collected from 394 experienced users who watch livestreams and make purchases on TikTok, combined with the PLS-SEM method to measure the effects of these factors on purchase intent and purchase decisions. The analysis results indicate that all the proposed factors in the model significantly impact the purchase intention of viewers towards live streams on the TikTok platform. Based on the research findings, the authors provide managerial implications to enhance business effectiveness for individuals, small businesses, and enterprises using live streaming on the TikTok platform to sell products.

Keywords. Livestream, performance skills, purchase intention, TikTok.

ẢNH HƯỞNG CỦA KỸ NĂNG HOẠT NÁO ĐẾN TỐI ƯU HÓA BÁN HÀNG TRỰC TIẾP TRÊN TIKTOK

Tóm tắt. Những người phát trực tiếp trên nền tảng Tiktok giữ vai trò như là "linh hồn" của buổi phát thông qua những kỹ năng hoạt náo của chính họ, từ đó tạo ra tương tác, tăng cường sự tham gia của người xem và thúc đẩy quyết định mua hàng. Nghiên cứu được thực hiện nhằm đánh giá mức độ ảnh hưởng của các yếu tố liên quan đến kỹ năng hoạt náo bao gồm tính tương tác, tính thuyết phục, tính sáng tạo, tính khác biệt, và tính hấp dẫn trong trình bày khuyến mãi đến ý định và quyết định mua hàng của người xem phiên phát trực tiếp. Trên cơ sở vận dụng các mô hình, học thuyết như TAM, TRA, TPB, SOR, tổng hợp các nghiên cứu liên quan, và phân tích dữ liệu định lượng thu thập từ 394 người dùng có kinh nghiệm xem livestream và mua hàng trên TikTok, kết hợp với phương pháp PLS-SEM để đo lường tác động của các yếu tố này đối với ý định mua hàng và quyết định mua hàng. Kết quả phân tích cho thấy tất cả các yếu tố được đề xuất trong mô hình đều có tác động đáng kể đến ý định mua hàng của người xem đối với các phiên phát trực tiếp trên nền tảng Tik tok. Dựa trên kết quả nghiên cứu, tác giả đưa ra một số hàm ý quản trị nhằm nâng cao hiệu quả kinh doanh cho các cá nhân, hộ kinh doanh và doanh nghiệp đang sử dụng hình thức phát trực tiếp trên nền tảng Tiktok để bán hàng.
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Từ khóa. Phát trực tiếp, kỹ năng hoạt náo, ý định mua, TikTok.

1   INTRODUCTION

TikTok has emerged as a popular social media platform, especially among the youth. TikTok users tend to find it easier to access and interact with livestream content compared to Facebook or Instagram. This presents a significant opportunity for businesses to leverage livestream features to optimize their online sales activities, forming a strong trend in e-commerce, particularly with great potential for increasing sales and user engagement. According to Jinglan and Dewi (2023), revenue from livestream commerce reached around 200 billion in China and 6 billion in the United States in 2020, with forecasts indicating further growth in the coming years. In China, livestream shopping accounted for 10% of total online transactions and is projected to reach 25% by 2024 (Jinglan & Dewi, 2023). In this context, performance skills play a crucial role in generating interaction, increasing viewer engagement, and driving purchase decisions. Hoang

(2022) has pointed out that factors such as interaction ability, persuasion, and seller attractiveness significantly influence consumer online shopping behaviour on platforms like TikTok.

Performance skills play a vital role in attracting viewers, building trust, and driving purchase decisions. Experienced performers can establish direct connections with users through engaging speaking styles and clever tactics, boosting click-through rates (CTR) and average order values (AOV). Effective interaction and presenting appealing products not only build credibility but also stimulate customer shopping desires (Luo et al., 2025). Research on performance skills in livestream selling is essential in the context of rapidly evolving e-commerce, becoming a primary channel of the digital economy today. E-commerce not only provides access to a broader market but also allows businesses to build close relationships with customers through online interactions. According to Nisar and Prabhakar (2017), shopping through digital platforms like livestreams enables users to have a personalized experience and a sense of closer interaction, thereby enhancing trust and satisfaction. Livestreams are not just a sales tool but also an environment for businesses to establish credibility and long-term customer loyalty, a key factor in an increasingly competitive landscape (Nisar & Prabhakar, 2017).

Studies on TikTok Shop and livestreaming have shown that leveraging TikTok for marketing has significantly enhanced brand recognition and expanded customer base through direct interaction and influencing consumer behaviour. TikTok is a powerful platform with livestreaming features that enable businesses to connect directly with users, create intimate shopping experiences, and drive impulse purchases (Rahmawati, 2022; Hidayah, & AlHakim, 2022). Hence, the research topic "Effects of live streamers' performance skills on optimizing direct sales (livestream) on the TikTok platform" is adopted.

2   LITERATURE REVIEW

2.1   Related definitions

E-commerce is understood as the buying and selling of goods and services over the Internet, encompassing all transactions conducted online from product research to payment and delivery. According to Khai & Thanh (2022), e-commerce is not merely financial transactions but also includes marketing activities, advertising, and customer care. Research by Li and colleagues (2020) also emphasizes that e-commerce helps businesses expand their market, optimize operational costs, and enhance customer interaction. In this study, e-commerce is understood as the process of buying and selling goods and services over the Internet, where performance skills play a crucial role in enhancing the shopping experience and driving consumer behavior. Effective interaction and a rich experience from livestreams not only establish connections with customers but also positively influence purchase decisions.

Performance skills in livestream selling on platforms like TikTok have become an essential part of modern e-commerce. Livestream hosts not only introduce products but also create an interactive shopping experience, thereby attracting and retaining customers. This combination transforms e-commerce into not just a transaction but a rich, inspiring experience for consumers (Kang et al., 2021). Performance skills are the ability to communicate and interact effectively with an audience, using language, body language, and attention-grabbing tactics. According to Hwang and Kim (2021), these skills involve not only product presentation but also creating a friendly and engaging atmosphere, thereby encouraging customer participation. Research by Zhang and colleagues (2020) also indicates that performers with good performance skills, which are demonstrated through their interaction, persuasiveness, can maintain audience attention, enhance interaction levels, and influence their shopping decisions. In this study, performance skills are understood as a key factor in creating an engaging and effective shopping experience in the e-commerce environment, thus promoting positive consumer behaviour.

2.2   Previous studies related to the topic:

Some relevant studies worldwide related to the topic include Chen, Y., & Lin, H. (2022) with the study "The Influence of Animation Skills on Consumer Engagement in Live Streaming E-commerce" (International Journal of E-commerce Studies), the authors investigate how animation skills impact viewer

interaction and emotions on online shopping platforms. This research demonstrates that live streamers with good animation skills tend to attract viewers and create a positive shopping experience. Another research of Park, J., & Lee, S. (2021) named "Social Influence and Emotional Response in Livestream Shopping: A Study on User Behaviour in East Asia" (Asian Journal of Marketing Research) explores how social interaction and viewer emotions in livestreaming influence purchasing decisions. The research emphasizes that performance skills create a high level of interaction and enhance positive feelings, thereby stimulating viewer shopping behaviour. Meanwhile, Assarut, N. et al (2020) conducted the research topic "The Role of Live Streamer Charisma in Influencing Online Shopping Behaviour" (Journal of Retailing and Consumer Services), in which the authors focus on the role of charisma and influence of livestream hosts on shopping behaviour. This study illustrates that live streamers with captivating performance styles can easily evoke positive emotions in viewers, increasing conversion rates and sales effectiveness.

With the same research interest, this topic also attracts the attention of some national researchers. Nguyễn, T. M., & Lê, H. V. (2021) carried out the study "Factors influencing purchasing decisions through livestream on social media in Vietnam". In this research, the authors focus on the role of communication skills, interaction, and viewer engagement in influencing shopping behaviour. They found that the performance skills of livestream hosts have a positive relationship with customer interaction, creating a more vibrant shopping environment. The second one is the research of Phan, T. T. T., & Võ, M. T. (2020), named "Influence of emotional factors on consumer behaviour through livestream in Vietnam". According to the findings, the authors explore the role of viewer emotions in the shopping decision-making process. Results show that viewers are influenced by emotions and tend to make more purchases in enthusiastic and friendly livestream atmospheres. This study particularly emphasizes the factors of "positive emotions" and "enthusiasm" during the livestream. Tran, P. H., & Lý, N. T. (2023) also undertook their study "Social interaction and its influence on online shopping behaviour in livestream", which highlights the importance of social interaction in optimizing online sales. The authors suggest that the performance skills of livestream hosts have a strong impact on retaining viewers and building trust, enhancing the conversion of viewers into customers.

2.3 Theoretical framework

Technology Acceptance Model – TAM Theory was adopted in this research, which suggests that awareness of the usefulness and ease of use of the TikTok platform influences viewers' usage levels. Performance skills can optimize user experience, enhance the perception of TikTok's "usefulness" and "ease of use", thereby stimulating shopping behavior (Davis, 1989).

The second theory considered to establish the theoretical framework for this study is "Emotion and Buying Behavior Theory". It posits that customer emotions significantly impact buying behavior. Livestream hosts with performance skills can create a cheerful, enthusiastic atmosphere, promote positive emotions, and increase viewers' purchasing likelihood. Key factors are "positive emotions" and "enthusiasm" (Bagozzi et al., 1999).

Theories of reasoned action and planned behavior are also considered as theoretical framework for this research. The two closely associated theories, the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980) and the Theory of Planned Behavior (TPB) (Ajzen, 1991) suggest that a person's intention to perform a behavior (behavioral intention) is predicted by a person's attitude towards the behavior and subjective norms regarding the behavior. Subjective norms are the outcome of a person's perceived control over their conduct as well as their social and environmental circumstances. In general, positive attitudes and subjective norms improve perceived control and the likelihood of intentions influencing behavioral changes.

The proposed research model is based on the SOR model (Stimulus-Organism-Response). The SOR model is constructed based on the environmental psychology theory by Mehrabian and Russell in 1974, consisting of three determinants: Stimulus, Organism, and Response. This model suggests that stimuli can activate an individual's emotional and cognitive processes, leading to responsive behaviors (Donovan et al., 1982).

Stimulus (S) is a consumer stimulus that includes characters related to streamers appealing to TikTok users. Streamers are influential content creators who provide helpful information regarding the sale of products or content with their unique performance skills. Organism (O) is the internal assessment of consumers: flow experience and perceived value (Liu et al., 2022; Nguyen, 2022) which form TikTok users' purchase intention. Response (R) is a result of consumers' purchase behavior (Nguyen, 2022).

2.4   Construct Identification, Research hypothesis and research model

In livestream e-commerce, performance skills of live streamers represent a unique form of social interaction that fosters trust and rapport between the seller and the buyer. Live streamers employ body language, emotions, and real-time feedback to create strong connections with viewers, thereby enhancing the shopping experience (Kang et al., 2021). In this study, social interaction is understood as emphasizing the role of performance skills in facilitating connection and engagement between consumers and brands within the e-commerce environment. Performance skills refer to the ability to effectively communicate and engage with the audience through language, body expression, and attention-grabbing tactics. According to Hwang and Kim (2021), these skills encompass not only product introductions and promotional offers but also the creation of a friendly and engaging atmosphere that encourages customer participation. Zhang et al. (2020) also highlight that skilled live streamers can maintain audience attention, increase engagement, and persuade viewers, thereby influencing their purchasing decisions.

In this research, performance skills are understood as a key factor in creating an enjoyable and effective shopping experience in e-commerce, ultimately driving positive consumer behaviour. Factors contributing to engaging viewers, and thereby promoting purchase behaviour based on the analysis, can be proposed as: Interaction, Persuasiveness, Creativity, Distinctness, and Attractiveness in introducing promotions.

Based on the results synthesized from previous research models both domestically and internationally with theoretical foundations, the research model and research hypothesis were logically derived, while consulting experts 'opinions to adjust it to suit the conditions of medium and large businesses in Ho Chi Minh City was also employed.

Relationship between Attractiveness in Introducing Promotion and Purchase Intention:

In the context of livestream shopping on TikTok, the attractiveness of presenting promotions plays a key role in attracting and retaining viewers, thereby positively influencing their purchase intentions. When live streamers present promotions in an appealing way—using persuasive language, eye-catching images, or unique styles—this helps heighten viewers' interest in the product and creates a sense of urgency to purchase. Park et al. (2019) found that the attractiveness of promotional content can significantly enhance consumers' purchase intentions when they perceive the promotion as offering special value and rarity. The more creatively and uniquely the promotion is presented, the stronger the perception of superior value, thereby encouraging purchase intentions. Drawing from TAM and Emotion Theory, the ability of streamers to present promotions attractively enhances perceived usefulness and evokes positive emotions, thus increasing purchase intention. The hypotheses are as follows:

H1a: Attractiveness in introducing promotion positively influences purchase intention.

H1b: Attractiveness in introducing promotion positively influences purchase behaviours.

Relationship between Interaction and Purchase Intention:

In a livestream environment, interaction is considered one of the main factors driving viewers from observation to action—i.e., making a purchase. This is particularly important on TikTok, where the viewing and shopping experiences are seamlessly integrated. According to Chen et al. (2021), when live streamers maintain high levels of interaction, viewers tend to form stronger trust in the product and brand, thus increasing the likelihood of conversion from viewer to customer. Consistent with TAM and the SOR model, interactive engagement between streamers and viewers improves perceived ease of use and creates a more

immersive experience, positively impacting purchase intention. Previous studies also emphasize that interaction is a key factor influencing consumers' purchase behaviour in e-commerce environments. Kim et al. (2011) showed that interactivity increases content attractiveness, encouraging viewers to feel more comfortable in making purchasing decisions. The hypothesis is as follows:

H2: Interaction by live streamers positively influences viewers' purchase intention.

Relationship between Distinctness and Purchase Intention:

According to Emotion Theory and SOR, unique and distinctive performance styles stimulate stronger emotional responses, making the shopping experience memorable and increasing purchase intention. Lee et al. (2018) found that consumers tend to be attracted to novel and unique content, which makes them feel excited and provides a more personalized experience. In the livestream context, when live streamers create a distinct style or introduce surprising elements, viewers tend to have higher trust in the product, as the uniqueness helps them perceive its value and quality. This is especially useful in converting viewing behaviour into purchasing behaviour. Zhang et al. (2019) also demonstrated that distinctiveness helps consumers reduce scepticism and perceive the product as more authentic and trustworthy. Distinct features of live streamers, such as humour, creativity in product display, or storytelling related to the product, make viewers feel reassured and more inclined to purchase. Thus, the hypothesis is:

H3: Distinctness in livestreaming positively influences viewers' purchase intention.

Relationship between Creativity and Purchase Intention:

Creative delivery, rooted in Emotion Theory and SOR, captures attention, fosters positive emotions, and enhances the perceived value of the livestream, thereby boosting purchase intention. Creativity not only increases the appeal of livestreams but also helps create a positive experience for viewers. According to Pine and Gilmore (1999), creativity in content delivery generates positive emotions and a strong connection between the livestreamer and the audience. This not only enhances brand recall but also encourages viewers to make purchasing decisions as they feel comfortable and excited about the experience. Moreover, creativity in livestreaming helps differentiate content among millions of videos on platforms like TikTok. Creative product introductions, such as using humorous scripts or interactive activities, can leave a strong impression on viewers (Bagozzi & Dholakia, 2006). Ranjbarian et al. (2016) also showed that creative content stimulates positive emotions, thereby enhancing consumers' purchase intentions. The hypothesis is:

H4: Creativity in livestreaming positively influences viewers' purchase intention.

Relationship between Persuasiveness and Purchase Intention:

TRA and TPB suggest that persuasive communication by live streamers shapes attitudes and subjective norms, directly influencing viewers' purchase intentions. In livestream commerce, persuasiveness is particularly important when viewers have a short window of time to decide whether to purchase a product. Live streamers need to effectively explain the product, highlight its specific benefits, and offer reasonable advice to make viewers feel that the product fits their needs. Lee and Park (2020) showed that live streamers with high persuasiveness make viewers feel more confident in their purchasing decisions, thereby increasing the likelihood of conversion into customers. The hypothesis is:

H5: Persuasiveness by live streamers positively influences viewers' purchase intention.

Relationship between Purchase Intention and Purchase Behaviour:

TRA, TPB, and SOR collectively support the established link that intention is a strong predictor of actual behaviour. The hypothesis is:

H6: Purchase intention positively influences purchase behaviour.

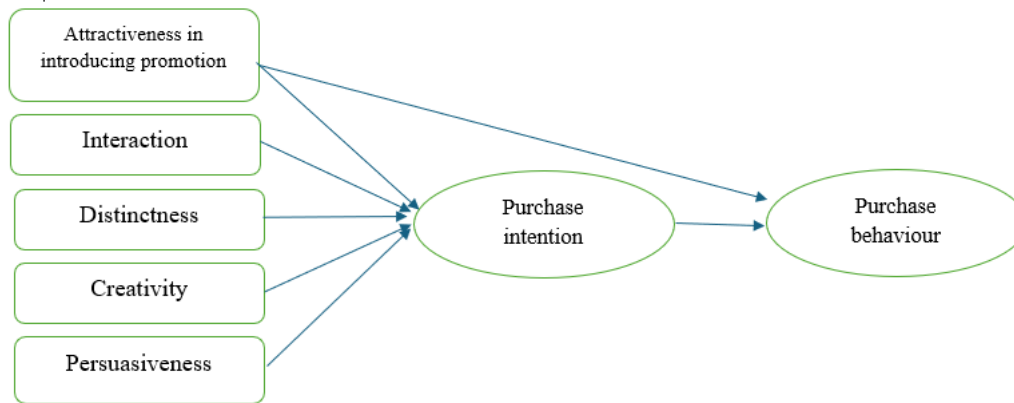Hence, the research model was as follows:

Figure1: Proposed research model

3   RESEARCH METHODOLOGY

3.1   Research scale

The study employed a validated scale that has been utilized in previous research across various contexts. Discussions were conducted with seven relevant participants (TikTok users with experience of purchase behavior via livestream before) to identify the appropriate research model and scale for the topic at hand. Discussing the scale before conducting the official survey is an important step in research, especially when measuring qualitative concepts for the reasons of optimizing the measurement scale as the author can adjust the content of the measurement scale when receiving feedback, thereby refining the questions to better fit the context and target audience and enhance the accuracy and clarification of the measurement scale as well, so that all participants in the survey correctly understand the questions and related concepts without any confusion. The results of the group discussion revealed that the group unanimously agreed with the observed variables adopted by the authors in the scales. However, some questions required clarification or rephrasing for enhanced clarity. Following a group discussion, the authors revised the scale, which is presented in Table 1. A 5-point Likert scale was utilized, ranging from Strongly Disagree (1) to Strongly Agree (5).

Table 1. Measure scales

Factors	Code	Variables	References
Interaction	INT1	I feel satisfied when I can engage directly with the live streamer through questions and immediate feedback.	Bailenson et al. (2008); Petty & Cacioppo (1986); Ajzen (1991); Chen, C., Lin, Y., & Chiu, W. (2021); Sundar et al (2012); Thibaut & Kelley (1959); Kim, J., Kim, M., & Lennon, S. J. (2011)
	INT2	I believe that direct interaction helps me better understand the product and make purchasing decisions easily.	
	INT3	I feel cared for and respected when the live streamer responds to my comments.	
	INT4	I enjoy interactive activities during livestreams such as games, mini-games, or giveaways	
Persuasiveness	PSS1	The live streamer presents persuasive arguments that make me feel more confident about my purchasing decision.	Ajzen (1991); Li et al. (2019) Moriuchi (2019); Chen, Y., Fay, S., & Wang, Q. (2012) Peters et al., (2012); Arnould & Price (1993);
	PSS2	The way the live streamer introduces the product makes me feel trustworthy and inclined to make a purchase.	

	PSS3	The live streamer can connect emotionally and persuade me that the product meets my needs.	Chen & Lin (2018); Hamilton et al. (2016)
	PSS4	The live streamer knows how to provide logical reasons, which makes me have faith in the product quality.	
Distinctness	DTN1	The livestream with a unique entertainer makes me more willing to make a purchase.	Pine & Gilmore (1999); Chen, Lin, & Chiu (2021) Porter (1980); Huang & Benyoucef (2013)
	DTN2	Entertainers in the livestream create a high level of interaction.	
	DTN3	The entertainer creates a lively atmosphere in the livestream, boosting my purchasing decision.	
	DTN4	The leading style of the entertainer makes me more interested in the livestream.	
Creativity	CR1	The live streamer's unique and fresh presentation style makes me feel intrigued.	Csikszentmihalyi (1997); Oldham & Cummings (1996); Sternberg & Lubart (1999); Christensen (1997) Pine & Gilmore (1999); Ranjbarian et al., (2016); Oldham & Cummings (1996)
	CR2	The creative ideas in the livestream help me remember the product for longer.	
	CR3	The live streamer creates creative content to capture my attention.	
	CR4	The live streamer's creativity makes me perceive the product as more valuable.	
Attractiveness	ATT1	The live streamer offers attractive deals such as discounts or gifts.	Lichtenstein & Netemeyer (1988); Chandon, Wansink, & Laurent (2000); Inman & McAlister (1993); Grewal & Levy (2007); Blattberg & Neslin (1990); Lichtenstein & Netemeyer (1988); Chandon et al., (2000); Bagozzi & Dholakia (2006)
	ATT2	The live streamer's promotional programs make me more interested in the product.	
	ATT3	I enjoy livestreams with exclusive promotional offers by the entertainer.	
	ATT4	The live streamer frequently updates about new promotional programs.	
Purchase Intentions	PI1	I intend to make a purchase after watching the livestream because I see the product fits my needs with the explanation of live streamer.	Fishbein & Ajzen (1975); Ajzen (1991); Pine & Gilmore (1999); Hajli et al., (2017); Hajli et al., (2017); Huang & Benyoucef (2013); Bagozzi & Dholakia (2006); Chen, Y., Fay, S., & Wang, Q. (2012)
	PI2	The live streamer has made a good impression that makes me want to buy their product.	
	PI3	The positive reviews from the live streamer make me more inclined to purchase the product.	
	PI4	I find the live streamer's strong inspiration makes me intend to buy immediately.	
Purchase behavior	PB1	I frequently shop online for products mentioned in live stream on TikTok with a high-performance skill live streamer.	Bhatnagar et al., (2004); Chill et al., (2005)
	PB2	I usually make purchases online in the livestream session.	
	PB3	I am willing to spend money to buy certain products introduced by an interesting live streamer.	

	PB4	I decided to buy a product online based on the level of excitement created by the live streamers.	

Source: Authors

3.2 Data collection and analysis

The study was divided into two phases: a preliminary study and a main study. In the preliminary phase, the author conducted a focus group discussion with seven participants to adjust the questionnaire and conducted pilot test with 50 TikTok users. The results of the pilot test indicated that Cronbach's Alpha reliability coefficients were all greater than 0.6, and the exploratory factor analysis (EFA) indices were deemed appropriate according to Hair et al. (2006).

The primary phase of the study employed quantitative research methods, collecting survey samples from 394 TikTok users with experience of purchasing goods on livestream before. The data collected from the survey will be processed using software such as Excel and Smart-PLS to draw conclusions about the factors influencing the relationship between performance skills of live streamers and purchasing behavior.

4 RESEARCH FINDINGS

The survey obtained 394 valid responses from TikTok users, including 249 males (63.2%) and 145 females (36.8%). All respondents (100%) have had experience purchasing products through TikTok livestreams.

- **Outer loadings**

Based on the Outer Loadings, observable variables with outer loadings above 0.7 (ATT1, ATT2, CR1, DTT1, PB1, PB3, PB4, PI1, PI4, PSS1, INT1) demonstrate a significant contribution to the constructs in the model, ensuring their reliability and representativeness. Meanwhile, variables with outer loadings below 0.7 (ATT3, ATT4, CR2, CR3, CR4, DTT2, DTT3, DTT4, PB2, PI2, PI3, PSS2, PSS3, PSS4, INT2, INT3, INT4) exhibit weaker correlations with their respective constructs. These variables may require further examination to enhance the accuracy and reliability of the research model or may need refinement to improve their representativeness of the underlying constructs they measure.

When the outer loadings of some observed variables fall within the range of 0.4 to below 0.7, the decision to retain or remove the variable should not rely solely on their outer loadings. Instead, additional factors such as composite reliability (CR) and convergent validity (average variance extracted - AVE) should be considered. As the analysis results, although the outer loadings of the observed variables fall within the range of 0.4–0.7, the composite reliability remains above 0.7, ensuring the reliability of the measurement scale. In addition, the AVE of these variables remain above 0.5, indicating that the observed variables adequately converge onto the latent construct. Therefore, though the outer loadings of above-mentioned variables are not particularly high, they reflect significant aspects of those concepts. Removing these variables may reduce the comprehensiveness of the factors; thus, they are retained to ensure the overall integrity of the model.

Table 5. Outer loadings

	ATT	CR	DTT	INT	PB	PI	PSS
ATT1	0.863						
ATT2	0.877						
ATT3	0.555						
ATT4	0.673						
CR1		0.776					
CR2		0.552					
CR3		0.573					

CR4		0.658				
DTT1			0.708			
DTT2			0.686			
DTT3			0.669			
DTT4			0.537			
PB1				0.823		
PB2				0.637		
PB3				0.729		
PB4				0.799		
PI1					0.735	
PI2					0.596	
PI3					0.587	
PI4					0.705	
PSS1						0.748
PSS2						0.598
PSS3						0.529
PSS4						0.658
INT1				0.721		
INT2				0.530		
INT3				0.692		
INT4				0.644		

- **Construct reliability**

Based on the table presenting the reliability information of the indicators, the following observations can be made: All factors including PSS, PI CR, DTN, and INT exhibit Cronbach's alpha values greater than 0.5, indicating a satisfactory level of internal consistency. Notably, the variables ATT and PB have Cronbach's alpha values exceeding 0.7; according to Hulland (1999), an alpha of 0.7 or above is regarded as ensuring high reliability.

Composite reliability (rho_c): All indicators demonstrate composite reliability values of above 0.7, thereby satisfying the standard of reliability criteria—a crucial benchmark for evaluating the measurement scales.

Average variance extracted (AVE): Each indicator shows an AVE value which is greater than 0.5, suggesting that a significant proportion of the variance in the observed variables is accounted for by the indicators. This supports the convergent validity of the scales. There are some factors with AVE which is less than 0.5 in this analysis. However, some empirical studies allow for an AVE below 0.5 if the model maintains theoretical and practical significance. The AVE of factor CR, DTT, INT, PSS, PI ranges from 0.4 to 0.7, which does not meet the strict 0.5 threshold. However, Fornell & Larcker (1981) suggest that if the composite reliability (CR) is sufficiently high, an AVE below 0.5 can still be acceptable in empirical research. Therefore, this factor is retained in the model. Overall, the indicators display robust reliability and convergent validity, ensuring the integrity of the measure scale in this study.

Table 6. Cronbach alpha, reliability and Average Variance extracted Testing results

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
ATT	0.736	0.836	0.569
CR	0.519	0.737	0.417
DTT	0.552	0.747	0.427
INT	0.546	0.744	0.424

PB	0.755	0.836	0.563
PI	0.562	0.753	0.434
PSS	0.534	0.730	0.408

- **Fornell**

The discriminant validity of the factors is assessed through the square root of the AVE values (represented on the diagonal) in the table of Fornell and Larcker results. A factor is considered to exhibit discriminant validity when its square root AVE is greater than its correlation coefficients with other factors in the research model (Fornell & Larcker, 1981). All these values exceed 0.5 and meet the discriminant validity criterion, indicating that the measurement scales have strong internal reliability. Notably, the correlation values between DL and other constructs are relatively high, suggesting that the PB construct is closely associated with other concepts in the model.

Table 7. Fornell result

	ATT	CR	DTT	INT	PB	PI	PSS
ATT	0.754						
CR	0.468	0.646					
DTT	0.435	0.610	0.653				
INT	0.341	0.584	0.587	0.651			
PB	0.637	0.491	0.554	0.407	0.750		
PI	0.363	0.659	0.616	0.628	0.527	0.659	
PSS	0.446	0.609	0.463	0.569	0.509	0.553	0.639

- **Collinearity Statistics (Inner Model matrix)- VIF**

The Variance Inflation Factor (VIF) is used to assess multicollinearity in the PLS-SEM model. The table presents the VIF values among the variables in the model, where values greater than 1 indicate a certain level of correlation among the variables. Overall, the VIF values range from 1.152 to 2.179, all of which remain below the threshold of 3. This suggests that there is no severe multicollinearity issue in the model. Some VIF values exceed 2 (e.g., CR with VIF = 2.179, DTT with VIF = 1.901), indicating a certain degree of correlation among these variables; however, they remain within an acceptable range. In summary, based on the analysis, there is no concerning evidence of multicollinearity in the model. Therefore, the variables can be retained without any need for modification or exclusion.

- Table 8. **Collinearity Statistics (Inner Model matrix)- VIF**

	ATT	CR	DTT	INT	PB	PI	PSS
ATT					1.152	1.404	
CR						2.179	
DTT						1.901	
INT						1.921	
PB							
PI					1.152		
PSS						1.868	

- **Hypothesis testing**

According to Chin et al. (1996), analysing the impact of independent factors on the dependent factor should not be limited to merely examining the significance of relationships between factors in the study. It also requires an assessment of the magnitude of each relationship (Nguyễn et al., 2017). Additionally, the reliability of the model must be verified using the Bootstrap method with a resampling size of 1,000 observations (Hair et al., 2017).

Table 9. Hypothesis testing results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Results
ATT -> PB	0.514	0.521	0.050	10.215	**0.000**	**Accepted**
ATT -> PI	-0.023	-0.024	0.047	0.503	**0.615**	**Rejected**
CR -> PI	0.303	0.300	0.058	5.193	**0.000**	**Accepted**
DTT -> PI	0.236	0.237	0.064	3.679	**0.000**	**Accepted**
INT -> PI	0.247	0.250	0.060	4.128	**0.000**	**Accepted**
PI -> PB	0.341	0.338	0.050	6.877	**0.000**	**Accepted**
PSS -> PI	0.129	0.134	0.050	2.614	**0.009**	**Accepted**

Based on Table 9, the results can be interpreted that the relationship **ATT → PI** is rejected due to a high p-value (0.615), indicating that attitude (ATT) does not significantly influence purchase intention (PI). All other relationships in the model are statistically significant. All path coefficients have positive signs, suggesting that the relationships in the model are positively directed, supporting the corresponding hypotheses. Among these, the strongest relationship is between **ATT and PB**, with a path coefficient of **0.514**. Conversely, the weakest relationship is between **PSS and PI**, with a path coefficient of **0.129**. The order of influence on **PI**, from strongest to weakest, is as follows: **CR (0.303), INT (0.247), DTT (0.236), and PSS (0.129)**. The order of influence on **PB**, from strongest to weakest, is **ATT (0.514), PI (0.341)**.
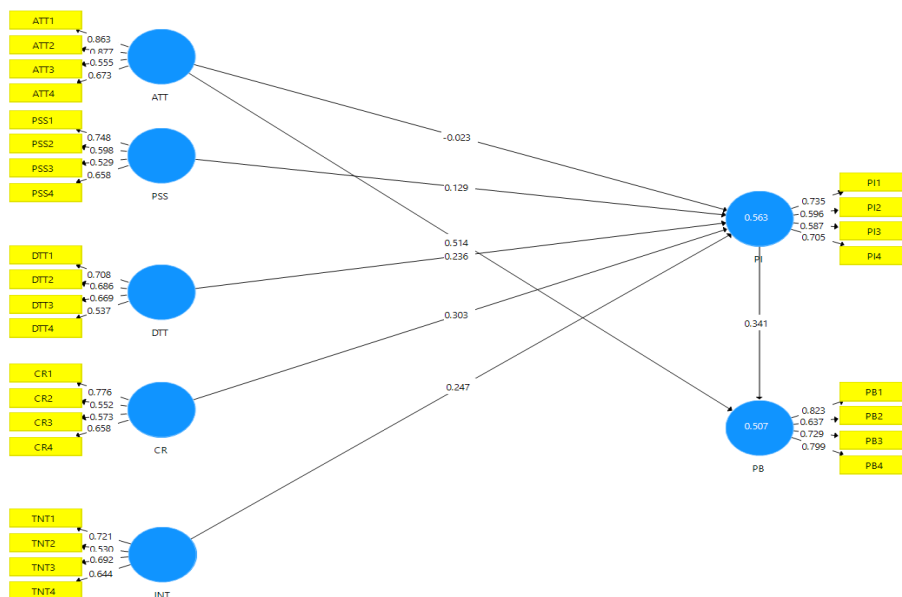

Figure 1. Graphical Representation of Structural Model

- **R- Square:**

Table 10: R-Square

	R Square	R Square Adjusted
PB	0.507	0.505
PI	0.563	0.558

The R-squared coefficient represents the explanatory power of the independent variables on a dependent variable within the model. In this study, there are two dependent factors: PI (Purchase Intention) and PB (Purchase Behaviour). Therefore, there are two adjusted R^2 values corresponding to these factors. The adjusted R^2 for PI is 0.505, indicating that the independent variables ATT, INT, DTT, CR, and PSS collectively explain 50.5% of the variance in PI. The adjusted R^2 for PB is 0.558, meaning that the independent variable PI accounts for 55.8% of the variance in PB.

- **Effect size- f^2**

Chin (1998) proposed the formula for calculating the f-square coefficient to assess the importance of an independent variable on the dependent variable. Cohen (1988) suggested a table of f-square indices to evaluate the significance of independent variables.

Table 11. f^2

	ATT	CR	DTT	INT	PB	PI	PSS
ATT					**0.465**	**0.001**	
CR						0.097	
DTT						0.067	
INT						0.073	
PB							
PI					**0.204**		
PSS						0.021	

As shown in the table above, **ATT does not have a significant impact on PI**, which is consistent with the previous P-value test results. **CR is the most influential factor affecting PI**, followed by INT, DTT, and PSS; however, all these factors exhibit only minor effects. **PI has a moderate impact on PB**, indicating that purchase intention remains an important factor but is not as strong as ATT in influencing purchase behaviour.

Table 9. The Mediating Role of PI

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Results
ATT -> PI -> PB	-0.008	-0.009	0.016	0.489	**0.625**	**Rejected**
CR -> PI -> PB	0.103	0.102	0.025	4.118	**0.000**	Accepted
DTT -> PI -> PB	0.080	0.081	0.027	2.933	**0.003**	Accepted
INT -> PI -> PB	0.084	0.083	0.021	4.026	**0.000**	Accepted
PSS -> PI -> PB	0.044	0.046	0.020	2.183	**0.029**	Accepted

According to the results in the table above, using **PI** as a mediating variable, the factors influencing the mediator include **CR, DTN, INT, and PSS**, all of which have a significant impact on **PB**. The respective beta coefficients for these factors are **0.103, 0.080, 0.084, and 0.044**. Additionally, all **p-values are below 0.05**, confirming statistical significance. The **P-value** of the relationship of **ATT → PI → PB** is **0.625**, indicating that **PI does not serve as a mediator** in the relationship between **ATT and PB**. These findings indicate that the relationships mediated by **PI** support its role as an intermediary variable through which **CR, DTN, INT, and PSS** influence **PB**. This reinforces the importance of **PI** in the structural model and highlights its contribution to the overall impact of these factors on **PB**.

5 DISCUSSION

5.1 Key Findings

The findings from the structural model assessment and mediation analysis provide strong empirical support for the hypothesized relationships in this study. The results affirm that key performance attributes, including attractiveness in presenting promotions, interaction, creativity, distinctness, and persuasiveness, significantly enhance purchase intention, which in turn drives actual purchase behaviour. These findings are consistent with and extend prior research on live streaming commerce, particularly within the context of social commerce platforms like TikTok.

Specifically, the results confirm that PI serves as a significant mediating factor in the relationships between Creativity (CR), Distinctiveness (DTN), and Interaction (INT) with Purchase Behaviour (PB), while Attitude (ATT) emerges as the most influential direct factor affecting PB. The mediation analysis demonstrates that the indirect effects of CR, DTN, and INT on PB through PI are statistically significant (p-values < 0.05). These findings align with previous literature, suggesting that creativity, distinctiveness, and interaction quality play crucial roles in enhancing purchase intention (PI), which in turn significantly influences purchase behaviour (PB) ($\beta = 0.346$, p = 0.000). This reinforces the argument that PI acts as a key psychological mechanism linking external factors to consumer decision-making.

In addition to the mediating effects, the direct effects from the research findings highlight ATT as the most influential factor on PB ($\beta = 0.528$, p = 0.000). This suggests that consumers' attitudes towards a live stream session with interesting live streamers exert the strongest direct influence on purchase behaviour, which is consistent with well-established consumer behaviour theories (e.g., Theory of Planned Behaviour).

Furthermore, while CR, DTN, INT, and PSS primarily impact PB through PI, they also exhibit direct effects on PB. Although these direct effects are weaker compared to the indirect pathways through PI, they still indicate that these factors can partially influence PB independently, reinforcing their overall importance in shaping consumer behaviour. Hence, this study contributes to the growing body of knowledge in consumer behaviour research through confirming PI as a crucial mediating construct, particularly in linking creativity, distinctiveness, and interaction activities to purchase behaviour. Besides, it demonstrates the dominant role of ATT as a direct determinant of PB, which reinforces attitude-based decision-making models, and highlights that while creativity, distinctiveness, and interaction quality directly impact PB, their effects are significantly amplified when mediated by PI.

5.2 Comparison with Previous Research

The results of our study align closely with prior research on the impact of creativity, distinctiveness, and interaction on consumer purchase behaviour. Studies such as Nguyễn, T. M., & Lê, H. V. (2021) in their study "Factors Affecting Purchase Decision through Livestream on Social Media in Vietnam," emphasize the importance of communication skills and engagement of live streamers in influencing customer interaction, creating a lively shopping environment. This finding is consistent with our results, which highlight the significant role of interaction (INT) in enhancing Purchase Intention (PI) and, in turn, purchase behaviour.In addition, Phan and Vo (2020) and Tran & Ly (2023) explored the emotional influence in livestream shopping, emphasizing the positive emotional atmosphere and excitement, which increases purchase intention. This also aligns with our findings, where Attitude (ATT) is shown to be a key

determinant in influencing PB, further supporting the mediating role of PI between creativity, distinctiveness, interaction, and consumer purchase behaviour.

For international studies, such as Chen and Lin (2022), they examined the influence of animation skills on viewer engagement and emotional response in livestream e-commerce. Their research found that live streamers with strong engagement skills tend to attract viewers and create a more positive shopping experience. This is consistent with our study, which underscores the importance of engagement and creativity in driving Purchase Intention and purchase behaviour. This study's findings also align with the results of Park, J., & Lee, S. (2021), who emphasized that performance skills create a high level of interaction, enhancing the positive emotions that ultimately drive purchase behaviour. Similarly, the study by Wongkitrungrueng, A., & Assarut, N. (2020) focusing on the role of charisma and the influence of live streamers on purchase behaviour supports the view that live streamers with engaging performance styles can easily enhance the viewers' positive emotions, increase conversion rates, and improve sales effectiveness.

5.3   Theoretical and Practical Implications

From a theoretical perspective, this study reinforces the applicability of the S-O-R framework, Technology Acceptance Model, and behavioural intention theories in explaining consumer behaviour in live streaming commerce. The empirical evidence demonstrates that live streamers' performance skills function as powerful stimuli that shape consumer cognition (trust, perceived value) and emotion (engagement, excitement), leading to favourable behavioural responses.

From a practical standpoint, these findings suggest that brands and sellers should invest in training live streamers to develop not only product knowledge but also advanced presentation, interaction, and persuasive communication skills. Increasing the frequency and quality of live streaming sessions, leveraging data analytics to optimize content and timing, and fostering creativity can further enhance sales performance and customer loyalty.

Practically, businesses can leverage these findings to optimize their marketing and brand differentiation strategies. For example, enterprises or live streamers can enhance the Creativity in their live stream sessions since CR has the strongest indirect effect on PB through PI. This means companies should invest in creative branding strategies, such as unique storytelling, innovative product design, and experiential marketing. Moreover, it is useful to emphasize Distinctiveness (DTN), focusing on differentiation strategies that ensure their brand stands out through unique value propositions, strong brand identity, and exclusive offerings, in combination with selected live streamers, KOLs, KOCs, etc. The level of interaction in the live stream created by the high-performance skills of live streamers can personalize customer engagement, immersive brand experiences, and two-way communication on digital platforms.

6   CONCLUSION, LIMITATIONS AND FUTURE RESEARCH DIRECTION

This study confirms that PI plays a pivotal mediating role in shaping PB, particularly for factors such as Creativity (CR), Distinctiveness (DTN), and Interaction (INT) generated by the live streamers with their skilful performance skills. The findings highlight the critical role of a live streamer's performance skills—formed through interaction, distinctiveness, creativity, persuasiveness, and attractiveness—in shaping consumer purchase intention and behaviour. These elements collectively enhance audience engagement, foster trust, and create a compelling shopping experience that drives purchasing decisions.

While this study provides valuable insights, it is not without limitations. The research focuses primarily on the TikTok platform and may not fully capture the nuances of livestreaming on other social commerce platforms. Additionally, the study does not deeply explore the long-term effects of streamer performance on customer retention and brand equity. In addition, the factors discussed in the content are often presented as general determinants of online purchase behaviour, but consumer behaviour is far more complex and context dependent. There are many psychological and emotional factors that are difficult to measure or standardize in surveys. Besides, real-world consumer behaviour can be influenced by a mix of personal

experiences, socio-cultural factors, and situational variables, which may not be fully captured by the models or generalizations made in the research. To gain a more comprehensive understanding, it is necessary to conduct research on a larger and more diverse sample (Ortiz Rojas & et al., 2019).

Furthermore, although the study employed quantitative research methods and collected data from 394 TikTok users with experience in livestream shopping, several notable limitations need to be discussed, including Sample Size and Focus, data collection, analytical methods, and Survey Type and Quantity. In detail, while the survey sample includes 394 participants, the focus on TikTok users may limit the representativeness of the findings. This could impact the applicability of the research results to other livestream platforms or consumer groups with different characteristics. Expanding the research to include other livestream platforms or a more diverse consumer demographic could help enhance the generalizability and reliability of the results. Regarding data collection, the data collected from the survey and processed using software such as Excel and Smart-PLS may face challenges in terms of accuracy and data integration when handling a large volume of information. While Cronbach's Alpha indicates the reliability of the indices in the study, the use of a single software tool may not fully capture the complex factors involved in consumer shopping behaviour. For analytical methods, the study uses Smart-PLS modelling to examine the relationships between variables. However, this approach primarily focuses on non-linear influences. The application of more advanced analysis methods, such as network analysis or mixed methods approaches, could provide a more comprehensive view of the factors influencing consumer behaviour. The survey type and quantity should be considered, as the study mainly relies on online surveys, which may lead to missing data from individuals who are not accustomed to using the internet or do not participate in social platforms like TikTok. This may affect the representativeness of the survey sample in relation to the entire consumer population.

Therefore, future research should consider comparative studies across multiple platforms and markets, as well as longitudinal analyses to assess sustained impacts on consumer behaviour. Furthermore, investigating the interplay between streamer characteristics and different product categories could yield more granular insights for optimizing live commerce strategies. Besides, it would be beneficial to explore moderating effects, such as demographic factors (e.g., age, income) or cultural differences, to determine whether the strength of these relationships varies across different consumer segments. The researcher even can examine additional psychological factors, such as trust, brand loyalty, and perceived risk, to further refine the consumer behaviour model.

Overall, this study provides empirical evidence of the complex interplay between attractiveness, creativity, distinctiveness, and interaction quality in a live streamer's performance skills, highlighting their role in driving consumer purchase behaviour on TikTok. Purchase intention (PI) serves as a crucial bridge between these external influences and consumer decisions. An engaging and persuasive streamer can significantly shape consumer perceptions, ultimately boosting conversion rates and increasing revenue. As live commerce continues to expand, streamers and e-commerce platforms must invest in skill development to maximize their impact on consumer behaviour and market success. These findings offer valuable insights for academia, industry professionals, content creators, and marketers on TikTok. This study not only provides a robust framework for understanding consumer decision-making processes but also emphasizes the importance of creativity, uniqueness, and audience engagement in live streaming sessions to enhance purchase intention and conversion rates.

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ẢNH HƯỞNG CỦA KỸ NĂNG HOẠT NÁO ĐẾN TỐI ƯU HÓA BÁN HÀNG TRỰC TIẾP TRÊN TIKTOK

NGUYỄN NGUYÊN PHƯƠNG

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Tóm tắt. Những người phát trực tiếp trên nền tảng Tiktok giữ vai trò như là "linh hồn" của buổi phát thông qua những kỹ năng hoạt náo của chính họ, từ đó tạo ra tương tác, tăng cường sự tham gia của người xem và thúc đẩy quyết định mua hàng. Nghiên cứu được thực hiện nhằm đánh giá mức độ ảnh hưởng của các yếu tố liên quan đến kỹ năng hoạt náo bao gồm tính tương tác, tính thuyết phục, tính sáng tạo, tính khác biệt, và tính hấp dẫn trong trình bày khuyến mãi đến ý định và quyết định mua hàng của người xem phiên phát trực tiếp. Trên cơ sở vận dụng các mô hình, học thuyết như TAM, TRA, TPB, SOR, tổng hợp các nghiên cứu liên quan, và phân tích dữ liệu định lượng thu thập từ 394 người dùng có kinh nghiệm xem livestream và mua hàng trên TikTok, kết hợp với phương pháp PLS-SEM để đo lường tác động của các yếu tố này đối với ý định mua hàng và quyết định mua hàng. Kết quả phân tích cho thấy tất cả các yếu tố được đề xuất trong mô hình đều có tác động đáng kể đến ý định mua hàng của người xem đối với các phiên phát trực tiếp trên nền tảng Tik tok. Dựa trên kết quả nghiên cứu, tác giả đưa ra một số hàm ý quản trị nhằm nâng cao hiệu quả kinh doanh cho các cá nhân, hộ kinh doanh và doanh nghiệp đang sử dụng hình thức phát trực tiếp trên nền tảng Tiktok để bán hàng.