



Analysis of The Effectiveness of using The Live Shopping Feature on The TikTok Platform in Increasing Sales Conversion : A Case Study of XYZ Online Store

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Abstract

This study analyzes the effectiveness of TikTok Live Shopping in supporting sales conversion at XYZ Online Store. A mixed-methods approach was employed by combining quantitative data from 42 live shopping sessions with qualitative evidence obtained through an interview with the store owner and observations of selected live sessions. The analysis identified differences in average conversion rates across broadcasting periods, with morning sessions recording 55.08%, afternoon sessions 63.34%, and evening sessions 64.30%. Thus, among the observed sessions, the evening period generated the highest average conversion rate. Qualitative findings further indicate that content presentation, host responsiveness, real-time interaction, promotional incentives, and technical preparedness were relevant characteristics of effective live sessions. The store owner perceived direct interaction as helping audiences become more confident when considering purchases; however, consumer trust was not directly measured through consumer interviews or surveys. Using the Stimulus–Organism–Response perspective as an analytical lens, the study interprets Live Shopping characteristics as factors associated with audience engagement, purchasing responses, and observable sales conversion rather than as components of a statistically tested causal model. The findings provide practical insights for MSMEs seeking to organize Live Shopping activities more effectively while highlighting the need for future research that directly measures consumer engagement and trust.

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INTRODUCTION

The rapid evolution of digital technology has fundamentally reshaped global retail landscapes, triggering a structural shift from traditional brick-and-mortar stores to sophisticated online ecosystems. E-commerce has emerged as the primary catalyst for this transformation, driven by its capacity to offer seamless accessibility, vast product assortments, and competitive pricing strategies (Wijaya, 2023). In the Indonesian context, this digital acceleration is particularly pronounced, with over 88% of internet users actively utilizing e-commerce platforms for their consumption needs (Lidwina, 2021). Amidst this shift, the boundary between social interaction and commercial transactions has blurred, giving rise to the era of social commerce. A prominent leader in this space is TikTok, which has transcended its origins as a short-form video platform to become a dominant e-commerce channel. The introduction of TikTok Shop in 2021 (specifically through its Live Shopping feature) has revolutionized the merchant-consumer relationship by enabling real-time product demonstrations, fostering direct interpersonal engagement, and creating a high-velocity shopping environment that bridges the gap between entertainment and transaction (Muhammad et al., 2024).

Extant research has extensively documented the psychological and behavioral drivers of TikTok's success. For instance, Safitri (2023) established that TikTok Live Shopping significantly influences purchase decisions, with purchase intention serving as a vital mediator. Similarly, Susanti and Adha (2023) highlighted that host credibility and content authenticity are paramount in building consumer trust during live streams, while Riofita (2025) identified TikTok as an effective advertising vehicle for capturing younger demographics through enhanced engagement. However, a significant research gap remains; most existing studies focus primarily on "soft" metrics, such as perceived trust or purchase intention. There is a notable scarcity of empirical evidence regarding "hard" business outcomes, specifically measurable sales conversion rates within the Micro, Small, and Medium Enterprises (MSME) sector. While many studies discuss why consumers intend to buy, few provide a granular analysis of how live streaming variables translate into completed transactions.

This study addresses this void by investigating XYZ Online Store, an MSME specializing in women's lace (brukat) apparel. A product category that relies heavily on visual detail and tactile perception. XYZ Online Store utilizes TikTok Live Shopping as its core revenue engine, providing a unique case for empirical observation. By analyzing data across 42 controlled live shopping sessions, this research offers a concrete assessment of how live interaction affects real-world sales performance. The innovation of this study stems from its mixed-methods design, which integrates quantitative conversion rate analysis with qualitative insights from interviews and thematic observations. This methodology delivers a thorough assessment of TikTok Live Shopping's role in boosting sales conversions, offering both a contribution to social commerce literature and actionable, data-driven strategies for small businesses to optimize their digital marketing efforts in an increasingly dynamic e-commerce landscape background to the problem, research motivation, theory, research objectives written in flowing paragraph form and does not use subtitles and does not use bullets or numbering in the introduction. References are indicated by writing the author's surname/last name and year of publication, without page numbers.

LITERATURE REVIEW

Currently, consumer behavior has changed significantly due to technological innovations and the widespread adoption of handheld devices, which directly influence how people interact and use social media when making online shopping decisions. Along with this shift, digital marketing has also undergone substantial transformation over time, reflecting both technological developments and changes in consumer behavior. When observing the trends in e-commerce growth and the adoption of digital technology in recent years, it becomes clear that investing in digital marketing is no longer merely an option but a necessity for companies that wish to survive and thrive in the digital era. As stated by Meeker and Wu (2018) in their report, the digital market will continue to grow and will increasingly become the focal point of businesses worldwide.

Over 5.5 billion people used mobile phones globally in 2022, according to a survey by Hootsuite and We Are Social (2023). This presents substantial opportunity for businesses to engage with customers via mobile platforms. Additionally, 57.8% of internet users use the internet to look for information, and 43.4% use it to search for brands and items, according to study published by Datareportal (2023). Furthermore, 4.74 billion people utilize social media globally. Brands now have the chance to engage directly with their audiences via online platforms because to the increasing accessibility of mobile devices and the internet. Because consumers are increasingly using digital platforms to perform transactions and seek information, digital marketing has become a strategic imperative for businesses.

In addition to digital marketing, social media has become an essential component of modern marketing strategies due to its ability to connect businesses directly with consumers on a large, fast, and interactive scale. Social media has emerged as a visible trend in the online market, where businesses use it as a direct marketing medium to support consumer decision-making processes and influence consumer behavior. Unlike traditional media, social media enables real-time two-way communication, where consumers are not only recipients of messages but also actively participate in spreading information, providing feedback, and influencing others' purchasing decisions through comments, reviews, or user-generated content. With features such as live streaming, polling, real-time comments, and social commerce, social media has evolved from merely a communication platform into a comprehensive marketing ecosystem integrated with the consumer purchasing process. With the implementation of digital marketing strategies and the effective use of social media, companies can more easily identify consumer needs and preferences, build stronger brands, and improve customer retention. However, it is important to recognize that digital marketing and the use of social media also involve various challenges that must be addressed to ensure that marketing strategies remain effective and relevant in a constantly evolving digital environment.

One of the social media platforms that significantly supports digital marketing activities is TikTok, which has developed into one of the most influential social media platforms in the world. TikTok is an application created by ByteDance, a Chinese company based in Beijing, in 2016. Initially, TikTok was used to create and share short videos with a maximum duration of five minutes. In addition, TikTok users could utilize various features such as filters, background music (BGM), and lip-sync templates to communicate creatively with their audiences (Omar & Dequan, 2020). Over time, TikTok has evolved into a strategic platform for brands and entrepreneurs to reach audiences through creative and interactive content. One of the innovations that strengthens TikTok's role in the digital marketing ecosystem is the Live Shopping feature, which combines the

concept of live streaming with direct e-commerce functionality. Through TikTok Live Shopping, entrepreneurs can sell products online by showcasing them in real time, demonstrating product usage, answering audience questions, and offering exclusive promotions during live sessions. With this integration, consumers are no longer limited by store operating hours or geographical locations, as shopping activities can be conducted anytime and anywhere using only a mobile device or computer (Laudon & Traver, 2021). This approach has proven effective in building consumer trust while creating a more interactive and engaging shopping experience that encourages higher consumer participation and purchasing interest.

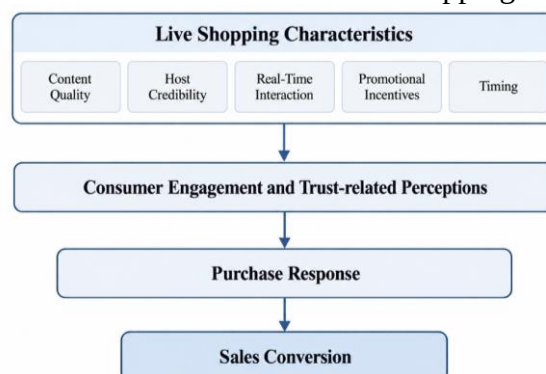
Analytical Framework

This study adopts the Stimulus–Organism–Response (S-O-R) perspective as an analytical lens for understanding how TikTok Live Shopping characteristics may be associated with consumer responses and sales outcomes. The S-O-R perspective explains that external environmental stimuli can influence individuals' internal cognitive or affective responses, which may subsequently be reflected in behavioral responses. In the context of live commerce, characteristics such as content quality, host credibility, real-time interaction, promotional incentives, and broadcasting time can be viewed as external stimuli encountered by viewers during a live shopping session (Mehrabian & Russell, 1974).

Within this analytical framework, these Live Shopping characteristics are considered relevant to audience engagement and trust-related perceptions. Interactive communication, clear product presentation, responsive hosts, and promotional incentives may create conditions that encourage viewers to remain involved in the session and consider purchasing the products being presented. Such responses may then be reflected in observable purchasing activity and, ultimately, in the sales conversion achieved during individual live sessions.

However, the framework used in this study should not be interpreted as a statistically tested causal model. Consumer engagement and trust were not measured through standardized consumer surveys or quantitative scales. Engagement was observed through behavioral indicators during selected live sessions, whereas trust-related interpretations were primarily derived from the store owner's perceptions and observable interaction patterns. Therefore, the framework functions as an analytical structure for organizing and interpreting the quantitative and qualitative evidence rather than establishing causal relationships among the constructs.

Figure 1. Analytical Framework of TikTok Live Shopping and Sales Conversion



Note: This framework is analytical rather than causal, because not all constructs were quantitatively measured in this study.

METHODS

This study employed a mixed-methods approach by combining qualitative and quantitative methods to obtain a more comprehensive understanding of the research problem. The primary subject of the study was the owner of XYZ Online Store, an MSME specializing in women's lace (brukat) apparel that utilizes TikTok Live Shopping as one of its marketing and sales channels. In addition, audience interactions during live streaming sessions were observed to identify communication patterns and behavioral responses toward product presentations and promotional activities.

The quantitative sample consisted of data collected from 42 Live Shopping sessions conducted by XYZ Store on the TikTok platform. The study was carried out over a two-month period, during which a total of 180 live sessions were conducted, and 42 sessions were selected as research samples. The selected sessions took place between May and June 2025 and represented various broadcasting times, including morning, afternoon, evening, and night sessions. The sampling process was based on the availability of sales records and the number of viewers participating in the live sessions during the research period. To complement the quantitative findings, in-depth interviews with the store owner and direct observations of several live streaming sessions were also conducted.

The interviews also explored technical challenges encountered during live streaming, such as lighting conditions, internet connectivity, and inventory management, as well as the owner's perceptions regarding how live interaction, product presentation, and responsiveness may contribute to audience confidence and purchasing activity. As consumers were not directly interviewed or surveyed, perceived trust was treated as an interpretive theme based on the owner's perspective rather than as a directly measured consumer construct.

The quantitative data were analyzed by calculating the conversion rate, defined as the percentage of viewers who made purchases compared to the total number of viewers in each Live Shopping session (Kaushik, 2024). The formula used to calculate the conversion rate is as follows:

$$\text{Conversion rate} = \left(\frac{\text{Number of Product Sold}}{\text{Number of Viewers}} \right) \times 100\%$$

The qualitative data were analyzed using thematic analysis. This process involved repeatedly reviewing interview transcripts and observation notes, coding relevant sections of the data, grouping the codes into preliminary themes, and refining them into broader themes that represented the overall data patterns. The findings were then interpreted to understand the relationship between promotional strategies, audience interaction, technical challenges, and the effectiveness of live shopping activities. To ensure data validity, methodological triangulation was applied by comparing interview findings, observational data, and quantitative results, thereby producing conclusions that were more consistent and reliable. Observational data were used primarily to identify visible indicators of audience engagement, including questions, comments, requests for product demonstrations, responses to promotions, and purchasing activity. These behavioral indicators were not treated as direct measures of consumer trust.

RESULT AND DISCUSSION

Result

The findings of this study indicate that the use of TikTok Live Shopping contributed significantly to increasing the sales conversion rate of XYZ Online Store. Among the 42 observed Live Shopping sessions, which were conducted across three time periods—morning (09:00–12:00), afternoon (13:00–15:00), and evening to night (16:00–22:00)—different levels of sales performance were identified. Sessions held during the evening, particularly between 19:00 and 22:00, generated higher purchasing activity compared to those conducted in the morning or afternoon. In addition, exclusive promotional strategies, such as free shipping offers and limited-time discounts, were found to effectively encourage audiences to make immediate purchasing decisions.

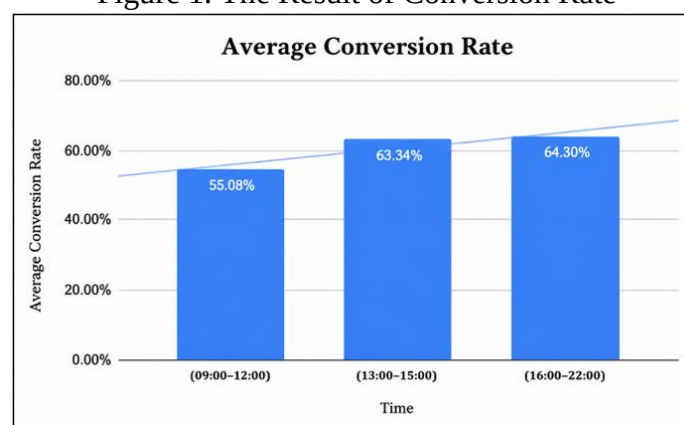
Figure 1 illustrates the comparison of the average conversion rates across three broadcasting time periods used by XYZ Store. The results show that the evening sessions (16:00–22:00) achieved the highest conversion rate at 64.30%, followed by the afternoon sessions (13:00–15:00) with 63.34%, while the morning sessions (09:00–12:00) recorded the lowest conversion rate at 55.08%. These findings indicate that broadcasting time influences audience purchasing behavior, with evening sessions proving to be the most effective period for converting viewers into buyers. This result highlights the importance of scheduling strategies in maximizing the effectiveness of the Live Shopping feature.

Qualitative findings from the interview with the owner of XYZ Online Store indicated that Live Shopping made it easier for the seller to introduce products, respond directly to audience inquiries, and provide immediate clarification regarding product characteristics. According to the owner, such direct interaction was perceived as helping audiences become more confident when considering a purchase. Because consumers were not directly interviewed or surveyed, this finding should be interpreted as the owner's perception rather than as direct evidence of increased consumer trust.

Observations of ten live streaming sessions further showed that active interaction between the host and the audience was accompanied by visible engagement indicators, including questions, comments, requests for additional product demonstrations, and responses to promotional offers. Communicative language, clear product explanations, and rapid responses to audience questions appeared to facilitate audience participation during the sessions. Technical aspects such as adequate lighting, clear product displays, and the host's ability to maintain an informative but relaxed atmosphere were also observed as relevant characteristics of the live sessions.

Another important finding revealed that the main challenges faced by the seller were unstable internet connectivity and competition from other stores offering similar products. Nevertheless, strategies such as maintaining a consistent streaming schedule, utilizing exclusive promotional offers, and fostering casual yet informative interactions were effective in sustaining audience interest. Overall, the findings confirm that the effectiveness of TikTok Live Shopping in increasing sales conversion is strongly influenced by content quality, host interaction, seller credibility, and the promotional strategies implemented.

Figure 1. The Result of Conversion Rate



Discussion

The results of this study indicate that the Live Shopping feature on TikTok contributed significantly to increasing sales conversion at XYZ Online Store. Quantitative data collected from 42 live streaming sessions revealed variations in conversion rates based on broadcasting time. The highest average conversion rate was recorded during the evening sessions at 64.30%, followed by the afternoon sessions at 63.34%, while the morning sessions achieved only 55.08%. These findings confirm that the timing of live broadcasts plays an important role in determining the effectiveness of live shopping, with evening sessions being the most optimal period for converting viewers into buyers. This condition aligns with consumer behavior patterns, as audiences tend to be more active in shopping activities after completing their daily routines.

In addition to broadcasting time, the promotional strategies implemented during live shopping sessions were also found to play a significant role in increasing sales performance. Interviews with the owner of XYZ Store revealed that promotional offers such as limited-time discounts, free shipping vouchers, and special deals available only during live broadcasts were highly effective in attracting audience attention. Observations from several live streaming sessions further showed that audiences became more active in commenting, liking, and making purchases when the host introduced exclusive promotions. These findings suggest that time-limited promotional strategies create a sense of urgency that encourages consumers to make immediate purchasing decisions.

Real-time interaction between the host and the audience also emerged as a key factor in the effectiveness of live shopping. Hosts who communicated in a friendly, engaging, and responsive manner were able to strengthen audience trust. Observational findings demonstrated that live sessions involving intensive interaction—such as personally greeting viewers or showcasing products based on audience requests—generated higher conversion rates compared to sessions that focused solely on providing product information. Therefore, the quality of communication established by the host contributed directly to the success of sales activities.

Viewed through the S-O-R analytical framework, the findings suggest that Live Shopping characteristics—including content presentation, host credibility, real-time interaction, promotional incentives, and broadcasting time—represent environmental stimuli surrounding the shopping experience. Observable audience engagement and the owner's perception of audience confidence provide qualitative mechanisms through which these stimuli can be interpreted, whereas purchasing activity and conversion rates constitute the most directly observable behavioral and business outcomes in this study.

Nevertheless, because these intermediary constructs were not quantitatively measured, the findings should be understood as analytical associations rather than evidence of a causal pathway.

However, the study also identified several challenges that could reduce the effectiveness of live shopping implementation. These challenges included inconsistent broadcasting schedules, technical limitations such as inadequate lighting and unstable internet connections, and difficulties in managing product stock when demand increased unexpectedly. Such issues may reduce audience comfort and ultimately decrease purchase intention. Therefore, in addition to promotional strategies and audience interaction, technical preparedness and operational management are also crucial factors in maximizing the effectiveness of TikTok Live Shopping.

CONCLUSION

This study indicates that TikTok Live Shopping can support the sales conversion of XYZ Online Store by combining real-time product presentation, audience interaction, promotional incentives, and strategic broadcasting schedules. Across the 42 observed sessions, differences in conversion rates were identified between broadcasting periods, with the evening sessions recording the highest average conversion rate among the periods analyzed. The qualitative evidence further suggests that clear product presentation, responsive host communication, promotional offers, and adequate technical preparation are relevant characteristics of effective live shopping implementation.

Real-time interaction also allowed the seller to respond immediately to audience questions and provide additional product information. The store owner perceived this interaction as helping viewers feel more confident when considering purchases. However, because consumers were not directly interviewed or surveyed, the study does not claim that consumer trust increased as a directly measured outcome. Instead, observable audience engagement and the owner's perception of trust-related responses were used to complement the conversion data.

Using the S-O-R perspective as an analytical framework, this study provides an interpretive explanation of how Live Shopping characteristics may be associated with audience responses and sales outcomes without treating these relationships as statistically tested causal effects. Future research should incorporate consumer surveys or interviews and validated measures of engagement, trust, purchase intention, and purchase behavior to test these relationships more directly. Overall, TikTok Live Shopping represents a potentially useful digital marketing channel for MSMEs when supported by responsive communication, appropriate promotional strategies, suitable broadcasting times, and reliable technical preparation.

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