Conceptualizing Customer Trust Formation in TikTok Live Shopping: An IT Affordance Lens

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Abstract

In recent years, live shopping has become the mainstream of e-commerce in China. TikTok live shopping real-time video technology and real-time sales explanation sales model, beyond the traditional online shopping single graphic form, has received more online shopping users' favour. TikTok live shopping can show the appearance and function of the product in an all-around way, and provide customers with more comprehensive information about the product and more intimate sales service. This study conceptualises a model of customer trust formation in the TikTok live shopping experience based on an IT affordance perspective. Dimensions of visibility, meta-voicing, and personalisation are proposed to shape utilitarian and hedonic value perceptions subsequently driving trust. An online survey methodology for empirically testing the framework is discussed along with scale operationalisation procedures. Preliminary results show that visibility significantly enhances utilitarian and hedonic values, which in turn strongly influence customer trust while meta-voicing and personalisation have minimal impact. The research highlights the practical significance of leveraging visibility, hedonic, and utilitarian values to enhance consumer trust on platforms like TikTok while noting the need for future studies to address sample diversity limitations.

Keywords: *Live Shopping, TikTok, Customer Trust, IT Affordance.*

Introduction

With the continuous development of mobile Internet applications in China, the Internet has become progressively more powerful (CNNIC, 2023). Changes in people's communication and shopping patterns are particularly prominent. It upgrades from online website shopping to mobile online shopping, and from mobile online shopping to social media shopping (Zheng et al., 2019; Appel et al., 2020). From telephone to online communication, and from online communication to communication through social media applications (Appel et al., 2020). Among the two prominent changes, it can be found that social media has become an important part of people's digital lives (Appel et al., 2020). Social media users spend a great deal of time communicating, sharing and shopping on social platforms daily (Appel et al, 2020). The number of social media users in China reached 1015.14 million in 2022 and is expected to reach 1205.06 million by 2027 (Statista, 2022).

Social media provides a platform for users to express their real opinions and user discussions (Akram & Kumar, 2017). Social media mainly consists of user-generated content, and a large number of social media users makes the posted information spread quickly on the platform, from which users can gather more authentic and useful information (Allcott et al, 2020). Businesses have also taken advantage of social media to find better business opportunities (Appel et al., 2020). A platform for more intimate interaction with consumers has been built through social media, providing opportunities for consumers to give feedback and speeding up the efficiency of product promotion (Appel et al., 2020). Social e-commerce is also on the rise. In 2020, the live marketing model in social e-commerce has become particularly prominent and has been accepted and loved by the public to a large extent. In fact, live-streaming e-commerce started in the United States as well as China as early as 2016, and has been in the slow progress of development after going through several phases of rise and decline (Chinabgao, 2022). In 2020, because of the environmental restrictions of the new coronavirus infection, video-based as well as live-streaming social software became popular, and the characteristics of live-streaming e-commerce in terms of visibility, interactivity, realistic

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simulation of the scene, and no-touch shopping were recognised by the public as well as solve the inconvenience that the current environmental restrictions caused to consumers. Since this time, many social media applications have introduced live streaming features and integrated e-commerce with live streaming, and live streaming e-commerce has become a new trend (Saputra & Fadhilah, 2022). Currently, China's live-streaming e-commerce is growing rapidly, with 540 million live-streaming e-commerce users, market size of up to 4,565.7 billion yuan, and a transaction value penetration rate of 310.9% as of the first half of 2023 (100EC, 2023). Live e-commerce contributed to economic revitalisation after the epidemic.

TikTok, one of the top three most popular social media in China (Statista, 2023), was developed by ByteDance in 2016 as a short-form video social application (ByteDance, 2023). It reached 200 million users in just two years of launch, with 60 million daily users (Savic, 2021). TikTok e-commerce transactions reach RMB 260 billion by the first half of 2023 (100EC, 2023), and users are projected to reach 835 million by 2025 (Statista, 2022). TikTok consists mainly of video content uploaded by users, providing users with the ability to share, interact, socialise, live-stream, and shop. Live shopping has been the focus of TikTok development in recent years. Real-time interaction with sellers puts consumers in an immersive shopping state (Wongkitrungrueng & Assarut, 2020), and products displayed through live video become more real and vivid (Yen, 2018). Although there is no actual face-to-face, it allows consumers to develop a sense of social presence as they experience live shopping (Kang et al., 2021). Compared to traditional online shopping, live shopping is more informative, realistic, and credible in terms of products seen through visual, auditory, and motion images (Yen, 2018).

For social media marketing and live e-commerce, a large number of researchers have produced valuable findings. Several studies have examined consumer purchase intention and customer engagement in social e-commerce. The formation of customers' shopping intention was explained in terms of product quality, platform service, Wanghong economy, and value perception, as well as the shopping intention prompted by customer participation in live shopping (Guo et al, 2021; Wongkitrungrueng & Assarut, 2020; Chen & Lin, 2018; Hu & Chaudhry, 2020 Zhang et al, 2022; Gao et al, 2021; Ma, 2021; Saputra & Fadhilah, 2022; Wang et al, 2021; Chandrruangphen et al, 2022; Handayani & Sari, 2022; Sun et al, 2019; and Park & Lin, 2020). A small number of studies have also included motivational factors in the categories of live shopping (Zhou et al., 2021) and impulse spending (Xu et al., 2020; Ming et al., 2021), where the factors are also roughly the same as those influencing social e-commerce research. In these studies, it was found that IT Affordance theory is rarely used in research and that customer trust generally appears as a mediating factor (Liu and Oda, 2021). Live shopping, as the most novel marketing model nowadays, the customer's trust-building process is different from traditional online shopping in that customers watch, participate, build trust and make purchases. Therefore, this study will fill this research gap. In order to address this, this study aims to achieve these objectives:

To evaluate the impacts of IT affordance, such as visibility, meta-voicing, and personalisation, on the Utilitarian and Hedonic value of customers

To assess the impacts of utilitarian and hedonic value of customers on their trust

To examine the mediating effect of utilitarian and hedonic value in the relationship between IT affordance (i.e., visibility, meta-voicing, and personalisation) and consumer trust

Reframing the framework and using the IT Affordance theory as the basis to investigate the formation of customer trust in TikTok live shopping. This will help TikTok live streaming marketing merchants to better utilise the live streaming technology and improve the live streaming content and mode, which will ultimately lead to sales.

Literature and Hypotheses

IT Affordance Theory

In previous studies, IT affordance theory has been widely used in research on the effects of technological artefacts on individuals' perceptual and behavioural responses (Dong & Wang, 2018; Sun et al., 2019; Shao et al., 2020; Fang et al., 2021). IT affordance theory has also been applied to a small extent in research on social media marketing and live-streaming marketing (Dong et al, 2016; Dong & Wang, 2018; Sun et al, 2019; Zhang et al, 2022). Based on different technological environments, IT affordance factors will change, and user behaviour and perception will change as well.

IT affordance has been suggested to explain the characteristics of live shopping and the behaviour of users more accurately after utility technology (Sun et al., 2019). As online shopping models continue to evolve, the factors included in IT affordance have also changed. In Tuncer's (2021) studies, affordances included visibility, meta-voicing, and shopping guidance. Sun et al. (2019) proposed IT affordances that are more applicable to live shopping, including visibility, meta-voicing, and personalisation.

Visibility

Visibility is explained in online shopping as the ability to visualize the product in real life, improving the customer's perception of the product as real (Dong & Wang, 2018). Visibility is defined in live streaming as the ability for customers to fully view the product's appearance, features, and all product information (Zhang et al., 2022). Visibility is the most obvious characteristic of live shopping technology, through the anchor's all-round display of the product, customers can intuitively collect product-related information and understand the features of the product, (Dong & Wang, 2018). Visibility also plays a role in live shopping pop-ups, where real-time pop-up comments provide customers with all purchasers' comments about the product without having to search for real product reviews in social media comments (Zhang et al., 2023).

With the real product display, customers can evaluate the product more objectively and rationally, which reduces their vague ideas about the product (Zhang et al., 2023; Handayani & Sari, 2022). Real-time video technology, visual stimulation for buyers，and more direct and simple information also continue to stimulate customers' perception and increase utilitarian and hedonic values (Chen & Lin, 2018; Wongkitrungrueng & Assarut, 2020). The visual attraction from live shopping stimulates the customer's perception and generates interest in live shopping, emotionally perceives pleasure and happiness, and derives hedonic value from the enjoyable experience of live shopping (Handayani & Sari, 2022). In addition, visibility reduces the time for customers to consult product images and information on the website, improves the efficiency of understanding product information, and can more accurately assess the match between the product and their inner expectations, and utilitarian consumers will be more satisfied with the product (Handayani & Sari, 2022). Therefore, the utilitarian value generated through visibility will further contribute to building customer trust among consumers. Based on the above discussion, the following hypothesis is proposed:

H1: Visibility has a positive effect on utilitarian value

H2: Visibility has a positive effect on hedonic value

Meta-voicing

Meta-voicing is defined as the probability of customer responses to products and sellers in live shopping (Sun et al, 2019). From a technical point of view, live shopping provides customers with pop-up features in order for them to post timely comments (Sun et al, 2019). In live shopping, consumers can directly connect with the anchor through pop-ups (Sun et al, 2019). Companies can also minimize the possibility of negative product reviews by identifying problems as soon as possible through product feedback from customers in pop-ups (Dong & Wang, 2018). The live streaming room is also like a community built by the

brand with all buyers, and the interaction between community members will provide consumers with real information and feedback, further promoting the shopping experience and transactions (Sun et al, 2019). In a pop-up discussion, the customer's feedback or suggestions will be recognised by other shoppers and followed by the anchor, so that the intimacy and the perception of being recognised is a direct source of providing customer pleasantness (Handayani & Sari, 2022).

In the initial stage of live shopping, users will pay more attention to information seeking and the anchor will introduce basic information about the product (Hilvert-Bruce et al., 2018; Chen & Lin, 2018; Zhao et al., 2019). Based on the basic introduction of the product, customers can filter the basic information they have already learned and ask questions in the pop-up to agree, discuss, or ask questions about the information they still have doubts about (Fang et al., 2018; Sun et al., 2019). The anchor will also answer the information that customers still have doubts about after the first round of product-based explanations (Fang et al., 2018). The meta-voicing affordances in live shopping reduce the difficulty of information search and increase the efficiency of accurate information search. Through real-time technology, shoppers can respond to the anchor's explanation of the product and discuss it with other consumers in pop-ups (Zhang et al., 2022). Through this stage customers can assess whether the products sold in live shopping meet their basic needs and whether there is value in staying and watching, thus prompting them to pay further attention to live shopping (Sun et al., 2019). Through the meta-voicing function, consumers can collect all the answers to their questions about the products in a short period of time, and the anchor's explanation of the products makes it easier for consumers to judge the applicability of the products when participating in live shopping, which is in line with the utilitarian value of consumer shopping (Handayani & Sari, 2022). The novel shopping model, coupled with passionate on-site explanations and discussions, keeps consumers entertained and increases their hedonic experience (Wongkitrungrueng & Assarut, 2020). Based on the above discussion, the following hypothesis is proposed:

H3: Meta-voicing has a positive effect on utilitarian value

H4: Meta-voicing has a positive effect on hedonic value

Personalization

In the initial study, personalisation affordance is also referred to as guidance shopping (Dong & Wang, 2018; Sun et al., 2019), and in order to explain affordance more intuitively, the third affordance in this study is personalisation with reference to Sun et al. (2019). Sun et al. (2019) define personalisation as providing customers with personalised products and services that meet their individual needs. Zhang et al. (2022) define personalisation as the ability to provide personalised services to customers. The process of personalised service is also more obvious in the process of live shopping. Customers give text descriptions of their interests, needs, or goals, and the seller will propose services personalised to the overall needs of the customer not just the customer's name (Zhang et al, 2022; Zhang et al, 2023). When a customer encounters shopping difficulties, the anchor can be the first to get the customer's attention and provide one-on-one answers to the customer through their username (Lv et al, 2018). Through this interactive process, sellers will understand consumers' interests more precisely (Dong & Wang, 2018).

Generally, the provision of personalised services occurs after the product process is explained. At this point, customers have been captivated by the anchor's basic explanation stage of the product and their attention is focused on live shopping (Sun et al., 2019). Customers will further compare the products according to their needs and seek further personalisation from the anchor, such as questions related to skin type in skin care products and shade in foundation (Sun et al., 2019). Personalisation affordance makes it easier for consumers to find the products they need during the shopping process, solving their queries faster and prompting them to make purchase decisions (Fengliang & Jianhong, 2021). Customers are able to learn all the information they want to know about the product during the personalisation process, including product details, product promotions, product features, and advice on whether it is suitable for purchase, which will help consumers to improve the quality of their shopping and their experience, and increase the perceived utilitarian and hedonic values (Dong & Wang, 2018; Sun et al., 2019; Handayani & Sari, 2022). Personalised service provides customers with a high-quality shopping experience. Pleasant and relaxed communication

allows customers to shop happily, and the anchor's patient guidance and advice will further enhance customers' shopping pleasure (Handayani & Sari, 2022). Based on the above discussion, the following hypothesis is proposed:

H5: Personalization has a positive effect on utilitarian value

H6: Personalization has a positive effect on hedonic value

Utilitarian Value

Utilitarian value is a value that is considered from a rational and objective point of view, and is also known as a motivation to obtain a product or high-quality service efficiently in terms of both time and effort (Handayani & Sari, 2022). Utilitarian value seeks a fair price and considers purchases in terms of convenience, variety, and high-quality products or services (Sarkar et al., 2020). Usually, utilitarian motivation to buy stems from having a precise goal and seeking efficiency in shopping (Wongkitrungrueng & Assarut, 2018). Utilitarian consumers generally choose products to purchase by judging more efficient and higher benefits. Product creativity, design, and promotional activities are all key to improving users' perceptions of utilitarian value (Handayani & Sari, 2022).

In live shopping, customers can get the easiest and most direct all-around information about the product through live streaming. Through live streaming technology, customers' utilitarian value perception is stimulated by visualisation, responsiveness, and information feedback (Wongkitrungrueng and Assarut 2020). Simple shopping modes and efficient communication can help find the needed products faster for customers and realise efficient shopping (Handayani & Sari, 2022). Utilitarian value, quality, and benefits of the product are also factors that influence customer trust (Handayani & Sari, 2022). It can be said that customers will rely on the seller's advice when they perceive an increase in utilitarian value in live shopping, which means that the product is perceived as practical, the information is correct, the product is fit for purpose and the price is right (Handayani & Sari, 2022). Research has shown that inexperienced customers are more likely to form utilitarian expectations about a product from an e-commerce platform based on perceived use, image, visibility, and demonstrability (Liu et al. 2020). Therefore, utilitarian value in live shopping will have an impact on customer trust. Based on the above discussion, the following hypothesis is proposed:

H7: Utilitarian value has a positive effect on customer trust

Hedonic Value

Hedonic value prefers to have a comfortable shopping environment during the shopping process and to be able to feel emotional fulfilment through shopping, for example, pleasure (Handayani & Sari, 2022). Usually, hedonic value is realised through visual appeal and satisfaction of interest (Wongkitrungrueng & Assarut, 2018). Hedonic value is based on the customer's pleasant experience, where the customer wants to have pleasure and enjoyment in the process. Hedonic value is more personal, visibility of a product can also help the individual reflect on the emotional worth of the product and can, therefore enhance the shopping activity of the customer (Liu et al. 2020). Less experienced customers have also been found to derive more hedonic value from shopping in e-commerce platforms as it increases their excitability level and online transactional frequency. This indicates that organisations which focus on increasing their level of visibility are more likely to form trust with their consumer base.

In live shopping, customers will participate in intense pop-up discussions and feel the emotional fulfilment that comes from live shopping through novel technology, which is in line with the indicators of hedonic value (Wongkitrungrueng & Assarut, 2020). Live shopping provides consumers with a memorable shopping experience, and the innovation of the shopping model, novel service methods, and socialisation ideas will be the factors that will increase the customers' hedonic perception. According to Handayani and Sari (2022), customers consider both utilitarian and hedonic values before purchasing a product. Customer trust is the generation of credibility for the product, and hedonic value is also the perception of the emotion of having

a more enjoyable experience through shopping, which serves as the basis for building relationships and information between buyers and sellers (Yahia et al., 2018). Based on the above discussion, the following hypothesis is proposed:

H8: Hedonic value has a positive effect on customer trust

Customer Trust

Trust, as the key to successful e-commerce operations (Handayani & Sari, 2022), has a great impact on customers' future decisions (Tajvidi et al., 2021; Zhang et al., 2022). Among this study, trust is defined as an all-encompassing trust in the live platform, the product, and the seller. In the traditional online shopping environment, product descriptions using only graphics can create information asymmetry, perceived risk, and uncertainty about the seller's identity and product quality (Handayani & Sari, 2022). Live shopping, as the latest e-commerce marketing tool, addresses the shortcomings of traditional online shopping in many ways. Nghia et al. (2020) found that how trust positively contributes towards the online shopping experience and the well-being of the consumer. During the shopping experience on the online platform, the consumers go shopping for both utilitarian and hedonic value of their products. While utilitarianism helps with cognitive benefits, hedonic values generally refer to the affective states of the consumer, both of which help in the development of trust among the consumer and motivate them towards making the purchase. The research is further validated by the findings made by Wu & Huang (2023), perceived utilitarian and hedonic values are both equally significant for the development of trust, as a lot of consumers are influenced through live streaming in the present day, the research has found that low-price promotions and real-time display can help in boosting the motivation of the consumers further during the livestreams. Furthermore, when a consumer has a certain level of trust towards a product, their perceived utilitarian value for the product would also increase and positively impact the brand image. Research by Evelina et al. (2020) has also found that utilitarian value is positively related to customer satisfaction, therefore confirming that when consumers have positive thoughts about a product before purchasing, it motivates their purchase decisions. Likewise, hedonic values have also been positively linked to customer satisfaction and trust, hedonistic shopping values help in forming the opinion of the consumer and contribute to providing them with a pleasant shopping experience.

According to the summary of previous studies, lack of face-to-face communication, authenticity of information, and quality of products are the main factors that affect customers' trust building (Kim & Park, 2013; Chen & Shen, 2015; Zhao et al., 2019; El Amri & Akrout. 2020; Kong et al., 2020). The technical features of live shopping visibility, meta-voicing, and personalisation can address these trust issues to a certain extent. The functions of providing real-time interaction, real-time product display, and real-time explanation in live shopping largely solve the anxiety of customers about the authenticity of information and products (Zhang et al., 2022). Effective communication in live shopping also creates an efficient feedback platform for customers to build relationships with sellers and solve shopping challenges in a short period (Zhang et al., 2022). Interaction in live shopping will also improve customer perception, leading to faster formation of trust (Hu et al., 2017; Liu & Oda, 2021). Finally, the anchor's reserve of professional knowledge as well as the professional explanation and answer of the product are key to the customer's perception of the authenticity of the information and the basis for building trust (Liu & Oda, 2021). The goal of the novel online marketing model is to realise a transaction based on customer trust. Therefore, it becomes particularly important to build relationships with customers and generate trust in live shopping.

Mediating Effect of Utilitarian Value

The importance of utilitarian value in building consumer trust has already been discussed previously in the past literature. Handayani & Sari, (2022) has highlighted the importance of utilitarian value in building consumer trust across multiple contexts. The positive impact that visibility has on utilitarian value has also been discussed with the help of past literature (Zhang et al., 2023; Chen & Lin, 2018; Wongkitrungrueng & Assarut, 2020). Similarly, it has also been found that meta-voicing has a positive impact on utilitarian value (Handayani & Sari, 2022; Zhang et al., 2022). There is also a significant positive effect of personalisation on the utilitarian value (Dong & Wang, 2018; Sun et al., 2019; Handayani & Sari, 2022). In the research

carried out by Ashraf et al. (2022), the research has shown that IT affordances such as meta voicing share a positive relationship with customer trust and can therefore be used by the organisation for predicting the usage of live streaming. Meta voicing, and guidance shopping during live streams help the consumers solve their issues through the online platforms and this helps with raising the utilitarian value. With both personalisation and meta-voicing having a significant effect on utilitarian value and utilitarian value playing an important role in building consumer trust, it can be assumed that utilitarian value mediates the relationship between consumer trust and visibility, personalisation, and meta-voicing. Studies show that organisations can use machine learning to achieve consistency and make the organisational websites more aligned with the needs of the consumer. With the help of artificial intelligence, accurate predictions can be made, better predictors and insight into users can be gathered which in return will help the organisation to improve their practices and decision-making. Utilitarian value is defined based on the utility-related value which the consumer gets from the product (Yin & Qiu, 2021). The findings show that as the accuracy of the organisation increases through the use of artificial intelligence marketing technology, it is more likely to increase the utilitarian value of the shopping experience. The research findings have also been in accordance with the observations made by Riegger et al. (2021) and Chang et al. (2023), purchase intentions are shaped by the level of personalisation that is provided by the organisation and this helps with adding utilitarian values to the products and developing trust. In line with all these discussions made in the previous sections of the literature review, the following hypothesis can be developed.

H9.1: Utilitarian value mediates the relationship between visibility and consumer trust

H9.2: Utilitarian value mediates the relationship between meta-voicing and consumer trust

H9.3: Utilitarian value mediates the relationship between personalisation and consumer trust

Mediating Effect of Hedonic Value

Hedonic value has been found to play a significant role in building consumer trust (Handayani and Sari, 2022). Apart from that, past literature has also outlined the importance of visibility in creating hedonic value of consumers. Similarly, Wongkitrungrueng & Assarut (2020) state that meta-voicing functions are important for improving the hedonic experience of consumers. The personalisation process provides better information to the consumers to the customers and improves their shopping experience, increasing their hedonic values (Dong & Wang, 2018; Sun et al., 2019; Handayani & Sari, 2022). Past studies have clearly outlined the way in which hedonic experiences of consumers can be increased with the help of visibility, personalisation, and meta-voicing. On the other hand, Handayani and Sari (2022) have outlined the important role of hedonic value in gaining consumer trust. Dincer & Dincer (2023) and Zhang et al. (2023) have also shown how meta-voicing influences the social commerce intentions of the people. The research carried out by Chandraa, et al. (2024) concludes that although entertainment on e-commerce platforms and live-streaming websites plays a major role in shaping consumer perception, entertainment that can be defined as the subjective experience of pleasure and, therefore is not equivalent to all consumers. Therefore, meta-voicing products through different platforms do not impact the hedonic behaviour or the formulation of trust. However, high hedonic motivation is generally related to unplanned spending, and impulse purchases, therefore, it does not have a direct impact on personalization. Personalization is carried out through special offers and advertisements and is positively impacted by the purchase behaviour of the consumer (Tyrväinen et al. 2020). Therefore, while utilitarian value is associated with personalization, personalization does not have a direct impact on increasing hedonic value among the consumer. This can lead to the inference that hedonic value mediates the relationship between consumer trust and visibility, personalisation, and meta-voicing. Overall, the following hypothesis can be developed based on the above discussion.

H10.1: Hedonic value mediates the relationship between visibility and consumer trust

H10.2: Hedonic value mediates the relationship between meta-voicing and consumer trust

H10.3: Hedonic value mediates the relationship between personalisation and consumer trust

Conceptual Model

Handayani & Sari's (2022) findings suggest that through Instagram Live, customers' perceived utilitarian and hedonic values lead to trust building and further increase customer engagement. Sun et al. (2019) study indicates that IT affordance (including visibility, meta-voicing, and guidance shopping) has a significant impact on customer engagement in live shopping and further affects customer shopping intention. Combining the research models of Sun et al. (2019) and Handayani & Sari (2022). Typically, in live shopping, customers experience the visibility, meta-voicing, and personalisation techniques of live shopping, such as dynamic video displays of products, real-time explanations of services by anchors, and answers to pop-up personalised requests (Sun et al, 2019). Utilitarian value as well as hedonic value is perceived from the convenience of shopping, simplicity and directness of information, high-quality products and services, creativity in shopping, visual appeal, and a sense of satisfying experience (Wongkitrungrueng & Assarut, 2020; Handayani & Sari, 2022). IT affordance in live shopping is characterised by mostly satisfying perceptions of utilitarian and hedonic value. The formation of utilitarian as well as hedonic values will also further contribute to customer trust (Handayani & Sari, 2022). Therefore, the framework of this study utilises the three dimensions of IT Affordance theory as a prerequisite for shaping utilitarian and hedonic value perceptions, which ultimately drive customer trust (**Figure 1**).

Figure 1. Conceptual Model
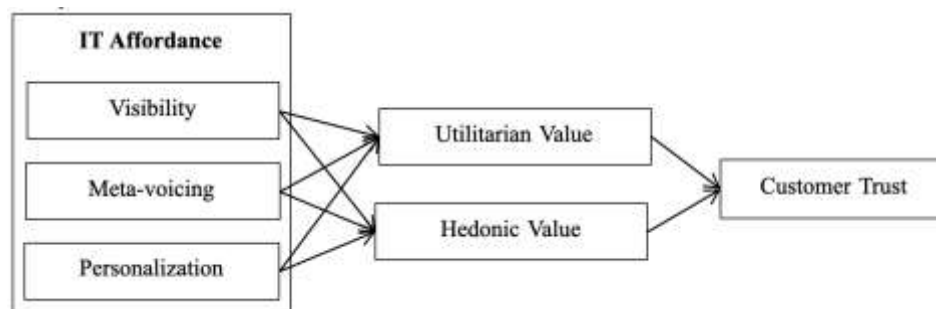
Source: (Sun et al., 2019; Handayani & Sari, 2022)

Methodology

This study focuses on TikTok's live shopping platform in China. Based on the age distribution of TikTok users and the data of people with spending power, the research sample will consist of people who are between the ages of 22 and 40 years old and have live shopping experiences on TikTok. The questionnaire will be shared within a Weibo group focused on the TikTok shopping experience. Members of the group were invited to participate in the survey, which remained open for 72 days. A total of 400 responses will be received; from which invalid or incomplete responses will be removed. After excluding these unreliable entries, the final dataset will be found.

The study will utilise a questionnaire, which will be modified based on the scales provided by existing studies to make the questionnaire more relevant to the research subjects. The questionnaire will also include pre-screening questions in order to increase the validity of the questionnaire. A 4-item scale of customer trust is adopted by Hongsuchon et al. (2022), a 2-item scale of hedonic value is adopted by Lavuri et al. (2022), a 3-item scale of meta-voicing is adopted by Putri and Syah (2024), a 2-item scale of personalisation is adopted from Bakhshandeh et al. (2023), 3-item scale of utilitarian value is adopted from Lavuri et al. (2022), and 3-item scale of visibility is adopted from Putri and Syah (2024).

The final sample data, as well as the pretest data, will be tested for conventional method bias using SPSS. And in conjunction with SEM, SmartPLS will be used to analyse the specific data. SmartPLS is more accommodating to the data, it can handle small sample data, non-normal data, etc. Using SmartPLS to analyse and measure the model is also more commonly used in many studies.

Conclusion

In closing, by contextualizing the rising digital domain of live commerce to foundational theories of technology capability enablement, this work makes a valuable conceptual linkage between technical attributes, user values and emergent trust. While awaiting validation, the framework implies intentionally leveraging features like visibility and interactivity when designing TikTok shopping experiences may yield buyer beliefs conducive to exchange. As interactive streaming platforms continue evolving, sustained insight into the psychological mechanisms eliciting favourable consumer responses will remain vital. In the present world of digitalisation, customer trust is massively impacted through real-time product demonstrations and live streaming by celebrities and content creators on platforms such as TikTok. The data analysis carried out in the present research has shared valuable information, it can be observed that the visibility of the products that are being promoted through TikTok is important for consumer satisfaction and driving purchase intentions and therefore is positively correlated to both utilitarian and hedonic values. In context towards meta-voicing, the findings show that although this causes the development of utilitarian values among the consumer, it does not share a positive relation with hedonic values primarily because the enjoyment generated from the product is subjective on the interest of the consumer. Likewise, as hedonic values are associated with impulse purchases, this does not correlate to personalisation as in this form of product specification, targeted advertisers are carried out and therefore only boosts the utilitarian needs of the consumer.

The primary contribution of the research in the theoretical field is the use of the IT Affordance Theory, which has interlinked visibility, meta-voicing, and personalisation dimensions and shows how consumer purchase intentions are shaped. In the practical context, as the research essentially deals with live product demonstrations of TikTok, the organisations promoting their products on the platform can focus on raising the visibility of the products. The celebrity or content creator who is hosting the event can further help in answering questions about the product and talk about the personalised features to drive trust among the consumers.

In case of limitation, only a small group of participants belonging to the age group 22 and 40 years were selected from the research and the majority fell between the age group 25-34, this can have a certain impact on the findings that were gathered from the research. Future research can therefore focus on a larger sample size and include participants from diverse age groups to obtain a non-biased sample for the study.

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