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Abstract

Technology has taken an important role in digital marketing. The presence of live-streaming commerce forms a new trend for brands to increase their sales. Telepresence plays an important role in shaping brand trust and flow state which can then encourage audiences to make impulsive buying. This study aims to examine the effect of telepresence, brand trust, and flow state variables on impulsive buying in tiktokshop live-streaming activities carried out by EatSambel. The population in this study are TikTok application users who have watched live streaming from EatSambel with 228 samples selected using a purposive sampling technique which collected data using a questionnaire. The data results show that telepresence has a positive and significant effect on impulsive buying, brand trust, and flow state. flow state has a positive and significant effect on impulsive buying, while brand trust in impulsive buying is not significant. These findings provide a practical understanding of the quality of telepresence and engaging interactions in live streaming can be considered by marketers to increase sales by encouraging impulsive buying behavior in consumers.

Keywords: Business Growth; Technology Maximization; Business Sustainability; MSMEs; Uncertainty

Introduction

The advancement of technology, especially social media, has created a new era for businesses and brands. The rapidly evolving technology has made life more practical, as everything can be done through social media. With the implementation of technology, digital marketing has taken a leading role in all areas of marketing, creating an attractive landscape and atmosphere for customers, especially in the field of social media networks. The mobility and accessibility of technology have allowed everyone to access devices anywhere and at any period. It can be seen today, that social media users can watch live-streaming videos and shop online using their smartphones. One of them is TikTok, the fastest-growing short video platform in the world. (Kaye et al., 2021)

A short video platform called TikTok created by a Chinese company called Bytedance, started in September 2016 by Zhang Yiming. Initially, TikTok could only be used locally in China, but in 2017, TikTok was able to be legalized worldwide. in 2018 TikTok was blocked in Indonesia, then according to Annur in Databooks (2020) recorded until the first quarter of 2020, TikTok

managed to get more than 2 billion downloads from all over the world. Meanwhile, the data compiled by Statista (2023) shows that Indonesia is in second place in the country with the most TikTok users worldwide with the number of adult users over 18 reaching 109.9 million in January 2023, which is only less than the United States which reached 113.25 million users. Proving how popular TikTok users are throughout Indonesia. One of the reasons TikTok is the most in-demand social media among millennials is because it uses video-sharing, the results of which can be shared and interacted with other users via Facebook, Twitter, Instagram, and Tumblr.

At the end of 2021, TikTok launched a live-streaming shopping feature that allows two-way communication between consumers and sellers in real-time. According to Chen & Lin (2018) Live streaming is the real-time audio and video transmission of an event over the internet so that it allows the audience to feel like they are present at the event. As reported in the article by Parapuan (2022) in the tiktokshop program, hoki sale, it was recorded that TikTok experienced an increase in transaction value (Gross merchandise value) of up to 411 percent. The program, which took place in the period 20–26 January 2022, also increased orders at the TikTok Shop by 564.1 percent compared to the previous period. This data shows that TikTok live streaming shopping has attracted the attention of the wider community, because in a short time after launching the TikTokshop feature and live streaming shopping, TikTok was able to get a large profit. Seeing the great potential of the live streaming shopping feature, many companies have begun to adapt and use this feature as a new marketing strategy to encourage sales of their products, both fashion business owners, household appliances, gadgets, food, equipment and so on.

TikTok live streaming helps businesses to eliminate the gap between products and buyers. With live streaming, merchants can effectively introduce products, drive promotions, deliver and receive information, and interact with customers, while building two-way communication with their customers in real-time. Live streaming also serves as a significant promotional tool, enabling people to make buying decisions and creating experiences that strengthen customer interactions. According to Wongkitrungrueng & Assarut (2020), Creative and engaging live streaming can make buyers act spontaneously and impulsively. With the growing digital innovation, sellers can do things to encourage buyers to shop more live.

One of the brands that utilize the TikTok live streaming feature is EatSambel. EatSambel is an online-based packaged food MSME company with sambal packaging as its main product. Since TikTok experienced a surge in users in 2019 and EatSambel focused on marketing through TikTok content, there has been an increase in EatSambel's sales effectiveness. Based on research conducted by Sutiani (2022) it is known that EatSambel has a market share of 59.60% in chili products in e-commerce. This is supported by the strategy carried out by EatSambel, which always live streams for more than 6 hours every day.

In live-streaming commerce, one of the key features is presence. According to (Shen & Khalifa, 2012) Telepresence helps consumers to develop closer relationships with sellers and better understand the services/products they want. (Ye et al., 2020). Live streaming allows streamers to display complete items and engage with internet users in real-time, and the richness of media such as sound and video will give viewers a better sense of telepresence. (Sun et al., 2019). According to Ang et al. (2018) The presence of social streamers increases audience concentration in live-streaming commerce, because streamers can provide better-personalised services according to audience requests so that they can make viewers feel more secure. (Lu et al., 2016). The richness of media such as sound and video will bring a better sense of telepresence among viewers (Sun et al., 2019). (Sun et al., 2019).

Previous studies have proven that telepresence positively contributes to the impulse to impulse buy (Ming et al., 2021). Great telepresence in live commerce encourages viewers to engage in interaction and impulsively immerse them in the live broadcast. Thus, it generates a sense of focus and emotional pleasure that makes them feel the urge to buy impulsively (Li & Peng, 2021)

. Meanwhile, a study conducted by Sun et al, (2019) confirmed that telepresence positively affects consumer trust in live-streaming commerce. Consumer trust can be built through interactions that occur between consumers and sellers when live streaming. Likewise, how telepresence can affect the flow state felt by customers, a study conducted by H. Chen et al. (2001) show that telepresence is an important factor that influences the formation of flow felt by consumers. Telepresence helps users to forget the real world and concentrate on the virtual world. (Zaman et al., 2010). Consumer-perceived enjoyment is an important motivation for viewers to watch live-streaming commerce. (Wirtz & Göttel, 2016)..

To close this research gap, a study on impulse buying behaviour in TikTok live-streaming commerce was conducted by focusing on one brand EatSambel, due to the fast-growing TikTok live-streaming commerce in Indonesia. The main objective of this study is to examine how telepresence, Brand Trust, and Flow State influence consumers' impulse purchases in live-streaming commerce. Based on the background described above, the authors are interested in conducting research on the EatSambel brand with the title "**The Effect of Telepresence, Brand Trust, Flow State on Impulsive Buying in Titok Live Streaming**" Case Study on the EatSambel brand.

Literature Review

The Effect of Telepresence on Impulsive Buying

Telepresence is the technical aspect of presence, which measures the extent to which consumers feel immersed in a virtual shopping environment as if they could have physical involvement with the product (Steuer, 1992). (Steuer, 1992). Rook (1987) defines impulse buying behavior as a customer's experience of a sudden, often strong, and persistent urge to buy something immediately. Impulse buying may be caused by external stimuli manipulated by marketers to encourage consumers to buy (Seounmi Youn and Ronald J. Faber, 2000). In live streaming, telepresence helps consumers develop closer relationships with e-vendors and better understand the services/products they want (Ye et al., 2020). This can lead to increased engagement from consumers, resulting in a greater likelihood of impulse purchases.

Previous studies have proven that telepresence positively contributes to the impulse to impulse buy (Ming et al., 2021). Hung et al. (2022) Trusted influences in the form of testimonials or recommendations from event hosts or other users are considered important in influencing impulse purchases. In addition, telepresence can help ease the shopping process by providing a more interactive experience, thus, presence can trigger impulse buying behavior (Shen and Khalifa, 2012). Therefore, the following hypothesis is proposed:

H1: There is a direct, positive, and significant effect of Telepresence on impulsive buying

The Effect of Telepresence on Brand Trust

Telepresence occurs when media leads a person to feel that they are present in either a distant real location or a virtual environment (Steuer, 1992). In live streaming, telepresence closes the psychological distance between viewers and streamers and can help viewers better understand the products they want, thereby increasing viewers' trust. (Jiang et al., 2019). Consumer trust in this study refers to trust in products and streamers in live-streaming commerce. Consumer trust in a product describes the extent to which the audience believes that the features, quality, and service of the product displayed in the live stream are as good as those described by the live streamer. (Wongkitrungrueng & Assarut, 2020) whereas trust in streamers describes the extent to which viewers believe in the streamer's willingness to put themselves in the consumer's shoes and ability to offer high-quality and personalized services (Wongkitrungrueng & Assarut, 2020).

Previous studies have confirmed that telepresence positively affects consumer trust. Sun et al. (2019) explored that telepresence influences purchase intention through consumer trust in live-streaming commerce. Ye et al. (2020) confirmed that the social presence of other buyers can positively influence consumer trust. Therefore, the following hypothesis is proposed:

H2: There is a direct, positive, and significant effect of telepresence on brand trust

The Effect of Telepresence on Flow State

In the live streaming trade, better telepresence attracts more viewers to participate in the interaction, spontaneously immersing them in the live streaming, and thus generating a feeling of concentration and psychological enjoyment. (Li & Peng, 2021). Consumer-perceived enjoyment is an important motivation for viewers to use live-streaming commerce. (Wirtz & Göttel, 2016). Increased concentration and shopping enjoyment can lead to a flow state for the audience, as the streamer can provide better-personalised services according to the audience's demand. (Yim et al., 2017). In addition, consumers' shopping enjoyment can be enhanced by more human elements in live-streaming commerce, where viewers can see streamers and communicate in real-time as if they were communicating face-to-face. (Liu et al., 2020).

Previous research has confirmed that presence can increase consumer perceived enjoyment (Shen & Khalifa, 2012). D. Kim & Ko (2019) explored the relationship between telepresence and flow experience in the context of virtual reality. while Research conducted by Li and Peng (2021) confirmed that presence contributes positively to Flow in live streaming. Therefore, the following hypothesis is proposed:

H3: There is a direct, positive, and significant effect of telepresence on the flow state

The Effect of Brand Trust on Impulsive Buying

Brand trust is all the understandings and conclusions that customers have about objects, attributes, and benefits (Mowen and Minor 2012). The trust that consumers have in a brand has a strong enough influence to be able to encourage consumers to take the risk of making impulsive purchases. Wang et al, (2021) (2021) suggest that online customer trust plays an important role in determining their willingness to buy. because, the greater the trust that customers feel in the brand, the less uncertainty and worry they have. (Tonkin et al., 2019), so impulse buying behavior is more likely to be stimulated.

Previous studies have investigated the positive effects of consumer trust on impulse buying behavior. Wu et al. (2016) suggested that consumer trust can trigger impulse purchases. Danish Habib & Qayyum (2018) examined that enhanced trust perceptions will stimulate impulse buying behavior by increasing emotional responses. Yi & Jai (2020) confirmed that trust can trigger consumer impulse purchases. Thus, the researcher considers that the same logic can be extended to live-streaming commerce. Therefore, the following hypothesis is proposed:

H4: There is a direct, positive, and significant effect on brand trust on impulsive buying

The Effect of Flow State on Impulsive Buying

Flow state is a psychological state regarding individual sensations as a reaction to environmental stimuli (Huang et al., 2016). A flow state can motivate a person to make unplanned purchases, as increased positive feelings will increase consumers' tendency to buy impulsively in online commerce. (Wu et al., 2020). In this study, the flow state is defined in terms of enjoyment and concentration while watching live streaming. Enjoyment can increase customers' exploratory behavior, such as extra browsing, thus triggering impulsive behavior (Guo and Poole, 2009), whereas consumers who concentrate on live streaming shopping are more likely to be stimulated by marketing promotions on the platform, thus leading to impulse purchases (Xu et al., 2020). (Xu et al., 2020)

The results of previous research conducted by Shahpasandi et al. (2020) show that the Flow State has a direct effect on impulse buying behavior by consumers. Wu et al. (2016) explored the effect of flow experience on online impulse purchases. Wu et al. (2020) further examined how the flow state exerts direct and indirect effects on online impulse purchases. Considering that live-streaming commerce is also a form of electronic commerce, we hypothesize that the same logic can be applied to live-streaming commerce. Therefore, the following hypothesis is proposed:

H5: There is a direct, positive, and significant effect on flow state on impulsive buying

Research Method

Data and sample

The object of this research is TikTok application users who have watched tiktokshop live streaming from EatSambel. In this study, the sample used was 228 respondents according to the formula suggested by (Danniel & Terrel, 1994). The sample was determined using purposive sampling technique

Data Analysis

Based on empirical studies and the phenomena studied, in the following model, the researcher created a framework that is presented to the reader in Figure 1 to help understand the relationship of the variables analyzed:

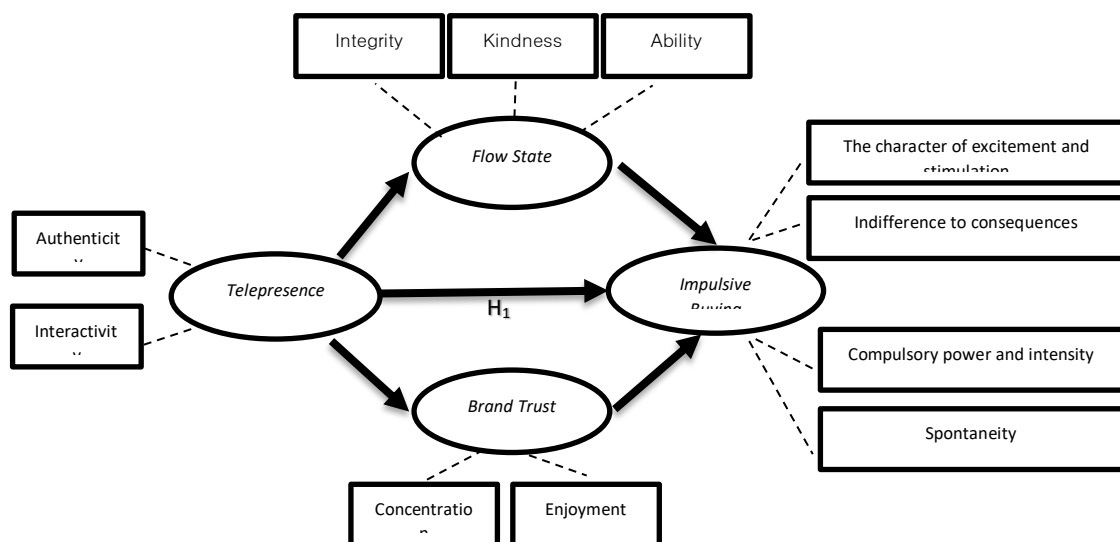


Figure 1. Research Model

To obtain data, this study uses primary and secondary data. Primary data was obtained using an online questionnaire distribution containing a 5-point Likert scale measurement instrument with an assessment, strongly disagree (1) to strongly agree (5). While secondary data is obtained through literature studies of books, journals, and others. This research uses Structural Equation Modelling Partial Least Square (SEM-PLS) analysis which is managed using SmartPLS software. The SEM-PLS analysis model consists of two sub-structures, namely the measurement model (outer model) and the model structure (inner model).

Results and Discussion

Respondent Characteristics

In this study, respondents who were sampled were classified based on age, gender, profession, monthly expenditure, frequency of watching EatSambel live streaming, and frequency

of buying EatSambel products. In Table 1, it can be seen that the majority of respondents are women. Most of them work as students with an age range of 22–28 years. With an average expenditure of less than 2 million per month.

Table 1. Respondent Demographics

Characteristic	Frequency	Presentation (%)
Age Range		
• 18–28 years old	211	92,5 %
• 29 – 40 years old	17	7,5 %
Gender		
• Men	96	42,1 %
• Women	132	57,9 %
Profession		
• Student	168	73,7 %
• Civil Servant	4	1,8 %
• Private Employee	37	16,2 %
• Self–Employed	14	6,1 %
• Others	5	2,1 %
Monthly Expense		
• < Rp. 1.000.000	67	29,38 %
• Rp. 1.000.000 – Rp. 2.000.000	98	42,98%
• Rp. 2.000.000 – Rp. 3.000.000	29	12,71 %
• Rp. 3.000.000 – Rp.4.000.000	13	5,7 %
• Rp. 4.000.000 – Rp. 5.000.000	12	5,26 %
• > Rp 5.000.000	9	3,94 %
Live Streaming Watching Frequency		
• < 3 times	135	59,21%
• 3 – 5 times	78	34,21%
• > 5 times	15	6,57%
Product Buying Frequency		
• < 3 times	85	37,28%
• 3 – 5 times	102	44,73%
• > 5 times	32	14,03%
• Never	8	3,5%

Validity Test

The validity test uses convergent validity. All indicators of the research variables have an outer loading value > 0.70, which means that all variables are declared valid or suitable for use in the next stage of analysis (Hussein, 2015).

Table 2. AVE

Variable	AVE	Note
Telepresence (X)	0,680	Valid
Impulsive Buying (Y)	0,697	Valid
Brand Trust (Z1)	0,624	Valid
Flow State (Z2)	0,686	Valid

Through Table 2 above, it shows that the AVE acquisition value of each variable has met the criteria according to Fornell Larcker in (Ghozali & Latan, 2014), which is > 0.5 and is declared valid. So it can be concluded that there are no problems in testing convergent validity.

Based on Table 3, the cross loading value of the latent variable has a much greater value than other variables. This confirms that the latent variable has good discrimination validity.

Table 3. Cross Loading

	Brand Trust (Z1)	Flow State (Z2)	Impulsive Buying (Y)	Telepresence (X)
BT1	0,816	0,488	0,452	0,471
BT2	0,840	0,466	0,408	0,470
BT3	0,824	0,516	0,491	0,512
BT4	0,741	0,589	0,577	0,594
BT5	0,800	0,517	0,514	0,517
BT6	0,709	0,394	0,403	0,433
FS1	0,541	0,845	0,675	0,627
FS2	0,390	0,826	0,660	0,613
FS3	0,469	0,859	0,684	0,655
FS4	0,678	0,785	0,637	0,684
FS6	0,550	0,823	0,644	0,717
IB1	0,556	0,593	0,700	0,585
IB2	0,451	0,649	0,851	0,616
IB3	0,533	0,672	0,872	0,646
IB4	0,542	0,671	0,852	0,606
IB5	0,467	0,710	0,884	0,631
IB6	0,561	0,658	0,829	0,631
IB7	0,460	0,697	0,841	0,639
TP1	0,553	0,609	0,528	0,795
TP2	0,494	0,714	0,659	0,833
TP3	0,569	0,676	0,646	0,868
TP4	0,450	0,592	0,596	0,766
TP5	0,573	0,688	0,641	0,856

Table 4. Fornell–Larcker Criterion

	Brand Trust (Z1)	Flow State (Z2)	Impulsive Buying (Y)	Telepresence (X)
Brand Trust (Z1)	0,790			
Flow State (Z2)	0,636	0,828		
Impulsive Buying (Y)	0,611	0,797	0,835	
Telepresence (X)	0,641	0,797	0,746	0,824

Other discriminant validity tests can be found using the Fornell–Larcker Criterion method. Based on Table 4, it can be seen that all the AVE roots (Fornell–Larcker Criterion) of each construct are greater than their correlations with other variables, thus fulfilling the requirements for discriminant validity in this model.

Reliability Test

The reliability test in this study is used to measure the accuracy and consistency of indicators in measuring constructs. To measure the reliability of a construct with a reflection indicator, it can be done by looking at Cronbach's alpha or composite reliability value, which is explained in Table 5.

Table 5. Cronbach's Alpha and Composite Reliability

Variable/Indicator	Cronbach's Alpha	Composite Reliability	Note
Telepresence (X)	0,882	0,914	Valid
Impulsive Buying (IB)	0,926	0,941	Valid
Brand Trust (Z1)	0,879	0,908	Valid
Flow State (FS)	0,885	0,916	Valid

Through the data in Table 5, it can be seen that the composite reliability value of each variable is > 0.7. Therefore, each variable has complied with the composite reliability rules. Then Cronbach's alpha value on all variables is > 0.7 so Cronbach's alpha requirement has been met. So, it means that all constructs have high reliability.

R-Square

the greater the influence of certain exogenous latent variables on endogenous latent variables. Testing in Table 7 shows the R-Square value of the brand trust variable has an R-Square value of 0.411 which indicates that the telepresence variable has contributed to the influence of telepresence on brand trust by 41%, while the remaining 59% is influenced by other variables outside this study. The flow state variable has an R-Square value of 0.636 which indicates that the telepresence variable has contributed to the influence of telepresence on the flow state of 63%, while the remaining 37% is influenced by other variables outside this study. The impulsive buying variable has an R-Square value of 0.676 which indicates that the telepresence, brand trust, and flow state variables influence by contributing to forming the impulsive buying variable by 67.6%, while the remaining 32.4% is influenced by other variables not explained in this study.

Table 7. R-Square

Variable	R-Square
Brand Trust (Z1)	0,411
Flow State (Z2)	0,636
Impulsive Buying (Y)	0,676

F-Square

The F-Square value is used to interpret whether the endogenous latent variable predictor has a weak, medium, or large effect at the structural level.

Table 8. F-Square

Variable	Z1	Z2	Y	Z
Brand Trust (Z1)			0,022	
Flow State (Z2)			0,278	
Impulsive Buying (Y)				
Telepresence (X)	0,698	1,745	0,070	

According to Hayat et al, (Hayat et al., 2020) interpretation of the f square value, namely the value below 0.02 may be considered to have no effect; a value of 0.02 has a small impact; a value of 0.15 will produce little effect and a value of 0.35 has a large influence on the structure level. The test results in Table 8 show that the F-Square of telepresence (X) on impulsive buying (Y) has a value of 0.070 which is classified as a weak effect. then telepresence (X) on brand trust (Z1) has an F-Square value of 0.698 which can be classified as a high effect. Furthermore, the results of the F-Square telepresence test (X1) on flow state (Z2) have a value of 1.745 which is classified as a high effect. while the results of the F-Square brand trust (Z1) test on impulsive buying (Y) have a value of 0.022 which is classified as a low effect. then flow state (Z2) on impulsive buying (Y) has a value of 0.278 which is classified as a medium effect.

Hypothesis Test

The estimated path coefficient in the inner model is used to test the hypothesis, by looking at the effect between variables and looking at the bootstrapping results, the parameter coefficient value and the significant value of the t-statistic can be seen. The results of hypothesis testing can be seen in Table 9.

Based on the bootstrapping results as shown in Table 9, the direct or indirect relationship between latent variables can be explained according to the proposed hypothesis. The results show that telepresence has a positive and significant effect on impulsive buying (O = 0.26, t = 3.355, p = 0.001). Likewise, telepresence on brand trust trust has a significant influence (O = 641, t = 16.780, p = 0.000). Therefore, H1 and H2 are accepted. In addition, a strong and significant influence also occurs on the variable telepresence on flow state (O = 0.797, t = 32.776, p = 0.000) and flow state on impulsive buying (O = 516, t = 6.411, p = 0.000). Except for the effect of brand

trust on impulsive buying ($O = 115$, $t = 1.950$, $p = 0.055$) which shows a positive but insignificant effect. Therefore, H3 and H5 are accepted while H4 is rejected.

Table 9. Path Coefficients

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values
Telepresence (X) → Impulsive Buying (Y)	0,261	0,259	0,075	3,355	0,001
Telepresence (X) → Brand Trust (Z1)	0,641	0,645	0,038	16,780	0,000
Telepresence (X) → Flow State (Z2)	0,797	0,799	0,025	32,776	0,000
Brand Trust (Z1) → Impulsive Buying (Y)	0,115	0,123	0,059	1,950	0,052
Flow State (Z2) → Impulsive Buying (Y)	0,516	0,513	0,079	6,411	0,000

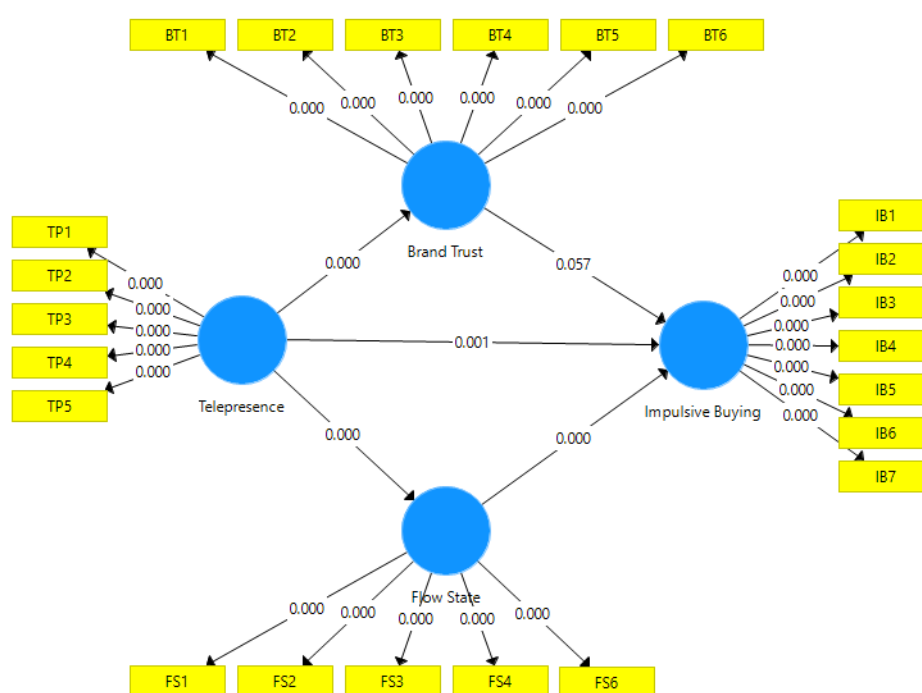


Figure 2. P Value

Discussion

a) Telepresence on Impulsive Buying

The test results show that telepresence has a positive and significant effect on impulsive buying. Significant positive research results can be caused by consumers who are affected by the intense interactions that build up when watching EatSambel live streaming which triggers consumers to make impulse purchases. Based on the data analysis, it can be interpreted that the presence of telepresence when live streaming will be a driving factor for consumers to make impulsive buying of EatSambel products. The better the level of presence felt by consumers, the greater the likelihood that consumers will make impulsive buying. This is supported by the fact that the communication enabled by telepresence technology causes customers to have a better and more immersive experience with the product or service being offered. The technology increases the interaction between customers and streamers, which makes purchases more impulsive as customers feel more engaged and interested in the live-streaming activity. It also makes the shopping process more convenient for customers. With telepresence technology, customers can

freely shop from the joy of home, which allows them to shop whenever they want without the need to visit a store. This makes it easier for customers to make impulse purchase decisions. As a result, telepresence technology has enabled a significant increase in impulse purchases. These results are by previous research conducted by Vonkeman et al, (2017) stated that vividness and interactivity which are indicators of telepresence have a significant influence on influencing audience decisions in impulsive buying. Hung et al., (2022) Trusted influence in the form of testimonials or recommendations from event hosts or other users is considered important in influencing impulse purchases.

b) Telepresence on Brand Trust

The test results show that telepresence has a positive and significant effect on brand trust. Significant positive research results can be caused by consumers who consider how telepresence is provided before customers have trust in the EatSambel brand. From the data analysis, it can be interpreted that telepresence during live streaming allows streamers to develop brand trust because this technology can be aimed at making a brand better known and remembered by potential customers. Live streaming allows streamers to better deliver brand messages and build more solid relationships with their customers. Streamers can introduce products and services that have been developed and improved in a short period. Telepresence also allows streamers to build brand awareness through highly flexible real-time electronic interactive activities and social interactions. These results are in line with research conducted by Ye et al, (2020) which states that telepresence influences brand trust which affects consumer purchase intentions. Sun et al. (2019) explored that telepresence influences purchase intentions through consumer trust in live-streaming commerce.

c) Telepresence to Flow State

The test results show that telepresence has a positive and significant effect on the flow state. The significant positive research results can be caused because the live streaming audience from EatSambel considers how the experience is when in the process of watching live streaming, the audience is brought into a situation where they forget about time and are carried away by the visual flow, narration, and emotions that provide satisfaction with the content they are watching. From the analysis of the data, it can be interpreted that Enhanced telepresence has been identified as one of the effective ways to enhance flow state. telepresence capabilities can allow audiences to enter a more realistic world and participate in a more enjoyable interaction. As such, telepresence can promote an increase in the type of awareness known as flow state, particularly in the environment created by live streaming. Telepresence can help audiences to increase flow state because telepresence in live streaming can build better interactions between players, including visual and audiovisual elements, which can increase their awareness and connection can increase the flow state. These results are in line with research conducted by Faiola & Smyslova (2009) which shows that the level of telepresence has a positive and significant relationship with Flow Experience. Li & Peng, (2021) show that live scene characteristics (telepresence) can stimulate users' flow experience in live streaming. Pelet et al, (2017) Findings show that telepresence positively affects five dimensions of flow: enjoyment, concentration, challenge, control, and curiosity. These dimensions (except control) were positively related to the overall flow experience, which increased time distortion and frequency of social media use.

d) Brand Trust on Impulsive Buying

Based on the test results, it shows that brand trust does not have a significant effect on impulsive buying, so H4 in this study is rejected . . where it can be seen from the brackets on the p-value which is 0.055 still above the significant limit of 0.05. Although brand trust is positively and significantly related to telepresence, brand trust does not have a significant effect on impulsive decisions made by audiences in live-streaming commerce. This contradicts previous research conducted by Danish Habib & Qayyum (2018) examining that increased trust will stimulate impulsive buying behavior by increasing

emotional responses. Ming et al, (2021) findings show that consumer trust positively affects impulse buying behavior. Based on existing analysts, the author argues that impulsive buying behavior usually does not have feelings of trust in the brand. Many impulse buyers make decisions based on external stimuli and their actions usually do not match what they would have done if they had feelings of trust towards the brand. Therefore, brand trust does not seem to have a significant effect on impulsive shopping habits because they do not pay attention to this aspect in making their decisions. When someone buys a product or service through live streaming, they tend to prioritize the curiosity that arises during the viewing process. Therefore, brand trust does not significantly influence impulse buying behavior. Nevertheless, this does not rule out the possibility of making brand trust an important influence on consumer interaction with products.

e) Flow State on Impulsive Buying

Based on the test results, it shows that flow state has a positive and significant influence on impulsive buying. The significant positive research results can be caused because the live streaming audience from EatSambel considers how the flow state is formed. When in the process of watching live streaming, the audience is carried away by the flow of the content presented which then makes the audience feel a sense of pleasure and deep concentration which can then encourage consumers to make impulsive buying. The data analysis shows that the flow state in live streaming is involved in the impulse purchase decision process. The emotional component of the user experience can serve as a trigger playing an important role in impulse purchase decisions in live streaming commerce. The concentration and enjoyment of watching live streaming creates a sense of calm in the audience that makes them unable to take their eyes off the live streaming. This is because when the flow state is achieved, the traders become highly responsive to the calls delivered by the live streamers. The high focus or level of concern of traders during live streaming encourages audiences to make decisions without special consideration, which can trigger audiences to make impulsive buying in live streaming trading. These results are in line with research conducted by Shahpasandi et al, (2020) which specifically confirms the strong influence of flow on impulsive buying. Ming et al, (2021) findings show that the flow state positively affects impulsive buying behavior.

Conclusion

Based on the processing results, analysis, and discussion described above, it shows that telepresence is an important factor in determining the level of brand trust and flow state that the audience has during the process of receiving information in the live streaming activities carried out by EatSambel. It can be concluded that telepresence, flow state, and brand trust have a positive effect on impulse buying in TikTok live streaming commerce by Eatsambel. Telepresence enhances a more connected and enjoyable shopping experience for consumers, which makes them feel involved in trading activities, flow state increases customers' emotional responses, and brand trust increases customers' trust and understanding of the brand, all of which contribute to increased impulsive buying. However, it does not apply to brand trust, the results of data processing show that brand trust has no significant effect on impulsive buying in TikTok live streaming trading. By increasing the influence of telepresence, flow state, and brand trust, in live streaming commerce, it is hoped that Eatsambel can increase their sales.

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