



# Unlocking emotional engagement: How tiktok live streaming transforms customer-brand relationships in the digital era

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## Abstract

The lack of understanding about how live streaming on social media platforms like TikTok can build emotional engagement between customers and brands and the factors influencing such engagement in the era of the fourth industrial revolution led to this research. Using the Uses and Gratification (U&G) Theory to explain the motivations behind media use in fulfilling social and psychological needs, along with the Theory of Reasoned Action (TRA), which emphasizes attitudes as the primary determinants of behavior, the objective of this study is to analyze the influence of gratification, media attributes, and perceived interactivity on attitudes towards live streaming and brand attitudes, as well as the impact of these attitudes on consumer engagement. This explanatory research employs a quantitative approach, with a sample of 250 consumers of the Kattoen brand on TikTok selected through purposive sampling. The data are analyzed using descriptive and inferential statistics through Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique. The research instrument is an online questionnaire that has been validated and reliably tested. The results show that gratification does not have a significant effect on attitudes toward live streaming, while media attributes and perceived interactivity have a significant effect on both intervening variables, namely attitudes toward live streaming and attitudes toward the brand. These findings indicate that media elements and interactivity play an important role in shaping positive consumer attitudes toward live streaming and the brand, ultimately increasing consumer engagement in TikTok live streaming.

**Keywords:** Consumer Engagement, Live Streaming, Theory Of Reasoned Action, Tiktok, Uses And Gratification Theory.

## Introduction

The evolution of information and communication technology during the Fourth Industrial Revolution has had a profound impact on modern society. One of the key technologies driving this transformation is the smartphone, which has significantly facilitated internet access. According to APJII data, the number of internet users in Indonesia surged to 215.63 million in 2022-2023, with notable growth in rural areas (APJII, 2023). Among the various types of content accessed, social media has emerged as the most dominant platform, evolving into a powerful marketing tool through social commerce, particularly live streaming, which was first popularized by Alibaba in 2016 (McKinsey Digital, 2021). The trend of live streaming in Indonesia is also rapidly growing, with a large number of young viewers engaging in this activity, even making purchases based on live interactions (Oktaviani et al., 2024). TikTok, in particular, has become the platform of choice for businesses and influencers (Haenlein et al., 2020; Hasim & Sherlina, 2022).

In relation to previous studies, this research situates itself at the intersection of social media technology advancements and consumer behavior in social commerce. Prior studies have emphasized the significance of live streaming as a marketing strategy (McKinsey Digital, 2021) and the factors motivating social media users in the context of social commerce ((Hermawan, 2021; Moon & An, 2022). Uses and Gratification (U&G) theory is the main framework in this research, explaining how social media users, including TikTok users, actively seek and consume content to fulfill their social and psychological needs. Therefore, this research not only strengthens previous research findings but also expands understanding of how social commerce, especially live streaming, influences the behavior of young consumers in Indonesia. Furthermore, research on viewer behavior in live streaming indicates that they selectively choose content, interact with hosts, and often form emotional connections with them. Yen et al. (2019) emphasize that gratification

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significantly influences users' intentions to use social networking services on mobile devices, with entertainment and goal-oriented value being the primary influences on attitudes.

Additionally, social media attributes contribute to shaping users' attitudes towards live streaming (Bawack et al., 2023), and the perceived interactivity in online communication becomes a crucial factor in creating a real-time and direct communication experience. Bakøy (2023) further asserts that the appeal of vloggers and active interaction with the audience extends viewer engagement until the live streaming session ends, indicating the power of live streaming in creating deep emotional connections between hosts and viewers.

Attitude is a primary predictor of behavior during live streaming, as emphasized by the Theory of Reasoned Action (TRA), which posits attitude as the main determinant of behavior (Prachaseree et al., 2021). Consumer attitudes towards social media brand communities are influenced by peer communication, compatibility, and credibility, essential in relational marketing for fostering brand relationships (Muhammad et al., 2021). Consumer engagement, in turn, builds trust, loyalty, and brand awareness (Susanti et al., 2021). TikTok's engaging short video content, introduced in 2016, has propelled its popularity. TikTok Shop and live streaming features enhance global interaction between hosts and viewers, with 64% of users showing interest in live brand content, driving purchases and brand trust (IPSOS, 2021). Increased product spending through SMLS and high interest in watching brand live content underscore the growing user engagement in TikTok live streaming (Zhang & Erturk, 2022).

Several previous studies have examined various aspects related to consumer engagement on live streaming platforms like TikTok. For instance, research by Wen et al. (2024) focused more on analyzing the effects of multimedia marketing on consumer purchase intentions. However, this research differs as it focuses not only on the effects of multimedia marketing but also on integrating the Uses and Gratification Theory and the Theory of Reasoned Action to understand consumer engagement in TikTok live streaming for fashion products. The advantage of this approach is providing a deeper and more comprehensive understanding of the factors driving consumer engagement, which has not been extensively explored in previous studies.

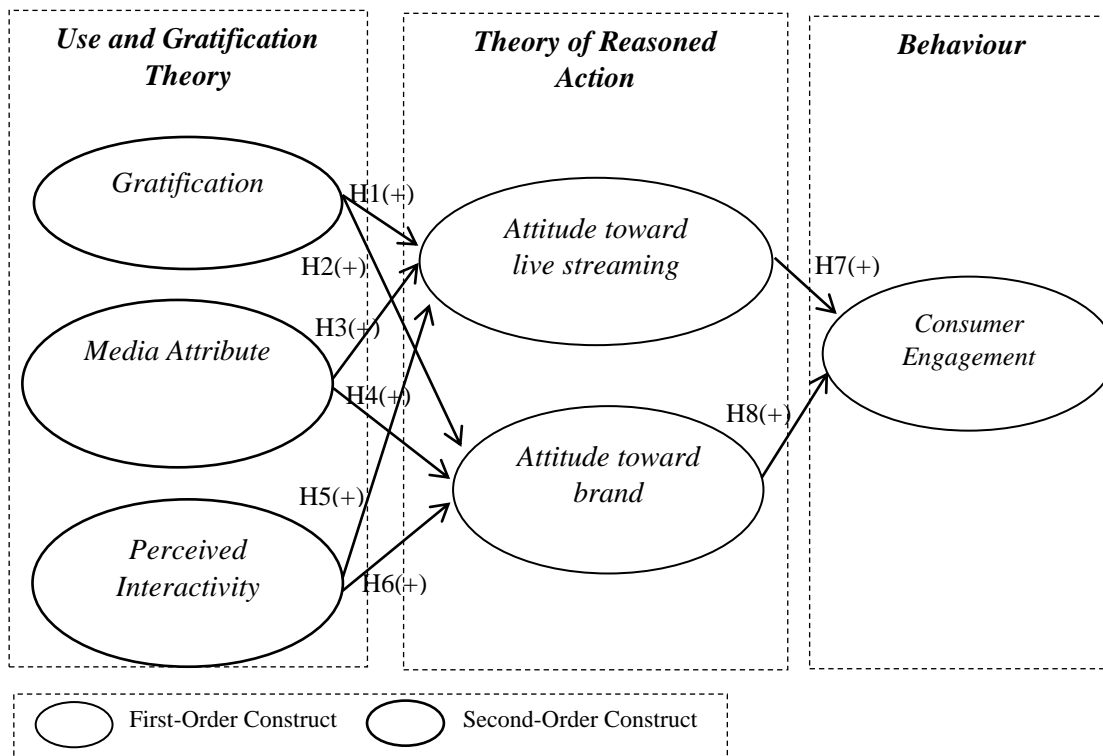
Moreover, this research has significant differences from Yang & Lee (2022) study. Previous research explored digital customer experiences and loyalty through a human-computer interaction approach. In contrast, this research emphasizes the use of the Uses and Gratification Theory and the Theory of Reasoned Action to analyze consumer engagement. This approach allows for a more detailed identification and explanation of psychological and motivational factors influencing consumer behavior in the context of TikTok live streaming, particularly for fashion products. Another difference can be seen in Meng & Leung (2021) study. That study examined TikTok engagement behavior based on gratification, narcissism, and personality traits. Meanwhile, this research offers a different scope by integrating two major theories to analyze the driving factors of consumer engagement in TikTok live streaming. This integration allows for a more holistic and applicable understanding of the dynamics of consumer engagement in the context of digital marketing, especially for fashion products.

Therefore, this study offers novelty by integrating the Uses and Gratification Theory (U&G) and the Theory of Reasoned Action (TRA) to analyze the driving factors of consumer engagement in TikTok live streaming for fashion products, an approach that has not been extensively explored in previous research. The primary reason for choosing U&G is that it provides a robust framework for understanding how individuals actively select media based on specific gratification needs, which is highly relevant to new media such as TikTok, offering interactivity and dynamic content. Despite criticisms of U&G, such as Ruggiero's observation that the theory tends to be behavioral and individualistic in its methodological approach (Ruggiero, 2000), and McQuail's critique that U&G is too complex and attempts to cover too much (McQuail, 1984), recent studies show its relevance in the context of social media. Chavez et al. (2020) demonstrated that U&G can explain user engagement and interactivity on social media, including content creation and the adoption of eWOM. The recent addition by Hamidou and Amara (2024) reinforces U&G's relevance in understanding consumer motivations to use alternative media for watching sports events, while Serrano et al. (2024) show that U&G can explain engagement in promoting physical activity through social media. Furthermore, Omar et al. (2024) highlight how U&G can be used to

understand the motivations behind the spread of fake news. U&G's success in describing user behavior on contemporary social platforms proves its flexibility and relevance in understanding user motivations and behaviors, making it highly suitable for analysis in this context.

Thus, this study aims to analyze the influence of gratifications, media attributes, and perceived interactivity on attitudes toward live streaming and brand attitudes, as well as the impact of these attitudes on consumer engagement. This research contributes to a deeper and more comprehensive understanding of the dynamics of consumer engagement. The study's contribution lies in its ability to identify and explain the psychological and motivational factors influencing consumer behavior in the context of digital marketing, which can provide valuable insights for marketers to design more effective strategies to attract and retain consumers on live streaming platforms.

Figure 1. Proposed Research Model



### Method

This research is an explanatory study aimed at testing hypotheses about causal relationships between two or more variables, employing a quantitative approach that relies on analytical thinking. The research was conducted online on the TikTok platform, focusing on consumers of the Kattoen brand who watch Kattoen's live streaming in Indonesia, considering that TikTok users in Indonesia are the second largest in the world. The population focus is on the consumers of the Kattoen brand in Indonesia who use the TikTok live-streaming application. The population criteria include users who have used the live streaming feature more than twice, indicating their experience and engagement. Although the exact population size is unknown, this study considers respondents who meet several criteria: have purchased Kattoen products, have watched and interacted with Kattoen live streaming (through chat, reactions, sharing content, or providing positive reviews), and are at least 17 years old. This age criterion is intended to ensure that respondents can understand and answer the questions in the questionnaire based on their experiences.

The sampling technique for an infinite population, according to Hair et al. (2017), states that the minimum sample size should be ten times the maximum number of arrows pointing to latent variables (indicators) anywhere in the PLS path model. According to Hair et al. (2013), the sample size should preferably be 100 or more prominent, with a minimum of at least five times the number of variables being analyzed, with a ratio of 10:1. Some researchers suggest a minimum of

20 cases (indicators) for each variable. In this study, 18 indicators were used. Therefore, this study uses Hair's formula:

$$10 \times 17 = 170 \text{ samples.}$$

Based on the calculations, this study assumes a sample size of ten times the number of indicators, or 170 respondents, which is considered sufficient to represent the population. After the questionnaire was distributed to the respondents, 272 questionnaires were completed; however, 22 respondents did not meet the criteria based on the filter statements included in the questionnaire. The statements are as follows:

1. Have you ever purchased a product from Kattoen? This question was answered "yes" by 250 respondents (92%), while the remaining 22 respondents (8%) answered "no," thus excluding these 22 respondents from the respondent criteria.
2. Have you ever watched TikTok live streaming from the Kattoen fashion brand? This question was answered "yes" by 257 respondents (94%), while the remaining 15 respondents (6%) answered "no," thus excluding these 15 respondents from the respondent criteria.

There were 22 respondents who answered "no" to statement 1, and 15 respondents who answered "no" to statement 2. As a result of both filter statements, a total of 250 questionnaires met the respondent criteria and sample characteristics. Therefore, 250 valid respondents completed the questionnaire according to the established sample criteria.

The sampling technique used in this study is non-probability sampling. The sampling method chosen is purposive sampling, which is a sampling technique based on certain considerations. In applying this method, there are several guidelines, including that sample selection is adjusted to the research objectives, the size or number of samples is not an issue, and the sampling units are selected based on certain criteria set according to the research objectives (Sukandarrumidi, 2012).

This study uses primary data collected through an online questionnaire. The questionnaire was distributed via Google Forms to Kattoen's TikTok live-streaming followers and viewers who met specific criteria. Before analyzing the research data, validity and reliability tests were conducted to ensure the questionnaire was suitable. This study involves independent variables (satisfaction (X1), media attributes (X2), perceived interactivity (X3)), dependent variables (consumer engagement (Y)), and intervening variables (attitude toward live streaming (Z1), attitude toward the brand (Z2)). The data analysis techniques used include descriptive analysis and inferential statistical analysis using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach to test the causal relationships between research variables and ensure that the conclusions drawn from the collected data are accurate.

## Results and Discussion

### General Characteristics of Respondents

Based on the research conducted on consumers of Kattoen products who have watched TikTok live streaming, a general overview of the respondents' characteristics can be obtained. The respondents' characteristics in this study are primarily described through their profiles, which include gender, age, and watching experience. A detailed explanation of the respondents' profiles is as follows:

**Table 1.** Characteristic of Respondents

Items	Category	Frequency	Percentage (%)
Gender	Female	156	62%
	Male	94	38%
Age	17 – 19	9	4%
	20 – 22	23	9%
	23 – 25	70	28%
	26 – 28	92	37%
	29 – 31	32	13%
	32 – 34	11	4%
	35 – 37	10	4%
	38 – 40	2	1%
Watching Experiences	41 – 44	1	0%
	< 1 time	22	8.8%

1-2 times	93	37.2%
More than 2 times	157	62.8%

Source : by Author

Table 1 shows that the majority of respondents are female, accounting for 62% of the sample, while males make up 38%. The respondents' ages are predominantly between 26 and 28 years, representing 37% of the sample, followed by the 23 to 25 age group at 28%. The least represented age groups are 38 to 40 years (1%) and 41 to 44 years (0%). In terms of watching experiences, the majority of respondents (62.8%) watched more than 2 times, 37.2% watched 1-2 times, and only 8.8% watched less than 1 time. Thus, the majority of respondents in this study are females aged 26-28 years who have watched more than twice.

### Measurement Model

The evaluation of the outer model in this study aims to determine the validity and reliability of items for each latent variable used, including consumer engagement (Y), gratification (X1), media attributes (X2), perceived interactivity (X3), and attitudes toward live streaming (Z1) and brand (Z2). To assess the validity of the latent variables and their indicators, convergent validity was evaluated. When the loading factor in explanatory research is greater than 0.5, [Purwanto & Sudargini, \(2021\)](#) state that the predictor or item is considered valid and acceptable. In addition, the average variance extracted (AVE) value and the correlation between components are compared to assess composite reliability. In this investigation, 0.5 is the lowest acceptable AVE value. In explanatory research, predictors are considered reliable if the composite reliability (CR) value is above 0.6.

Based on the measurement of reflective constructs for the variables in this study, which include attitudes toward live streaming, attitudes toward the brand, and consumer engagement, all items in the three constructs showed loading factor (LF) values greater than 0.5, indicating that the items are valid as measurement tools. The Cronbach's alpha ( $\alpha$ ) and Composite Reliability (CR) values for each construct were also above 0.6, demonstrating that the measurement tools are reliable. The AVE value for each construct was above 0.5, indicating that these variables have good internal consistency.

Overall, these measurement results show that the instruments used in this study possess adequate validity and reliability for measuring attitudes toward live streaming, brand attitudes, and consumer engagement. Therefore, all constructs in this study have sufficient convergent validity and reliability. All items in each construct had loading factor (LF) values greater than 0.5, indicating that the items are valid as measurement tools. The Cronbach's alpha ( $\alpha$ ) values for all constructs were above 0.7, indicating high reliability. Similarly, the Composite Reliability (CR) and Average Variance Extracted (AVE) values for all constructs were above the recommended minimum values of 0.6 and 0.5, respectively, demonstrating that these constructs have good reliability and validity. As a result, the instruments used in this study are reliable and valid for measuring the latent variables under investigation.

It is evident from the measurement results that each construct in this study has sufficient convergent validity and reliability. Each item in every construct had a loading factor (LF) value greater than 0.5, meaning that the measurement instruments are reliable. All constructs had Cronbach's alpha ( $\alpha$ ) values greater than 0.7, indicating strong reliability. All constructs' average variance extracted (AVE) and composite reliability (CR) values were higher than the recommended minimum values of 0.5 and 0.6, respectively, indicating high reliability and validity of these measures. Consequently, the research instruments used to measure the latent variables studied are valid and reliable.

### Evaluation of Measurement Model (Inner Model)

[Purwanto & Sudargini, \(2021\)](#) states that the outer model assessment and the R-square (R<sup>2</sup>) value are produced jointly. Variable influence may be expressed as follows based on R-square values: a strong model is defined as R-square  $\geq 0.75$ , a moderate model as R-square  $\geq 0.50-0.75$ , and a weak model as R-square  $\geq 0.25-0.50$ .

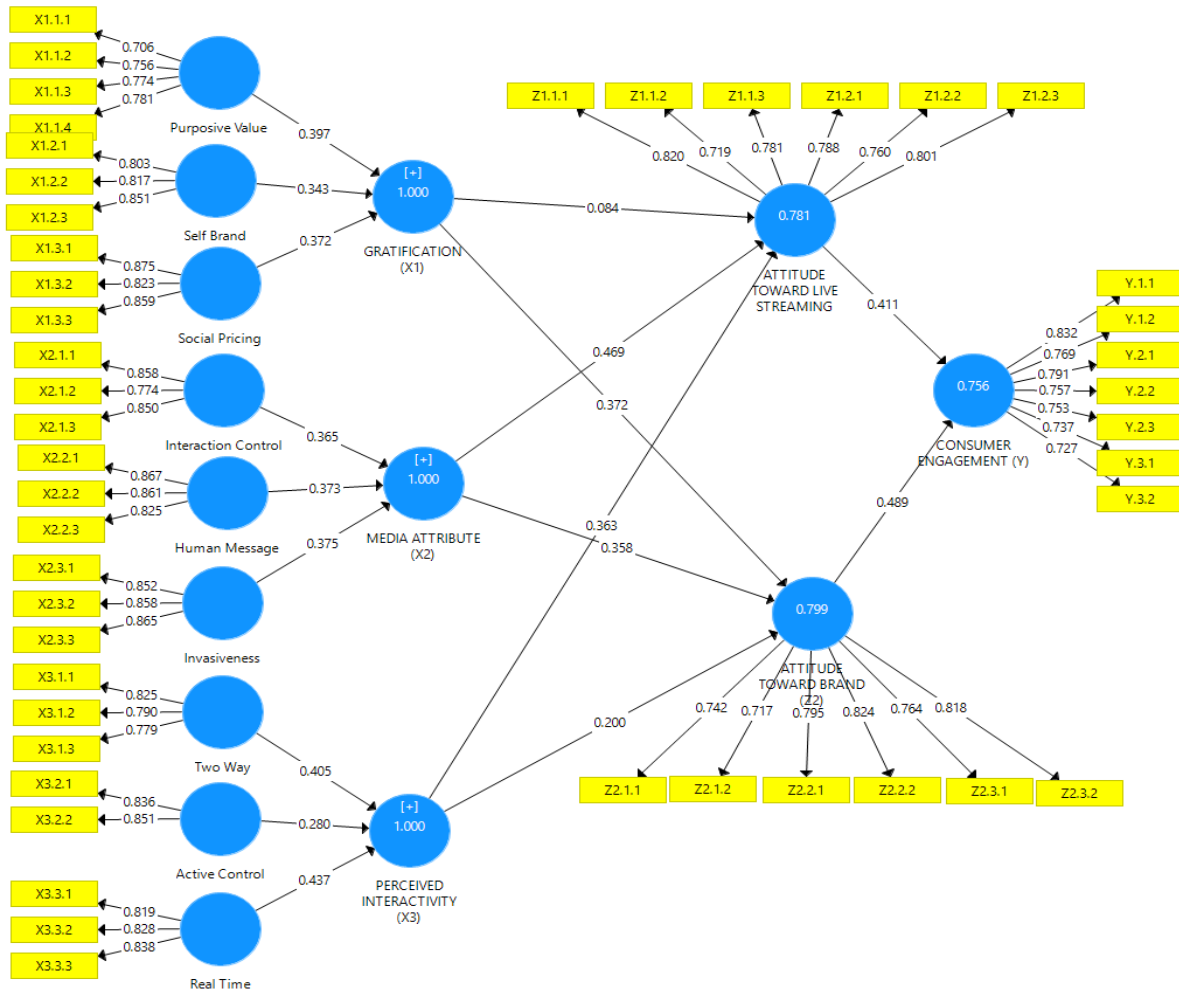


Table 2. R-Square (R2) Values

Exogenous Variable	R-Square (R2)	Description
Consumer engagement (Y)	0.756	Strong
Attitude toward live streaming (Z1)	0.781	Strong
Attitude toward Brand (Z2)	0.799	Strong

Source : by Author

Figure 2. Measurement Model and Structural Model



Source : by Author

Based on Table 2, the variable consumer engagement (Y) has an R-Square (R2) value of 0.756, indicating a strong influence. This means that the variable consumer engagement (Y) can be influenced by the variables gratification (X1), media attribute (X2), and perceived interactivity (X3) by 75%, with the remaining 25% influenced by other variables. The variable attitude toward live streaming (Z1) has an R-Square (R2) value of 0.779, indicating a strong influence. This means that the variable attitude toward live streaming (Z1) can be influenced by the variables gratification (X1), media attribute (X2), and perceived interactivity (X3) by 78%, with the remaining 22% influenced by other variables. The variable attitude toward brand (Z2) has an R-Square (R2) value of 0.804, indicating a strong influence. This means that the variable attitude toward brand (Z2) can be influenced by the variables gratification (X1), media attribute (X2), and perceived interactivity (X3) by 79%, with the remaining 21% influenced by other variables.

Based on the f-square values, the influence of the predictor latent variable gratification (X1) on the criterion variable attitude toward live streaming (Z1) is 0.005, indicating no influence. The influence of the predictor latent variable gratification (X1) on the criterion variable attitude toward brand (Z2) is 0.114, indicating a small effect. The influence of the predictor latent variable media

attribute (X2) on the criterion variable attitude toward live streaming (Z1) is 0.168, indicating a medium effect. The influence of the predictor latent variable media attribute (X2) on the criterion variable attitude toward brand (Z2) is 0.106, indicating a small effect. The influence of the predictor latent variable perceived interactivity (X3) on the criterion variable attitude toward live streaming (Z1) is 0.111, indicating a small effect. The influence of the predictor latent variable perceived interactivity (X3) on the criterion variable attitude toward brand (Z2) is 0.037, indicating a small effect. The influence of the predictor latent variable attitude toward live streaming (Z1) on the criterion variable consumer engagement (Y) is 0.175, indicating a medium effect. The influence of the predictor latent variable attitude toward brand (Z2) on the criterion variable consumer engagement (Y) is 0.248, indicating a large effect.

### Hypothesis Testing

To ascertain the impact of the correlations between the variables employed in the study, hypothesis testing was done. The sample is bootstrapped using the bootstrapping approach, and the application utilised is SmartPLS 3.0. This attempts to reduce problems with data non-normality in the study. The probability value and t-statistics are examined throughout the hypothesis testing process. A study is deemed significant if the p-value is less than 0.05 and the t-statistic is higher than the 1.960 t-table value. Should these requirements be satisfied, the hypothesis can be approved. Table 7 displays the following findings from the structural model equation's hypothesis testing using bootstrapping:

**Table 3.** Path Coefficient Hypothesis Testing

Variable	Original Sample (O)	Standard Deviation	T Statistics	P Values	Conclusion
Gratification -> attitude toward live streaming	0,084	0,086	0,970	0,332	H1 not supported
Gratification -> attitude toward brand	0,372	0,073	5,076	0,000	H2 supported
Media attribute -> attitude toward live streaming	0,469	0,102	4,591	0,000	H3 supported
Media attribute -> attitude toward brand	0,358	0,087	4,107	0,000	H4 supported
Perceived interactivity -> attitude toward live streaming	0,363	0,101	3,605	0,000	H5 supported
Perceived interactivity -> attitude toward brand	0,200	0,072	2,780	0,006	H6 supported
attitude toward live streaming -> consumer engagement	0,411	0,079	5,277	0,000	H7 supported
attitude toward brand -> consumer engagement	0,489	0,073	6,703	0,000	H8 supported

Source : by Author

The hypothesis testing results indicate that gratification (X1) does not have a significant effect on attitude toward live streaming (Z1) ( $p = 0.332$ ), but it does have a significant effect on attitude toward the brand (Z2) ( $p < 0.001$ ). Media attributes (X2) and perceived interactivity (X3) show a significant effect on both intervening variables Z1 and Z2 ( $p < 0.001$ ). Furthermore, both attitude toward live streaming (Z1) and attitude toward the brand (Z2) significantly influence consumer engagement (Y) ( $p < 0.001$ ). This indicates that media attributes and perceived interactivity play crucial roles in shaping consumer attitudes toward live streaming and brands, which in turn affect consumer engagement.

### Other Research Findings

Other findings beyond the proposed hypotheses in this study include the indirect effects of variable relationships from the structural equation model within this research. The use of the SmartPLS 3.0 application automatically reveals the indirect effects of relationships between variables. Table 8 shows the indirect effects between the research variables.

**Table 4.** Indirect Effects Between Variables

Variable	Original Sample (O)	Standard Deviation	T Statistics	P Values	Description
Gratification (X1) -> Attitude toward live streaming (Z1) -> Consumer Engagement (Y)	0.034	0.038	0.909	0.364	Not supported
Media Attributes (X2) -> Attitude toward live streaming (Z1) -> Consumer Engagement (Y)	0.193	0.052	3.691	0.000	Supported
Perceived Interactivity (X3) -> Attitude toward live streaming (Z1) -> Consumer Engagement (Y)	0.149	0.054	2.755	0.006	Supported
Gratification (X1) -> Attitude toward Brand (Z2) -> Consumer Engagement (Y)	0.182	0.046	3.962	0.000	Supported
Media Attributes (X2) -> Attitude toward Brand (Z2) -> Consumer Engagement (Y)	0.175	0.052	3.365	0.001	Supported
Perceived Interactivity (X3) -> Attitude toward Brand (Z2) -> Consumer Engagement (Y)	0.098	0.037	2.620	0.009	Supported

Source : by Author

Using a T statistic value of 0.909 and a p-value of 0.364, it can be inferred from the examination of indirect effects across variables that X1 does not significantly affect Y through Z1. On the other hand, with T statistic values of 3.691 and 2.755, and p-values of 0.000 and 0.006, respectively, X2 and X3 show substantial indirect impacts on Y through Z1. Additionally, with a T statistic value of 3.962 and a p-value of 0.000, X1 also has a substantial indirect influence on Y through Z2. The T statistic value of 3.365 and the p-value of 0.001 indicate that the indirect influence of X2 on Y through Z2 is similarly significant. According to these findings, there is a mediation link between X2 and X3 and Y, as well as between X1 and Y through Z2.

## Discussion

This research aims to examine the influence of gratification, media attributes, and perceived interactivity on attitude toward live streaming and attitude toward the brand, as well as how these two attitudes affect consumer engagement. Out of the 272 respondents who initially filled out the questionnaire, only 250 met the research criteria. The respondents who met the criteria were those who had purchased Kattoen products and watched TikTok live streaming from the brand. The respondent profile shows that the majority are female, with a percentage of 62%. According to research by Croes & Bartels, (2021), women tend to be more active in online shopping and following live streaming content for fashion products. The respondents' ages were dominated by the productive age group between 23 and 31 years, with the majority aged between 26 and 28 years. A study by Gazzola et al. (2020) shows that the productive age group, particularly millennials, has a high interest in shopping for fashion products through digital platforms. Most respondents watched TikTok live streaming more than twice. This viewing frequency supports the Uses and Gratifications theory, which states that individuals use media to fulfill entertainment and information needs (Saeed & Ullah, 2021).

The analysis results show that gratification does not have a significant effect on attitude toward live streaming but does have a significant effect on attitude toward the brand. Conversely, media attributes and perceived interactivity show a significant influence on both intervening variables, namely attitude toward live streaming and attitude toward the brand. This indicates that aspects related to media and interactivity play an important role in shaping consumer attitudes



toward live streaming and the brand. These findings align with previous research by [Qin, \(2020\)](#), which shows that the gratification obtained from social media is more likely to influence brand perception than the attitude toward the media platform itself. On the other hand, media attributes and perceived interactivity show a significant influence on both intervening variables, namely attitude toward live streaming and attitude toward the brand. These findings support the Uses and Gratifications theory proposed by [Eid et al. \(2020\)](#), which states that media characteristics and the ability to interact play an important role in shaping user attitudes and perceptions toward the media and content presented. These results are also consistent with the research by [Moran et al. \(2020\)](#), which found that media interactivity significantly influences consumer engagement and their attitude toward the brand in the context of digital marketing.

Attitude toward live streaming and attitude toward the brand, in turn, have a significant impact on consumer engagement. This suggests that positive attitudes toward live streaming and the brand can enhance consumer engagement. Therefore, to increase consumer engagement, it is important for brands to focus on media attributes and interactivity elements in their live streaming, as these can shape positive attitudes that ultimately affect consumer engagement. Previous research also supports these findings, such as a study by [Li & Peng, \(2021\)](#) which found that the quality of interaction in live streaming can enhance user experience and their engagement. Additionally, the Theory of Reasoned Action states that individuals' attitudes toward an action (in this case, live streaming and the brand) directly influence their intention to engage, which ultimately affects their actual engagement. Therefore, to increase consumer engagement, it is important for brands to focus on improving media attributes and interactivity in their live streaming, as these elements can shape positive attitudes that ultimately significantly affect consumer engagement.

Further analysis reveals that gratification does not have a significant indirect effect on consumer engagement through attitude toward live streaming. This finding is consistent with previous research which states that although gratification is an important motivation in media use, its influence on engagement is often mediated by other factors such as users' attitudes toward the content or platform used ([Chavez et al., 2020](#)). Conversely, media attributes and perceived interactivity have been shown to have a significant indirect effect on consumer engagement through attitude toward live streaming. This finding supports the Uses and Gratifications theory, which mentions that media attributes and perceived interactivity enhance user satisfaction, which then strengthens positive attitudes toward the media, leading to increased engagement ([Arghashi et al., 2021](#)). Furthermore, gratification is also found to have a significant indirect effect on consumer engagement through attitude toward the brand. This is in line with research showing that user satisfaction from media interaction positively influences their attitude toward the advertised brand ([Sharabati et al., 2022](#)). Additionally, media attributes and perceived interactivity also have a significant indirect effect on consumer engagement through attitude toward the brand, supporting the view that interactive experiences and media quality can strengthen positive attitudes toward the brand and increase consumer engagement ([Read et al., 2019](#)).

The findings of this study indicate that brand attitude plays a significant role as a mediator in the relationship between gratifications and consumer engagement. Additionally, attitudes toward live streaming and brands mediate the relationship between media attributes and perceived interactivity with consumer engagement. These findings reinforce the Uses and Gratifications (U&G) theory, which emphasizes that individuals use media to fulfill needs and obtain specific gratifications, ultimately influencing their attitudes and behaviors toward media. As explained by the study of [Rosengren et al. \(1985\)](#), the main assumption of this approach is that the audience is active, and many of these assumptions are closely related to the perceived needs of the audience. Based on the review of that study, this theory acknowledges that individuals use media to fulfill their psychological and social needs, such as information, social interaction, personal identity, and entertainment [Rosengren et al. \(1985\)](#). The audience is considered to make decisions based on the gratifications obtained from previous media use, highlighting the role of media as a tool for achieving personal and social goals. This process emphasizes the audience's active role in selecting and using media, reflecting their response to broader social and psychological contexts. Furthermore, these findings support previous research by [Högberg et al. \(2019\)](#), which shows that high interactive experiences can increase consumer engagement with the brand. Therefore, effective

marketing strategies should consider not only the content delivered in live streaming but also how the content is presented and how interactive the experience is for consumers, according to the media interactivity theory proposed by [Liu et al. \(2022\)](#).

In this context, brands like Kattoen can enhance consumer engagement by ensuring that their live streaming is engaging and interactive and able to provide the gratification expected by consumers. Focusing on strong media elements and creating a pleasurable interactive experience will shape positive consumer attitudes toward live streaming and the brand, ultimately increasing their engagement. Thus, this study reveals that to increase consumer engagement in TikTok live streaming, brands like Kattoen need to focus on media attributes and perceived interactivity. Although gratification does not directly affect attitudes toward live streaming, it plays an important role in shaping positive attitudes toward the brand. Effective marketing strategies should pay attention to the content and its presentation, as well as creating a satisfying interactive experience for consumers. By building positive attitudes toward live streaming and the brand through strong media elements and interactive experiences, brands can significantly enhance consumer engagement.

The findings of this study have relevant implications for practitioners. First, Brands should invest in high-quality media attributes and interactive elements in their live streaming. This includes using high-definition video, engaging visual effects, real-time audience interaction, and responsive communication. By enhancing the overall viewing experience, brands can foster positive attitudes toward their live streaming sessions and the brand itself, leading to increased consumer engagement. Second, our research model suggests that brands should focus on providing content that meets the entertainment and informational needs of their audience. This means creating live streaming content that is not only entertaining but also informative and relevant to the audience's interests. By satisfying these needs, brands can improve their perception and strengthen consumer loyalty and engagement.

This research is grounded in the Uses and Gratifications (U&G) Theory and the Theory of Reasoned Action, which provide a framework for understanding how individuals use media to fulfill specific needs and how this influences their attitudes and behaviors. U&G Theory emphasizes that individuals actively choose media that can provide certain gratifications, such as entertainment or information, which in turn affect their attitudes toward the media and the content presented ([Buzeta et al., 2020](#); [Sheldon et al., 2021](#)). Meanwhile, the Theory of Reasoned Action discusses how attitudes toward a specific action can influence the intention to act, which subsequently affects actual behavior ([Vamvaka et al., 2020](#); [Zhao et al., 2019](#)). When applied in the context of digital marketing and live streaming, these two theories help identify factors such as obtained gratifications, media attributes, and perceived interactivity, all of which contribute to the formation of positive attitudes toward live streaming and brands, as well as higher consumer engagement

### Conclusion

This research shows that gratification does not significantly influence attitudes towards live streaming but significantly affects attitudes towards the brand. Furthermore, perceived media attributes and interactivity significantly impact both attitudes. Positive attitudes towards live streaming and the brand have significantly increased consumer engagement. Therefore, brands like Kattoen can enhance consumer engagement by improving the quality of media attributes and interactivity elements in live streaming, which ultimately fosters positive attitudes towards live streaming and the brand itself. Limitations of this study include the restricted respondent sample, which only encompasses TikTok users who have purchased Kattoen products, potentially limiting the generalizability of the research findings. Future research is recommended to expand the sample to include various demographics and brands to gain a more comprehensive understanding of the factors influencing consumer engagement in live streaming across different contexts.

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