

Entertaining to Buy: Exploring the Role of Immersion in Live Streaming and Its Influence on Purchase Intention in Student Social Commerce

Rika Eliana¹Abdhy A. Adnans² and Adam Fadillah³

rika.eliana@usu.ac.id, abdhy@unpad.ac.id, adamfadilah160790@gmail.com

^{1,3} Department of Industrial and Organizational
Psychology, Faculty of Psychology, Universitas Sumatera
Utara, Medan, Indonesia,
² UniversitasPadjajaran, Bandung, Indonesia

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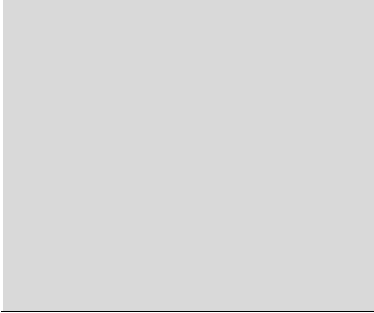
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Abstract

Technology development has brought about a lot of changes in the business world, especially when it comes to online transactions, which has made the internet market quite successful. The online market has changed by using social media as a platform for e-commerce. Live streaming was the first step toward the emergence of social commerce. Because consumers have a high level of purchasing interest, which is affected by entertainment elements, live streaming has become popular. Immersion is the mediating variable used in this study to examine the indirect impact of entertainment on purchase interest. The purpose of this study is to investigate how entertainment affects consumers' inclination to buy, using social commerce live streaming as a mediating factor. A quantitative approach is used in this study, using a sample of 350 participants. A Likert scale that includes metrics for immersion, entertainment, and purchase interest is used to collect data. The study's findings show that: 1) Entertainment has a positive and significant influence on purchasing interest in social commerce live streaming, 2) Entertainment has a positive and significant impact on immersion in social commerce live streaming, 3) Immersion has a positive and significant influence on purchasing interest in social commerce live streaming, 4) Entertainment has a positive and significant influence on purchasing



interest through immersion as the mediating variable in social commerce live streaming. Therefore, the influence of entertainment on consumer purchasing interest can be achieved either through immersion as a mediating variable or directly, without necessitating immersion as an intermediary.

I. Introduction

Nowadays, when all elements can be combined to unlock the potential of a larger market, such a multi- channel retail strategy is increasingly important. Thus, companies can actively market products through physical retail stores, catalogs, and the internet. The market can now be more responsive to customers and address issues that have arisen in the market, such as the rise of e-commerce, thanks to the quick growth of information and communication technology. The distribution, buying, selling, and marketing of goods and services via electronic platforms like the internet, television, and other computer networks is known as e-commerce.

Social commerce itself (Godefroy, 2021) is an activity of selling products and services carried out by merchants by utilizing digital social channels both online and directly to reach their consumers. In social commerce, users not only make social media accounts as a means of communication, but also as a means of delivering information, promotions, and transactions of goods and services to other social media account owners. Social commerce itself was first present in 2005 on the yahoo social media page by offering the concept of a marketplace that provides goods and services as a seller's product, providing appropriate information with correct and clear specifications like a producer, as well as easy access and flexibility for potential consumers (Zhong, 2012).

The rapid development of the current digitalization era has also led to the evolution of social commerce itself.

The fact that this social commerce network may offer an alternative to traditional offline purchasing experiences is another reason for its continued rapid growth. Because it enables friends' recommendations or other customers' reviews, which eventually affect potential customers' decisions to purchase it. However, social commerce still has issues that limit its usage to serving as a platform for product and service information sharing rather than for direct transactions, which require the use of the formal e-commerce infrastructure already in place. Recently, cyberspace has been shocked by the new features in some social commerce that present a marketplace directly without having to use another e-commerce application. TikTok Shop is one of the social commerce whose presence is widely discussed. Utilizing the main working system of the application, namely video content, TikTok shop provides a different and fun shopping experience for its users. One of its features that is currently in demand by its users is live-streaming or also known as live-commerce.

The act of purchasing and selling goods online via live video, where customers may communicate with brands and sellers in real time, is known as live commerce or live streaming (Marcomm, 2022). In Indonesia, Live streaming on marketplace pages began in 2019, where the term live-commerce as a form of innovation in the buying and selling system in the market began to appear with the initial pioneer, Lazada. Lazada uses the term shoppertainment. Shoppertainment is an interactive content-based way of selling that entertains and educates. With the games, vouchers, and live streaming features itself, it makes users of the platform more satisfied with the products offered. This is because potential consumers can easily get clear and complete information about the goods or products they want to buy, know the specifications in detail, various needs such as entertainment and recreation and consumer curiosity about a product can be fulfilled and answered.

2. Literature Review

Research conducted by Yuan Sun (Sun et al., 2019) shows a high intensity in social

commerce with livestreaming. Live streaming offers a variety of material, including games, live discussions, cuisine, cooking, lifestyle, and entertainment, in addition to visibility, metavisualization, and helpful shopping advice (Chen et al., 2022). Products related to these contents that streamers as endorsement actors and sellers will be promoted more deeply and provided in real-time to visitors to the seller's social commerce account page. In essence, live streaming on social commerce platforms has been packaged into a solution in determining consumer behavior in determining attitudes when buying and selling. Purchase intention as determined by the probability that a consumer would make a purchase, is the propensity of a consumer to purchase a brand or engage in a related activity.

The success of live streaming on social commerce platforms in attracting buyer interest is inseparable from the factor of engaging with what is in the live streaming (Lim, 2020). Higgins (2006) says that strong engagement will occur if individuals concentrate, then get engrossed and enjoy certain activities or objects, so that if individuals have had a positive experience from an activity, it will also further increase engagement. This research refers to research conducted by (Chen et al., 2022). According to his research, there is a considerable impact of immersion on live streaming social commerce buy intention. Regarding entertainment, it has no appreciable impact on fully engaging in live streaming as a dimension of uses and gratifications. This somewhat amuses people and has little bearing on their desire to purchase. Nevertheless, entertainment has a significant effect on one of the dimensions engage live streaming namely immersion. So therefore, This research will provide theoretical understanding and practical suggestions for viewing connectivity between entertainment as dimensions uses and gratifications with immersion as a dimension of engage live stream which acts as a mediating variable has a significant effect on purchase intention on social commerce live streaming,

which in previous studies, this was not highlighted in depth and had different results for similar research hypotheses. The benefits of this research are anticipated to include an overview of how entertainment affects consumers' inclination to purchase through social commerce live streaming, an area that has received very little prior research.

3. Research Method

This study uses causal quantitative research methods. This study measures purchase intention, entertainment, and immersion. The measuring instrument used in this research is a questionnaire adapted from Chen et al (2022). The questionnaire was distributed to respondents through social commerce such as Instagram, TikTok, Facebook, and X. Purchase intention as the dependent variable, measured using a purchase intention scale consisting of three items. Furthermore, entertainment as an independent variable uses an entertainment scale consisting of three items. Immersion as a mediating variable, it is measured using an immersion scale consisting of three items. The full scale used in this study is a Likert scale with seven possible responses, from 1 (strongly disagree) to 7 (strongly agree). Students from all Indonesian institutions who have viewed live streaming on social media platforms including Facebook, Instagram, and TikTok comprise the study's population; 350 responses made up the sample.

4. Results and Discussion

Table 1
Outer Model Test (Measurement Model Testing)

Outer Model Test	Result	Information
Convergent Validity (Loading Factor)	Loading Factors > 0,5	Valid
Average Variance Extracted (AVE)	AVE > 0,5	Valid
Discriminant Validity	Cross Loadings > 0,5	Valid
Composite Reliability	Composite Reliability > 0,7	Reliabe l
Cronbach Alpha	Cronbach Alpha > 0,5	Reliabe l

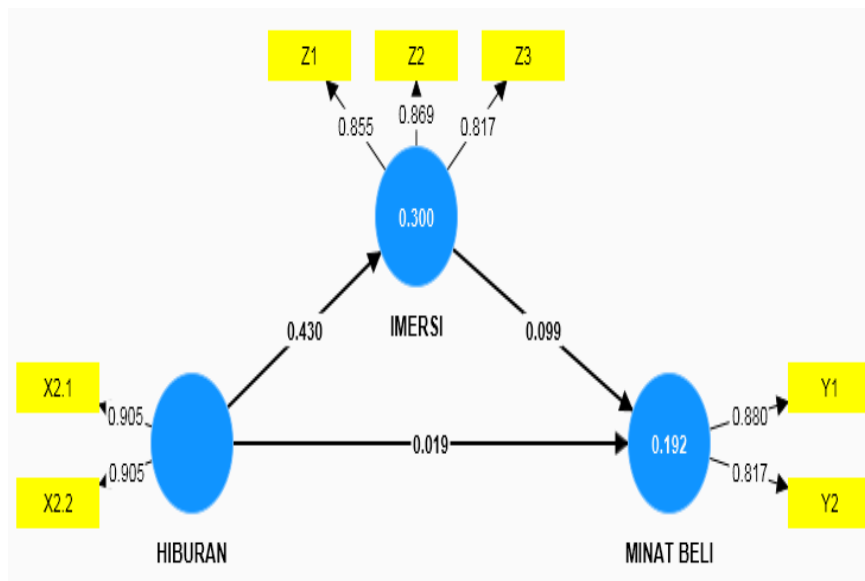


Fig. 1. Model Before Bootstrapping

Table 2
Outer Value Loading (After Discard Low Loading Factor)

	Entertainmen t	Immersio n	Purchase Intention
X2.1	0.905		
X2.2	0.905		
Y1			0.880
Y2			0.817
Z1		0.855	
Z2		0.869	
Z3		0.817	

Table 3
Average Variance Extracted (AVE)

Variable	AVE's Score	Informatio n
Entertainment	0.819	Valid
Immersion	0.718	Valid
Purchase Intention	0.721	Valid

Table 4
Cross Value Loading

	Entertainmen t	Immersio n	Purchase Intention
X2.1	0.905	0.472	0.342
X2.2	0.905	0.520	0.263
Y1	0.294	0.396	0.880
Y2	0.274	0.311	0.817
Z1	0.509	0.855	0.395
Z2	0.459	0.869	0.367
Z3	0.418	0.817	0.297

Table 5
Composite Reliability

Variabl e	Composite Value Reliability	Informatio n
Entertainment	0.900	Reliabel
Immersion	0.884	Reliabel
Purchase Intention	0.838	Reliabel

Table 6
Cronbach Alpha

Variable	Cronbach's Value Alpha	Information
Entertainment	0.778	Reliabel
Immersion	0.805	Reliabel
Purchase Intention	0.616	Reliabel

Table 7
Inner Model Test (Structural Model Testing)

Test The Inner Model	Results	Information
Collinearity (VIF)	VIF < 5	There is no multicollinearity
R-Square	Immersion (0.300) Purchase Intention (0.192)	Small Influence Small Influence
Effect Size (f^2)	X2 Y1 = 0.019 X2 Z1 = 0.430 Z1 Y1 = 0.099	Verry Small Effect Big Effect Small Effect
Prediction Relevance (Q^2)	0,189 > 0	The Model Has Predictive Relevance

Table 8
Collinearity (VIF)

Indicator	VIF
X2.1	1.684
X2.2	1.684
Y1	1.247
Y2	1.247
Z1	1.670
Z2	1.925
Z3	1.698

Table 9
R-Square

Variable	R-square
Immersion	0.300
Purchase Intention	0.192

Table 10
Effect Size (f^2)

Variable	f-square
$X2 \rightarrow Y1$	0.019
$X2 \rightarrow Z1$	0.430
$Z1 \rightarrow Y1$	0.099

Prediction Relevance

$$(Q^2)Q^2 = 1 - (1 - \text{Adjusted } R^2)$$

$$R^2) Q^2 = 1 - (1 - 0,189)$$

$$Q^2 = 0,189$$

Table 11
Hypothesis Testing

Hypothesis	Path Coefficients	t-value	p-value	Information
H1: $X2 \rightarrow Y1$	0.149	2.170	0.030	Hypothesis Accepted
H2: $X2 \rightarrow Z1$	0.548	13.676	0.000	Hypothesis Accepted
H3: $Z1 \Rightarrow Y1 \rightarrow$	0.338	5.168	0.000	Hypothesis Accepted
H4: $X2 \quad Z1 \quad Y1$	0.185	4.392	0.000	Hypothesis Accepted

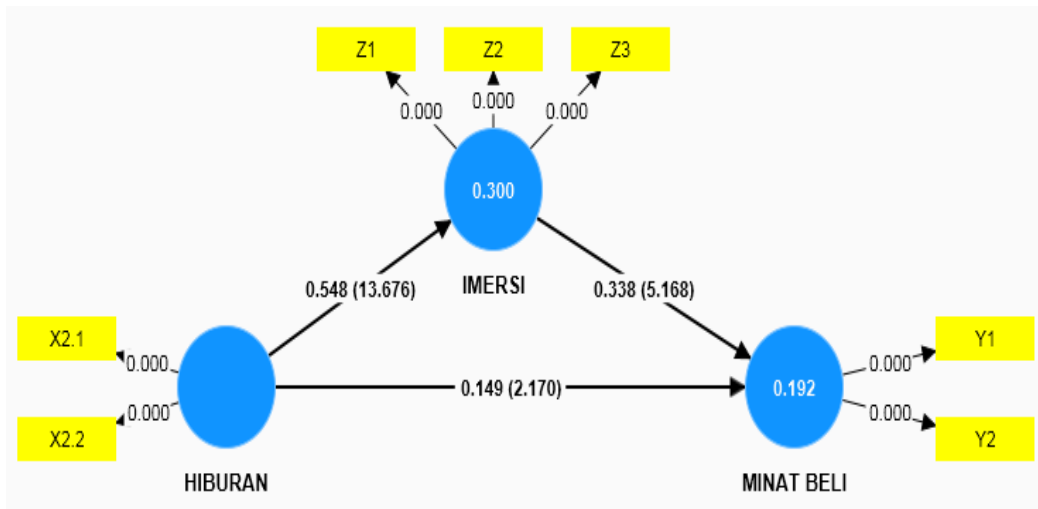


Fig. 2. Model After Bootstrapping

5. Discussion

Entertainment on Purchase Intention

The results showed that Entertainment has a significant and positive influence on purchase intention, namely with a path coefficients value of 0.149 which indicates that the hypothesis is accepted. Entertainment is everything in the form of words, places, objects, and behavior that can be a positive reaction and emotion for the subject; such as feeling entertained, giving a sense of calm or relaxation, and fun towards certain things, in this case what streamers apply in every live stream. Purchase interest is the individual behavior of consumers who show the possibility of buying, considering buying in the future, and intending to buy a product or service. This is in accordance and in line with previous research conducted by Bruce (2018), where entertainment has a positive and significant effect on buying interest directly. This is due to the fact that entertainment is crucial to live streaming since it can act as a space for communities to develop through the use of chat rooms where users can joke and laugh about the content they are watching, which in turn leaves a lasting impression on viewers and encourages them to purchase the goods or services being offered (Hilvert-Bruce, 2018).

Entertainment on Immersion

With a path coefficient value of 0.548, the data demonstrate that entertainment has a strong and favorable impact on immersion, supporting the hypothesis. The degree to which a system causes users to feel completely submerged, involved, and absorbed in the virtual stimuli and to feel as though they are blocking off inputs from the outside world is known as immersion in live streaming (Palmer, 1995). Entertainment is everything in the form of words, places, objects, and behaviors that can be entertaining (Chen et al., 2022). So in this case, the results of the study are in line with research conducted by Chen (2022) where the results of the research findings show a Path Coefficients value of 0.343, a T-test value of 7.809, and a P-Value of 0.000. Thus, the perception of social presence and engagement is significantly impacted by social media users who are driven to watch live streaming for pleasure. This aligns with the results of earlier studies as well. Additionally, emotional, social presence, and immersion are the elements of involvement that are included in the study.

Immersion on Purchase Intention

The results clarify that viewers' immersion or engagement is greatly impacted if they choose to invest time in and develop a habit of watching live streaming for amusement. With a path coefficient value of 0.338, the data demonstrated that immersion had a significant and favorable impact on purchase intention, supporting the hypothesis. High immersion in live streaming social commerce can have a positive influence on user purchase intention. When people feel involved with a goal object, they will commit time, physical effort, and mental energy to it. Similarly, when customers invest time and money in product-related procedures, they will experience a greater sense of ownership over the product (Kamleitner, 2013). So it can be concluded that immersion is individual behavior that leads to feelings of absorption, involvement and focus based on the psychological conditions felt while watching. *Live streaming* so that the audience feels engrossed, focused and absorbed *stream* (Chen et al., 2022).

The results of this research are also one way with research by W. K. Chen et al. (2022) namely *"Understanding Consumers' Purchase Intention and Gift-Giving in Live Streaming Commerce: Findings from SEM and fsQCA"* where in this research the results obtained were that dimensions *engagelive streaming* namely immersion has a significantly influence on purchase intention by a value of $T = 12,542$, value *path coefficients* = 0.481, and P-value *value* = 0,000. Based on the aforementioned results, it can be concluded that when viewers are emotionally invested in live streaming, they have a strong sense of social presence and get fully absorbed in the content being broadcast. This, in turn, motivates them to buy goods and services and give streamers presents.

Entertainment on Purchase Intention through Immersion

The results showed that Entertainment has a significant and positive influence on purchase intention through immersion, namely with a path coefficients value of 0.185 which indicates that the hypothesis is accepted. Entertainment in live streaming social commerce can affect the level of user immersion which has an impact on purchase intention. Customers will engage in shopping activities more actively and have a more positive attitude toward the products presented by the streamer when they are in a nice mental state when browsing live streaming. Customers are more likely to feel pleasure when they are immersed or interested in a virtual purchasing environment, and vice versa (Yim, 2017), and this directly influences their purchasing behavior (Chen A. L., 2017). This has the potential to increase consumer buying interest in making purchases of products sold through live *streaming social commerce* (Wongkitrungrueng, 2020).

6. Conclusion

Live Streaming is emerging as a powerful promotional tool, offering several advantages over regular ecommerce. This allows streamers to display products in real-time, providing viewers and costumers with more detailed information regarding products or services and enabling customers to have a rewarding experience from that point on. Various benefits in terms of ease of obtaining products, product quality, satisfactory service can arouse consumer buying interest. The success of live streaming dependson its ability to engage viewers and create an immersive experience. Entertainment has a significant effect on buying interest because when sellers display various pleasant information, ease of getting products, ease of paying, and excellent service during live streaming, consumers' buying intentions become stronger. Furthermore, entertainment and immersion have an influence because when products and services are presented and delivered well and entertainingly, it will make them more focused and involved in following the live stream. When users feel engaged and focused in following a live broadcast,they tend to pay more attention to product details and evaluate its suitability to their needs.

7. Limitation

For further research, it may be beneficial to delve deeper into variables related to the study on live streaming, which currently has a minimal literature base, or to expand the variables by incorporating psychological factors into it. This causes the research to still generally focus on the relationship of eachvariable without specifying the cause-and-effect relationship of the variables under investigation. To obtain more in-depth and comprehensive information about the measured variables, research questions can be presented in a better, concise, and easily understandable manner to facilitate the completion of research questions and the achievement of research goals. For online business practitioners, they can utilize entertaining interactions and humor to attract the attention and interest of buyers during live streaming.

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