

ABSTRACT

The Influence of Interactivity, Audiovisual Presentation, Promotion, Celebrity Support, and Product Features on Purchase Behavior with Flow Experience as a Mediating Variable in TikTok Live Streaming: A Study on Scarlett Whitening Products.

Anyza Velda Syafira ¹⁾, Cynthia Sari Dewi, S.E., M.Sc. ²⁾

¹⁾ Student of Management Department, Pembangunan Jaya University

²⁾ Lecturer of Management Department, Pembangunan Jaya University

This study aims to examine the influence of interactivity, audiovisual presentation, promotion, celebrity support, and product features on purchase behavior, with flow experience as a mediating variable in the context of TikTok live streaming. The research focuses on Scarlett Whitening, a popular Indonesian skincare brand that actively uses live streaming as a digital marketing strategy. Using a quantitative approach, this study collected data from 120 respondents who had watched TikTok live streaming sessions promoting Scarlett Whitening products. The data were analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) to test the direct and indirect effects of the variables. The results showed that interactivity, audiovisual presentation, promotion, celebrity support, and product features significantly influenced flow experience. Flow experience also had a significant impact on purchase behavior. Furthermore, flow experience was proven to mediate the relationship between the five independent variables and purchase behavior. These findings suggest that enhancing consumer flow experience during live streaming can strengthen the effectiveness of digital marketing strategies, especially for beauty products. The study contributes to the theoretical development of digital consumer behavior and offers practical implications for brands utilizing live commerce on social media platforms.

Keywords: *Interactivity, Audiovisual Presentation, Promotion, Celebrity Support, Product Features, Flow Experience, Purchase Behavior, TikTok Live Streaming, Scarlett Whitening.*