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## PREDICTING AUDIENCE STICKINESS, LOYALTY, AND GIFT-GIVING IN TIKTOK LIVE TAROT READINGS: THE MODERATING ROLE OF CONTENT QUALITY

Piyachat Jarutirasarn

Department of General Management, Ramkhamhaeng University, Bangkok, Thailand

Email: piyachat.j@rumail.ru.ac.th

Thanawatdech Thirapatsakun\*

Committee for PhD Dissertation Examination, Independent Scholar, Bangkok, Thailand.

Email: thanawatdech19@gmail.com

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### Abstract

Astrology content makers are using modern technologies on social media to provide mystical advice to millennials and Gen Z, as changing societal dynamics pique interest in astrology for life planning and healing consolation, and TikTok's live-stream community flourishes through virtual giving. The value of live streaming, audience stickiness, loyalty, and gift propensity is investigated in this paper under the influence of content quality and live streamer properties. A total of 580 individuals responded to a questionnaire to gather data. A conceptual framework constructs a structural equation model to evaluate the hypotheses. We assessed the research models using the partial least squares structural equation modelling method. The research indicates that content quality plays a crucial role in influencing audience stickiness, loyalty, and the intention to give gifts. In addition, the content quality significantly impacts the value of live streaming. The moderating effect increases the influence of live streamer features on audience engagement by 12 per cent. The research indicates that when audiences recognise adequate content quality and features of live-streamers, their engagement in online live-streaming rises, thereby strengthening their choices regarding audience retention, loyalty, and the intention to give gifts.

*Keywords:* Live Streamer Feature, Audience Stickiness, Value of Live Streaming, Gift-giving Intention, Virtual Gift, The Divination Tarot Cards Live Streamer, TikTok Platform.

## 1. INTRODUCTION

The worldwide astrology market, valued at \$12.8 billion in 2021, is projected to grow at a compound annual growth rate (CAGR) of 5.7%, reaching \$22.8 billion by 2031. The report on the astrology market cap by Stella (2022), in Thailand, valued at 4,000 million baht annually, reflects this expansion. Among various segments, love astrology represents the largest share, comprising fifty per cent of the astrology

market in 2021. This increase points to some lifestyles being partially linked to evolving societal dynamics, such as a rising divorce rate and a heightened interest in astrology among millennials and Gen Z. The live streaming of tarot card readings on TikTok represents a significant advancement in digital commerce and content creation. The roar of social media engagement has led to a more dynamic and interactive spread of astrology content, especially on platforms like TikTok, where 83.3% of Thai users are 18 years and older. However, the triggers influencing audience engagement in this niche have not been thoroughly examined. Grasping these factors is essential for businesses, content creators, and platforms seeking to enhance audience engagement, loyalty, and revenue potential. On TikTok, live tarot card readings represent a recent advancement in digital commerce and content creation. This study addresses key questions: 1) What motivates audience engagement and gift-giving behaviour in live tarot card readings on TikTok? 2) How do live streamer characteristics, content quality, and interactive elements influence audience stickiness and loyalty? 3) What are the implications for marketers, influencers, and platforms in the context of live-streaming commerce? Despite a growing body of research on social media commerce and influencer marketing, there is a knowledge gap regarding the interplay of entertainment, interactivity, and spirituality in live-streamed tarot card readings. Previous studies have explored the impact of algorithms, big data, and social media influencers on consumer behaviour (Lin et al., 2022; Liu et al., 2022). Meanwhile, the role of live-streaming platforms like TikTok, which have an algorithm for accumulating personal lifestyle and emotionally sensitive content in shaping user experiences, has been documented. According to Garry Ashley (2024), TikTok's shaping of user experiences has been recorded. However, the specific dynamics of audience engagement within astrology content, particularly tarot card readings, remain insufficiently addressed. In addition, theory and practice by advancing the understanding of audience psychology in spiritual and mystical content, identifying actionable strategies for creators and platforms to enhance audience engagement and monetisation, and offering insights into the growing phenomenon of algorithmic discoverability and its implications for digital commerce contribute to the study mentioned in this study. TikTok's expansion has been driven by algorithmic personalisation, instantaneous interactions in real-time, and the seamless amalgamation of content and commerce as a commercial live streaming platform (Liu et al., 2022). Even though tarot card readings have emerged as a channel through which viewers are influenced by factors such as physical attractiveness, interactivity, humour, and relationships (Chandruangphen, Assarut, & Sinthupinyo, 2022). In addition, the tarot card reading influencers are those leveraging digital technology to create engaging and tailored content that can help provide a sense of control during uncertain times (Garry Ashley, 2024). Blend entertainment with substance, answering customers' complex questions while promoting community engagement on content creators' functions. Consequently, success criteria serve as a money source and an engagement activity for content providers. Thus, factors that pique audience attention also improve engagement via virtual gifts. In line with Wongkitrungrueng et al.'s (2020) previous work, which emphasises that features such as real-time question management and perceived authenticity of spiritual guidance significantly impact viewer loyalty and gift-giving intentions, existing research insights lack consistent examination of how broadcaster characteristics, content quality, and interactive features affect viewer behaviour.

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The theories of the fundamentals of conceptual models are the integration of the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT).

The theoretical underpinning study comprises acknowledged theories of online behaviour that link their frameworks to establish a strong basis for understanding and highlighting traits of perceived ease of use (PEOU), perceived usefulness (PU), and user engagement (Putra, 2023). However, the TikTok live streaming platform has increased prevalence, revolutionised customer engagement with online content, and influenced purchase decisions. Live-streaming commerce, perceived enjoyment, and immersion are essential for increasing user engagement and shaping buy intention (Lin et al., 2022). Similarly, e-satisfaction encourages customer loyalty and fosters favourable recommendations (Rintasari & Farida, 2020). This study builds on prior research of live-streaming commerce's ability to blend entertainment with spirituality, addressing complex audience enquiries while fostering community dynamics and focusing on the implications for marketers, influencers, and platforms as the research object. Creating the need to develop consistent, sustained customer relationships to ensure turnover stability and maintain a competitive advantage in e-commerce is critical for understanding how easily users can navigate and operate e-commerce (Nabela & Albari, 2023; Saoula et al., 2023). Further, incorporating these elements, the study aims to analyse the moderating role of content quality on live streamer features, audience engagement, and the perceived value of live streaming. By incorporating these elements, the study aims to analyse the moderating role of content quality on live streamer features and audience engagement, as well as the value of live streaming. Extending this framework to the ecology of incorporating socio-economic dynamics, a comprehensive analysis of customer behaviour in this changing landscape is required. This study seeks to enhance understanding of consumer behaviour in the rapidly evolving sector of live-streaming commerce by utilising the TAM framework. Thus, a moderating methodological approach in the mediating model is applied in this study of connections among audience stickiness, loyalty, and gift-giving intention within the TikTok live tarot readings in the e-astrology environment.

## 2.1. Audience Stickiness

Audience stickiness has been measured through behavioural indicators such as page views, click rates, and visit frequency, as well as outcome indicators like purchase intentions (Qu et al., 2023). Whereas there is a growing consensus that audience stickiness, especially on TikTok live-streaming e-commerce platforms, should be understood as a multifaceted concept, the psychological motivations behind engagement. In addition, audience stickiness is emerging as a key factor: the longer users engage with a platform, the higher the likelihood of increased sales. Audience stickiness has emerged as a critical factor in live-streaming e-commerce platforms, driving platform profitability through repeated user interaction and extended visit durations, highlighting the importance of audience stickiness in e-commerce success (Ren et al., 2021). A previous study further emphasised the role of social identification in driving in-app purchases, revealing that users' sense of belonging within a community significantly impacts engagement. Influences in terms of audience stickiness are key studies of the model. Audience stickiness factors are used through the stimulus-organism-response framework to demonstrate that richer and more interactive platform features increase the likelihood of repeated user engagement (Friedrich, Schlauderer, & Overhage, 2019; Hsu & Lin, 2016). Despite these valuable insights, many studies have focused primarily on individual factors like platform features and social identity, often neglecting the broader context of the live-streaming ecosystem. While Nandi, Nandi and Khandker (2021) reveal that better content and stronger relationships between customers and vendors are essential for keeping people engaged over time, they do not look into the specific ways these improvements help keep the audience interested, which leaves gaps in the study. The audience stickiness factor offers practical recommendations for platform operators, focusing on content development, relationship management, and platform functionality

enhancements to improve audience retention and increase profitability. Therefore, these gaps are filled by integrating user behaviour, psychological factors, content quality mechanisms, and customer-vendor relationship dynamics to provide a more comprehensive understanding of audience stickiness in live-streaming e-astrology. In addition, offering practical recommendations for platform operators, focusing on content development, relationship management, and platform functionality enhancements to improve audience retention and increase profitability.

## 2.2. Loyalty

Audience loyalty was leveraged and influenced the success and profitability of e-commerce live streaming. Attitudinal loyalty serves as the foundation for behavioural loyalty; the research neglects how the interactive, real-time nature of live streaming affects loyalty development. The client's attitudes and repeat purchases foster loyalty (Kaur et al., 2021). There is a need for further investigation into how livestreaming contexts impact these dynamics. Previous studies have examined loyalty from both behavioural and attitudinal perspectives. Likewise, Cachero-Martínez and Vázquez-Casielles (2021) demonstrated that customer experiences shape emotional attitudinal loyalty and serve as the foundation for behavioural loyalty. In a different study, Nadeem et al. (2020) highlighted that brand loyalty, regional convenience, promotional events, and inertia can foster and hinder long-term loyalty. However, without examining how live-streaming environments uniquely affect these dynamics. Numerous studies often highlight general concepts and a lack of research specifically investigating the direct impact of live-streaming contexts on these dynamics in the role of customer attitudes and repeat purchases in cultivating loyalty is supported (Saini & Singh, 2020). A lack of research specifically investigating the direct impact of live-streaming contexts on these dynamics of service quality in fostering loyalty was considered, but the specific challenges of live-streaming e-commerce, where continuous audience engagement is essential, such as interactive content, real-time customer service, and gamification, which are unique to live streaming (Massoudi, 2020). In addition, highlighting its importance, the finding noted that factors like brand loyalty, regional convenience, promotional events, and inertia can foster and hinder long-term loyalty (Nadeem et al., 2020). Bridge these gaps by examining the interplay between audience engagement, content interactivity, and loyalty-building strategies within the e-commerce live streaming platform. In doing so, it offers a more nuanced understanding of how businesses can foster loyalty in this dynamic and rapidly evolving domain using audience participation frequency to measure loyalty (Ozdemir et al., 2020).

## 2.3. Gift-giving Intention

The growing popularity of gift-giving in entertainment live streaming has sparked increasing scholarly interest, with research focusing on the motivations, effects, and cultural implications of this behaviour. Prior research by Zhang, Xiang and Hao (2019) highlights the attractiveness of virtual gifts, especially focusing on their visual and textual elements that enhance viewer engagement. The significance of unique design and supporting text in digital gifts enhances their attractiveness and serves as a common form of engagement on live streaming platforms. Thus, the attractiveness of virtual gifts, especially focusing on their visual and textual elements that enhance viewer engagement. The act of gift-giving, along with the focus on personal motivations, overlooks the broader socio-cultural context and framework, particularly in communities where collectivism, peer influence, social connections, and the desire for public approval, as outlined in the community gift-giving model, have not been adequately explored in the understanding of this practice. The concept of virtual gift-giving within the context of live streaming astrology is based on established theoretical principles. The framework for live streaming astrology has been built

upon theoretical principles of psychological and social dynamics that have significantly influenced gift-giving behaviour, particularly the self-presentation and social interactions as mechanisms of social exchange, reflecting a quest for acceptance (Zhang & Liu, 2024). The impact of centralised versus individualistic cultural contexts on gift-giving behaviour remains insufficiently explored, which prior studies frequently neglect. The streamer's image and reputation influence their behaviour and occasionally lead to overspending to capture the streamer's attention (Hsieh, Kunz, & Wu, 2023). A comprehensive approach that analyses the influence of norms on gifting intentions and the reciprocal interactions between viewers and streamers. Viewers are inclined to engage in impression management, highlighting the visual attributes of virtual gifts, which significantly influence them. The visual attributes of virtual gifts influence the purchasing decisions and perceptions of audiences. This comprehensive approach incorporates psychological, social, and cultural viewpoints, analysing impression management, community dynamics, and cultural norms, while investigating the reciprocal relationship between viewers and streamers to address these gaps.

#### **2.4. Audience Engagement**

Audience engagement predicts consumer behaviours, the challenges that gaps remain, such as limited personal and social cues in live streaming, and the impact of interactive tools and host characteristics across diverse cultural and demographic contexts in live-streaming commerce (Thakur, 2018). Engagement in the audience forecasts customer actions. Audience engagement predicts consumer behaviours such as stickiness, gift-giving intentions, and service reviews and power in optimising platform strategies (Molinillo, Anaya-Sánchez, & Liñbana-Cabanillas, 2020). The psychological state of emotional investment influences observable engagement behaviours such as loyalty, interaction frequency, and participation in value co-creation. Wongkitrungrueng et al. (2020) address research highlights audience engagement as a multidimensional construct, crucial for understanding consumer behaviour in live-streaming settings. Thus, service referrals emphasise the need for understanding emotional and cognitive engagement, which drives long-term loyalty. Research emphasises audience engagement as a complex concept, which is vital for comprehending customer behaviour in live-streaming environments. Service referrals underline the significance of understanding emotional and cognitive engagement, which generates long-term loyalty (Leong et al., 2023). These works establish audience engagement as a multidimensional construct, essential for understanding consumer behaviours in live-streaming settings, such as likes and service referrals, further limiting the understanding of emotional and cognitive engagement, which drives long-term loyalty and creation.

#### **2.5. Value of Live Streaming**

The value of live streaming in e-commerce revealed in existing literature highlights its multidimensional nature, focusing on functional attributes like scene design, audience interfaces, and transactional processes (Meng & Lin, 2023). In addition, these studies identify key components of the value of live streaming. These studies primarily focus on structural aspects, leaving out the interaction between emotional and informational support within these platforms. However, this gap limits a comprehensive understanding of how the value of live streaming fosters user engagement and loyalty. Research on social support in live streaming offers valuable insights. The value of live streaming enhances the perceived value of live-streaming platforms. Zhu, Sun and Chang (2016) emphasise the significance of emotional and informational support in online brand communities, noting their impact on user engagement. Emotional support conveyed through empathy and warmth is particularly relevant in live streaming, where presenters use nonverbal cues to create a connection. However, studies often focus on social support in broader contexts, neglecting the

specific dynamics of live-streaming interactions, and thus leave room for deeper investigation into how these supports interact to influence viewer behaviour. Further, Lee and Kim (2022) explore emotional engagement in live-streaming e-commerce, illustrating how the medium fosters human connections, but they focus solely on emotional support without addressing the combined effects of emotional and informational components on user satisfaction and retention. In addition, a further comprehensive understanding of live streaming's value, incorporating functional attributes, social support dimensions, and interactive design, is needed to explain customer loyalty and engagement in e-astrology settings. According to prior research, the role of interactive design and audience perceptions in the platform value of live streaming is often treated as content creation and audience relationships (Li, Li, & Cai, 2021). Therefore, the study fills these gaps by providing a complete framework on how content factors and the relationship between creators and their audience affect each other.

## 2.6. Content Quality

Previously, Jung, Perez-Mira and Wiley-Patton (2009) discovered the relevance of the immediacy and richness of information in increasing user satisfaction and content quality in live-streaming e-commerce, improving the audience experience, and affecting purchasing behaviour. Nonetheless, their study examines information quality to clarify how these factors interact in the specific aspects of content quality within live-streaming e-commerce. Alongside their research, they overlooked the complexities associated with the quality of e-commerce-specific content in live-streaming. For example, Wongkitrungrueng et al. (2020) examine the interactive nature of live streaming, focusing on service demonstrations but neglecting how immersive features, like those on TikTok, influence audience loyalty and repurchase intentions. TikTok's content quality and interactive features impact audience satisfaction, loyalty, and purchasing behaviours, the emotional triggers that influence impulsive decision-making (Dahniar et al., 2023). Similarly, Teo et al.'s (2023) study examines gifting intentions, loyalty, the influence of live-streaming features, and multimedia components on the quality of content on e-commerce platforms. The study emphasises the need for strategies for sustaining long-term engagement (Ardiyanti, 2023). The study highlights the appeal of multimedia elements within live-streaming platforms as key determinants of content quality. The study delves into how the incorporation of e-astrology features within live-streaming platforms enhances their attractiveness, with multimedia components identified as crucial factors influencing content quality, emotional and motivational factors in audience behaviour, and the impact of content quality on gifting intentions and loyalty integration of e-astrology.

## 2.7. Live Streamers Feature

Existing literature on live-streaming commerce has provided valuable insights, but critical evaluation reveals notable strengths and limitations. One of the key strengths is the identification of core factors influencing audience behaviour, including motivations such as social interaction, information acquisition, and entertainment (Xu & Ye, 2020). However, limitations in the existing body of work highlight gaps in empirical understanding. First, while viewer motivations and interactivity have been extensively studied, the influence of live-streaming features such as entertainment value, visual appeal, and professional expertise on decision-making behaviour is underexplored (Sanjaya & Berlianto, 2024). Second, psychological processes such as how these distinctive live-streaming features impact specific behaviours like gift-giving intentions and online review loyalty remain ambiguous. Previous studies largely focused on general psychological mechanisms and decision-making factors without addressing these niche behaviours. Third, research tends to generalise across

platforms, with a limited focus on platform-specific dynamics, such as those unique to TikTok, particularly in niche genres like divination and tarot card live streams (Ma, Gao, & Zhang, 2022). Challenges arise from the current constraints in investigating the psychological mechanisms and behavioural outcomes linked to TikTok's divination tarot card live streaming. Thus, we developed theoretical frameworks to examine the influence of the distinctive characteristics of live streaming, such as entertainment value, visual appeal, and professional expertise, on audience behaviours, including gift-giving intentions and loyalty.

## 2.8. Theoretical Analysis and Hypothesis Development

An overview of the conceptual model to test the hypothesis consists of live streamer capabilities and strategies for audience interaction. Live-streaming platforms provide a shopping experience through unique and distinctive features, including interactivity, visual presentation, entertainment value, and professionalism (Wongkitrungrueng et al., 2020). Ultimately, these elements influence the choices of viewers by enhancing viewer engagement, and interactivity facilitates a dynamic interchange between live streamers and observers, establishing a relationship. Xu and Ye (2020) concentrate on trust and engagement. Wongkitrungrueng et al. (2020) assert that a visual presentation influences by maintaining their interest, facilitating decision-making, and enhancing their engagement. which is put forward by this study.

**Hypothesis 1 (H1):** Live streamer features positively influence audience engagement.

However, the influence of these streamer features may not act in isolation. The quality of the content itself could either strengthen or weaken this relationship; even a charismatic host may struggle to engage audiences if the content lacks depth or interaction within constructs. Thus, the study moderating further proposes:

**Hypothesis 1a (H1a):** The effect of live streamer features on audience engagement is moderated by content quality.

The viewers who watch live streams are often more likely to give virtual gifts if they think the streamer is charismatic, authentic, and trustworthy. Virtual gifting in live streaming on e-commerce platforms goes beyond mere monetary gift-giving. It's also a way to express gratitude. Creators who look trustworthy, interact with their viewers, and engage personally with their audience are more likely to inspire gift-giving (Zhang & Liu, 2024). Meanwhile, actions are taken by the audience to demonstrate gratitude or raise a movement in the social structure of society and propose hypotheses for the following theories:

**Hypothesis 2 (H2):** Live streamer features positively influence gift-giving intentions.

The ability of a live-streaming platform to retain viewers hinges on its capacity to provide professional, entertaining, and consistent content. Commonly referred to as the audience's frequent visits and devotion, they stem from the content creator's capacity to provide value and sustain viewer attention, referred to as "stickiness", which is based on the streamer's ability. Sanjaya and Berlianto (2024) claim that stickiness live streamer features significantly improve audience stickiness as they help to create a remarkable and unforgettable viewing experience that motivates consistent participation. Thus, the following theories are put forward:

**Hypothesis 3 (H3):** Live streamer features positively influence audience stickiness.

The credibility, professionalism, and trustworthiness demonstrated by streamers are key determinants of audience loyalty. This loyalty manifests in both attitudinal and behavioural dimensions, as viewers develop a preference for specific streamers and consistently return to their content. Yuan, Kim and Kim (2016), as streamers build confidence and loyalty, they develop high standards of professionalism, guaranteeing a consistent and fun experience for their audience. The audience's

expectations foster a sense of commitment and long-term connection between the audience and the streamer. Therefore, we propose the following theories.

**Hypothesis 4 (H4):** Live streamer features positively influence audience loyalty

Live-streaming commerce derives value from its ability to combine functional attributes, such as real-time interaction and emotional support, with an immersive shopping experience (Meng & Lin, 2023). Well-crafted features can help provide emotional and informational support, thereby improving audience happiness and perceived platform value (Lee & Kim, 2022). However, existing literature lacks clarity on how content quality amplifies this relationship, particularly in live-streamed e-astrology environments, where spontaneous audience behaviour plays a significant role. Thus, the following theories are put forward:

**Hypothesis 5 (H5):** Live streamer features positively influence the value of live streaming.

**Hypothesis 5a (H5a):** Content quality moderates the relationship between live streamer features and the value of live streaming.

Audience engagement, a psychological state of emotional and cognitive investment, encourages behaviours like gift-giving, a prominent feature in livestreaming contexts (Thakur, 2018). Engagement deepens the relationship between viewers and streamers, often leading to actions aimed at acknowledgement or social recognition, such as virtual gift-giving (Hsieh et al., 2023). Although previous research highlights the importance of engagement, it overlooks its mediating role in translating live streaming features into actionable viewer behaviours, such as gift-giving intentions. Therefore, we propose the following hypotheses.

**Hypothesis 6 (H6):** Audience engagement positively influences gift-giving intention.

**Hypothesis 6a (H6a):** Audience engagement mediates the relationship between live streamer features and gift-giving intention.

A study by Ren et al. (2021) describes audience stickiness, creating the propensity of viewers to remain for longer durations, which has profitability in live-streaming commerce. Similarly, they are increasingly likely to exhibit stickiness due to increased emotional connection with streamers (Hu & Chaudhry, 2020). Consequently, we put forward the subsequent hypotheses:

**Hypothesis 7 (H7):** Audience engagement positively influences audience stickiness.

**Hypothesis 7a (H7a):** Audience engagement mediates the relationship between live streamer features and audience stickiness.

Saini and Singh (2020) found that customer loyalty is characterised by repeat visits and sustained positive attitudes towards the platform in live-streaming contexts. Moreover, engagement strengthens loyalty by fostering trust and emotional connections between audiences and streamers (Hu & Chaudhry, 2020). Despite evidence of this link, the indirect effect of live streamer features on loyalty, mediated by engagement, remains underexplored. Therefore, the following hypotheses are proposed:

**Hypothesis 8 (H8):** Audience engagement positively influences loyalty.

**Hypothesis 8a (H8a):** Audience engagement mediates the relationship between live streamer features and loyalty.

Functional and emotional behaviours, distinctive roles, stickiness, gift-giving, and loyalty are substantially influenced by the apparent value of live streaming, which involves real-time involvement and social support (Li et al., 2021; Li & Peng, 2021). Furthermore, Meng and Lin (2023) state that functional and emotional characteristics of live-streaming platform performances that increase audience enjoyment and motivate these behaviours are real-time involvement and social support. Previous studies have found that there are gaps in the research, particularly about live tarot readings, and not enough has been explored about how the perceived value of live streaming affects the connection between live

- streamer features and these results. Therefore, we propose the following possible outcomes:
- Hypothesis 9 (H9):** The value of live streaming positively influences gift-giving intention.
  - Hypothesis 9a (H9a):** The value of live streaming mediates the relationship between live streamer features and gift-giving intention.
  - Hypothesis 10 (H10):** The value of live streaming positively influences audience stickiness.
  - Hypothesis 10a (H10a):** The value of live streaming mediates the relationship between live streamer features and audience stickiness.
  - Hypothesis 11 (H11):** The value of live streaming positively influences loyalty.
  - Hypothesis 11a (H11a):** The value of live streaming mediates the relationship between live streamer features and loyalty.

Integrative Framework Building upon previous studies, this research integrates live streamer features, content quality, audience engagement, and the value of live streaming into a comprehensive framework to analyse behavioural outcomes (gift-giving intention, audience stickiness, and loyalty). By addressing gaps in the literature, the study provides new insights into the mechanisms driving audience behaviour in live-streaming e-astrology, particularly in the TikTok Shop context. The framework also highlights the moderating role of content quality and the mediating roles of engagement and value, as depicted in Figure 1.

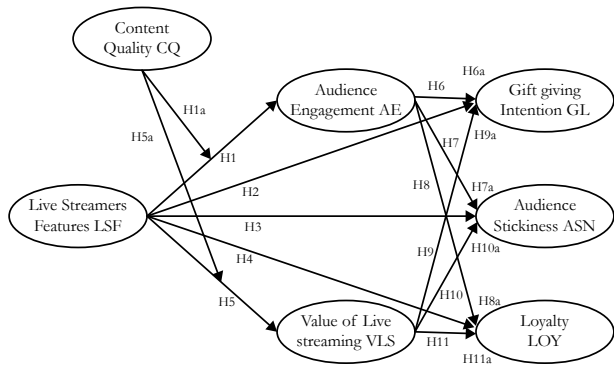


Figure 1: Theoretical Model of the Study.

3. RESEARCH METHODOLOGY

3.1. Research Design

This design approach reduced the likelihood of common method variance arising from response patterns. Partial Least Squares Structural Equation Modelling (PLS-SEM) was employed as the primary analytical technique in this study for several reasons: PLS-SEM is particularly suited for research with a focus on prediction and theory development rather than theory testing (Hair, Ringle, & Sarstedt, 2011). This study aimed to explore relationships among constructs in a novel context—divination tarot card live streaming on TikTok in Thailand, where established theories are limited. Ability to Model Reflective and Formative Constructs: The study involves both reflective (e.g., loyalty, audience engagement) and formative constructs (e.g., live streamer features, content quality). PLS-SEM is capable of modelling both types of constructs, offering flexibility in the measurement model (Hair et al., 2017; Hair Jr et al., 2014). Using SPSS 30.0 statistical tools, the study computed descriptive statistics, including means, variances, and correlations. Considering the benefits and fit of the research, path

modelling was performed using partial least squares structural equation models (PLS-SEM) using Smart PLS 4.1.0.9.

3.2. Sampling and Data Collection

Numbles of ten times the maximum number of arrows leading to a latent variable in the PLS path model is advised as the minimum sample size criterion by Hair et al. (2017). Applying Hair’s calculation ( $58 \times 10 = 580$ ) guarantees that the sample size surpasses the minimum level needed to obtain accurate results, given this study employs the 58 indicators from the study model thresholds required. Furthermore, a power analysis was done to verify the adequate sample size. Assuming a medium effect size ( $f^2 = 0.15$ ), a significance level ( $\alpha$ ) of 0.05, and a statistical power ( $1 - \beta$ ) of 0.80, a sample size of approximately 150 is sufficient for models with up to five predictors (Cohen, 2013). Given that this study includes 58 indicators distributed across several constructs, the sample size of 580 participants provides ample statistical power to detect significant relationships in the model. This ensures the robustness of the results and reduces the risk of Type II errors. Although the study employs non-probability purposive sampling, which may limit the generalisability of the findings, the use of a relatively large sample size mitigates this limitation. The purposive sampling method was chosen to target a specific population: TikTok users in Thailand who actively engage with live-stream tarot card readings and are at least 18 years old. While non-probability sampling does not provide equal representation for all potential respondents, this approach effectively captures insights from the intended audience, which aligns with the study objectives. Most respondents were female (82.8%) and aged between 25 and 34 years. The majority also held bachelor’s degrees (52.62%). Additionally, 57.6% of participants reported using TikTok live streams daily. A summary of the demographic characteristics can be found in Table 1.

Table 1: Sample Characteristics.

| Demography                                              |                                               | Frequency | Percentage |
|---------------------------------------------------------|-----------------------------------------------|-----------|------------|
| Gender                                                  | Male                                          | 100       | 17.2       |
|                                                         | Female                                        | 480       | 82.8       |
| Age                                                     | 18 to 24 years old                            | 81        | 14.0       |
|                                                         | 25 to 34 years old                            | 186       | 32.0       |
|                                                         | 35 to 44 years old                            | 139       | 24.0       |
|                                                         | 45 to 54 years old                            | 93        | 16.0       |
|                                                         | 55 years of age or older                      | 81        | 14.0       |
|                                                         | Secondary education and lower                 | 91        | 15.64      |
| Education                                               | College                                       | 149       | 25.65      |
|                                                         | Bachelor's degree                             | 305       | 52.62      |
|                                                         | Postgraduate degree and higher                | 35        | 6.09       |
| Monthly Income                                          | 10,000 Baht and below (\$1 = 34.67 Thai Baht) | 83        | 14.3       |
|                                                         | 10,001–30,000 Baht                            | 387       | 66.7       |
|                                                         | 30,001–50,000 Baht                            | 106       | 18.3       |
|                                                         | 50,001 Baht and above                         | 4         | .7         |
| Occupation                                              | Civil servant                                 | 84        | 14.5       |
|                                                         | Corporate employees                           | 172       | 29.65      |
|                                                         | Freelance or self-employed                    | 236       | 40.68      |
|                                                         | Student                                       | 56        | 6.2        |
|                                                         | Other                                         | 32        | 5.5        |
| Duration of accessing the live streamer on TikTok Live. | Less than 1 hrs. per day                      | 144       | 24.8       |
|                                                         | 1–2 hrs. per day                              | 334       | 57.6       |
|                                                         | 2–3 hrs. per day                              | 88        | 15.2       |
|                                                         | More than 3 hrs. per day                      | 14        | 2.4        |

### 3.3. Measurement Instrument

This study created a research questionnaire by modifying measuring items from current literature to ensure the validity and reliability of the constructs. The questionnaire was designed especially for this particular live-streaming e-commerce context, as the study concentrated on divination tarot cards on the TikTok live streaming platform in Thailand. Living Streamer Features (LSF), Value of Live Streaming Platforms (VLS), Content Quality (CQ), Audience Stickiness (ASN), Loyalty (LOY), Audience Engagement (AE), and Gift Giving Intention (GL) make up the 58 items measuring seven constructs in the proposed research model. The items were drawn and modified from prior studies to reflect the unique context of divination tarot cards live streaming on TikTok. The item adaptation and examination of the literature for a questionnaire contribute to the development process. All components for every construct could be determined from already released measurement tools. The terminology was adjusted to reflect the specific actions, feelings, and thoughts linked with the divinity tarot card live-streaming e-commerce business on TikTok in Thailand. Chosen items were relevant and culturally acceptable for the intended audience. The instrument of Live Streamers Features (LSF), which evolved from Chen, Lu and Zheng (2020) and Liu et al. (2022), has five items concentrating on the competence, personality, and interaction quality of the live streamers. Value of Live Streaming Platforms (VLS): This scale comprised four items that measured the emotional and informational value derived from the live streaming experience, adapted from Shi et al. (2025) and Hu and Chaudhry (2020). In addition, the scale of Content Quality (CQ) was developed from the eight items in this scale, focused on the clarity, utility, and relevance of the content provided by live streamers. Derived from Yang and Lee (2022) and Chen (2022). Audience Stickiness (ASN): Three items were adapted from Silaban, Silalahi and Octoyuda (2021) and Li et al. (2021) to measure the time and frequency of engagement with live streams. Loyalty (LOY): Adapted from Yang and Lee (2022) and Li and Lee (2024), this scale consisted of four items measuring ongoing commitment to the live streamer. Furthermore, Audience Engagement (AE) consists of eight items that were used to capture various forms of engagement, including watching behaviour, recommendations, and support, which were adapted from Leong et al. (2023). The next measurement scale, Gift-Giving Intention (GL), consists of four items that were adapted from Hsieh et al. (2023) to measure intentions to purchase virtual gifts for streamers. A pilot test was conducted with 50 participants familiar with live streaming of divination tarot cards on the TikTok live streaming platform. Respondent feedback was collected to identify ambiguities, redundancies, and culturally inappropriate wording. Items were refined to improve clarity, alignment with the research context, and respondent understanding. The scales were validated for reliability and validity through the following steps: Reliability analysis, as Internal consistency of the constructs was assessed using Cronbach's alpha ( $\alpha$ ). All constructs demonstrated good reliability, with  $\alpha$  values exceeding the recommended threshold of 0.7 (Hair et al., 2017). The following results summarise the reliability of the scales: Audience Engagement (AE) with  $\alpha$  values of 0.842, Audience Stickiness (ASN) with  $\alpha$  values of 0.807, Content Quality (CQ) with  $\alpha$  values of 0.740, Gift Giving Intention (GL) with  $\alpha$  values of 0.809, Loyalty (LOY) with  $\alpha$  values of 0.708, Live Streamers Features (LSF) with  $\alpha$  values of 0.874, and Value of Live Streaming (VLS) with  $\alpha$  values of 0.854. Appendix A presents a summary and details of the measurement items surveyed using a five-point Likert scale.

### 3.4. Common Method Bias

This study designed a research questionnaire by adapting a measurement with rigour to reduce any possible influence on the common method bias (CMB). Richardson, Simmering and Sturman (2009) suggest that items measuring independent, dependent, and moderating variables were randomly distributed throughout the survey to minimise sequential effects and prevent respondents from inferring causal relationships. The measurement technique can significantly impact the results, overshadowing the true causal network at play. Furthermore, we evaluated the variance inflation factor (VIF), observing that all construct VIF values fell between 1.350 and 2.173 (refer to Table 2). Kock (2015) indicates that a VIF score below 3.3 implies that collinearity is not a significant concern in the study model.

## 4. DATA ANALYSIS AND RESULTS

The research model was assessed using the PLS-SEM technique. Therefore, ensuring a thorough investigation of measurement and structural models, a comprehensive examination of measurement. This approach was selected as it fit intricate models, including several constructions and linkages. The reliability and validity of measuring scales were confirmed using PLS-SEM; structural correlations among variables were evaluated; and the stated hypotheses were tested.

### 4.1. Measurement Model Evaluation

The first step focused on ensuring the reliability and validity of the measures used in the research model, as Composite Reliability (CR) and Cronbach's alpha scale reliability were evaluated; thresholds of 0.7 or above indicate adequate reliability. The Variance Inflation Factor (VIF) was computed to assess multicollinearity; all values were below 5, thereby suggesting freedom from problems. (see Table 2). Convergent validity was evaluated by examining average variance extracted (AVE), requiring a value of 0.5 or greater, while discriminant validity was evaluated using the Fornell-Larcker criterion and the heterotrait-monotrait (HTMT) ratio, ensuring distinctiveness among constructs. We utilised three methods to establish discriminant validity and compared the square root of the AVE with shared correlations between variable pairs (Fornell & Larcker, 1981). Table 3 illustrates the Fornell-Larcker criterion that all diagonal values (lower left) exceed the interconstruct correlations, confirming discriminant validity. Second, we used the heterotrait-monotrait (HTMT) ratio, which compares between-trait and within-trait correlations (Henseler, Ringle, & Sarstedt, 2015). All variables' HTMT ratios (upper right) were below the 0.85 criterion, further supporting discriminant validity (Henseler et al., 2015). Tables 3 and 4 collectively demonstrate that the discriminant validity of all proposed constructs is assured.

Descriptive statistics, including means and standard deviations for all variables, were calculated and are summarised in Table 4. To assess the normality of the data, skewness and kurtosis values were examined. Acceptable skewness scores ranged between -3 and 3 (Stuart & Ord, 2010), and kurtosis values within  $\pm 10$  were considered indicative of unproblematic distributions. For this study's sample of 580 respondents, skewness values ranged from -1.541 to -0.047, while kurtosis values ranged from -0.557 to 2.794, confirming the data's adherence to normal distribution principles.

**Table 2:** Quality Criteria Results: Reliability and Convergent Validity.

| Constructs                    | Dimensions | Loadings | Collinearity Statistics (VIF) | Cronbach's Alpha ( $\alpha$ ) | Composite Reliability ( $\rho_a$ ) | Average Variance Extracted (AVE) |
|-------------------------------|------------|----------|-------------------------------|-------------------------------|------------------------------------|----------------------------------|
| Audience engagement (AE)      | AE_1       | 0.740    | 1.626                         | 0.842                         | 0.846                              | 0.559                            |
|                               | AE_2       | 0.736    | 1.709                         |                               |                                    |                                  |
|                               | AE_4       | 0.736    | 1.625                         |                               |                                    |                                  |
|                               | AE_5       | 0.730    | 1.600                         |                               |                                    |                                  |
|                               | AE_6       | 0.757    | 1.747                         |                               |                                    |                                  |
| Audience Stickiness (ASN)     | AE_7       | 0.784    | 1.727                         | 0.807                         | 0.808                              | 0.722                            |
|                               | AS2        | 0.842    | 1.759                         |                               |                                    |                                  |
|                               | AS3        | 0.873    | 1.953                         |                               |                                    |                                  |
| Content Quality (CQ)          | AS4        | 0.833    | 1.644                         | 0.740                         | 0.744                              | 0.559                            |
|                               | CQ1        | 0.754    | 2.167                         |                               |                                    |                                  |
|                               | CQ2        | 0.727    | 2.107                         |                               |                                    |                                  |
|                               | CQ3        | 0.763    | 1.459                         |                               |                                    |                                  |
| Gift giving Intention (GL)    | CQ4        | 0.747    | 1.455                         | 0.809                         | 0.828                              | 0.635                            |
|                               | GL_1       | 0.815    | 1.684                         |                               |                                    |                                  |
|                               | GL_2       | 0.870    | 2.073                         |                               |                                    |                                  |
|                               | GL_3       | 0.751    | 1.577                         |                               |                                    |                                  |
| Loyalty (LOY)                 | GL_4       | 0.745    | 1.546                         | 0.708                         | 0.714                              | 0.630                            |
|                               | LY1        | 0.791    | 1.416                         |                               |                                    |                                  |
|                               | LY2        | 0.775    | 1.387                         |                               |                                    |                                  |
| Live Streamers Features (LSF) | LY3        | 0.815    | 1.350                         | 0.874                         | 0.879                              | 0.663                            |
|                               | LS1        | 0.790    | 2.075                         |                               |                                    |                                  |
|                               | LS2        | 0.807    | 2.173                         |                               |                                    |                                  |
|                               | LS3        | 0.842    | 2.140                         |                               |                                    |                                  |
|                               | LS4        | 0.833    | 2.055                         |                               |                                    |                                  |
| Value of Live streaming (VLS) | LS5        | 0.799    | 1.858                         | 0.854                         | 0.855                              | 0.695                            |
|                               | VL1        | 0.824    | 1.957                         |                               |                                    |                                  |
|                               | VL2        | 0.841    | 2.022                         |                               |                                    |                                  |
|                               | VL4        | 0.815    | 1.781                         |                               |                                    |                                  |

**Table 3:** Quality Criteria Results: Discriminant Validity Analysis (Fornell-Larger & HTML criteria).

| Constructs                    | AE           | ASN          | CQ           | GL           | LOY          | LSF          | VLS          |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Audience engagement (AE)      | <b>0.747</b> | 0.809        | 0.538        | 0.573        | 0.785        | 0.571        | 0.535        |
| Audience Stickiness (ASN)     | 0.448        | <b>0.850</b> | 0.845        | 0.687        | 0.648        | 0.752        | 0.760        |
| Content Quality (CQ)          | 0.659        | 0.524        | <b>0.748</b> | 0.806        | 0.751        | 0.736        | 0.713        |
| Gift giving Intention (GL)    | 0.480        | 0.797        | 0.608        | <b>0.859</b> | 0.668        | 0.663        | 0.576        |
| Loyalty (LOY)                 | 0.781        | 0.485        | 0.566        | 0.511        | <b>0.794</b> | 0.671        | 0.670        |
| Live Streamers Features (LSF) | 0.491        | 0.896        | 0.584        | 0.815        | 0.527        | <b>0.916</b> | 0.767        |
| Value of Live streaming (VLS) | 0.457        | 0.936        | 0.562        | 0.913        | 0.519        | 0.834        | <b>0.941</b> |

**Note:** Bold numbers represent the square root of the AVE, with lower left values following the Fornell-Larcker criterion and upper right values following the Heterotrait-monotrait criterion.

**Table 4:** Descriptive Statistics, and Correlations of Variables.

| Variable | Mean  | Median | Observed max | Standard Deviations | Skewness | Kurtosis |
|----------|-------|--------|--------------|---------------------|----------|----------|
| AE       | 0.000 | 0.063  | 1.964        | 1.000               | -0.047   | -0.346   |
| ASN      | 0.000 | 0.281  | 1.061        | 1.000               | -1.541   | 2.794    |
| CQ       | 0.000 | 0.083  | 1.924        | 1.000               | -0.414   | 0.102    |
| GL       | 0.000 | 0.135  | 1.205        | 1.000               | -1.368   | 2.239    |
| LOY      | 0.000 | -0.084 | 1.654        | 1.000               | -0.151   | -0.557   |
| LSF      | 0.000 | 0.159  | 1.174        | 1.000               | -1.333   | 1.899    |
| VLS      | 0.000 | 0.221  | 1.078        | 1.000               | -1.474   | 2.524    |

**Table 5:** Effect Size ( $f^2$ ), Determinant Coefficient ( $R^2$ ), and Predictive Relevance( $Q^2$ ).

| Exogenous Variable | Effect Size ( $f^2$ ) & Criterion | Endogenous Variable | $R^2$ | $Q^2$ $Q^2$ Predict > 0 |
|--------------------|-----------------------------------|---------------------|-------|-------------------------|
| LSF                | 0.063, Small                      | AE                  | 0.471 | 0.457                   |
| CQ                 | 0.386, Large                      | ASN                 | 0.924 | 0.807                   |
| CQ x LSF           | 0.036, small                      | GL                  | 0.839 | 0.843                   |
|                    |                                   | LOY                 | 0.643 | 0.384                   |
|                    |                                   | VLS                 | 0.879 | 0.878                   |

4.2. Structural Model Assessment

After establishing measurement model validity, the structural model was analysed to test the research hypotheses. Path coefficients were calculated to evaluate the strength and direction of relationships between variables. The significance of these relationships was assessed using bootstrapping procedures with 5,000 resamples to derive standard errors and p-values. Hypotheses were tested at the 95% confidence level, with p-values below 0.05 considered significant. Next, we examine the structural model to evaluate how CQ moderates the relationship between LSF and AE, VLS, as well as the mediation model linking ASN, LOY, and GL. To assess the model's explanatory power, we first calculated the determinant coefficient RI. According to Hair Jr et al. (2021), in social science and business research, RI values of 0.471, 0.643, 0.839, 0.879, and 0.924 indicate high, moderate, and large explanatory strengths, respectively. Our analysis revealed an RI value of 0.924 for ASN, suggesting the research model has strong predictive capability. After that, to verify predictive relevance, we employed the blindfolding technique and evaluated the Stone-Geisser ( $Q^2$ ). The  $Q^2$  values obtained were 0.457 for AE, 0.807 for ASN, 0.839 for GL, 0.384 for LOY, and 0.878 for VLS, demonstrating the research model's good predictive accuracy (Hair Jr et al., 2014). The effect size ( $f^2$ ) was evaluated using Cohen's criterion, where 0.35, 0.15, and 0.02 represent large, moderate, and minor effects (Cohen, 2013). See Table 5, which lists the determinant coefficient (RI), predictive relevance ( $Q^2$ ), and effect size ( $f^2$ ) test findings. SmartPLS 4.1.0.9 software examined the structural model through model fit analysis. The study analysed data to assess the relationship between measurement variables and the model's fitting index, finding that the variable correlation index values were within the recommended range. Specifically, the SRMR value was 0.076, and the NFI value of 0.865 indicated a marginal fit. These findings suggest that the model in this research demonstrates a good degree of fit. Figure 2 illustrates the clarity of the relationships among variables.

4.3. Hypothesis Testing

The hypothesis testing revealed that 10 out of 19 hypotheses were supported, emphasising the pivotal role of live streamer features (LSF) in shaping audience behaviours. LSF, encompassing traits like humour, relatability, and authenticity, significantly influenced audience engagement (AE), virtual loyalty (VLS), audience stickiness (ASN), loyalty (LOY), and gift-giving likelihood (GL). Underlining the significance of a live streamer in maintaining viewers and strengthening loyalty, the test revealed how significantly acceptance of H1, H2, and H3 demonstrated the strong impact of these characteristics on AE, reinforcing the value of a streamer's appeal in retaining audiences and fostering loyalty. The content quality (CQ) improved the favourable interactions between live streamer content creators' characteristics and audience behaviours; likewise, sustaining audience attention depends on professionally created and interesting material. One important moderator that magnified the effects of LSF on AE and VLS was

CQ. In contrast, at low CQ levels, these effects were weaker, indicating that even the most engaging streamers require high-quality content to maximise their impact. For instance, streamers who combine engaging traits with professional, visually appealing, and interactive content—such as structured and engaging live shows—are more likely to cultivate loyalty and drive gift-giving behaviours. This underscores the importance of equipping streamers with tools and training to enhance content quality. Mediation analysis (see Table 7) revealed significant indirect effects of AE and VLS in the relationships between LSF and key outcomes. AE mediated the relationship between LSF and GL ( $\beta = 0.021$ ,  $p < 0.001$ ) and between LSF and LOY ( $\beta = 0.182$ ,  $p < 0.001$ ), illustrating how engaging and relatable streamers indirectly foster loyalty and gift-giving through active audience participation. Similarly, VLS served as a critical mediator, showing significant indirect effects between LSF and GL ( $\beta = 0.769$ ,  $p < 0.001$ ), ASN ( $\beta = 0.840$ ,  $p < 0.001$ ), and LOY ( $\beta = 0.175$ ,  $p < 0.001$ ). These findings highlight the importance of building strong virtual loyalty through high-quality, interactive content and relatable streamer attributes to enhance monetisation potential. While many hypotheses were supported, notable exceptions provided insights into the complexities of audience behaviour. For example, H7 and H7a, which proposed AE as a mediator between LSF and AE-related outcomes, were not significant ( $\beta = 0.002$ ,  $p = 0.410$ ). This suggests AE may not always mediate the effect of streamer attributes, potentially due to the influence of other factors like platform algorithms and external dynamics. Additionally, low CQ diminished the impact of LSF on AE and VLS, highlighting the essential role of content quality. Without engaging, professional content, even the most charismatic streamers face challenges in sustaining audience interest. The findings emphasise the combined importance of streamer characteristics and content quality in driving audience engagement, loyalty, and monetisation. Platforms and streamers should prioritise investments in content quality while enhancing personal appeal to achieve sustained audience retention and gift-giving behaviours.

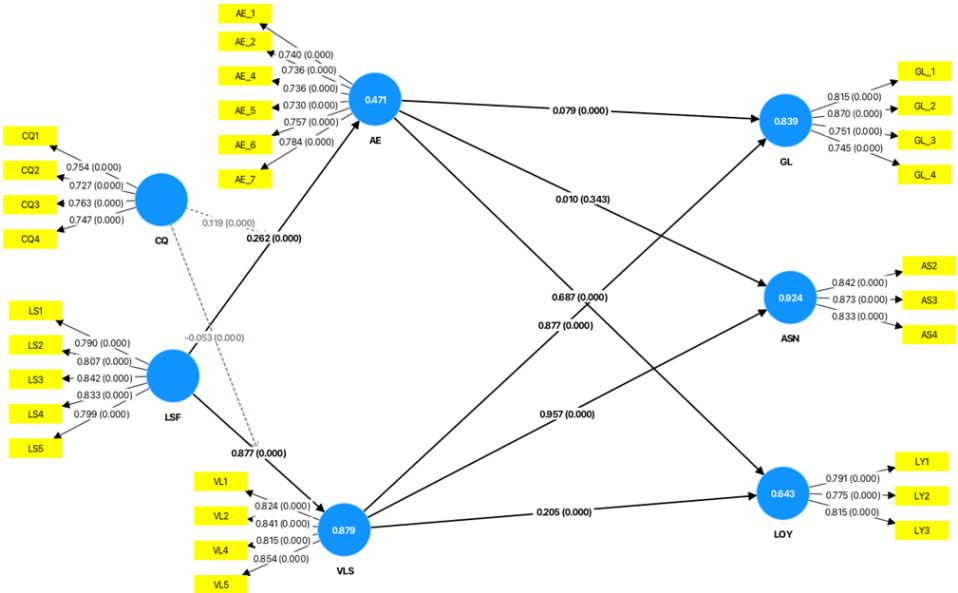


Figure 2: Model Test Results.  
Note: \*\*\*  $P \leq 0.001$ , \*\*  $P \leq 0.01$ , \*  $P \leq 0.05$ ; ns  $p > 0.05$ .

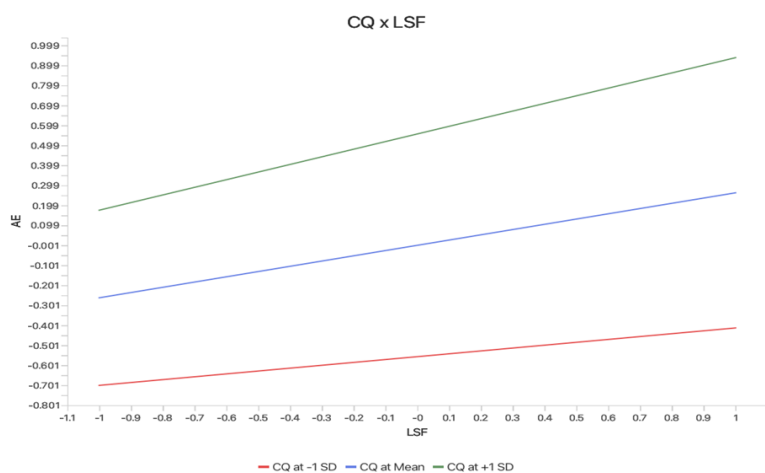


Figure 3: Interaction Plot of the Relationship between CQ and LFS with AE.

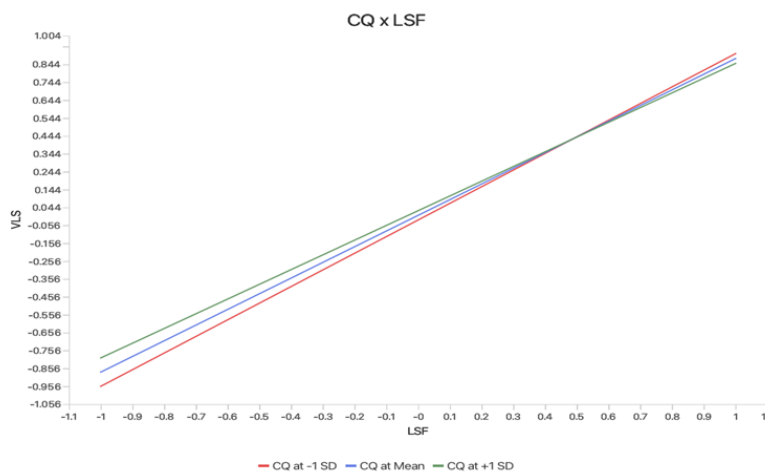


Figure 4: Interaction Plot of the Relationship between CQ and LFS with VLS.

Table 6: Summary of Hypothesis Test Results of Direct Effect on Conceptual Model.

| Hypothesis | Path                  | Path Coef. ( $\beta$ ) | Standard Deviation (STDEV) | T-statistics | P-values            | Results  |
|------------|-----------------------|------------------------|----------------------------|--------------|---------------------|----------|
| H1         | LSF $\rightarrow$ AE  | 0.263                  | 0.058                      | 4.544        | 0.000***            | accepted |
| H2         | LSF $\rightarrow$ GL  | 0.790                  | 0.017                      | 47.394       | 0.000***            | accepted |
| H3         | LSF $\rightarrow$ ASN | 0.842                  | 0.017                      | 49.218       | 0.000***            | accepted |
| H4         | LSF $\rightarrow$ LOY | 0.357                  | 0.046                      | 7.804        | 0.000***            | accepted |
| H5         | LSF $\rightarrow$ VLS | 0.877                  | 0.017                      | 50.538       | 0.000***            | accepted |
| H6         | AE $\rightarrow$ GL   | 0.079                  | 0.020                      | 3.861        | 0.000***            | accepted |
| H7         | AE $\rightarrow$ ASN  | 0.009                  | 0.011                      | 0.841        | 0.400 <sup>ns</sup> | deny     |
| H8         | AE $\rightarrow$ LOY  | 0.695                  | 0.027                      | 25.652       | 0.000***            | accepted |
| H9         | VLS $\rightarrow$ GL  | 0.877                  | 0.014                      | 63.902       | 0.000***            | accepted |
| H10        | VLS $\rightarrow$ ASN | 0.957                  | 0.008                      | 117.289      | 0.000***            | accepted |
| H11        | VLS $\rightarrow$ LOY | 0.200                  | 0.031                      | 6.469        | 0.000***            | accepted |

Note: \*\*\*  $P \leq 0.001$ , \*\*  $P \leq 0.01$ , \*  $P \leq 0.05$ ; ns  $p > 0.05$

**Table 7:** Summary of Hypothesis Test Results of Indirect Effect or Mediation Effects.

| Hypothesis | Path              | Path Coef. ( $\beta$ ) | Standard deviation (STDEV) | T-statistics | P-values | Results  |
|------------|-------------------|------------------------|----------------------------|--------------|----------|----------|
| H6a        | LSF -> AE -> GL   | 0.021                  | 0.008                      | 2.531        | 0.011*** | accepted |
| H7a        | LSF -> AE -> ASN  | 0.002                  | 0.003                      | 0.824        | 0.410    | deny     |
| H8a        | LSF -> AE -> LOY  | 0.182                  | 0.040                      | 4.523        | 0.000*** | accepted |
| H9a        | LSF -> VLS -> GL  | 0.769                  | 0.018                      | 41.760       | 0.000*** | accepted |
| H10a       | LSF -> VLS -> ASN | 0.840                  | 0.018                      | 47.647       | 0.000*** | accepted |
| H11a       | LSF -> VLS -> LOY | 0.175                  | 0.027                      | 6.427        | 0.000*** | accepted |

Note: \*\*\*  $P \leq 0.001$ , \*\*  $P \leq 0.01$ , \*  $P \leq 0.05$ ; deny  $p > 0.05$

**Table 8:** Summary of Hypothesis Test Results of Moderating Effect on Conceptual Model.

| Hypothesis | Path            | Path Coef. ( $\beta$ ) | Standard Deviation (STDEV) | T-statistics | P-values | Results  |
|------------|-----------------|------------------------|----------------------------|--------------|----------|----------|
| H1a        | CQ x LSF -> AE  | 0.119                  | 0.029                      | 4.074        | 0.000*** | accepted |
| H5a        | CQ x LSF -> VLS | -0.053                 | 0.011                      | 4.811        | 0.000*** | accepted |

Note: \*\*\*  $P \leq 0.001$ , \*\*  $P \leq 0.01$ , \*  $P \leq 0.05$ ; deny  $p > 0.05$

5. DISCUSSION

This study provides critical insights into the role of live streamer features (LSF), content quality (CQ), and audience engagement (AE) in shaping user behaviour and monetisation potential in TikTok’s live tarot card readings. The findings affirm the significance of streamers’ attributes, content quality, and engagement strategies in fostering audience loyalty, stickiness, and gift-giving intentions. However, this discussion aims to go beyond descriptive summaries and delve into the broader implications for theory and practice while addressing the study’s limitations and identifying future research opportunities. The study highlights the interplay between LSF and CQ in determining AE, which mediates outcomes like loyalty and monetisation. The results reinforce the theoretical foundations of social media engagement, highlighting the unique interplay between entertainment, interactivity, and spirituality. The study demonstrates that live streamers who effectively balance relatability, humour, and perceived authenticity can significantly enhance audience loyalty and gift-giving likelihood. These findings align with existing research on influencer marketing and the value of trustworthiness in shaping audience behaviour (Chen et al., 2020; Liu et al., 2022). However, this research contributes a novel perspective by emphasising the role of spiritual content in fostering a sense of community and emotional connection. For practice, the study underscores the need for streamers to prioritise high-quality, interactive content to maximise engagement. For practice, these findings underline the importance of investment in both streamer training and platform tools to enhance CQ. Platforms like TikTok could prioritise creating resources that help streamers optimise their delivery, such as real-time analytics, feedback loops, and technical tools for professional content production. Similarly, marketers and influencers can leverage these insights to craft more targeted strategies that blend entertainment, spirituality, and interactivity to address audience needs effectively. However, unexpected findings and their implications. Not all hypotheses were supported, revealing unexpected complexities in audience behaviour. For instance, the nonsignificant mediation of AE in the relationship between LSF and broader outcomes (audience engagement positively influences audience stickiness, and audience engagement mediates the relationship between live streamer features and audience stickiness) indicates that AE, while essential, is insufficient to fully explain audience stickiness. This anomaly could stem

from external factors like platform algorithms or viewer-specific preferences that were not captured in this study. Future research should examine these variables in greater detail to develop a more holistic understanding of AE's role in driving audience behaviour. Additionally, the study revealed that low CQ significantly weakens the impact of LSF on AE and VLS. This finding underscores the necessity of quality content even for engaging streamers, suggesting that charisma and relatability alone cannot sustain audience retention without professional content delivery. This highlights a potential pitfall for streamers relying solely on personality without investing in CQ improvements. The findings contribute to a growing body of literature on live-streaming commerce by addressing the understudied niche of live tarot card readings. This study demonstrates that the intersection of entertainment, spirituality, and interactivity offers unique opportunities for platforms and influencers to foster deeper audience connections. Moreover, the role of CQ as a moderator sheds light on the need for a balanced strategy that integrates high production value with personalised engagement.

## 6. CONCLUSION

The theoretical and empirical information model reveals that the impact of TikTok live streaming of tarot card readings indicates the critical importance of live streamer features and content quality, which encourages increasing audience involvement, loyalty, and monetisation. The path analysis shows that the influence of live-streamer attributes on audience engagement involvement is enhanced by content quality. High-quality content increases the perceived value of live streaming, making streamers who provide engaging, authentic, and high-quality experiences more likely to build audience loyalty and encourage gift-giving. This underscores the importance of personalised and interactive content. Additionally, the research deepens our understanding of the psychological and experiential factors that influence audience behaviour. It demonstrates that while audience engagement mediates the relationship between live streamer characteristics and audience retention, certain expected outcomes—such as direct effects on audience stickiness—were not observed. This suggests that although engaging content fosters loyalty, streamers must implement strategies that strengthen emotional connections and offer consistent, relatable experiences to retain viewers over the long term. Furthermore, the study emphasises the need for platforms to recognise the value of content quality and its moderating role in enhancing audience loyalty and engagement. To promote ongoing viewer participation, TikTok live streamers should focus on creating content that not only entertains but also addresses viewers' concerns, such as life path assessments, to strengthen relationships and enhance audience retention. In conclusion, this research enriches existing theoretical frameworks in social commerce and live streaming while providing actionable insights for streamers, marketers, and platforms. As the live-streaming industry evolves, understanding the intricate relationship between streamer attributes, content quality, and audience engagement will be essential for sustaining growth and fostering meaningful connections. Future research should explore the influence of various content types and platform dynamics on audience behaviour, further establishing live streaming as a transformative medium in digital ecosystems.

## 7. IMPLICATIONS

### 7.1. Research Implications

Exploration of this extends prior research on social commerce (Chen et al., 2020; Liu et al., 2022) found the interaction between live streamer features (LSF) and content quality (CQ) in driving

audience engagement (AE), which mediates loyalty and monetisation outcomes, such as gift-giving, which found the streamers who balance authenticity, relatability, and engaging content cultivate loyal audiences and increase monetisation potential at the beginning of the empirical study of live tarot card divination on TikTok Live; this research expands social commerce studies by focusing on a unique context. CQ is a major moderator impacting AE, audience stickiness, loyalty, and gift-giving intents. These revelations also emphasise the need for personal appeal and excellent content in engaging audiences in live tarot card divining on e-commerce live platform environments, as extended to recent work by Meng and Lin (2023) and Yang and Lee (2022). Moreover, this study needs deeper exploration of individual creators who, unlike sellers, face challenges in sustaining audience interest. Examining AE and its links to loyalty and monetisation broadens understanding of the dynamics within live-streaming environments, providing valuable implications for creators and platforms aiming to foster stronger audience connections and improve viewer participation.

## 7.2. Managerial Implications

Streamers are key in building trust and engagement by addressing concerns about accuracy and relatability. They should focus on real-time responsiveness, acknowledge viewer suggestions, and maintain high-quality content. By creating personalised and authentic experiences, streamers can reshape stereotypes of online divination, fostering audience trust and confidence. To enhance emotional connections, streamers should demonstrate empathy and likability, establishing a sense of belonging and loyalty among viewers. Providing interactive and relatable content will increase engagement and loyalty, driving viewers to give virtual gifts and participate actively. For platforms: platforms like TikTok play a crucial role in providing an environment that fosters audience engagement and supports streamers in reaching their goals. Provide real-time, stable, and convenient live streaming reliability to encourage loyalty. In addition, maintaining loyalty will depend on offering elements that enable customised content distribution and driving gift-giving behaviour among viewers. Furthermore, reinforced by the value of live streaming, it helps platforms maximise visibility for high-quality content, as it attracts and keeps dedicated viewers. The role of marketers should concentrate on the influence of content quality and live streamer features in driving audience engagement. Streamers to enhance audience interaction through promotions and campaigns that highlight the authenticity and expertise of divination tarot card readers. Through advertisements stressing the legitimacy and knowledge of divining tarot card readers. However, by supporting creative content forms and narratives that appeal to viewers' specific needs, marketers can also cooperate to support streamers by encouraging innovative content formats and storytelling that resonate with viewers' personal needs, further boosting loyalty and gift-giving intentions, and ensuring long-term engagement.

## 8. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The finding offers valuable insights and analysis. However, some restrictions should be mentioned. First, the sample consists of TikTok users interacting with tarot card readings, hence potentially limiting the generalisability of results to other niches or platforms. Future studies should broaden to include more content genres and platforms to support these observations. Lastly, limitations in the cross-sectional design limit the inferability of causality, making it unsuitable for determining trends and understanding time changes. Therefore, a longitudinal study could help one to have a better awareness of how audience behaviour evolves with time. Whereas the study did not consider the factors of platform algorithms, which are factors in the field for audience discoverability and

interactivity. Including algorithmic elements in further research might provide a more sophisticated understanding of audience dynamics in live-streaming platform systems.

### Author Contributions

Conceptualization, Piyachat J. and Thanawatdech T.; methodology, Piyachat J. and Thanawatdech T.; software, Piyachat J. and Thanawatdech T.; validation, Piyachat J. and Thanawatdech T.; formal analysis, Piyachat J. and Thanawatdech T.; investigation, Piyachat J. and Thanawatdech T.; resources, Piyachat J. and Thanawatdech T.; data curation, Piyachat J. and Thanawatdech T.; writing—original draft preparation, Piyachat J. and Thanawatdech T.; writing—review and editing, Piyachat J. and Thanawatdech T. All authors have read and agreed to the published version of the manuscript.

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### Data Availability Statement

The article contains the original study contributions, and inquiries can be directed to the corresponding author.

### Conflicts of Interest

The authors declare no conflicts of interest.

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APPENDIX A

| Latent Variables             | Measurement Scales                                                                                                                                                    | Scale Source to Adapted                       |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Live Streamers Features: LSF | LS1. I think it is interesting to watch divination tarot cards live streaming on the TikTok platform.                                                                 | Chen et al. (2020), and Liu et al. (2022)     |
|                              | LS2. The live streamers I follow are experts in the field of divination tarot cards live streaming on the TikTok platform they forecast.                              |                                               |
|                              | LS3. The divination tarot cards live streamer often interacts with the audience during live streams.                                                                  |                                               |
|                              | LS4. The results of divination tarot cards live streaming by the live streamers I follow during their live streaming are accurate and trustworthy.                    |                                               |
|                              | LS5. The tarot card readers I watch on live streams each have distinct personalities                                                                                  |                                               |
| Value of Live streaming: VLS | VL1. During challenging times, I found solace and motivation from a TikTok Live streamer who performs divination using tarot cards.                                   | Shi et al. (2024), and Hu and Chaudhry (2020) |
|                              | VL2. When I have been faced with difficulties, the divination tarot cards live streamer on TikTok Live listened to me talk about my private feelings.                 |                                               |
|                              | VL3. When I encountered a problem, the streamer on the divination tarot cards live streamer on TikTok Live would give me information to help me overcome the problem. |                                               |
|                              | VL4. I found the divination tarot cards live streamer on TikTok Live to receive forecast experiences to be interesting.                                               |                                               |
| Content Quality: CQ          | CQ1. The divination tarot cards live streamer on TikTok Live is helpful for me to evaluate my life journey.                                                           | Yang and Lee (2022), and Chen et al. (2022)   |
|                              | CQ2. The divination tarot cards live streamer on TikTok Live helped familiarize me with the alternative factors for some decision support.                            |                                               |
|                              | CQ3. The divination tarot cards live streamer on TikTok Live is helpful for me to understand the value and self.                                                      |                                               |
|                              | CQ4. The forecasting demonstration from the divination tarot cards live streamer on TikTok Live is clear.                                                             |                                               |
|                              | CQ5. The forecasting demonstration from the divination tarot cards live streamer on TikTok Live delineates.                                                           |                                               |
| Audience Stickiness: ASN     | AS1. I would spend a lot of time watching the TikTok live streaming of the divination tarot cards forecasting demonstration.                                          | Silaban et al. (2021), Li et al. (2021)       |
|                              | AS2. I plan to remain longer to watch the predicting demonstration from the TikTok Live streamer of the divination tarot cards.                                       |                                               |
|                              | AS3. I would visit the forecasting demonstration from the divination tarot cards live streamer on TikTok Live frequently.                                             |                                               |
| Loyalty: LOY                 | LY1. I am inclined to continue getting the forecasting from the divination tarot cards live streamer on TikTok Live.                                                  | Yang and Lee (2022), Li and Lee (2024)        |
|                              | LY2. I am open to getting additional forecasting from the divination tarot cards live streamer on TikTok Live.                                                        |                                               |
|                              | LY3. I am eager to become a loyal customer of the divination tarot cards live streamer on TikTok Live.                                                                |                                               |
|                              | LY4. I will recommend the forecasting service from the divination tarot cards live streamer on TikTok Live to others.                                                 |                                               |
| Audience engagement: AE      | AE1. I spent more time watching the forecasting demonstration from the divination tarot cards live streamer on TikTok Live.                                           | Leong et al. (2023).                          |
|                              | AE2. The live streamer's card forecasting on TikTok Live would win me over as a supporter and follower.                                                               |                                               |
|                              | AE3. I would probably attempt to follow the forecasting example from the live streamer of the divination tarot cards on TikTok Live.                                  |                                               |
|                              | AE4. I'm planning to watch the live demonstration of divination tarot cards on TikTok Live again soon to see their latest streaming.                                  |                                               |
|                              | AE5. I am likely to recommend the forecasting demonstration from the divination tarot cards live streamer on TikTok Live to my friends.                               |                                               |
|                              | AE6. I recommend friends and family to support the TikTok live streaming of the divination tarot cards' forecasting demonstration.                                    |                                               |
|                              | AE7. Shortly, I will definitely participate in the forecasting demonstration from the divination tarot cards live streamer on TikTok.                                 |                                               |
|                              | AE8. I consider the forecasting from the divination tarot cards live streamer on TikTok Live. to be my first choice when needing this kind of fortune service.        |                                               |
| Gift giving Intention: GL    | GL1. I plan to keep buying virtual gifts for the divination tarot cards live streamer host on TikTok Live. in the future.                                             | Hsieh et al. (2023)                           |
|                              | GL2. I may preserve my self-image by purchasing a virtual present for the TikTok Live streamer who hosts the divination tarot cards.                                  |                                               |
|                              | GL3. I may keep my dignity by purchasing a virtual present for the TikTok Live host who streams tarot card divination.                                                |                                               |
|                              | GL4. Buying a virtual gift for the divination tarot cards live streamer host on TikTok Live can save face for me.                                                     |                                               |