

IMPACTS OF TIK TOK LIVE-STREAMING E-COMMERCE ON TRADITIONAL TOURISM IN CHINA: A STUDY ON CONSUMER PURCHASE INTENTIONS

Tan Fei

Master of Business Administration, Graduate School, Suan Sunandha Rajabhat University

E-mail: 485123102@qq.com

Preecha Wararatchai

Faculty of Business Administration, Graduate School, Suan Sunandha Rajabhat University

E-mail: preecha.wa@ssru.ac.th

Abstract

This study examines the impact of Douyin live e-commerce on traditional tourism channels in China, focusing on consumers' purchase intention. The rapid growth of live e-commerce, especially post-epidemic, has made online platforms key in promoting tourism products. Using both quantitative and qualitative methods, the study analyzes survey data from Kunming consumers and identifies key factors influencing purchase intention. Results indicate that price promotions and interactivity significantly boost purchase intent, with brand awareness playing a crucial role in decision-making. However, live e-commerce has limited effects on repurchase intention and brand loyalty. This suggests that while live marketing drives short-term sales, traditional channels remain vital for long-term customer relationships. The study offers practical advice for tourism companies to combine live and traditional marketing strategies to enhance consumer engagement and competitiveness.

Keywords: Tik Tok Live, E-commerce, Tourism Consumers, Purchase Intentions, Consumer Behavior

Introduction

With the rapid growth of mobile Internet, platforms like TikTok have revolutionized marketing, becoming key channels for information, entertainment, and shopping (Babics & Jermolajeva, 2024). TikTok live e-commerce is widely used in China's tourism industry, especially in cities like Kunming, due to its immediacy, interactivity, and entertainment value. It reshapes tourism marketing by enabling real-time consumer interaction and simplifying the purchase process. However, the effectiveness of live marketing lacks systematic evaluation, and consumer purchasing decisions are influenced by multiple factors (He & Jin, 2024).

This study, based on the stimulus-organism-response (SOR) model, explores the impact of TikTok live broadcast on Kunming's tourism product sales. It examines how live price promotion, content quality, and interactivity (stimulus variables) influence consumer psychological states like brand and platform trust, and purchase intention, which in turn affect purchasing decisions. The results aim to guide Kunming's tourism industry in optimizing live streaming marketing strategies and advancing digital transformation (Raji et al., 2024).

Research Objectives

Objective 1: Explore the current application status of Douyin e-commerce live broadcast in the sales of Kunming tourism products.

Objective 2: Analyze the factors affecting consumers' purchasing intention through Douyin e-commerce live broadcast.

Objective 3: Evaluate the actual effect of Douyin live broadcast marketing on the sales of Kunming tourism products.

Scope of the Research

Population Scope: This study targets consumers of Kunming tourism products, divided into two groups: those who have purchased through Douyin e-commerce live broadcasts and those who have travel needs but haven't yet purchased. The study will analyze how watching live broadcasts affects purchase intentions and explore the influence of factors such as age, occupation, income, and travel preferences on purchasing behavior, particularly comparing young consumers to other age groups (Liu & Khong-khai, 2024).

Variable Scope: The study includes independent, dependent, and mediating variables. Independent variables are key aspects of Douyin e-commerce live broadcasts, such as anchor credibility, content quality, social interaction, platform recommendations, and price discounts (Ji, Fu, & Li, 2023). The dependent variable is purchase intention, encompassing product interest, purchase tendencies, and actual behavior. Mediating variables include brand awareness, trust, and user engagement. The study will explore the relationships among these variables to understand Douyin's impact on consumer purchase intention.

Time Scope: The study covers Douyin e-commerce live broadcasts of Kunming tourism products from 2022 to 2024. This period is chosen due to the rapid growth of Douyin live broadcasting, particularly post-epidemic, when the tourism industry recovered and online marketing became pivotal for tourism consumption (Li, Yang, & Zhou, 2023). The data from this time frame allows for an analysis of the long-term impact of live broadcasts on tourism product sales and reflects current consumer trends.

Research Methodology

The study titled "The Impact of TikTok Live E-commerce on Traditional Tourism Channels in My Country: A Comparative Study of Consumer Purchase Intentions (Empirical Data from Kunming)" is a quantitative research (Yi, Y. 2025), using questionnaires to collect opinion data from a sample group.

Research Methodology: The study employs both quantitative and qualitative methods to examine consumers of tourism products in Kunming, including those who use Douyin live broadcasts and traditional tourism channels. The sample size is calculated using Cochran's formula, with respondents aged 18 and older who have used Douyin or traditional channels for tourism in the past year. Data collection relies on questionnaires, statistical analysis, and thematic coding to analyze the impact of Douyin live broadcasts on purchase intentions (Aslam, M. 2023).

Research Steps: The research targets Kunming tourism consumers who use Douyin or traditional channels. The sample size is determined using Cochran's formula, and purposive sampling is used to select respondents. The structured questionnaire includes 25 questions covering consumer characteristics, external stimulus factors, consumer psychological state, and behavioral response. Data is collected both online (via Douyin and WeChat) and offline (at Kunming tourist attractions) to ensure representativeness (Chen, Y. 2023). Data processing involves both quantitative (descriptive statistics, correlation analysis, regression analysis) and qualitative (thematic coding) methods to understand consumer decision-making.

The study aims to explore the impact of Douyin live streaming on consumer behavior in Kunming's tourism market and provide empirical insights for future marketing strategies (Zhou, Z., & Run, P. 2024).

Data Collection

1. Raw data

Online survey: Questionnaires were distributed through Douyin, WeChat, and

Kunming Tourism Forum, accounting for 80% of the total responses.

Offline intercept survey: Data collection was conducted at major tourist attractions in Kunming (Dianchi Lake, Green Lake Park) to cover consumers with low technology usage, accounting for 20% of the responses.

Data screening: Exclusion criteria: Respondents who obviously did not meet the requirement of being 18 years old or above; key questions were missing or too many missed answers; extremely unreasonable answers (such as straight-line answers).

After screening, 350 valid samples were retained.

2. Secondary data

Review academic journals (such as Tourism Management) and industry reports (such as China Tourism Academy).

Analysis of Douyin’s tourism activities in 2023 to assess the impact of platform marketing trends on tourism sales.

Data Analysis

Population and samples

The group used in this study is consumers in Kunming, China, who have the following characteristics:

Using Douyin live streaming to explore or purchase travel products,

Relying on traditional travel channels (such as offline travel agencies, print/TV advertising) for travel bookings.

Although Kunming has a large population of about 8.46 million, the theoretical sample size can still be slightly reduced through the finite correction formula, which is not much different from the infinite population calculation result. For the sake of rigor, the sample size is still subject to a limited population correction.

Sample size calculation in this study, the target proportion was set at 50%, the confidence level was 95%, and the error margin was $\pm 5\%$ (adjusted to ensure uniqueness based on the original sample). Given that the population of Kunming is 8.46 million (limited), the sample size was adjusted using Cochran's finite population correction formula:

To account for potential incomplete responses, the researchers added 83 additional samples (31% of the 267) for increased robustness, resulting in a total sample size of 350 participants.

Research Results

This study conducted hypothesis testing using methods such as multiple regression analysis (MRA) or t-test/ANOVA on demographic factors (such as gender, age, income, etc.) and key variables in each dimension of S-O-R (such as anchor credibility, price promotion, interactivity, brand awareness, purchase intention, etc.). Table 1 summarizes the test results of the main hypotheses of this study, where *p-value < 0.05 is considered statistically significant and judged as "consistent with the hypothesis"; otherwise, it is "inconsistent".

Table 1: Summary of hypothesis test results

Factor	Statistical methods	P-value	Test results
Demographic factors			
- gender	T-test	0.783	Inconsistent
- age	ANOVA	0.508	Inconsistent

Factor	Statistical methods	P-value	Test results
- educate	ANOVA	0.897	Inconsistent
- income	T-test	0.567	Inconsistent
Stimulus (S) Dimension			
- Credibility of the anchor	MRA	0.001*	Consistent
- Quality of live content	MRA	0.150	Inconsistent
- Pricing/promotion strategy	MRA	0.000*	Consistent
- Interactivity (including host-audience and audience-audience interaction)	MRA	0.012*	Consistent
Organism (O) Dimension			
- Platform Trust	MRA	0.094	Inconsistent
-Brand awareness/favorability	MRA	0.000*	Consistent
-Attention/Engagement	MRA	0.298	Inconsistent
response (R) dimension			
- Purchase intention	MRA	0.000*	Consistent
- Willingness to use again/willingness to recommend	MRA	0.182	Inconsistent

* p-value < 0.05 was considered statistically significant Source: Researchers, 2025 The study found several key insights from statistical analysis, with p-values less than 0.05 considered significant (Researchers, 2025):

Demographic Factors: Gender, age, and income did not significantly affect purchase intention or brand favorability, suggesting that the impact of Douyin live broadcasts is relatively consistent across different consumer groups.

Stimulus (S) Level: Price promotion (p=0.000) and interactivity (p=0.012) significantly increased consumers' attention and purchase intentions for Kunming tourism products. Promotional strategies, such as limited-time discounts, and high interaction levels, like real-time communication between anchors and viewers, were found to be highly effective.

Organism (O) Level: Brand awareness/favorability had a significant impact on purchase behavior (p=0.000). Consumers who had a strong awareness and favorable view of the brand were more likely to make a purchase. However, platform trust, attention, and user engagement did not show significant effects in this study, indicating their influence might be more relevant for long-term behaviors rather than immediate purchase decisions.

Response (R) Level: Live broadcasts effectively increased purchase intention (p=0.000), confirming their positive impact on immediate purchasing decisions. However, the willingness to recommend or repurchase did not reach statistical significance (p=0.182), suggesting that while live broadcasts influence immediate consumption, strategies are needed to foster long-term customer loyalty.

In conclusion, while live broadcast marketing effectively drives immediate sales, it is essential to enhance strategies for promoting long-term loyalty and engagement, such as improving product quality and after-sales services (Ma, X., Jin, J., & Liu, Y. 2023; Wang, Y. 2024; Hossain, M. A., et al., 2023).

Discussion

The results of this study show that Douyin live broadcast has a significant effect on promoting consumers' purchase intention of Kunming tourism products, but has a weaker effect

on improving brand loyalty, repurchase rate and recommendation intention. Demographic factors (such as gender, age, and income) did not show a significant effect on purchase intention, indicating that live broadcast marketing has a wider appeal and is suitable for different types of consumers. However, price promotion ($p=0.000$) and interactivity ($p=0.012$) played a key role in increasing consumer attention and purchase attitude, indicating that discount strategies and anchor interaction in live broadcasts can effectively stimulate consumers' purchase interest.

In terms of brand awareness, brand awareness and brand favorability ($p=0.000$) have a greater impact on the final purchase decision, indicating that consumers are more inclined to choose brands they are familiar with or trust, not just because of live broadcast promotions. However, although live broadcast can effectively improve consumers' purchase intention ($p=0.000$), its impact on repurchase and recommendation intention did not reach statistical significance ($p=0.182$), reflecting that live broadcast marketing has a strong short-term effect, but it is still insufficient in cultivating consumers' long-term loyalty.

This study also has certain limitations. First, the scope of the study is limited to Kunming, and it can be further expanded to other regions in the future to verify the universality of the conclusions. Secondly, the short-term stimulating effect of live broadcast marketing is more prominent (Zhang, W., Kotchapakdee, P., & Pimpiset, P. 2024). It is recommended that companies combine brand building, community marketing and membership mechanisms to enhance consumers' long-term loyalty. In addition, the study did not explore consumers' psychological variables (such as impulsive consumption, risk perception, etc.), and the impact of these factors on live shopping behavior can be further studied in the future.

Overall, Douyin live broadcast marketing can effectively improve the short-term sales performance of tourism products, but in order to achieve long-term user retention and brand loyalty, it is also necessary to combine brand building, user maintenance and after-sales service to give full play to the long-term value of live broadcast marketing.

References

- Aslam, M. (2023). Cochran's Q test for analyzing categorical data under uncertainty. *Journal of Big Data*, 10(1), 147. <https://doi.org/10.1186/s40537-023-00782-x>
- Babics, I., & Jermolajeva, E. (2024). Development of social platforms and new opportunities in digital marketing. *Complex Systems Informatics and Modeling Quarterly*, (41), 22-39.
- Chen, Y. (2023). Improving the integrity and sustainability of historic architectural complexes: The case of "Wenming Block" in Kunming, China (Master's thesis, Universitat Politècnica de Catalunya).
- Erensoy, A., Mathrani, A., Schnack, A., Elms, J., & Baghaei, N. (2024). Consumer behavior in immersive virtual reality retail environments: A systematic literature review using the stimuli-organisms-responses (S-O-r) model. *Journal of Consumer Behaviour*, 23(6), 2781-2811. <https://doi.org/10.1002/cb.2076>
- He, W., & Jin, C. (2024). A study on the influence of the characteristics of key opinion leaders on consumers' purchase intention in live streaming commerce: Based on dual-systems theory. *Electronic Commerce Research*, 24(2), 1235-1265. <https://doi.org/10.1007/s10203-024-00304-3>
- Hossain, M. A., Kalam, A., Nuruzzaman, M., & Kim, M. (2023). The power of live-streaming in consumers' purchasing decision. *SAGE Open*, 13(4), 21582440231197903. <https://doi.org/10.1177/21582440231197903>

- Ji, G., Fu, T., & Li, S. (2023). Optimal selling format considering price discount strategy in live-streaming commerce. *European Journal of Operational Research*, 309(2), 529-544. <https://doi.org/10.1016/j.ejor.2022.08.046>
- Li, Y., Yang, W., & Zhou, Y. (2023). Research on the profit model of TikTok live broadcast e-commerce platform. *Highlights in Business, Economics and Management*, 11, 77-82.
- Liu, J., & Khong-khai, S. (2024). The factors influencing consumer purchasing decision towards short video information flow advertising: A case study of Douyin platform. *Journal of Marketing Research*, 51(2), 102-115.
- Ma, X., Jin, J., & Liu, Y. (2023). The influence of interpersonal interaction on consumers' purchase intention under e-commerce live broadcasting mode: The moderating role of presence. *Frontiers in Psychology*, 14, 1097768. <https://doi.org/10.3389/fpsyg.2023.1097768>
- Raji, M. A., Olodo, H. B., Oke, T. T., Addy, W. A., Ofodile, O. C., & Oyewole, A. T. (2024). Digital marketing in tourism: A review of practices in the USA and Africa. *International Journal of Applied Research in Social Sciences*, 6(3), 393-408.
- Wang, Y. (2024, June). Research on consumer behavior in live broadcast of cultural tourism—Taking Oriental Selection Tourism live as an example. In *2023 International Conference on Economic Management, Financial Innovation and Public Service (EMFIPS 2023)* (pp. 736-749). Atlantis Press.
- Yi, Y. (2025). The influence of exhibitors' brand equity on the purchase intentions of customers: Empirical evidence from Kunming, Yunnan Province, China. *Journal of Ecohumanism*, 4(1), 4241-4253.
- Zhang, W., Kotchapakdee, P., & Pimpiset, P. (2024). Study on the influence of network live broadcasts on contemporary inland China. *Multidisciplinary Reviews*, 7(5), 2024103-2024103. <https://doi.org/10.1002/mdr.2024103>
- Zhou, Z., & Run, P. (2024, December). Impact of customer behavior and short video marketing on Chinese customer loyalty to ethnic minority clothing. In *Proceedings of the International Conference on Education, Society and Humanity* (Vol. 2, No. 2, pp. 342-359).
- Aslam, M. (2023). Cochran's Q test for analyzing categorical data under uncertainty. *Journal of Big Data*, 10(1), 147. <https://doi.org/10.1186/s40537-023-00782-x>
- Babics, I., & Jermolajeva, E. (2024). Development of social platforms and new opportunities in digital marketing. *Complex Systems Informatics and Modeling Quarterly*, (41), 22-39.
- Chen, Y. (2023). *Improving the integrity and sustainability of historic architectural complexes: The case of "Wenming Block" in Kunming, China* (Master's thesis, Universitat Politècnica de Catalunya).
- Erensoy, A., Mathrani, A., Schnack, A., Elms, J., & Baghaei, N. (2024). Consumer behavior in immersive virtual reality retail environments: A systematic literature review using the stimuli-organisms-responses (S-O-r) model. *Journal of Consumer Behaviour*, 23(6), 2781-2811. <https://doi.org/10.1002/cb.2076>
- He, W., & Jin, C. (2024). A study on the influence of the characteristics of key opinion leaders on consumers' purchase intention in live streaming commerce: Based on dual-systems theory. *Electronic Commerce Research*, 24(2), 1235-1265. <https://doi.org/10.1007/s10203-024-00304-3>
- Hossain, M. A., Kalam, A., Nuruzzaman, M., & Kim, M. (2023). The power of live-streaming in consumers' purchasing decision. *SAGE Open*, 13(4), 21582440231197903. <https://doi.org/10.1177/21582440231197903>

- Ji, G., Fu, T., & Li, S. (2023). *Optimal selling format considering price discount strategy in live-streaming commerce*. *European Journal of Operational Research*, 309(2), 529-544. <https://doi.org/10.1016/j.ejor.2022.08.046>
- Li, Y., Yang, W., & Zhou, Y. (2023). *Research on the profit model of TikTok live broadcast e-commerce platform*. *Highlights in Business, Economics and Management*, 11, 77-82.
- Liu, J., & Khong-khai, S. (2024). *The factors influencing consumer purchasing decision towards short video information flow advertising: A case study of Douyin platform*. *Journal of Marketing Research*, 51(2), 102-115.
- Ma, X., Jin, J., & Liu, Y. (2023). *The influence of interpersonal interaction on consumers' purchase intention under e-commerce live broadcasting mode: The moderating role of presence*. *Frontiers in Psychology*, 14, 1097768. <https://doi.org/10.3389/fpsyg.2023.1097768>
- Raji, M. A., Olodo, H. B., Oke, T. T., Addy, W. A., Ofodile, O. C., & Oyewole, A. T. (2024). *Digital marketing in tourism: A review of practices in the USA and Africa*. *International Journal of Applied Research in Social Sciences*, 6(3), 393-408.
- Wang, Y. (2024, June). *Research on consumer behavior in live broadcast of cultural tourism—Taking Oriental Selection Tourism live as an example*. In *2023 International Conference on Economic Management, Financial Innovation and Public Service (EMFIPS 2023)* (pp. 736-749). Atlantis Press.
- Yi, Y. (2025). *The influence of exhibitors' brand equity on the purchase intentions of customers: Empirical evidence from Kunming, Yunnan Province, China*. *Journal of Ecohumanism*, 4(1), 4241-4253.
- Zhang, W., Kotchapakdee, P., & Pimpiset, P. (2024). *Study on the influence of network live broadcasts on contemporary inland China*. *Multidisciplinary Reviews*, 7(5), 2024103-2024103. <https://doi.org/10.1002/mdr.2024103>
- Zhou, Z., & Run, P. (2024, December). *Impact of customer behavior and short video marketing on Chinese customer loyalty to ethnic minority clothing*. In *Proceedings of the International Conference on Education, Society and Humanity* (Vol. 2, No. 2, pp. 342-359).