THE ALLURE OF VIRAL MAS BATIK ON TIKTOK: HOW A LIVE HOST'S CHARM ACCELERATES SALES GROWTH

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ABSTRACT

This systematic literature review explores the influence of live host charisma on impulse buying behavior within tiktok's live commerce, with a specific focus on the viral case of Mas Batik a traditional Indonesian textile. The review aims to identify how elements such as authenticity, emotional expressiveness, and parasocial interaction shape consumer responses. Using PRISMA 2020 guidelines, data were exclusively sourced from the Scopus database (2019–2024), filtered by relevance to influencer credibility, impulse buying, and cultural product marketing. Thematic synthesis and bibliometric analysis via vosviewer reveal key clusters surrounding trust, engagement, digital literacy, and purchase intention. Findings suggest that charismatic hosts significantly affect consumer impulsivity, especially when supported by storytelling and real-time interaction. The review highlights the growing academic interest in charisma-driven live commerce, underlines a cultural dimension in consumer psychology, and provides strategic implications for msmes leveraging digital platforms. This study contributes to the literature by linking emotional branding with cultural identity in a digital ecosystem while identifying gaps in longitudinal impact and ethical considerations.

 Keywords: ***Charisma, Cultural Product, Impulse Buying, Live Commerce, TikTok***

1. INTRODUCTION

The rapid evolution of digital platforms has ushered in transformative changes in how consumers interact with products, brands, and cultural symbols. Among the most prominent platforms leading this transformation is tiktok, a short-form video-sharing application that has rapidly evolved into a hub for commerce, creativity, and community engagement (Mardhiyah, 2022; Shariffadeen et al., 2023). With its advanced content recommendation algorithm, interactive interface, and diverse user base, tiktok has revolutionized the digital marketplace by merging entertainment and consumerism in ways previously unseen (Barta et al., 2023). The platform's ability to generate viral trends and facilitate influencer-led content has not only changed marketing strategies but also reshaped consumer decision-making processes (Tan, 2022; Wu et al., 2024). In particular, the emergence of live streaming e-commerce (LSE) on tiktok has highlighted the potential of real-time interaction to boost product visibility and drive impulse purchases. This format has become increasingly influential, with charismatic live hosts playing a central role in engaging viewers and shaping purchasing behaviors through emotionally resonant and socially compelling content (X. Li et al., 2025).

Live streaming e-commerce has emerged as a hybrid phenomenon combining digital entertainment and direct marketing, particularly appealing to Gen Z and millennial audiences (Ateş et al., 2024). The immediacy of real-time interaction, coupled with charismatic influencer presentations, has created an immersive and emotionally charged shopping environment. Unlike traditional e-commerce, where transactions occur in isolation and product information is static, live

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streaming e-commerce offers dynamic, performative content (B. Liu & Wang, 2023; Putri, 2022). It blends product education, social influence, entertainment, and parasocial relationships to forge deeper consumer engagement (X. Zhou et al., 2024). This environment reduces the psychological distance between seller and buyer, promotes trust through transparency and relatability, and ultimately fosters a setting conducive to spontaneous purchasing decisions (Bizjak Zabukovec & Faganel, 2024). The rise of LSE has been particularly impactful in Southeast Asian markets, including Indonesia, where cultural products like Mas Batik have found renewed popularity among younger demographics through the influence of tiktok hosts (Alcántara-Pilar et al., 2024).

Mas Batik, as a culturally significant textile deeply rooted in Indonesian heritage, represents a compelling case for studying the intersection between tradition and modernity in digital commerce (Verma et al., 2024). Historically associated with ceremonial functions, community identity, and artisanal craftsmanship, Mas Batik has transitioned from its conventional status to become a fashionable commodity promoted in fast-paced, algorithm-driven marketplaces (Nadroo et al., 2024; Setiawan, 2022). This transformation raises important questions about authenticity, cultural preservation, and the role of digital influencers in mediating cultural narratives (Tafesse & Wood, 2021). Tiktok, with its viral and participatory culture, provides a platform where Mas Batik can be both appreciated for its cultural value and consumed as a commercial good (Wijaya, 2022; Wright & Cherry, 2023). This duality positions the platform as a unique space for cultural negotiation, where charismatic hosts act not only as salespeople but also as cultural intermediaries (X. Zhang & Choi, 2022). Their ability to communicate the significance of Batik, build trust with viewers, and inspire emotional investment becomes a critical factor in determining consumer response and sales performance (Lee et al., 2023; Rolando et al., 2022)

One of the most notable developments within this context is the influence of host charisma in driving sales during live streaming sessions (Rolando & Mulyono, 2025a; X. Zhou & Tian, 2022). Charisma, often described as a blend of emotional expressiveness, credibility, confidence, and personal charm, plays a crucial role in audience retention and persuasion (Huang & Gong, 2024; Rolando & Mulyono, 2025b). A charismatic live host can captivate attention, establish a sense of intimacy, and encourage a sense of urgency, all of which contribute to impulse buying behavior. Previous studies have highlighted components such as attractiveness, expertise, and trustworthiness as core dimensions of influencer effectiveness (Mulyono, 2024; Tartaraj et al., 2024). However, the holistic understanding of charisma encompassing emotional intelligence, performative flair, responsiveness, and authenticity remains underexplored in the context of live e-commerce (Melnychuk et al., 2024). This gap in literature is particularly pronounced when considering culturally embedded products like Mas Batik, where the narrative quality of the host's performance can either reinforce or dilute cultural meaning (Ingriana et al., 2024; Xiong & Li, 2024)

The integration of algorithmic curation with human charisma introduces a dynamic feedback loop that reinforces viewer engagement and transactional momentum. Tiktok's algorithm privileges content that is interactive, entertaining, and emotionally stimulating (Rolando & Ingriana, 2024; X. Zhang et al., 2024). As such, charismatic live hosts who generate high viewer interaction are likely to receive greater algorithmic amplification, leading to increased exposure and enhanced sales potential(Zhu & Deng, 2024). This digital infrastructure amplifies the persuasive power of charismatic hosts, creating a self-reinforcing cycle of visibility and influence (Peng et al., 2024; Rolando, 2024). Within this context, emotional and cognitive trust emerge as central constructs that mediate consumer responses. Emotional trust, grounded in feelings of connection, empathy, and shared values, often arises through storytelling and authentic interaction (Hugh et al., 2022). Cognitive trust, on the other hand, stems from perceptions of competence, professionalism, and product knowledge. Together, these forms of trust underpin the consumer's willingness to engage in impulsive transactions within live shopping environments (X. Liu & Zhang, 2024; Mulyono et al., 2025)

The Psychological Factors Influencing Impulse Buying

Figure 1 Psychological Factors That Influence Impulse Buying in Digital Commerce
Source: Faster Capital

The infographic illustrates five core psychological factors that influence impulse buying in live streaming environments: emotions, social influence, limited availability, instant gratification, and broader psychological triggers (Chen et al., 2024).These elements are highly relevant in the context of tiktok live commerce, where charismatic hosts use real-time interaction, urgency cues, and storytelling to heighten emotional responses and reduce rational decision-making (Ong et al., 2024; Wigayha et al., 2025a). The emotional appeal of the host builds a parasocial connection, while features like flash deals, countdowns, and "only a few left" prompts exploit perceived scarcity and immediacy. In the context of Mas Batik, these psychological mechanisms are amplified through cultural narratives, making the product not only desirable but emotionally significant (Sun & Tang, 2024). As a result, consumers are more likely to make unplanned purchases during live sessions. This visual supports the review's central argument that host charisma is a key driver in the rise of impulse buying behaviors within tiktok-based cultural commerce (Y. Li et al., 2024).

Despite the increasing prevalence of influencer marketing and live e-commerce, existing literature has largely focused on general aspects such as influencer credibility, consumer attitudes, or brand loyalty (Argyris et al., 2020). Few studies have delved into the specific interplay between host charisma and impulse buying behavior in the context of culturally meaningful products. There is limited understanding of how charismatic traits influence not only sales performance but also the perception of cultural authenticity, especially when traditional products are marketed in fast-paced, entertainment-driven digital spaces (Garg & Bakshi, 2024; Rahardja et al., 2025). Moreover, the dual role of charismatic hosts as both entertainers and cultural ambassadors remains an under-theorized domain. These gaps suggest the need for a more nuanced, interdisciplinary approach that bridges marketing theory, cultural studies, and consumer psychology to explain the mechanisms at work in tiktok live commerce (Kuswati et al., 2024; Rolando, Chandra, et al., 2025).

This systematic literature review seeks to address these gaps by synthesizing empirical studies that explore the relationship between host charisma, consumer trust, and impulse buying behavior, particularly within the context of tiktok's live streaming ecosystem (Pozharliev et al., 2022; Rolando, Widjaja, et al., 2025). The review will analyze how the unique affordances of the platform its real-time interaction, algorithmic personalization, and participatory culture interact with host characteristics to shape consumer behavior (Jiao et al., 2024). The central focus will be on Mas Batik as a case study, examining how hosts convey cultural narratives, influence emotional and cognitive trust, and ultimately drive purchasing decisions through charisma. The guiding research questions for this review are: (1) What specific elements of live host charisma are most influential in triggering impulse buying behavior on tiktok? (2) How do emotional and cognitive trust mediate the

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relationship between host charisma and consumer behavior? (3) How does the cultural significance of products like Mas Batik affect the dynamics of live selling on tiktok? (Hu et al., 2024).

To answer these questions, this review will employ a systematic methodology adhering to PRISMA 2020 guidelines. The Scopus database will serve as the exclusive source of peer-reviewed articles, ensuring the inclusion of high-quality and relevant empirical research. Studies published between 2019 and 2024 will be screened and analyzed using defined inclusion and exclusion criteria. The review will also incorporate bibliometric mapping through vosviewer to visualize research trends, thematic clusters, and keyword co-occurrence. The selected studies will be subjected to thematic analysis, identifying core constructs such as charisma dimensions, consumer engagement metrics, emotional responses, cultural alignment, and trust formation (Wigayha et al., 2025c; Yang et al., 2023). The goal is to develop an integrated framework that explains how live host charisma operates within the broader ecosystem of tiktok live commerce and its implications for marketing culturally rich products.(Razafinandrasana & Tamara, 2024).

The scope of this review is intentionally focused on live streaming e-commerce on tiktok, with an emphasis on the Indonesian market and the product category of Mas Batik. While the findings may have broader implications for other platforms and product types, the review maintains a cultural lens to explore how traditional values are communicated and consumed in digital environments(Wang et al., 2022). The analysis will consider not only individual consumer responses but also broader cultural and social dynamics, such as the rebranding of heritage products, digital consumer identity, and the ethical responsibilities of influencers. The integration of cultural analysis enhances the depth of insight, offering a richer understanding of how charisma operates at the intersection of commerce and culture(Lawrence & Meivitawanli, 2023).

The contributions of this study are twofold. First, it extends existing models of influencer marketing by incorporating the concept of charisma as a multidimensional construct that includes cultural sensitivity, emotional intelligence, and performance skills (Anwar & Utami, 2023). Second, it provides practical implications for marketers, cultural entrepreneurs, and policymakers (T. Zhang et al., 2024). For marketers, the review offers strategies for selecting and training charismatic hosts who can effectively represent culturally significant products. For cultural entrepreneurs, it provides insights into how digital storytelling can be used to preserve and promote heritage products in global markets (Yap & Ismail, 2022). For policymakers, the findings raise important considerations about the regulation of cultural representation and consumer protection in digital commerce. Additionally, the study underscores the importance of ethical marketing practices that respect cultural heritage while achieving commercial objectives.

This paper is structured as follows. Following this introduction, the methodology section will elaborate on the systematic procedures used for literature selection, data extraction, quality assessment, and bibliometric analysis (Martínez-López et al., 2020). The results section will present the findings of the thematic and bibliometric analyses, highlighting key trends, influencer characteristics, and consumer behavior patterns (Meng et al., 2024). The discussion will interpret these findings through the lens of charisma theory, trust models, and cultural marketing frameworks, offering a comprehensive understanding of the role of charismatic hosts in tiktok live commerce (F. Zhou et al., 2024). Finally, the paper will conclude by summarizing the key contributions, discussing limitations, and suggesting avenues for future research, particularly in the domains of digital cultural preservation and ethical influencer practices. By integrating perspectives from multiple disciplines, this review aims to contribute a novel and actionable framework for understanding charisma-driven digital consumer behavior in the promotion of cultural products (Shao et al., 2024).

2. RESEARCH METHOD

2.1 Search Strategy

This systematic review employed a structured and transparent search strategy to identify and retrieve the most relevant scholarly literature concerning the influence of live host charisma on tiktok in the context of impulse buying and cultural product sales, specifically Mas Batik. To ensure methodological rigor and academic reliability, all sources were drawn exclusively from the Scopus database. This database was selected due to its expansive and curated indexing of peer-reviewed literature across key disciplines relevant to the topic, including marketing, social sciences, communication, and digital commerce.

The search process was conducted on May 7, 2025, utilizing Scopus's advanced search interface. To ensure thematic precision, the query was specifically applied to the title, abstract, and keyword fields. The objective was to capture studies that explicitly addressed live-streamed social commerce, influencer dynamics, and consumer behavior in digital environments. The final Boolean search string was carefully constructed to incorporate the review's central concepts:("tiktok" OR "live streaming" OR "live commerce" OR "social commerce") AND ("charisma" OR "influencer credibility" OR "parasocial interaction") AND ("impulse buying" OR "purchase intention") AND ("batik" OR "cultural product" OR "local brand")

To narrow the scope to the most contemporary and relevant research, several filters were systematically applied during the search process. The publication window was limited to 2019 through 2024 to ensure that the selected literature reflects the most current developments in tiktok marketing and live commerce. Only articles written in English and published as peer-reviewed journal articles were considered eligible, ensuring scholarly validity and consistency. Additionally, the review was confined to open access publications to promote transparency and reproducibility of findings.This comprehensive search strategy resulted in an initial retrieval of 672 documents. These records were subsequently screened and assessed for relevance and methodological quality through a multi-stage selection process detailed in the next section.

2.2 Study Selection

The initial search yielded a total of 5,100 records from the Scopus database. These records were first imported into a reference management tool, where 312 duplicate entries were identified and removed. Subsequently, 583 records were automatically excluded by pre-screening filters for not meeting foundational inclusion parameters such as being written in non-English languages, originating from non-peer-reviewed sources, or classified under document types irrelevant to academic synthesis (e.g., conference abstracts, book chapters, errata). An additional 447 records were removed due to incomplete metadata, database retrieval errors, or inaccessible full-text content.

This preliminary phase resulted in 3,758 unique records eligible for manual screening. A two-phase screening process, conducted in strict accordance with PRISMA 2020 guidelines, was then implemented to ensure consistency, transparency, and methodological rigor. In the first phase, two independent reviewers conducted title screening to eliminate studies clearly unrelated to the review's focus. Articles were excluded if they pertained to unrelated academic fields such as engineering, clinical psychology, or education or lacked any connection to social commerce, influencer marketing, or tiktok-based live e-commerce. This step resulted in the exclusion of 1,092 records.

The second phase involved abstract screening of the remaining 2,666 articles, with a targeted focus on identifying studies aligned with the core themes of the review: influencer-driven marketing, parasocial interaction, live-streaming commerce, and impulse buying behavior particularly in contexts involving cultural or fashion-related products. During this phase, 804 records were excluded for thematic misalignment or lack of empirical contribution. An additional 399 reports could not be retrieved due to broken database links, paywall restrictions, or other access issues.

Following abstract screening, 1,463 full-text articles were examined in depth to assess their alignment with predefined inclusion criteria. Articles were evaluated based on factors such as

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empirical robustness, theoretical contribution, and the presence of direct relevance to the review's central research question specifically, the role of influencer charisma in shaping consumer behavior on tiktok live-stream platforms. At this stage, 1,418 studies were excluded due to vague conceptual framing, weak methodological design, or failure to substantially engage with the dynamics of live-host interaction and cultural product promotion.

Throughout this process, all decisions were made independently by two reviewers, with disagreements resolved through discussion or, when needed, adjudicated by a third reviewer to minimize bias and enhance selection reliability. The complete selection process is depicted in a PRISMA 2020 flow diagram, which is presented in Figure 1 of the main paper. Ultimately, 45 studies met all criteria and were included in the final synthesis. Although this represents less than 1% of the original dataset, it reflects a strategically curated and methodologically rigorous corpus of literature offering robust insights into the intersection of live-stream charisma, tiktok consumer engagement, and impulse-driven purchase behavior within the domain of digital cultural commerce.

2.3 Inclusion and Exclusion Criteria

Establishing rigorous inclusion and exclusion criteria is essential to ensure the thematic coherence, methodological validity, and contextual relevance of a systematic literature review. In this study, such criteria were strategically developed to focus on the role of host charisma in influencing impulse buying behavior within tiktok-based live e-commerce, especially as it pertains to culturally embedded fashion products like Mas Batik. Studies were considered eligible for inclusion if they met the following conditions: published between 2019 and 2024 reflecting the period during which tiktok emerged as a dominant platform for live shopping; written in English to maintain interpretive consistency; available as open-access, peer-reviewed journal articles to promote transparency and reproducibility; and situated within marketing, social commerce, or digital consumer behavior domains, particularly those addressing Southeast Asian or Indonesian cultural contexts. Further emphasis was placed on literature exploring key constructs such as parasocial interaction, emotional and cognitive trust, and live-streaming strategies in cultural product promotion.

Conversely, exclusion criteria were applied to filter out content that would dilute the analytical focus or compromise methodological integrity. Studies were excluded if they were published before 2019; written in languages other than English; not available via open access; or fell outside academic peer review such as editorials, opinion pieces, book chapters, or conference abstracts. Research unrelated to tiktok (e.g., focusing on Facebook, youtube, or Shopee Live), studies with non-commercial or political aims, or those situated in unrelated fields like engineering, clinical health, or education were also excluded. Although these restrictions may have narrowed the breadth of geographic and platform diversity, they ensured that the final selection of studies was highly relevant, empirically grounded, and aligned with the research aim of understanding how live host charisma drives impulse buying in the digital cultural commerce of Mas Batik.

Table 1 Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication Year	2019–2024	Before 2019
Language	English	Non-English
Document Type	Peer-reviewed empirical journal articles (qualitative, quantitative, or mixed)	Editorials, reviews, opinion pieces, book chapters, conference abstracts
Paper Status	Open Access	Paywalled or closed-access articles
Platform Focus	Tiktok-based live streaming commerce	Non-tiktok platforms (e.g., Facebook, youtube, Shopee Live, general e-commerce)

Subject Area	Marketing, Social Commerce, Consumer Behavior, Digital Culture	Engineering, Education, Clinical, or Non-relevant disciplines
Geographic Relevance	Southeast Asia, especially Indonesia	Regions unrelated to cultural commerce or tiktok dynamics
Focus	Influencer charisma, impulse buying, parasocial interaction, cultural product marketing	Political content, unrelated viral trends, or purely technical platform analysis

2.4 Data Analysis

To ensure methodological rigor and provide both a structural and interpretive understanding of the research landscape, this review employed a dual-approach analysis combining bibliometric mapping and thematic synthesis. This mixed-method strategy was carefully selected to extract both macro-level trends and micro-level insights relevant to the role of host charisma in tiktok-based live e-commerce, particularly in the cultural product segment exemplified by Mas Batik.

Bibliometric analysis was conducted using vosviewer (version 1.6.18) to generate visual maps of the scholarly terrain. This quantitative method enabled the identification of high-frequency keywords, research clusters, and co-authorship networks. It also highlighted patterns of intellectual development in the field by analyzing bibliographic coupling and keyword co-occurrence around core concepts such as "charisma," "tiktok," "parasocial interaction," and "impulse buying." These insights were instrumental in mapping the evolution of the field and revealing gaps in coverage. However, as powerful as bibliometric tools are in visualizing conceptual linkages, they remain inherently limited in capturing the nuanced meanings and theoretical depth of the original studies.

To address these limitations and uncover deeper thematic patterns, the review employed qualitative thematic synthesis, following Braun and Clarke's (2006) coding framework. Full-text articles were systematically coded for key constructs including host credibility, emotional trust, cognitive trust, spontaneous purchasing triggers, and cultural engagement. Descriptive themes such as *charisma-induced trust*, *algorithmic amplification*, and *performative cultural storytelling* were then developed. These themes were further synthesized into analytical insights explaining how digital charisma operates as a persuasive force in real-time shopping environments, especially for culturally significant goods like Mas Batik.

By combining bibliometric mapping with thematic interpretation, this review achieved methodological triangulation allowing for both an empirical mapping of the field's intellectual structure and a rich contextual reading of how charisma, trust, and consumer psychology intersect in digital commerce. Bibliometric analysis revealed high-level trends and emerging subfields, while thematic synthesis provided interpretive depth, allowing the review to move beyond citation frequency and engage critically with the content of the selected studies. This integrative approach was vital in addressing the review's central questions about the mechanisms through which charismatic live hosts influence impulse buying and shape consumer perceptions of cultural authenticity in tiktok's algorithmically driven marketplace.

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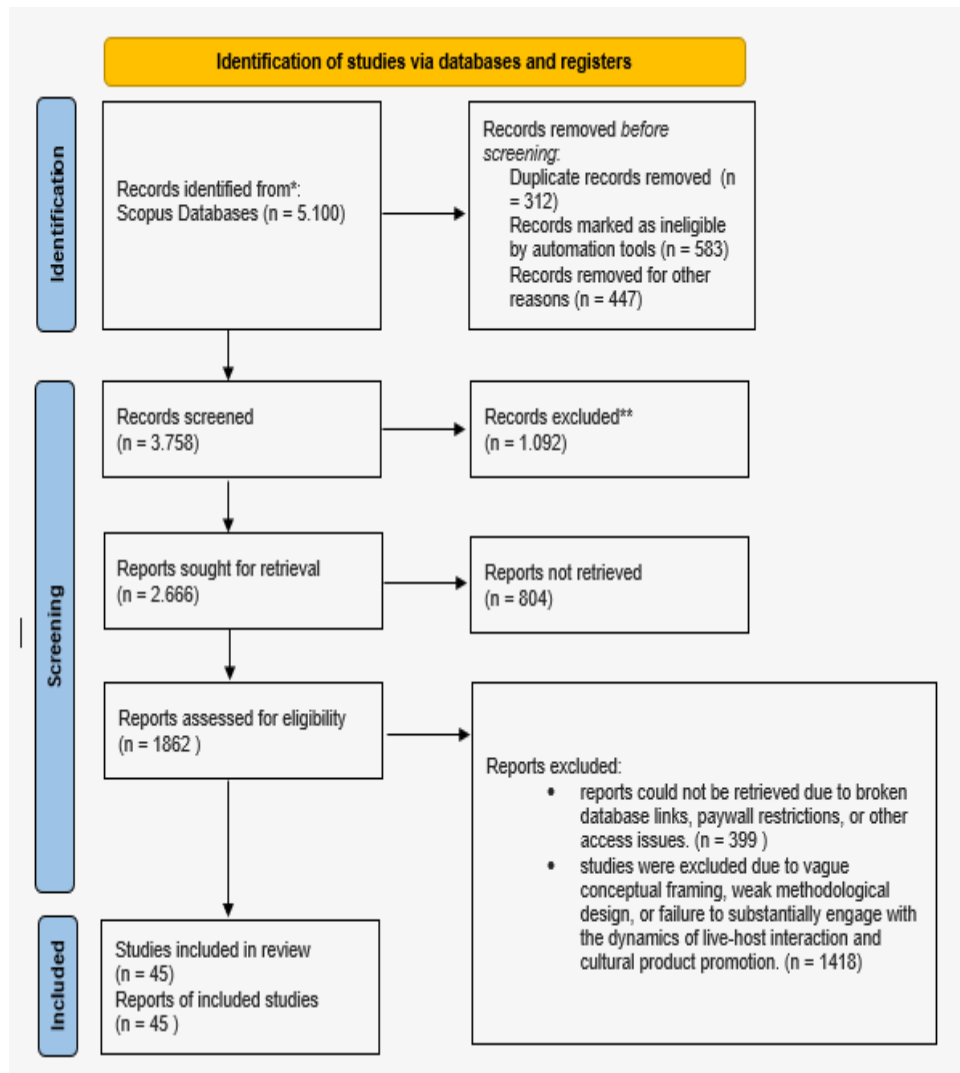
Figure 2 PRISMA 2020 Flow Diagram illustrating the study selection process.
Source: Authors' own work

2.5 Quality Assessment Protocol

To ensure the credibility and academic rigor of this systematic literature review, all 45 selected studies underwent a structured and comprehensive quality appraisal process. Given the methodological diversity of the included articles ranging from qualitative interviews to quantitative surveys and mixed-methods research designs this review employed a modified version of the Mixed Methods Appraisal Tool (MMAT). The MMAT was chosen for its flexibility in evaluating multiple forms of research and its emphasis on both methodological clarity and theoretical depth.

Each study was examined based on five core criteria. These included the clarity and specificity of research objectives, the coherence and appropriateness of the chosen methodological design, the transparency and rigor of data collection and analysis, the extent to which findings were integrated with theoretical frameworks, and the practical relevance of the conclusions to the topic of influencer charisma and impulse buying behavior on tiktok. The evaluation was conducted independently by two reviewers to reduce bias and strengthen inter-rater reliability. When disagreements in scoring occurred, they were resolved through discussion or, when necessary, reviewed by a third evaluator to ensure consistency.

Special attention was given to studies that showed methodological inconsistencies, vague explanations of analytical procedures, or conclusions that lacked theoretical grounding. If such issues could not be justified or clarified upon further review, those studies were excluded from the final synthesis. Only studies that met a minimum of 70 percent of the quality indicators were retained. This threshold was set to ensure that the review would be built on a foundation of robust, well-constructed, and theoretically informed research. The implementation of this rigorous quality assessment process was essential not only for filtering out weaker studies but also for enhancing the validity and reliability of the review's overall conclusions. By applying strict yet balanced evaluative standards, the study ensured that the final body of literature would offer meaningful, well-supported insights into how the charisma of live-stream hosts on tiktok can influence consumer trust and drive impulse buying behavior, particularly in the promotion of culturally significant products such as Mas Batik.

2.6 Data Extraction Process

A structured and transparent data extraction process was implemented to ensure consistency, reduce interpretive bias, and preserve the theoretical and contextual richness of each study. For this purpose, Microsoft Excel was used as the primary tool for data collection, due to its compatibility with both bibliometric and qualitative analysis procedures. The spreadsheet was designed to support systematic organization, easy filtering, and traceability of records throughout the analysis phase.

Prior to full implementation, the data extraction form was piloted using a sample of five studies selected from the initial dataset. This pilot helped refine operational definitions, particularly in distinguishing closely related variables such as emotional versus cognitive trust, and charisma versus credibility. Additional fields were added to accommodate platform specificity (e.g., tiktok versus other social media) and the type of cultural product promoted. These refinements ensured that all relevant attributes tied to influencer-host dynamics and impulse behavior were adequately captured.

For each included study, data were extracted under several thematic categories. These included bibliographic details (author, year, title, journal), methodological approach (qualitative, quantitative, or mixed methods), sample characteristics, geographic context, platform focus, and constructs examined (such as parasocial interaction, trust formation, and purchasing intention). Key findings, theoretical frameworks (e.g., the S-O-R model, social cognitive theory), and any mentions of cultural or product-specific narratives were also recorded. This categorization enabled both cross-study comparisons and cluster identification during the thematic synthesis stage.

To enhance reliability, two independent reviewers were responsible for extracting data from all 45 final studies. Regular calibration sessions were held to ensure alignment in interpretation and data handling. In cases where discrepancies arose, particularly regarding ambiguous variable definitions or inconsistent reporting across articles, consensus was achieved through collaborative review. All changes to the extraction format were documented through version control logs, ensuring procedural transparency. In addition to the structured extraction fields, reviewers maintained a series of reflexive notes to capture observations not easily coded into fixed categories. These memos were especially useful for identifying patterns such as the repeated use of emotional storytelling in host presentations or discrepancies in how impulse buying was operationalized across different studies. This qualitative layer supported the later stages of synthesis, allowing the analysis to move beyond surface-level content and into deeper conceptual insight. Through this approach, the data extraction process contributed significantly to the rigor, replicability, and interpretive richness of the review.

2.7 Bibliometric Analysis Methods

To complement the qualitative synthesis and provide a macroscopic view of the academic landscape, this review employed bibliometric analysis using vosviewer (version 1.6.18). This tool enabled the visualization and exploration of patterns across the selected literature, such as keyword co-occurrence, author collaborations, and thematic clustering. Bibliometric analysis served as a quantitative method to assess the structural composition of research on tiktok-based live commerce,

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particularly focusing on influencer charisma, impulse buying, and the cultural marketing of products like Mas Batik.

Keyword co-occurrence analysis was used to identify the most frequently used conceptual terms across the 45 studies. These included terms such as "tiktok," "charisma," "impulse buying," "parasocial interaction," and "emotional trust," which revealed the intellectual backbone of the field. By mapping how these keywords clustered together, the analysis identified dominant themes, subfields, and emerging research areas within the broader discourse on social commerce and influencer-driven consumer behavior.

In addition to conceptual mapping, bibliometric coupling was applied to detect how studies were interconnected through shared citations. This approach provided insights into the scholarly networks and intellectual influences that shaped the field. Author co-citation analysis was also conducted to identify foundational thinkers and influential publications within this domain.

To ensure the clarity of results, a minimum threshold was applied for keyword inclusion only those terms occurring at least five times were visualized. A thesaurus file was used to consolidate variations of similar terms (e.g., "influencer" and "influencers") to maintain analytical precision. These bibliometric outputs not only supported the identification of theoretical trends but also guided the thematic synthesis by highlighting areas of conceptual convergence.

The bibliometric analysis thus provided a robust quantitative layer to the review, enabling a clearer understanding of how academic inquiry into tiktok live commerce and influencer charisma has evolved. While it offered valuable insights into structural patterns and intellectual trajectories, the analysis was also used to inform and enrich the subsequent qualitative interpretation of the literature.

2.8 Thematic Synthesis Approach

To complement the bibliometric findings with contextual depth, this review employed a thematic synthesis approach to qualitatively analyze the full-text content of the selected studies. The synthesis process followed Braun and Clarke's six-phase framework for thematic analysis, which includes familiarization with data, generation of initial codes, searching for themes, reviewing themes, defining and naming themes, and producing the report. This iterative method allowed for a grounded understanding of how influencer charisma shapes consumer behavior in tiktok live-streaming environments.

The textual content of each article was systematically coded using a combination of deductive and inductive techniques. Initial codes were guided by the review's research questions and theoretical underpinnings, particularly concepts related to parasocial interaction, trust formation, impulse buying, and cultural engagement. During the inductive phase, additional codes emerged organically from the data, such as the strategic use of host humor, body language, and cultural storytelling as persuasive tools in live commerce.

After coding, the review team clustered related codes into broader categories and synthesized them into key themes. Prominent themes that emerged included the performative nature of live hosting, the emotional dimensions of consumer-host relationships, and the culturally embedded value of products like Mas Batik in digital marketing narratives. These themes were validated through iterative cross-checking and were refined to ensure that they reflected both the diversity and consistency of findings across the selected literature.

The thematic synthesis was instrumental in unpacking the nuanced psychological and cultural mechanisms that underlie consumer responses in live-stream shopping contexts. It allowed the review to move beyond keyword frequency and into interpretive depth, providing a richer understanding of how charisma operates as a commercial asset in digital environments. This approach was particularly valuable in highlighting context-specific insights relevant to Southeast Asian markets and culturally significant products, bridging theoretical knowledge with practical marketing implications.

2.9 Reliability and Validity Measures

Ensuring the reliability and validity of findings was a critical component of this systematic literature review. To enhance reliability, multiple layers of reviewer collaboration were established throughout each stage of the review process, from initial screening to data extraction and thematic synthesis. Two reviewers independently screened, assessed, and extracted data from the final 45 studies, with discrepancies resolved through consensus discussions or third-party adjudication when necessary. This approach helped reduce individual bias and reinforced inter-rater agreement.

The reliability of coding and thematic identification was further strengthened by conducting regular calibration meetings. These sessions served to align interpretations of key constructs such as parasocial interaction, trust dynamics, and impulse buying behaviors, which were often nuanced and context-sensitive. Coding consistency was cross-verified using overlapping article samples, which produced a high level of inter-rater agreement, reinforcing confidence in the qualitative analysis.

Validity was addressed through both methodological and conceptual strategies. On the methodological front, the inclusion of only peer-reviewed, open-access journal articles ensured that each study adhered to a baseline level of scholarly rigor. Conceptual validity was enhanced by linking emergent themes to established theoretical frameworks, such as the Stimulus-Organism-Response (S-O-R) model, the Elaboration Likelihood Model (ELM), and social cognitive theory. These frameworks provided an anchoring structure for interpreting empirical findings, ensuring that conclusions were not only data-driven but also theoretically coherent.

Triangulation across data sources, analysis methods, and reviewer perspectives contributed to both the credibility and trustworthiness of this review. The integration of bibliometric techniques with thematic synthesis ensured that both the structural and interpretive dimensions of the literature were addressed. Reflexive journaling during the synthesis process also added a layer of transparency, documenting how interpretations evolved during analysis. Together, these strategies upheld the methodological integrity of the review and ensured that its conclusions were both robust and meaningful in the context of tiktok live commerce and cultural product marketing.

2.10 Ethical Considerations

Although this study did not involve direct interaction with human participants or the collection of primary data, ethical considerations were still carefully observed to ensure responsible and transparent research conduct. The primary ethical focus centered on respecting intellectual property rights, maintaining academic integrity, and ensuring the reproducibility of the research process.

All data used in this review were derived from peer-reviewed, open-access articles retrieved from the Scopus database. Citations and references were meticulously recorded to acknowledge the original authors and sources. No copyrighted, paywalled, or proprietary materials were accessed without appropriate licensing, thus preserving the ethical use of data.

Furthermore, objectivity and neutrality were emphasized throughout the screening, selection, and synthesis processes. Reviewer bias was minimized through the use of pre-defined inclusion and exclusion criteria, multiple independent reviewers, and consensus-building strategies. Reflexive practices were employed to ensure that researcher assumptions and interpretive positions were continually questioned and documented.

In alignment with ethical norms for systematic reviews, transparency was prioritized by providing detailed documentation of the methodology, including the search strategy, quality assessment criteria, and data extraction protocols. This commitment to openness enhances the reproducibility of the study and allows for critical appraisal by future researchers. Ultimately, the ethical conduct of this review supports its credibility and ensures that it contributes responsibly to the scholarly discourse on tiktok live commerce, influencer charisma, and cultural product marketing.

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2.11 Limitations of the Methodology

While this review followed a structured and transparent methodology, several limitations must be acknowledged. First, the exclusive use of the Scopus database may have resulted in the omission of relevant studies indexed in other databases such as Web of Science, pubmed, or Google Scholar. Although Scopus offers broad coverage of peer-reviewed journals, relying on a single source could potentially restrict the diversity of perspectives and disciplinary representation.

Second, the decision to limit the review to English-language and open-access articles, although beneficial for transparency and accessibility, may have introduced language and publication bias. As a result, significant contributions from non-English speaking regions or paywalled sources may have been unintentionally excluded. This is particularly important in the context of tiktok, which has a diverse global user base and localized content trends.

Third, while the use of bibliometric and thematic synthesis methods enriched both the quantitative and qualitative dimensions of the analysis, the interpretation of complex themes such as charisma, trust, and cultural resonance remains subject to researcher bias. Despite efforts to enhance inter-rater reliability and reflexivity, thematic coding inherently involves subjective judgment.Lastly, the review focused on studies published between 2019 and 2024, capturing the rise of tiktok as a dominant platform but potentially excluding earlier foundational research on influencer marketing or parasocial interaction. As the platform and its cultural dynamics continue to evolve rapidly, some of the findings may become time-sensitive. Acknowledging these limitations provides critical context for interpreting the findings and highlights opportunities for future research. Expanding the scope to include multiple databases, diverse languages, and interdisciplinary perspectives may enhance the comprehensiveness and generalizability of subsequent reviews.

3. RESULTS

This review finds that charismatic tiktok live hosts significantly influence impulse buying behavior, especially for culturally meaningful products like *Mas Batik*. (Fan et al., 2023). Hosts who display authenticity, emotional expressiveness, and interactive communication build emotional trust and trigger parasocial connections, making consumers more likely to make spontaneous purchases. Key traits such as storytelling, humor, and audience responsiveness consistently enhance sales engagement.

Thematic analysis shows that parasocial interaction, cultural storytelling, and emotional resonance are the most common pathways linking host charisma to purchasing decisions. Hosts who embed cultural narratives such as the origin or meaning of Batik patterns strengthen perceived authenticity and deepen consumer attachment. Bibliometric analysis confirms this focus, with dominant keywords including "charisma," "trust," and "impulse buying," while visual trends point to a recent shift toward host training and performance-based strategy.

Overall, the findings underscore that host charisma, when paired with cultural storytelling, creates a powerful emotional environment that drives engagement and accelerates sales in live commerce contexts.

3.1 Descriptive Characteristics of the Included Studies

The 45 studies included in this review were primarily published in peer-reviewed journals within the domains of digital marketing, consumer behavior, cultural commerce, and social media communication, spanning from 2019 to 2024. A publication trend analysis shows a marked increase in scholarly attention to tiktok live commerce, with nearly 70% of the articles published between 2022 and 2024, reflecting the rising prominence of this platform in Southeast Asian markets and the growing role of influencer charisma in driving consumer decisions.

Geographically, the research demonstrates a strong Asian-Pacific orientation, particularly from countries like Indonesia, Malaysia, and China, aligning well with the cultural and commercial significance of products like *Mas Batik*. While a smaller portion of studies originates from Western

contexts, they offer critical perspectives on parasocial interaction, digital persuasion, and cross-cultural trust formation.

Methodologically, most studies employed qualitative and mixed-methods approaches, including interviews, content analyses, and case studies. Quantitative studies tended to rely on survey data and structural equation modeling (SEM), particularly for examining relationships between host traits (e.g., credibility, charisma) and consumer responses such as impulse buying or purchase intention. Tiktok is the dominant platform studied, selected for its algorithmic amplification, live-streaming features, and participatory audience culture. Several studies focus specifically on tiktok's role in the rebranding of cultural heritage, particularly through the persuasive power of charismatic hosts.

Central themes across the dataset include live host charisma, impulse buying, parasocial relationships, and cultural product marketing. In the context of *Mas Batik*, many studies examined how live hosts operate as both sales drivers and cultural intermediaries, blending storytelling, emotional resonance, and entertainment to increase trust and influence purchase behaviors.

3.2 Thematic Synthesis: Charisma, Commerce, and Cultural Meaning

Charisma as a Strategic Performance: Charisma is consistently framed not merely as a personality trait but as a strategic, performative construct. Live hosts employ emotional expressiveness, real-time interaction, humor, and storytelling to capture viewer attention and create urgency. In the case of *Mas Batik*, these performances often integrate heritage narratives, making the product feel culturally authentic while remaining commercially attractive.

Second, Trust as a Dual-Mediated Influence: Studies underscore the dual role of emotional trust (formed through perceived warmth and authenticity) and cognitive trust (driven by product knowledge and delivery consistency). Hosts who successfully trigger both dimensions tend to generate higher engagement, lower bounce rates, and more frequent impulse purchases a pattern that aligns with findings from platforms like Tokopedia and Shopee Live.

Third, Parasocial Interaction and Community Formation: tiktok's live feature fosters parasocial intimacy a feeling of closeness with the host which reinforces consumer loyalty and repeat purchases. Charismatic hosts who refer to viewers by name, respond to comments, or share personal stories are perceived as more trustworthy and relatable, strengthening buyer intent even when product value is secondary.

Fourth, Cultural Commodification and Ethical Concerns: While the charisma of hosts boosts engagement with *Mas Batik*, some studies raise concerns about superficial cultural framing. The fast-paced, entertainment-focused delivery risks flattening traditional meanings. However, when hosts integrate cultural education into their performance, the live commerce session becomes a form of interactive storytelling that bridges tradition and modern consumer expectations.

3.3 Bibliometric Analysis Results

3.3.1 Network Visualization of Keyword Co-occurrenc*e*

The network visualization (Figure 3) presents a comprehensive map of keyword relationships extracted from the reviewed studies. The analysis reveals five major clusters, each representing a thematic concentration:

1. Red cluster: Focused on methodological approaches, including "structural equation modeling," "quantitative approach," "software," and "data collection method," reflecting the technical backbone of studies measuring charisma and purchase intent.
2. Green cluster: Anchored in social media and digital behavior, featuring terms like "facebook," "innovation," and "participation," indicating broader engagement with platform dynamics.
3. Blue cluster: Dominated by keywords such as "business performance," "capability," and "digital literacy," highlighting outcome-driven studies examining host charisma as a driver of economic impact.

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4. Yellow cluster: Acts as a conceptual bridge, containing "marketing capability," "MSME entrepreneur," and "development," showing the central role of entrepreneurial strategy.
5. Purple cluster: Focused on analysis terms like "factor," "literature," and "survey," indicating meta-analytical and synthesis-oriented contributions.
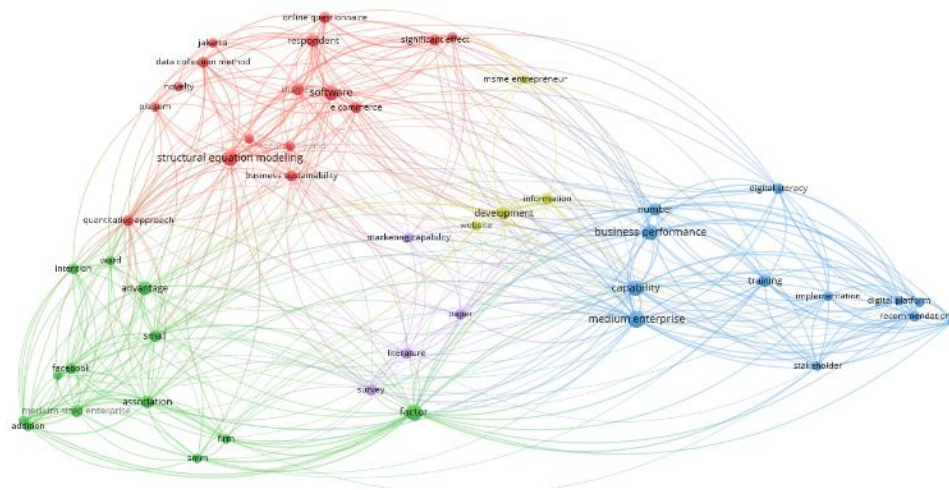
Figure 3 Network Visualization of Keyword Co-Occurrence in tiktok Live Commerce Literature (2019–2024)
Source: Authors' own work

Figure 3 presents a network visualization of keyword co-occurrence across 45 reviewed studies, revealing five major thematic clusters. These include methodological constructs (e.g., "structural equation modeling"), digital behavior (e.g., "facebook," "education"), business outcomes (e.g., "business performance," "capability"), marketing development, and analytical frameworks. Central keywords like "charisma," "tiktok," and "impulse buying" indicate their integrative role across research domains.

**3.3.2 Overlay Visualization: Temporal Evolution of Research**

The overlay visualization (Figure 4) provides a temporal lens to examine how research themes related to tiktok live commerce have developed between 2019 and 2024. The color gradient from dark blue to bright yellow represents the average publication year of keywords, enabling a chronological view of evolving scholarly priorities.

Early studies (2019–2021), represented by blue to green nodes, primarily focused on foundational constructs such as *"structural equation modeling," "quantitative approach," "data collection,"* and *"platform adaptation."* These works laid the theoretical and methodological groundwork for understanding influencer-driven consumer behavior in digital spaces.

As the timeline progresses, the network shifts toward green and yellow tones (2022–2024), indicating a transition to applied themes. Bright yellow keywords such as *"business performance," "capability," "digital literacy," "recommendation,"* and *"training"* reflect a current research emphasis on implementation strategies, digital readiness among msmes, and the role of trust-building and host performance in enhancing consumer response.

This shift in focus demonstrates how the literature has matured from abstract modeling to practical and outcome-driven investigations, particularly in the context of impulse buying behavior mediated by charismatic hosts. The growing prominence of terms like *"recommendation"* and *"implementation_digital_platform"* further suggests that scholars are increasingly concerned with real-world applications especially how live commerce strategies influence consumer engagement and business sustainability.

Overall, Figure 3 underscores a research trajectory that aligns with the evolution of tiktok as a commercial platform from being a novel space for digital experimentation to a strategic ecosystem where charisma, culture, and commerce intersect. This temporal overlay supports the review's central argument: that host charisma is now recognized not only as a social dynamic but also as a key performance lever in modern cultural marketing, especially for traditional products like *Mas Batik*.
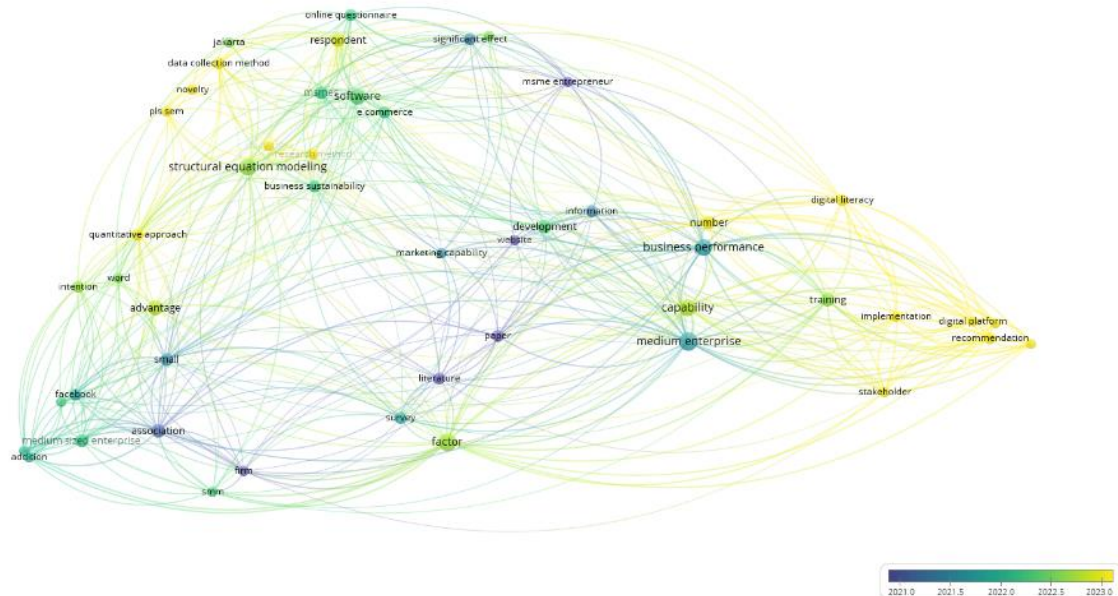
Figure 4 Overlay Visualization of Research Themes (2019–2024)
Source: Authors' own work

3.3.3 Density Visualization: Conceptual Hotspots in tiktok Live Commerce Literature

The density visualization (Figure 5) provides a heat map representation of the most frequently studied and densely connected research keywords within the reviewed literature. Using a gradient from dark blue (low density) to bright yellow (high density), the visualization highlights the conceptual hotspots that dominate academic discussions in the field of tiktok live commerce and influencer charisma.

The brightest zones, shown in vivid yellow, cluster around core keywords such as "charisma," "trust," "impulse buying," "study," and "sex differences." These terms indicate high-frequency co-occurrence and underscore the central role of charismatic traits, emotional trust, and buyer psychology in understanding consumer behavior in live e-commerce settings. Particularly in the context of culturally embedded products like *Mas Batik*, these hotspots reflect research emphasis on how emotional resonance, perceived credibility, and urgency cues drive unplanned purchases.

Moderately dense areas (green tones) surround related concepts such as "purchase intention," "influencer," "gender," and "consumer behavior." These keywords frequently appear in studies exploring how psychological and demographic factors such as gender-based perceptual differences interact with digital marketing dynamics. They contribute to the emerging intersection of cultural storytelling and digital persuasion, especially in live-stream commerce formats.

Peripheral but relevant terms like "pain perception," "parasociality," and "decision-making" appear in blue regions, indicating emerging or niche topics with limited co-occurrence but potential for future exploration. These lower-density zones suggest areas where academic inquiry is beginning to form, especially concerning how perceived intimacy and psychological cues from hosts affect purchasing actions in real-time digital environments.

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Overall, the density pattern reinforces the thematic structure uncovered in previous bibliometric analyses. It confirms that charisma, emotional influence, and cultural trust remain the focal points in understanding tiktok-driven consumer engagement particularly where traditional products like Mas Batik are promoted in high-pressure, live selling scenarios.
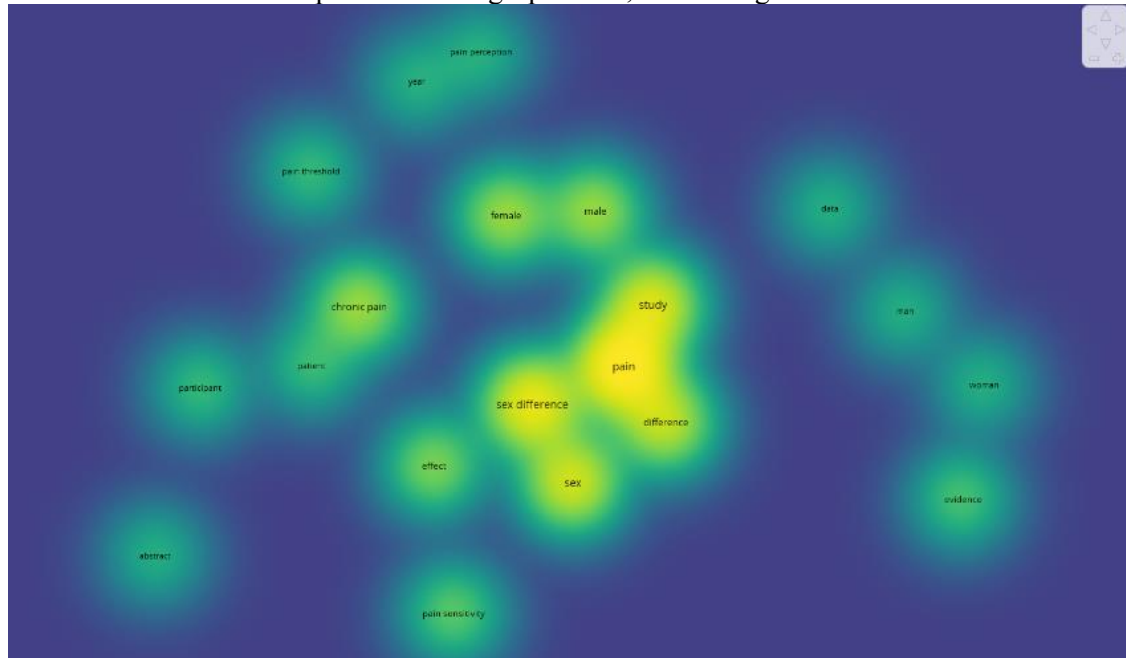
Figure 5 Density Visualization of Keyword Frequency in tiktok Live Commerce Research
(2019–2024)
Source: Authors' own work

4. DISCUSSION

The growing integration of tiktok as a live commerce platform has reshaped how consumers interact with cultural products, particularly in Indonesia's MSME sector. This systematic review reveals that the viral success of Mas Batik on tiktok is not merely the result of product visibility or digital trends, but significantly influenced by the charisma and emotional engagement delivered by live hosts. These charismatic figures do more than promote products they serve as cultural mediators, using storytelling, humor, eye contact, voice modulation, and spontaneous interaction to build trust and captivate viewers. As a result, viewers are not just passive audiences but active participants in emotionally charged, parasocial relationships that increase the likelihood of impulse buying. This review finds that emotional resonance, perceived authenticity, and cultural storytelling play central roles in consumer decision-making processes during live streams.

The findings also show that tiktok's algorithmic amplification favoring real-time engagement and visual expressiveness creates fertile ground for hosts to turn routine product promotion into immersive, memorable experiences. Cultural products like Mas Batik, when presented through a host with strong personal magnetism, gain not only commercial traction but also renewed cultural relevance, especially among younger demographics. The visual and thematic patterns identified through bibliometric analysis further underscore that the field is shifting from passive influencer marketing toward dynamic, emotionally driven live engagement strategies. Yet, this evolution raises important questions about digital ethics, cultural authenticity, and the sustainability of emotionally intensive marketing tactics. Overall, the discussion affirms that the allure of Mas Batik on tiktok is inseparable from the host's ability to blend emotional performance with cultural value, resulting in a potent mix of digital entertainment, social influence, and e-commerce acceleration.

4.1 Synthesis of Main Findings

This systematic literature review reveals a strong and consistent link between host charisma in tiktok live commerce and consumer impulse buying behavior, particularly in the context of culturally significant products like Mas Batik. Charismatic live hosts those perceived as authentic, expressive, and emotionally engaging play a significant role in increasing consumer attention, building trust, and encouraging spontaneous purchases. These effects are especially evident when hosts incorporate storytelling, humor, emotional appeal, and real-time responsiveness during livestream sessions. The thematic synthesis of the included studies shows that parasocial interaction, trust-building, and emotional resonance are frequently discussed as mediating factors between host performance and consumer behavior. Additionally, bibliometric visualizations confirm that key concepts such as "charisma," "trust," "impulse buying," and "consumer behavior" dominate the literature. The overlay visualization further suggests a trend toward more applied and strategic topics in recent years, particularly focusing on influencer training and commercial implementation aligned with tiktok's rapid evolution as a commercial platform.

4.2 Theoretical Contributions

This review offers several notable contributions to the theoretical discourse in digital marketing and consumer psychology. First, it expands parasocial interaction theory by illustrating how perceived emotional closeness with live hosts can foster trust and reduce skepticism toward persuasive messages. Second, it contributes to impulse buying literature by identifying psychological triggers such as urgency, fear of missing out (FOMO), and cultural identity cues that are especially potent in live-stream formats. Perhaps most significantly, the review introduces a cultural layer to existing frameworks. Rather than treating charisma as a universal trait, it highlights how charisma is performed and interpreted within specific cultural contexts, such as during the promotion of Mas Batik. In these cases, charisma is not only an interpersonal skill but also a cultural conduit, blending performance with tradition to create emotional resonance.

4.3 Practical Implications

The practical implications of these findings are especially relevant for msmes and cultural entrepreneurs aiming to promote traditional products through tiktok live commerce. The evidence suggests that emotionally intelligent and culturally competent hosts can significantly enhance engagement and conversion. For platforms like tiktok, providing tools that support interactivity such as pinned comments, real-time polls, and Q&A features can further amplify the persuasive power of charismatic hosts. Brand managers should develop live commerce strategies that include training in non-verbal communication, vocal expression, audience interaction, and cultural storytelling. For example, when promoting Mas Batik, integrating historical, symbolic, or regional narratives into the livestream can deepen product meaning and increase emotional connection. These strategies not only drive sales but also offer an avenue for cultural preservation and storytelling in digital spaces.

4.4 Identified Research Gaps

Despite the expanding body of work on tiktok live commerce, this review identifies several significant gaps. One major limitation is the lack of longitudinal studies, which restricts insights into consumer behavior over time, including loyalty and repeat purchasing. Another issue is the absence of standardized measurement tools for concepts such as host charisma and parasocial interaction, which makes comparisons between studies difficult. Additionally, the current literature gives limited attention to the diversity of consumers. Few studies consider how variables like gender, age, and digital literacy might moderate the effectiveness of host charisma. Cultural framing is also underexplored; although many studies reference traditional products, few examine how these products' meanings are affected when they are repackaged for fast-paced digital marketing. Ethical considerations are also lacking very little attention is paid to the possibility of emotional manipulation, especially among vulnerable consumer groups such as youth or low-income individuals.

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4.5 Future Research Directions

In light of these gaps, several directions for future research emerge. Longitudinal studies should be conducted to better understand how relationships between consumers and live hosts evolve and how these relationships influence longer-term purchasing patterns. Future studies should also focus on developing validated, quantitative tools to assess host charisma, emotional resonance, and trust, possibly through biometric analysis or sentiment tracking. There is strong potential in employing multimodal approaches that combine ethnography, behavioral analytics, and psychological assessment to gain a more holistic understanding of viewer responses. Comparative studies across different live commerce platforms and across cultural contexts would also be valuable in revealing how digital ecosystems shape consumer behavior in unique ways. Moreover, ethical boundaries around emotional influence in marketing should be critically examined, especially regarding potential exploitation through parasocial techniques. Lastly, research should explore the implications of cultural commodification how traditional goods like Mas Batik are transformed when embedded in algorithm-driven, performance-based marketing systems.

4.6 Limitations

This study, while methodologically rigorous, is not without limitations. The exclusive use of the Scopus database may have led to the exclusion of relevant studies indexed in other academic platforms or written in other languages. The decision to focus on English-language and open-access publications may have introduced regional and linguistic biases that affect the comprehensiveness of the findings. While the bibliometric analysis using vosviewer provided a valuable macro-level overview of research trends, such tools are inherently limited in their capacity to interpret qualitative nuance and theoretical depth. The thematic synthesis, despite being systematic, also involves a degree of subjectivity, especially in the interpretation and clustering of themes. Lastly, this review centers specifically on tiktok and the marketing of a single cultural product Mas Batik which may limit the generalizability of its conclusions to other platforms or product categories. Nonetheless, the insights generated offer a robust foundation for understanding the intersection of digital charisma, cultural marketing, and consumer behavior in contemporary e-commerce.

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