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Traditional crafts in digital commerce: Consumer value and behavior on TikTok China's ceramic live-streaming

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Abstract: This paper analyzes how TikTok China's live-streaming platform transforms the marketing of Jingdezhen ceramics. Using Structural Equation Modeling (SEM), the research examines how consumers' perceived value influences their purchase satisfaction and subsequent behavior during Jingdezhen ceramics live-streaming sessions. The model identifies and quantifies key influence pathways, revealing that perceived enjoyment during live-streaming is a crucial mediating variable affecting consumers' perceived value and purchase satisfaction of Jingdezhen ceramics. The study validates the significant impact of integrating Jingdezhen ceramics' traditional cultural characteristics with live-streaming presentation methods on consumer purchase decisions through rigorous SEM analysis. The statistical modeling reveals causal relationships among ceramic value perception, live-streaming interaction experience, and purchase outcomes. While the research is limited to Jingdezhen ceramic products, this SEM-based approach provides empirical evidence for optimizing traditional ceramic product marketing on digital platforms while offering theoretical guidance and practical implications for Jingdezhen ceramics' inheritance and innovation in the digital era.

Keywords: *Consumer satisfaction, Jingdezhen ceramics, Live-streaming Commerce, Perceived value, Structural equation modeling.*

1. Introduction

Jingdezhen, China's historical center of porcelain production , marked a significant milestone when designated as the 'Ceramic Culture Inheritance and Innovation Pilot Zone' in 2019 [1]. This initiative, aligned with China's 14th Five-Year Plan, emphasizes the digitalization of ceramic cultural heritage in the modern era [2]. The transformation has been particularly evident in the emergence of live-streaming retail [3] where traditional craft marketing meets digital innovation. TikTok China, with over 600 million daily active users [4] has become a pivotal platform for this digital transformation, particularly in the ceramic industry. Ceramic is one of product design needs certain quality of aesthetics on form-giving that reflects to the human sensation [5].

The integration of Jingdezhen's ceramic trade with live-streaming commerce has shown remarkable growth, with sales reaching 3.067 billion yuan in 2021 and doubling the following year [4]. This "ceramics + e-commerce + live streaming" model represents a significant innovation in traditional craft marketing. However, this rapid digital transformation has introduced new challenges, including inconsistent streaming quality, insufficient professional hosts, and discrepancies between online and offline consumer experiences of ceramic products. This may can be related to the attributes of unconscious interaction between human cognition and behavior in everyday product[6].

This research applies Structural Equation Modeling (SEM) to analyze how consumers perceive and value Jingdezhen ceramics through TikTok China's live-streaming platform [2]. Specifically, it investigates the relationships between perceived value, enjoyment, purchase satisfaction, and post-purchase behavior. The findings aim to provide practical insights for optimizing product presentation,

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streaming environments, and overall consumer experience in the digital marketing of traditional ceramics.

2. Related Work

Perceived value theory serves as a crucial foundation for consumer behavior research. The seminal research by Sheth, et al. [7] deconstructed consumer perceived value into emotional, social, functional, cognitive, and contextual dimensions, creating a foundation for future studies [7]. With the development of live-streaming retail, scholars have begun to focus on consumer behavioral characteristics in this emerging field [8] found that perceived value in the live-streaming shopping environment exhibits new features, with interactivity and immediacy becoming key factors influencing consumer decision-making [8]. It can be seen through the case for intuition-driven design expertise [9].

In the context of live-streaming retail, Perceived Enjoyment (PE) demonstrates unique value. Xi, et al. [10] empirically confirmed that the entertainment and social aspects of live-streaming shopping significantly influence consumers' purchase intentions Xi, et al. [10]. Tian and Frank [11] further revealed that real-time interaction between streamers and viewers enhances user enjoyment experience, thereby facilitating purchase decisions [11].

Live-streaming Interactivity (LI), as a crucial characteristic, live-streaming Interactivity (LI) has received extensive attention. Through questionnaire surveys, Fan, et al. [12] discovered that real-time interaction in live-streaming rooms significantly affects consumer trust and purchase intention Fan, et al. [12]. Wu, et al. [13] indicated that different forms of interaction (such as bullet screens, virtual gifts, and Q&A) have varying degrees of influence on consumer behavior Wu, et al. [13]. Zhang, et al. [14] found that real-time interaction in live-streaming shopping enhances consumer purchase confidence more effectively than traditional e-commerce [14].

Product Authenticity (PA) plays a vital role in live-streaming retail. Liu and Sun [15] demonstrated that live demonstrations significantly enhance consumers' perception of product authenticity Liu and Sun [15]. Hamidah, et al. [16] pointed out that streamers' professional presentation and authentic interaction effectively reduce consumers' perceived risk [16].

Cultural products possess unique characteristics in live-streaming retail. Yingqing, et al. [17] found that presenting traditional cultural elements enhances product perceived value [17]. Through case analysis, Li, et al. [18] confirmed that cultural identity plays a crucial role in live-streaming sales of artistic products [18].

Regarding satisfaction and post-purchase behavior research, Li, et al. [19] discovered through questionnaire surveys that interaction quality in live-streaming shopping is significantly correlated with consumer satisfaction Li, et al. [19]. Yi, et al. [20] showed that live-streaming shopping satisfaction significantly influences consumers' repurchase intentions Yi, et al. [20]. Gallarza and Saura [21] empirically confirmed that word-of-mouth communication in social media environments has a significant impact on post-purchase behavior.

The above research indicates that consumer behavior in live-streaming retail environments exhibits new characteristics, with factors such as perceived value, interactivity, and authenticity jointly influencing consumers' purchase decisions and post-purchase behavior. Based on these existing literature findings, this study constructs a consumer behavior research model adapted to live-streaming retail, providing a theoretical foundation for understanding consumer behavior in the new retail environment.

3. Methodology

3.1. Theoretical Framework

Structural equation modeling (SEM), a statistical method for analyzing linear relationships between observed and latent variables, has been extensively validated in studies of customer satisfaction and behavioral intentions [21]. Based on the unique characteristics of Jingdezhen TikTok (China) short

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video commerce, our research model (Fig.1) examines the following relationships: Four key factors - product attributes, cultural elements, interactive features, and authenticity - shape consumers' perceived value in live-streaming environments. These factors, enhanced by perceived enjoyment, influence both purchase satisfaction and subsequent consumer behavior. The model further posits that satisfaction directly impacts post-purchase actions.

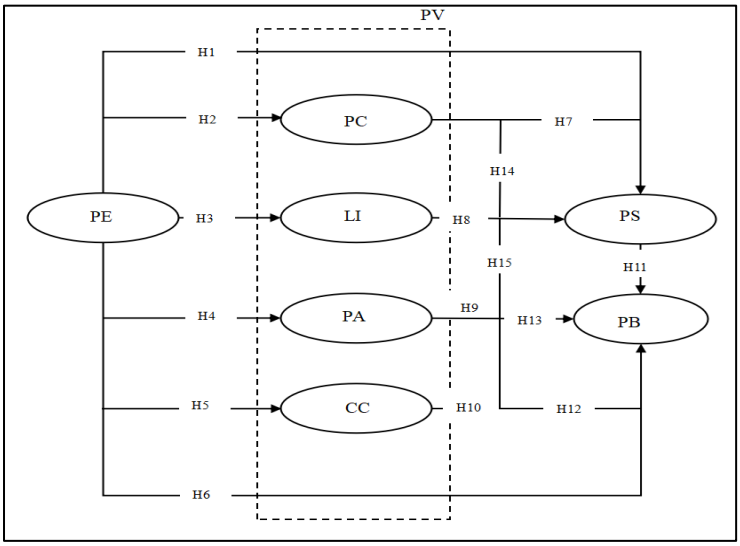

Figure 1.
Research model of this study.

3.2. Hypothetical

Based on prior literature, we developed the following hypotheses, with their proposed relationships illustrated in Figure 1.

Hypotheses Related to Perceived Enjoyment (PE)

H_1: *PE → PS (Purchase Satisfaction)*

H_2: *PE → PC (Product Characteristics)*

H_3: *PE → LI (Live-streaming Interactivity)*

H_4: *PE → PA (Product Authenticity)*

H_5: *PE → CC (Cultural Characteristics)*

H_6: *PE → PB (Post-purchase Behavior)*

Hypotheses Related to Purchase Satisfaction (PS)

H_7: *PC → PS*

H_8: *LI → PS*

H_9: *PA → PS*

H_{10}: *CC → PS*

Hypotheses Related to Post-purchase Behavior (PB)

H_{11}: *PS → PB*

H_{12}: *CC → PB*

H_{13}: *PA → PB*

H_{14}: *PC → PB*

H_{15}: *LI → PB*

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3.3. Questionnaire

The empirical investigation utilized questionnaire data to examine how TikTok (China) platform characteristics influence consumers' value perception, perceived hedonism, purchase satisfaction, and post-purchase behavior. Data collection was conducted between March and May 2023, yielding 455 valid responses from 658 participants after excluding invalid submissions. The sample size exceeded the minimum requirement for structural equation modeling, being 30 times the number of questionnaire items [22].

Our instrument measured demographics (gender, age, education, monthly income) and platform-specific items (price, viewing frequency, ceramic product-related streaming preferences). Using a 7-point Likert scale, we measured eight constructs: authenticity, product characteristics, culture, interactivity, value perception, perceived enjoyment, purchase satisfaction, and post-purchase behavior. The measurement items were adapted from validated literature.

3.4. Date Collection

Based on a survey of 455 respondents, the demographics reveal distinctive characteristics: a slightly higher proportion of females (55.4%), predominantly young adults aged 20-30 (48.4%), with a mean age of 30.2 years. The sample demonstrates high educational attainment, with over 60% holding bachelor's degrees or above. Regarding usage patterns, the average viewing duration is 2.6 hours, with more than 60% of users spending less than 3 hours daily. Preferences for ceramic products show diverse interests, averaging 3.8 categories per user, with coffee ware (78.7%) and ceramic handicrafts (58.9%) being the most popular choices. These findings paint a portrait of a well-educated, young user base characterized by diverse product interests and moderate usage habits (Table 1).

Table 1.
Demographic Profile of Participants (N=455).

Sample	Category	Number	Percentage
Gender	Male	203	44.60%
	Female	252	55.40%
Age	Under 20	60	13.20%
	20-30	220	48.40%
	31-40	116	25.50%
	41-50	35	7.70%
	over 50	24	5.30%
Education	High school degree	88	19.30%
	Junior college	81	17.80%
	Bachelor's degree	207	45.50%
	Master's degree	55	12.10%
	Doctoral degree	24	5.30%
Viewing Frequency	Under1hour	163	35.80%
	1-3hour	124	27.30%
	3-5hour	97	21.30%
	5-7hour	46	10.10%
	Above 7hour	25	5.50%
Favourite Ceramic production	Tableware	237	52.10%
	Coffee ware	358	78.70%
	Tea ware	247	54.30%
	Ceramic Accessories	254	55.80%
	Ceramic Handicrafts	268	58.90%
	Others	378	83.10%

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3. Analysis and Results

3.1. Reliability Analysis

We assessed measurement reliability using SPSS (Version 24.0). The Cronbach's α values for all constructs exceeded 0.9, substantially surpassing Hair [23] recommended threshold of 0.66. Item-total correlations were above 0.8, exceeding the standard criterion of 0.5. Additionally, removing any item would decrease the scale's alpha value, confirming that all items should be retained. These results demonstrate robust internal consistency of our measurement scales (Table 2).

Table 2.
Reliability Analysis.

Dimension	Items	Corrected Item-to-Total Correlation	Cronbach's α if Item Deleted	Cronbach's α
PC	PC1	0.781	0.879	0.905
	PC2	0.721	0.892	
	PC3	0.787	0.878	
	PC4	0.774	0.881	
	PC5	0.744	0.887	
CC	CC1	0.818	0.885	0.914
	CC2	0.826	0.879	
	CC3	0.840	0.867	
PA	PA1	0.784	0.823	0.883
	PA2	0.772	0.834	
	PA3	0.761	0.844	
LI	LI1	0.803	0.901	0.92
	LI2	0.806	0.9	
	LI3	0.794	0.902	
	LI4	0.794	0.902	
	LI5	0.772	0.907	
PE	PE1	0.882	0.919	0.941
	PE2	0.832	0.928	
	PE3	0.829	0.929	
	PE4	0.837	0.927	
	PE5	0.822	0.931	
PS	PS1	0.884	0.919	0.941
	PS2	0.828	0.929	
	PS3	0.849	0.925	
	PS4	0.842	0.927	
	PS5	0.796	0.935	
PB	PB1	0.813	0.892	0.917
	PB2	0.787	0.898	
	PB3	0.811	0.893	
	PB4	0.81	0.893	
	PB5	0.713	0.913	

3.2. Exploratory Factor Analysis

SPSS 24.0 was used to conduct the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity (Table 3). The KMO values ranged from 0.868 to 0.909, substantially exceeding the threshold of 0.5. Bartlett's test yielded significance levels approaching zero ($p < 0.05$), supporting the data's suitability for factor analysis [24, 25]. Principal component analysis revealed four factors with eigenvalues greater than 1 for each variable. The cumulative variance explained exceeded 50%, with item communalities above 0.5 and factor loadings above 0.6, meeting the criteria proposed by [26]. These results confirm the construct validity for subsequent analyses.

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Table 3.
Exploratory Factor Analysis.

Dimension	Items	KMO	Bartlett Sphere Test	Factor Loading	Commonality	Eigenvalue	Total variation explained%
PC	PC1	0.868	0	0.865	0.748	3.625	72.50%
	PC2			0.821	0.675		
	PC3			0.87	0.757		
	PC4			0.861	0.741		
	PC5			0.839	0.704		
CC	CC1	0.759	0	0.845	0.919	2.563	85.44%
	CC2			0.853	0.923		
	CC3			0.866	0.930		
PA	PA1	0.903	0	0.821	0.906	2.43	81.00%
	PA2			0.81	0.9		
	PA3			0.799	0.894		
LI	LI1	0.895	0	0.878	0.771	3.794	75.88%
	LI2			0.88	0.774		
	LI3			0.871	0.759		
	LI4			0.871	0.759		
	LI5			0.855	0.731		
PE	PE1	0.896	0	0.928	0.86	4.046	80.92%
	PE2			0.893	0.798		
	PE3			0.892	0.795		
	PE4			0.898	0.806		
	PE5			0.887	0.786		
PS	PS1	0.909	0	0.929	0.864	4.043	80.87%
	PS2			0.891	0.794		
	PS3			0.906	0.82		
	PS4			0.901	0.812		
	PS5			0.868	0.753		
PB	PB1	0.89	0	0.887	0.787	3.761	75.22%
	PB2			0.867	0.751		
	PB3			0.886	0.784		
	PB4			0.883	0.78		
	PB5			0.811	0.658		

3.3. Confirmatory Factor

We conducted confirmatory factor analysis using AMOS software (Table 4). Both unstandardized and standardized factor loadings exceeded 0.7, surpassing Chin [27] threshold of 0.5, indicating strong item-construct relationships [27]. The composite reliability (CR) values exceeded Hair [23] recommended threshold of 0.7, while the average variance extracted (AVE) for each construct surpassed the 0.5 criterion [28, 29]. These results demonstrate adequate convergent validity of our measurement model.

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Table 4.
Confirmatory Factor.

Dimension	Items	Unstandardized Factor Loading	Standardized Factor Loading	S.E.	p-Value	AVE	CR
PC	PC1	1	0.82	-	-	0.657	0.905
	PC2	0.948	0.764	0.052	0		
	PC3	0.966	0.84	0.046	0		
	PC4	0.969	0.823	0.047	0		
	PC5	0.938	0.804	0.048	0		
CC	CC1	1	0.882	-	-	0.782	0.915
	CC2	0.934	0.875	0.037	0		
	CC3	0.994	0.895	0.037	0		
PA	PA1	1	0.876	-	-	0.721	0.886
	PA2	0.962	0.84	0.043	0		
	PA3	0.968	0.831	0.044	0		
LI	LI1	1	0.854	-	-	0.698	0.920
	LI2	0.998	0.848	0.043	0		
	LI3	1.003	0.833	0.045	0		
	LI4	0.988	0.834	0.044	0		
	LI5	0.933	0.809	0.044	0		
PE	PE1	1	0.916	-	-	0.762	0.941
	PE2	0.893	0.869	0.031	0		
	PE3	0.892	0.856	0.032	0		
	PE4	0.905	0.864	0.032	0		
	PE5	0.968	0.857	0.035	0		
PS	PS1	1	0.919	-	-	0.762	0.941
	PS2	0.884	0.853	0.032	0		
	PS3	0.95	0.888	0.031	0		
	PS4	0.932	0.878	0.032	0		
	PS5	0.874	0.825	0.034	0		
PB	PB1	1	0.868	-	-	0.6926	0.918
	PB2	0.916	0.827	0.04	0		
	PB3	0.906	0.857	0.037	0		
	PB4	0.899	0.843	0.038	0		
	PB5	0.872	0.762	0.044	0		

3.4. Differential Validity

Following Fornell and Larcker [29] criterion, we assessed discriminant validity by comparing the square root of AVE with inter-construct correlations [29]. As shown in Table 5, all constructs (PC, PA, CC, LI, PE, PS, and PB) demonstrated significant correlations, while each construct's square root of AVE exceeded its correlations with other constructs, confirming adequate discriminant validity.

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Table 5.
Square Roots of the AVES Versus Correlations.

	PC	CC	PA	LI	PS	PE	PB	Average Value	Standard Deviation
PC	0.811							5.340	1.296
CC	0.600**	0.884						5.4689	1.275
PA	0.499**	0.562**	0.849					5.063	1.243
LI	0.478**	0.483**	0.691**	0.836				5.126	1.218
PS	0.468**	0.538**	0.671**	0.679**	0.873			5.028	1.202
PE	0.478**	0.562**	0.672**	0.694**	0.818**	0.873		5.088	1.266
PB	0.508**	0.545**	0.582**	0.602**	0.700**	0.700**	0.832	5.236	1.200

Note: ** At the 0.01 level (two-tailed), the correlation was significant
The bolded part of the diagonal line indicates the square root of AVE.

We further assessed discriminant validity using the heterotrait-monotrait (HTMT) ratio calculated via PLS software (Table 6). All HTMT values fell below the 0.9 threshold recommended by Hamidah, et al. [16] providing additional support for discriminant validity.

Table 6.
Differential Validity Analysis.

	CC	LI	PA	PB	PC	PE	PS
CC							
LI	0.533						
PA	0.625	0.774					
PB	0.595	0.689	0.645				
PC	0.753	0.544	0.592	0.594			
PE	0.606	0.767	0.737	0.753	0.562		
PS	0.58	0.75	0.736	0.752	0.536	0.869	

3.5. Comparison of Fit Degree

Following Xiong, et al. [30] we examined common method bias by comparing two models: one without (M1) and one with (M2) common method factors (Table 7). The comparison revealed minimal differences in fit indices - changes in RFI, TLI, NFI, and CFI did not exceed 0.1, while RMSEA showed no reduction [30]. Although M2 demonstrated marginally better fit, these results suggest that common method bias was adequately controlled in our study.

Table 7.
M1 and M2 Comparison of Fit Degree.

Common indices	c^2/df	RMSEA	RFI	TLI	NFI	CFI	SRMR
Judgment criteria	<5	<0.08	>0.9	>0.9	>0.9	>0.9	<0.08
M1	1.852	0.043	0.934	0.969	0.942	0.972	0.035
M2	1.759	0.042	0.936	0.971	0.944	0.974	0.03

3.6. Model Fit Degree

The confirmatory factor analysis yielded fit indices (Table 8) that were evaluated against Kaiser [24] criteria: $\chi 2/df < 5$, RMSEA < 0.08, SRMR < 0.08, and RFI, TLI, NFI, CFI, and GFI > 0.9. All indices (Table 9) met these thresholds, confirming adequate structural validity of our measurement model.

Table 8.
Model Fit Degree.

Common indices	c^2/df	RMSEA	RFI	TLI	NFI	CFI	SRMR
Judgment criteria	<5	<0.08	>0.9	>0.9	>0.9	>0.9	<0.08
CFA Value	2.421	0.063	0.914	0.948	0.923	0.953	0.056

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3.7. Structural Models

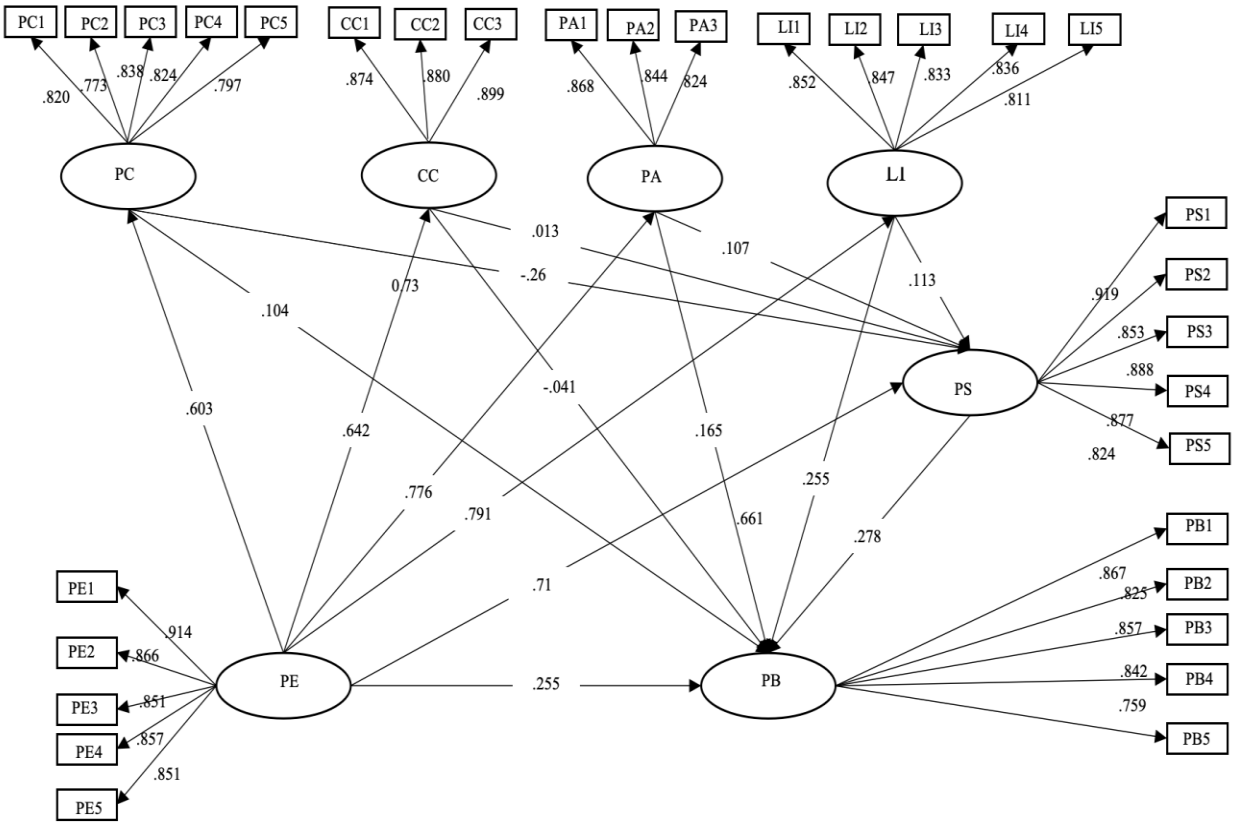

Figure 2.
Path Coefficient.

Using AMOS with bootstrap bias-corrected percentile method (5,000 samples), the model testing revealed that 12 of 15 hypotheses were supported (Figure 2). Perceived enjoyment (PE) demonstrated significant direct effects ($p < 0.05$) on product characteristics (PC), cultural characteristics (CC), authenticity (PA), interactivity (LI), purchase satisfaction (PS), and post-purchase behavior (PB) (H1-H6).

Interactivity and authenticity significantly influenced purchase satisfaction (H8-H9), while product characteristics and cultural aspects showed no significant impact (H7, H10). Purchase satisfaction, cultural characteristics, product features, and interactivity positively affected post-purchase behavior (H11, H12, H14, H15). However, product authenticity showed no significant effect on post-purchase behavior (H13).

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Table 9.
Hypothesis test results.

Path	Direct effect		Indirect effect		Total effect		Support
	β	B-C Sig.	β	B-C Sig.	β	B-C Sig.	
PE→PC	0.603	***	/	/	0.603	***	YES
PE→CC	0.642	***	/	/	0.642	***	YES
PE→PA	0.776	***	/	/	0.776	***	YES
PE→LI	0.791	***	/	/	0.791	***	YES
PC→PS	-0.26	0.616	/	/	0.026	0.473*	NO
CC→PS	0.013	0.862	/	/	0.013	0.76	NO
PA→PS	0.107	0.068	/	/	0.107	0.033*	YES
LI→PS	0.113	0.066	/	/	0.113	0.024*	YES
PE→PS	0.71	***	0.165	0.019	0.875	***	YES
PS→PB	0.278	0.003*	/	/	0.278	***	YES
PE→PB	0.255	0.015*	0.504	***	0.759	0.027*	YES
PC→PB	0.104	0.099	-0.007	0.616	0.150	***	YES
CC→PB	-0.041	0.588	0.004	0.862	0.108	0.024*	YES
PA→PB	0.165	0.049*	0.03	0.071	-0.012	0.5	NO
LI→PB	0.255	0.037*	0.031	0.068	0.196	0.007*	YES

4. Discussion

The structural equation modeling results revealed several key findings. First, perceived enjoyment significantly influences product perception across multiple dimensions (H2-H5), particularly through interactivity and authenticity. The interaction between streamers and consumers emerged as a crucial factor in enhancing consumer experience, emphasizing the importance of timely, professional, and exclusive engagement.

Purchase satisfaction is primarily driven by product authenticity and live-streaming interactivity (H7, H8), while product culture and characteristics showed minimal impact. Notably, perceived enjoyment demonstrated strong positive effects on both purchase satisfaction (H1) and post-purchase behavior (H6, path coefficient = 0.255), suggesting that entertainment experience significantly influences consumer loyalty and product advocacy.

Purchase satisfaction showed a moderate influence on post-purchase behavior (H11, path coefficient ≈ 0.3), while product characteristics, culture, and interactivity exhibited weaker effects (H12, H14, H15, coefficients between 0.1-0.3). Interestingly, three hypotheses were not supported: product characteristics and culture did not significantly affect purchase satisfaction, and product authenticity showed no direct impact on post-purchase behavior (H7, H10, H13). This suggests that in TikTok (China)'s live-streaming context, comprehensive product presentation and real-time interaction may be more influential than traditional product attributes.

5. Conclusions

Based on the analysis of 455 valid questionnaires, this study examined consumer behavior on TikTok (China)'s live-streaming platform for Jingdezhen ceramics. The findings contribute to three key areas:

(1) Academic Impact: This research extends the understanding of online consumer behavior by applying structural equation modeling (SEM) to analyze the unique characteristics of TikTok (China)'s live-streaming platform, particularly highlighting the significant role of enjoyment in perceived value.

(2) Market Implications: Results suggest that platforms should prioritize younger generations' entertainment needs and shopping experiences to enhance satisfaction and post-purchase engagement. The findings advocate for transforming live-streaming from a mere sales channel into an engaging cultural experience.

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(3) Policy Recommendations: While TikTok (China) serves as a valuable platform for promoting Jingdezhen's ceramic culture, regulatory oversight is needed to maintain product quality and market integrity through appropriate policy frameworks.

6. Limitation and Future Research

This study has several limitations. First, the sample was predominantly young respondents (73.9% under 40), potentially biasing results toward younger consumers. Second, future research could incorporate perceived trust as an additional variable and extend beyond Jingdezhen ceramics to other product categories. Finally, while this study included cultural elements, future research should explore cultural perception more deeply, particularly in the context of intangible cultural heritage.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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