

Click to Cash: The Role of TikTok Live in Empowering Malaysian Women Entrepreneurs

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Abstract:

This study explores the personal and entrepreneurial motivations of Malaysian women content creators and their influence on the use of TikTok Live for income generation. While live-streaming platforms are gaining popularity, their adoption and economic impact, particularly among female contentpreneurs, remain underexamined. By integrating Uses and Gratification Theory with Entrepreneurial Orientation Theory, this research investigates how these motivations drive earnings through TikTok Live. Data were gathered through an online survey of 384 women actively utilizing TikTok Live, examining their motivations, platform engagement, and revenue outcomes. The findings emphasize the mediating role of TikTok Live features in linking user motivations to income generation. This study enhances the understanding of women's financial empowerment in the digital economy, providing both theoretical insights and practical recommendations for improving the financial sustainability of female content creators. Despite limitations such as reliance on self-reported data, this research lays the groundwork for future studies and policy initiatives aimed at fostering a more inclusive and supportive live-streaming ecosystem for women entrepreneurs in Malaysia.

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INTRODUCTION

TikTok, launched globally by ByteDance in 2016, gained immense popularity during the COVID-19 pandemic due to its engaging short videos and interactive features (Bhisana & Tulung, 2024; Yifei Xiang, Ahmed Adel Tantawy, 2024). TikTok Live (TTL) enables users to broadcast live sessions with features such as real-time audience engagement, comments, and virtual transactions through LIVE Gifts and Diamonds (Haq & Chiu, 2024). The platform's user base continues to evolve, with a growing number of women leveraging TikTok as content creators, business owners, and influencers (Chmielewska & Kondrat, 2023).

Since 2019, the number of Malaysian women contentpreneurs (WCPs) has increased significantly, driven by the pandemic's acceleration of digital adoption (Md Nor et al., 2024). TikTok provides these women with an accessible platform to showcase their talents, engage audiences, and monetize content (Bakly et al., 2024). Popular content among female users includes beauty tutorials, fashion advice, cooking demonstrations, fitness routines, and personal vlogs (Tee et al., 2023). Despite facing entrepreneurial challenges, Malaysian WCPs are recognized for their creativity and contributions to the digital economy, inspiring others to enter the entrepreneurial space (Quyen, 2024). The launch of TikTok Shop in 2023 has further reinforced the platform's role in online shopping, underscoring the importance of understanding women's diverse interests and digital strategies on TikTok (Kraus et al., 2022; Scott, 2023).

However, the behaviours driving WCPs on TikTok Live (TTL) and their pursuit of income-generating opportunities remain underexplored (Tafesse & Dayan, 2023). Initially reliant on the "fan economy," TikTok later expanded its revenue model to include live stream earnings and e-commerce partnerships (Jaipong, 2023). Despite

this, the complexity of the platform and the unique challenges WCPs face in monetizing content—such as balancing personal motivations with entrepreneurial goals—remain insufficiently understood (Chidiogo Uzoamaka Akpuokwe et al., 2024; Q. Huang et al., 2024). Research suggests that internal motivational factors significantly impact women entrepreneurs' success, with certain content types, such as makeup tutorials, achieving higher engagement (Rajnerowicz, 2024). Given TikTok's predominantly female audience and the rise of women entrepreneurs in Malaysia, the platform presents a strong potential for digital business growth (Fatihah, 2024; Fokina, 2024). However, WCPs must navigate challenges in digital marketing and e-commerce while maintaining authenticity amidst commercial pressures (Brahem & Boussema, 2023). The intersection of personal motivations and entrepreneurial orientation involves key issues such as content consistency, marketability, and adaptation to platform changes (Farrell et al., 2022; Smith & Short, 2022).

This study examines how WCPs utilize TTL for income generation, integrating entrepreneurial motivation with behavioral theories to analyze individual drivers and the mediating role of TTL in monetization (C. Chen et al., 2019; Hofstetter & Gollnhofer, 2024). The research offers significant theoretical, practical, and policy contributions by investigating how WCPs leverage TTL to enhance their financial standing. Theoretically, it expands the understanding of diverse user demographics, motivations, and strategies, emphasizing the role of entrepreneurial drives (ED) in shaping gratifications and income generation, thereby enriching the Uses and Gratifications Theory (UGT). Practically, the study identifies effective content creation and engagement strategies, empowering WCPs to maximize TikTok's business potential. Additionally, the findings highlight broader economic empowerment implications, advocating for training, mentorship, and resource accessibility to support women-led businesses. Policymakers can utilize these insights to develop initiatives that foster contentpreneurship, promote creativity and innovation, and address barriers to sustainable digital entrepreneurship for WCPs.

RESEARCH AND BACKGROUND THEORY

The rise of social media and its user-friendly interfaces has empowered contentpreneurs, requiring minimal effort and low-cost investment. Platforms like TikTok shape users' motivations by presenting both perceived problems and solutions through shared personal experiences and social environments (Vaterlaus et al., 2021). TikTok's appeal lies in its short-form video format, enabling users to create 15- to 60-second videos enhanced with music, filters, and effects (Çöl & Bírol, 2023). The introduction of TikTok Live (TTL) was driven by the demand for real-time, interactive content, facilitating direct engagement between creators, brands, and audiences (Pagáč et al., 2024; Wirawan Akbar & Velda Ardia Murdiana, 2023). TTL has proven particularly effective for live commerce, providing a dynamic platform for product demonstrations and sales promotions (Xu et al., 2023). Monetization opportunities—such as brand partnerships, sponsored content, and virtual gifts—have further enhanced TikTok's appeal (Andari et al., 2023; Ashley, 2023; Feldkamp, 2021). Post-pandemic, TikTok has emerged as a crucial tool for brand building and marketing, significantly improving business performance (Feldkamp, 2021; Harun et al., 2021). TTL fosters a global, diverse community, allowing creators to monetize content while enhancing engagement through real-time interaction, making it an essential tool for both creators and viewers (Budi Dharma & M. Rafiq Efrianda, 2023).

Malaysian women contentpreneurs play a critical role in the digital economy, utilizing online platforms to generate income and achieve entrepreneurial goals (Elshantaly & Moussa, 2022; Kelly & McAdam, 2022; Shumi et al., 2022). Their success relies on a combination of creativity, technical expertise, and business acumen to navigate the competitive digital market (Blanco-Gonzalez-Tejero & Cano-Marin, 2022; Song & Li, 2021). The adoption of TTL by Malaysian women contentpreneurs is influenced by personal motivations, platform features, and market dynamics (Abdul Hamid & Aliman, 2020; Bakar & Zaini, 2022; Md Nordin et al., 2021; Nordin et al., 2023). TikTok's algorithm-driven content discovery and interactive tools further attract contentpreneurs to TTL for business growth (Aolin, 2023; J. Cheng et al., 2022; Ratnapuri et al., 2023; Zhao & Li, 2022). The rapid expansion of the digital economy and the increasing consumption of online content support the widespread

adoption of TTL in Malaysia (Abdol Ghapar et al., 2023). Understanding how Malaysian women contentpreneurs leverage TTL offers valuable insights into how digital platforms can facilitate entrepreneurial activities (Al-Khasawneh et al., 2022; Rach, 2021). These women demonstrate strong public relations and entrepreneurship skills, with a deep understanding of market dynamics and audience engagement strategies (Sihotang et al., 2020). Notably, financial gain remains a key gratification motivating TikTok users to actively create and share content (Liang, 2022; Meng & Leung, 2021). Uses and Gratifications Theory (UGT) explains how individuals engage with media to fulfil specific needs with usage driven by the desire to satisfy these needs (Falgoust et al., 2022; Qiu, 2022; Yaqi et al., 2021). TikTok promotes continued engagement through personalized content, interactive features like live streaming and duets, and opportunities for recognition and monetization (Jin et al., 2023). Among adolescents, key motivations for using TikTok include entertainment, self-expression, escapism, social interaction, and fame-seeking (Michael, R. et al., 2024; Omar et al., 2021; Stamenković & Mitrović, 2023). These motivations drive contributory behaviours on TikTok, where self-expression and social validation play significant roles (Bucknell Bossen & Kottasz, 2020). While TikTok's popularity is well-documented, research on short-video platforms, particularly TTL, remains limited. This study examines the motivations of content creators, emphasizing escapism, social interaction, and self-expression as key factors, while exploring how these gratifications relate to subjective well-being and emotional experiences (Cabiles, 2024; Dias & Duarte, 2022; Masciantonio et al., 2021).

Entrepreneurial Orientation (EO) describes organizational traits linked to entrepreneurial behaviour, which positively influence the use of social media for business purposes. Research suggests that higher EO levels correlate with greater social media adoption for business growth (Fan et al., 2021; Johnson et al., 2022; Sahaym et al., 2021; Susanto et al., 2023). EO is characterized by autonomy, innovation, proactiveness, competitiveness, and risk-taking—traits that enable businesses to be more adaptable, innovative, and competitive, leading to improved financial performance (Alalwan et al., 2023; Niemand et al., 2021). Women contentpreneurs (WCPs) can benefit from developing their own entrepreneurial drive (ED), allowing them to identify opportunities, take risks, and create value (Al-Mamary & Alshallaqi, 2022; Kolo, 2024). On TikTok, EO is essential for adapting strategies, producing innovative content, engaging proactively, and managing risks at an individual level (Clark et al., 2024). While TikTok Live offers growth opportunities, it also presents challenges. EO enables WCPs to monetize content effectively by leveraging real-time market insights and responding to emerging trends (Bachmann et al., 2024).

Live streaming has been shown to enhance business performance through social media adoption (Norafifa et al., 2024), with streamers influencing consumer behaviour and fostering audience loyalty (Ma & Yu, 2021). Social media adoption and innovation capabilities significantly contribute to business success (Fang et al., 2022). Entrepreneurially driven contentpreneurs are more likely to develop innovative ideas that create market opportunities. TikTok, particularly through its live streaming features, plays a crucial role in enhancing business performance and mediating this relationship (Chen et al., 2024; Lin, 2021). Live streaming increases digital business performance by improving visibility, engaging potential customers, and encouraging repeat purchases. This study explores the intersection of personal and entrepreneurial factors, alongside TTL features, to understand how these elements collectively influence income generation among women contentpreneurs.

This study integrates Uses and Gratifications Theory (UGT) and Entrepreneurial Orientation (EO) to examine how Malaysian women contentpreneurs utilize TikTok Live for income generation. UGT is employed to identify personal motivations—such as money-making, fame-seeking, self-expression, and social recognition—that drive content creation and engagement on TikTok Live. Concurrently, EO is applied to assess entrepreneurial traits like innovativeness, proactiveness, and risk-taking that influence business activities on the platform. By combining these frameworks, the research analyses how both personal gratifications and entrepreneurial orientations contribute to effective use of TikTok Live, thereby enhancing income generation among female contentpreneurs.

The conceptual framework of this study is designed to explore the relationships between personal and entrepreneurial drives, the utilization of TikTok Live (TTL), and income generation among Malaysian women contentpreneurs (WCPs) as shown in Figure 1.

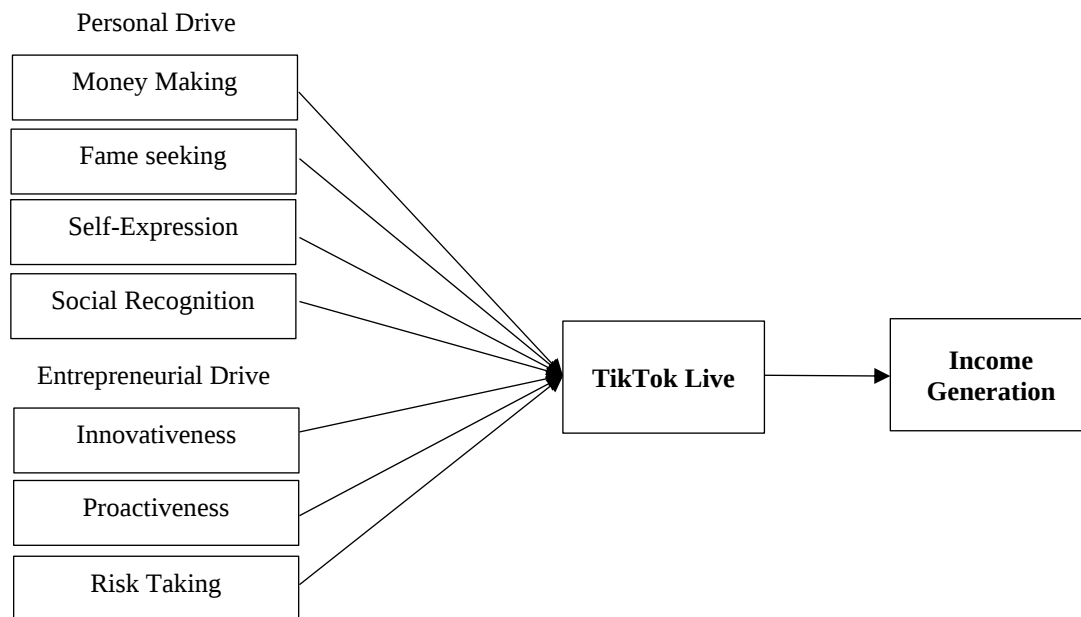


Figure 1: Conceptual Framework

The framework posits that the interplay between personal and entrepreneurial drives significantly impacts how WCPs utilize TikTok Live, which in turn affects their income generation strategies. The study aims to empirically test these relationships to provide insights into the dynamics of contentpreneurship in the digital landscape. Additionally, the framework aligns with the positivist paradigm, emphasizing systematic investigation and the collection of quantifiable data to support the analysis of these relationships. This approach allows for a comprehensive understanding of how various factors contribute to the success of WCPs in generating income through TikTok Live. The conceptual framework of this study integrates personal and entrepreneurial drives, the mediating role of TikTok Live, and the resulting income generation, providing a structured approach to understanding the success of Malaysian women contentpreneurs.

RESEARCH METHODOLOGY

Population and Sampling

This study examines women contentpreneurs (WCPs) in Malaysia, specifically high-ranking and most-viewed female TikTok influencers or channel creators who produce content related to business and entrepreneurship. Participants were selected through convenience and snowball sampling techniques (Abdol Ghapar et al., 2023; El Sayed & Hotait, 2024) to ensure a diverse and representative sample, including hard-to-reach yet highly active users, thereby enhancing the validity and reliability of the findings (Alexandrova, 2022; Rimadias et al., 2021). The sample consists of female entrepreneurs with active business accounts and live streaming channels on TikTok, drawn from Malaysia's 4 million TikTok users, 48.6% of whom are female (Ceci, 2024; Statista, 2023). These influencers and digital business owners have strong visibility and engagement on the platform, with a primary focus on business and entrepreneurship content (Meliawati et al., 2023). The research methodology included rigorous statistical analysis to identify patterns, associations, and correlations among the variables of interest,

which were derived from the responses of the 384 participants and was determined using Krejcie and Morgan's (1976) formula.

Data Collection

The survey for this study was conducted online using a Google Forms questionnaire, structured into six sections to collect comprehensive data from female TikTok Live streamers. The first section includes a gender-identification question to ensure the study focuses exclusively on female participants. The second section contains screening questions, such as "Do you have a TikTok account?" and "Do you use TikTok Live to promote your business?" to verify eligibility. The third section gathers demographic information, including age, education level, employment status, content type, duration and frequency of TikTok use, and average monthly income from TikTok, ensuring a representative sample of Malaysia's adult TikTok user base. Sections four and five assess personal and entrepreneurial motivations, comprising 18 and 16 items, respectively, to explore participants' attitudes, perceptions, and experiences with TikTok Live. The final section consists of eight items evaluating TikTok Live as a preferred platform for income generation, rated on a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The survey was distributed via social media platforms such as Facebook, Instagram, and TikTok, as well as messaging apps like WhatsApp and Telegram. A combination of convenience and snowball sampling was employed to ensure broad participation and sample diversity. To enhance data quality, a pilot test was conducted with a small group of TikTok users to refine question clarity and survey flow. These control variables ensured that variations in income generation were more accurately attributed to personal motivations and entrepreneurial traits rather than external influences.

RESULTS AND DISCUSSION

Data Analysis

This study employs the Statistical Package for the Social Sciences (SPSS) to analyze relationships between key constructs, such as personal and entrepreneurial drives, and variables related to income generation motivations. SPSS is used to assess the strength of these relationships and examine how personal and entrepreneurial drives influence contentpreneurs' motivations (Aliyu Umaru et al., 2024; Luis et al., 2023; Tee et al., 2023).

The research methodology involves an online survey, utilizing convenience and snowball sampling techniques, followed by data analysis through correlation, multiple regression, and ANOVA using SPSS. The findings provide insights into the primary motivations and strategic use of TikTok Live in generating income among Malaysian women contentpreneurs. Reliability is established using Cronbach's alpha, confirming the internal consistency of the questionnaire's personal drive construct, as shown in Table 1.

Table 1: Internal Consistency of Personal Drive

Variables	Cronbach Alpha	Internal Consistency
Money Making		
... because I can make money while live streaming.	0.761	Good
... because I can make money by promoting my products/services.	0.730	Good
... because I can make money to improve my financial status.	0.668	Moderate
... because I can make money while doing what I love.	0.605	Moderate
Fame-Seeking		
... to become famous.	0.773	Good
... to make my business well-known.	0.764	Good
... to create credibility for my personal branding.	0.755	Good
... to achieve a competitive advantage in the large TikTok market.	0.786	Good
... because the more popular I become, the wealthier I will be.	0.757	Good
Self-Expression		
... to share about my products/services.	0.722	Good
... to showcase my creativity and talents in my business.	0.778	Good
... to increase the chances of people noticing my business.	0.669	Moderate
... to get more views, followers, and customers.	0.741	Good
Social Recognition		
... to meet new potential customers.	0.787	Good
... to build a new social network.	0.777	Good
... to keep in touch with present and new customers during live streaming.	0.775	Good
... to build my reputation that positively impacts my income generation.	0.790	Good
... to make people acknowledge my business skills while live streaming.	0.769	Good

The internal consistency of entrepreneurial drive, as shown in Table 2, indicates that participants consistently associate their entrepreneurial drive with their business activities on TikTok Live.

Table 2: Internal Consistency of Entrepreneurial Drive

Variables	Cronbach Alpha	Internal Consistency
Innovativeness		
... to constantly seek new and innovative ways to generate income.	0.825	Very Good
... to encourage my entrepreneurship skills.	0.835	Very Good
... to reward my creativity.	0.840	Very Good
... to introduce unique content related to my business.	0.831	Very Good
... to improve my business.	0.838	Very Good
Proactiveness		
... to take the initiative to enhance my income.	0.846	Very Good
... to try my unique way to enhance my income.	0.845	Very Good
... to adapt the changes and trends to enhance my income.	0.864	Very Good
... to think out of the box to enhance my income.	0.852	Very Good
... to take proactive steps against competitors.	0.862	Very Good
Risk-Taking		
... to take risks with my own business ideas.	0.827	Very Good
... to explore new approaches against my competitors.	0.808	Very Good
... to explore new strategies ahead of my competitors.	0.809	Very Good
... to invest a certain amount of time in something that might offer a high return.	0.828	Very Good
... to invest a certain amount of money on something that might offer a high return.	0.814	Very Good
... to take bold steps that can lead to higher income generation.	0.815	Very Good

While table 3 presents the internal consistency of income generation on TikTok.

Table 3: Internal Consistency of TikTok Live and Income Generation

Variables	Cronbach Alpha	Internal Consistency
TikTok Live		
I am pleased with the overall experience with TikTok Live as a good place to promote my business.	0.758	Good
My live streaming frequency can maximize my income.	0.722	Good
My live streaming duration can maximize my income.	0.749	Good
I actively engage with my audience by saying a catchy verse like “press the yellow bag” or “follow and subscribe” and get income.	0.821	Very Good
Income Generation		
I can get income from my direct business sales during live streaming.	0.888	Very Good
I can get income from virtual gifts.	0.610	Moderate
I always receive the virtual gifts from my customers because they appreciate me.	0.695	Moderate
I always receive the virtual gifts from my customers because they support my effort.	0.695	Moderate

The correlation analysis is conducted between various personal and entrepreneurial drive variables and income generation among Malaysian women contentpreneurs using TikTok Live. The analysis uses Pearson correlation coefficients to measure the strength and direction of the relationships between these variables.

The correlation between Money Making and Income Generation is 0.506, which is significant at the 0.01 level. This indicates a moderate positive relationship, suggesting that higher motivations for making money are associated with greater income generation on TikTok Live. Fame-Seeking has a correlation coefficient of 0.584 with Income Generation, also significant at the 0.01 level. This shows a strong positive relationship, indicating that the desire for fame is strongly linked to higher income generation.

For Self-Expression, the correlation with Income Generation is 0.519, significant at the 0.01 level. This suggests a moderate positive relationship, meaning that contentpreneurs who are motivated by self-expression tend to generate more income. The correlation between Social Recognition and Income Generation is 0.578, which is significant at the 0.01 level. This indicates a strong positive relationship, showing that motivations for gaining social recognition are associated with higher income generation.

Innovativeness shows a correlation of 0.581 with Income Generation, significant at the 0.01 level. This suggests a strong positive relationship, meaning that those who are innovative tend to generate more income. Proactiveness has a correlation coefficient of 0.589 with Income Generation, also significant at the 0.01 level. This indicates a strong positive relationship, suggesting that proactive contentpreneurs are likely to generate more income.

The correlation between Risk-Taking and Income Generation is 0.629, which is significant at the 0.01 level. This shows a very strong positive relationship, indicating that contentpreneurs who are willing to take risks tend to have higher income generation. As for TikTok Live itself, as a mediating variable, has a correlation of 0.629 with Income Generation, significant at the 0.01 level. This demonstrates a very strong positive relationship, suggesting that active use of TikTok Live features is strongly associated with higher income generation.

In summary, all personal and entrepreneurial drive variables, including the use of TikTok Live, show significant positive correlations with income generation. This indicates that higher levels of these motivations are generally associated with higher income levels among the contentpreneurs in the study. It also reveals that personal and entrepreneurial drives are crucial determinants of income generation for Malaysian women contentpreneurs

utilizing TikTok Live, with specific motivations showing strong positive relationships with financial outcomes. The correlation analysis underscores the significance of both personal motivations and entrepreneurial characteristics in influencing the income generation capabilities of WCPs on TikTok Live. This analysis provides a foundation for understanding how these factors interact to drive financial success in the digital content landscape, as shown as in Table 4.

Table 4: Pearson Correlations of Variables (N=384)

	Money Making	Fame-Seeking	Self-Expression	Social-Recognition	Innovativeness	Proactiveness	Risk-Taking	Tiktok Live	Income Generation
Money Making	1								
Fame-Seeking	.710**	1							
Self-Expression	.650**	.710**	1						
Social-Recognition	.602**	.734**	.726**	1					
Innovativeness	.563**	.674**	.605**	.686**	1				
Proactiveness	.542**	.663**	.533**	.653**	.767**	1			
Risk-Taking	.541**	.659**	.562**	.644**	.696**	.776**	1		
Tiktok Live	.541**	.659**	.562**	.644**	.696**	.776**	1.000**	1	
Income Generation	.506**	.584**	.519**	.578**	.581**	.589**	.629**	.629**	1

** Correlation is significant at the 0.01 level (2-tailed).

This study identifies four key personal drives: money-making, fame-seeking, self-expression, and social recognition. Additionally, it examines three dimensions of Entrepreneurial Orientation (EO)—innovativeness, proactiveness, and risk-taking—with TikTok Live (TTL) acting as a mediator. The results indicate that two of the eight factors significantly influence income generation. Specifically, money-making motivation was positively correlated with income generation, aligning with previous research and reinforcing the link between financial motivation and entrepreneurial success (Z. M. Cheng et al., 2024; Herlina et al., 2024; B. Huang, 2021; Tafesse & Dayan, 2023; Tóth, 2022).

The study also found that fame-seeking individuals in content creation prioritize building a strong personal brand and increasing visibility, which attracts buyers, sponsors, and monetization opportunities through audience engagement and active participation in seller-buyer relationships (Amara & Zamzamy, 2023), ultimately leading to higher income. In contrast, self-expression alone was not a strong predictor of business success. Individuals who emphasize their unique style over market trends often struggle to gain visibility and attract a broad audience (Tee et al., 2023; Zhang et al., 2023).

A strong positive relationship was observed between innovativeness and income generation, showing that contentpreneurs who produce creative, original ideas are more likely to capture and retain customers (Burns-Stanning, 2020; Fatima & Ali, 2023; Lladós-Masllorens & Ruiz-Dotras, 2022; Lulu et al., 2024; Wahid et al., 2023). This highlights the crucial role of creativity in content creation and business growth. However, while proactivity is valuable, it did not consistently lead to higher income, as highly proactive contentpreneurs might overextend themselves by pursuing too many opportunities at once (Hou et al., 2022; Zhou et al., 2022). The study

further demonstrated that taking calculated risks contributes to financial success. A high-risk, high-reward strategy allows contentpreneurs to differentiate themselves and attract greater audience interest (Kolo, 2024; Mutiara & Kinkin Yuliaty Subarsa Putri, 2023).

The primary mediation factor identified in this study is TikTok Live (TTL). The research investigates how TTL mediates the relationship between personal and entrepreneurial drives and income generation among Malaysian women contentpreneurs. The analysis indicates that TikTok Live serves as a positive mediator between personal drives and entrepreneurial drives towards income generation. This means that the use of TikTok Live enhances the relationship between these drives and the financial outcomes for contentpreneurs. Specifically, the study confirmed that TTL positively influences how personal and entrepreneurial motivations translate into income generation. This means that the impact of personal and entrepreneurial drives on income generation is influenced by the use of TikTok Live as a tool for content creation and engagement with audiences.

While not all aspects of personal and entrepreneurial drives were equally affected by TikTok Live, this study found that some dimensions, such as risk-taking and exploring new strategies, showed significant positive mediation, others like self-expression and proactiveness did not demonstrate a significant impact. This suggests that the effectiveness of TikTok Live as a mediating factor varies depending on the specific drive being considered suggesting these particular drives are less influenced by the platform (Omar & Dequan, 2020; Qing & Jin, 2022; Yang & Lee, 2022).

The findings also highlight the importance of understanding the mediating role of TTL for policymakers. By recognizing how TikTok Live can facilitate income generation through enhanced engagement and strategic content creation, policymakers can advocate for initiatives that support women's economic empowerment in the digital content industry. This could include promoting financial literacy and addressing economic niches that can be leveraged by contentpreneurs.

Additionally, the study contributes to existing literature by integrating the concept of technology as a mediating factor in entrepreneurial success. It emphasizes the need for contentpreneurs to adapt their personal motivations to effectively utilize the monetization features available on TikTok Live, thereby maximizing their income potential.

The findings suggest that many participants have successfully leveraged TikTok Live to generate sustainable income streams. Their ability to monetize live streaming activities highlights key indicators of business success, such as engagement levels, revenue generation, and audience interaction. The utilization of TikTok Live has played a crucial role in their financial independence and entrepreneurial growth. This success is driven by a combination of personal motivation, entrepreneurial traits, and strategic e-commerce platform used to enhance audience engagement and revenue potential. The ability to generate consistent income through live streaming is a key indicator of their business success. WCPs' utilization of TikTok Live is instrumental in achieving financial independence and business growth.

CONCLUSION

This study employed a quantitative approach using primary data to examine the dynamics of Women Contentpreneurs (WCPs) on TikTok. By integrating Entrepreneurial Drive (ED) with the Uses and Gratifications Theory (UGT), it provides a comprehensive framework for understanding how WCPs utilize social media to achieve financial and business success. The study introduced key constructs—money-making, fame-seeking, self-expression, social recognition, innovativeness, proactiveness, risk-taking, TikTok Live usage, and income

generation—highlighting the factors that contribute to contentpreneurial success. This integration offers valuable theoretical insights for future research.

Through SPSS analysis, the study identified significant relationships between money-making, fame-seeking, social recognition, innovativeness, risk-taking, and TikTok Live, all of which positively impact income generation and digital entrepreneurship. TikTok Live was found to play a mediating role, enhancing monetization opportunities for contentpreneurs.

The study's practical implications are substantial, offering actionable insights for content creators, marketers, and platform developers to optimize user engagement and monetization strategies. From a policy perspective, it underscores the need for a supportive ecosystem for digital entrepreneurship, particularly for women and marginalized groups. The findings can inform policies and programs aimed at improving access to resources, training, and mentorship.

Future research could extend this study by exploring these constructs across different social media platforms and geographical regions, employing longitudinal designs to track the evolution of social media entrepreneurship. Additionally, incorporating qualitative data could provide deeper insights into the strategies and experiences of WCPs, contributing to a more holistic understanding of digital contentpreneurship. In this section, the author(s) should clearly highlight the study's implications, detailing its contributions to theory, practice, or policy. This should be followed by practical recommendations and suggestions for future research to extend the study's findings. Finally, the section should provide a concise and insightful conclusion, summarizing the key outcomes and their significance.

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