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The Influence of Content Marketing, Influencer Marketing, and Live Streaming on Impulsive Behavior in Generation Z on TikTok Shop E-Commerce

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Abstract: This study aims to analyze the influence of Content Marketing, Influencer Marketing, and Live Streaming on the impulsive behavior of Generation Z in shopping for fashion products on the TikTok Shop platform. This study uses a quantitative approach with a survey method, namely by distributing questionnaires to respondents who belong to Generation Z and have made purchases on TikTok Shop. To take samples, the researcher used purposive sampling, while to analyze the data, multiple linear regression analysis was used with the help of SPSS software. The results show that separately, Influencer Marketing and Live Streaming have a positive and significant effect on impulsive behavior, while Content Marketing does not have a significant effect. In addition, Live Streaming is the main factor that influences buyers' impulsive behavior. Concurrently, the three variables, namely Content Marketing, Influencer Marketing, and Live Streaming, had a significant effect on the impulsive behavior of Generation Z. These findings indicate that digital marketing strategies, especially interactive Live Streaming and the use of trusted influencers, can increase consumers' impulsive purchasing decisions on social media-based e-commerce platforms.

Keywords: Content Marketing, Influencer Marketing, Live Streaming, Impulse Buying.

INTRODUCTION

The development of digital technology has changed the way people interact and conduct transactions, especially in the marketing sector. One of the platforms that is growing rapidly is TikTok, which is no longer just a place for entertainment, but also an e-commerce channel through the TikTok Shop feature. With this feature, users can directly purchase items from the videos they are watching, thus creating a more interesting and unexpected shopping experience. Generation Z, those born between 1995 and 2012. Generation Z is the most active group on social media and is very sensitive to digital content, so they are the main target in marketing approaches through TikTok Shop (Prawiransyah ìet al., 2025).

According to Miertaningrium et al. (2023), impulsive buying is a phenomenon in consumer purchasing decisions that occurs spontaneously without prior planning or

preparation. This impulsive behavior is important to consider in digital marketing studies, as it illustrates how content strategies and social interactions can influence purchasing choices without careful deliberation. Although digital marketing approaches have proven effective in boosting sales, challenges remain, such as the lack of authentic content and the selection of less trustworthy influencers, which may instead undermine consumer trust (Prawiransyah et al., 2025).

Digital marketing strategies used in TikTok Shop encompass various methods, such as content marketing, influencer marketing, and live streaming. Attractive and needs-based content marketing can build customer interest and trust in products, while influencer marketing helps strengthen brand image by leveraging the personal influence of trusted figures among Generation Z (Prawiransyah et al., 2025). TikTok's intelligent algorithm, which tailors content to user preferences, also encourages spontaneous purchases, especially when promotions are presented in creative and entertaining ways (Dewi, 2024). This finding is supported by Suri (2024), who states that active interaction on social media and internal self-control are closely related to the impulsive tendencies of Generation Z when shopping on TikTok Shop, where the more frequently they engage, the higher the risk of making purchases without careful consideration.



Figure 1. Percentage of Social Media Usage in Indonesia 2025

Based on a report summarized by *Kompas.com*, TikTok is predicted to become the most widely used social media platform in Indonesia by 2025, with a user share of 35.17 percent. TikTok's dominance reflects a shift in user preferences, particularly among Generation Z, who are more attracted to short, interactive, and entertaining video content. The presence of features such as TikTok Shop and live streaming also contributes significantly to this growth. Meanwhile, YouTube ranks second with 23.76 percent, showing a decline from the previous year, indicating that users are beginning to migrate to faster and lighter platforms. Facebook has also experienced a significant decrease, from 34.03 percent to 21.53 percent, suggesting that it is becoming increasingly irrelevant among younger audiences. Instagram and X (Twitter) follow with shares of 15.94 percent and 0.57 percent, respectively, reflecting either stagnation or decline. This data indicates that TikTok has become the primary channel for effectively reaching Generation Z, making it a crucial foundation for research on the influence of digital marketing strategies on impulsive fashion purchasing behavior in TikTok Shop.

Previous studies have found that content marketing influences impulsive behavior among TikTok Shop users. This aligns with the research of Sujadmiko (2025), which shows that engaging content has a positive and significant effect on impulsive behavior through live streaming on the TikTok Shop application. Meanwhile, the findings of Fiernandy (2024) indicate that influencer marketing and live streaming also have a positive and significant impact on impulsive purchasing behavior.

Based on the aforementioned background, this study analyzes content marketing, influencer marketing, and live streaming as well as their influence on impulsive behavior. Content marketing emphasizes delivering engaging and relevant information to build long-term

relationships with the audience. Meanwhile, influencer marketing leverages public figures or content creators who have strong influence over their followers to promote products. Live streaming, on the other hand, enables real-time interaction between sellers and consumers, thereby creating a more personal and persuasive shopping experience. These strategies have been proven to trigger impulsive behavior, namely purchasing decisions made spontaneously without prior planning. Generation Z, with its characteristics of seeking instant experiences and being easily influenced by social opinions, is particularly vulnerable to the impact of these digital marketing strategies.

The research problem formulation covers four main aspects: the influence of content marketing on impulsive behavior, the influence of influencer marketing on impulsive behavior, the influence of live streaming on impulsive behavior, and the combined influence of content marketing, influencer marketing, and live streaming on impulsive behavior.

The objective of this study is to analyze the influence of content marketing, influencer marketing, and live streaming on the impulsive buying behavior of Generation Z in purchasing fashion products on TikTok Shop. The benefits of this research are twofold. Theoretically, it is expected to contribute to the development of literature in the field of digital marketing and consumer behavior within the context of social media–based e-commerce. Practically, this research can serve as input for business practitioners in designing more effective digital marketing strategies to increase sales, while also helping consumers understand the factors that influence impulsive buying behavior, thereby enabling them to manage purchasing decisions more wisely.

Literature Review

Stimulus-Organism-Response (S O R) Theory

According to the Stimulus-Organism-Response (SOR) theory proposed by Mehrabian and Russell, as cited in Hochreiter et al. (2023), the SOR framework is used to understand the influences that affect an individual's state and subsequently drive actions. In this theory, the stimulus involves environmental elements or triggers received by consumers, the organism refers to psychological reactions such as feelings, perceptions, and motivations, while the response represents the actual actions that arise from this process. Thus, the SOR theory explains that messages delivered by an information source are intended to motivate and change the perceptions of the target audience so that they take actions aligned with the sender's expectations.

Content Marketing

Content marketing is defined as the use of content—such as writing, images, audio, or video—in marketing activities by leveraging broad communities through distribution on websites or social media (Nasution in Prawiransyah et al., 2025). This technique aims to create added value and disseminate relevant, sustainable information to attract target audiences and generate benefits (Simorangkir & Hikmah, 2024). Indicators of content marketing include content creativity, relevance, visual and narrative quality, as well as posting frequency and consistency (Prawiransyah et al., 2025).

Influencer Marketing

Influencer marketing is a strategic approach that utilizes influential figures or reference groups on social media platforms to shape perceptions, actions, and purchasing decisions. This strategy often involves endorsements, reviews, or promotional materials aimed at strengthening product visibility, customer trust, and transaction volume (Adyaksa & Sari in Prawiransyah et al., 2025). Collaborations between businesses and public figures such as artists, Instagram celebrities, or video content creators have proven effective as key instruments in increasing

brand exposure, building reputation, and stimulating sales growth (Siun & Wang in Al Madinah et al., 2025). Indicators of influencer marketing include influencer credibility, personal appeal, product-image congruence, social interaction, and hedonic motivation (Al Madinah et al., 2025).

Live Streaming

One effective digital marketing method is live streaming. According to Anisa et al. (2022), live streaming is beneficial because it allows consumers to purchase products directly through real-time broadcasts and provides opportunities to interact directly with influencers or hosts. Live streaming is a technology that facilitates compressed video data transmission over the internet, enabling real-time broadcasting (Moudyla et al., 2024). Indicators of live streaming include real-time interaction, positive emotions, direct product demonstrations, and entertainment elements in shopping activities, also known as shoppertainment (Adietya, 2024).

Impulsive Behavior

Impulsive buying behavior refers to sudden and unplanned purchasing actions (Septiyani & Hadi, 2024). It is often carried out by consumers to reduce stress or change their mood. Impulsive behavior occurs when individuals make spontaneous transactions without prior evaluation (Moudyla et al., 2024). According to Siburian & Anggrainie in Irawan & Raiuf (2025), indicators of impulsive behavior include spontaneous purchases, buying without much thought, difficulty controlling the urge to shop, and purchasing without prior planning.

The Influence of Content Marketing on Impulsive Behavior

According to Du Plessis (2017), content marketing is a digital marketing strategy that focuses on consumer perspectives through the creation and dissemination of engaging content on social media to build relationships and encourage profitable customer actions without requiring direct selling. Thus, content marketing also influences impulsive behavior. This influence is supported by research conducted by Anggraini et al. (2025), which shows that the content marketing variable has a positive and significant relationship with impulsive behavior. Similarly, the study by Sari & Rafida (2024) also demonstrates that content marketing has a positive and significant effect on impulsive behavior. Based on this explanation, the following hypothesis is formulated:

H1: Content marketing influences impulsive buying behavior.

The Influence of Influencer Marketing on Impulsive Behavior

According to Agustin & Amron (2022), influencer marketing is a promotional strategy that involves utilizing an influencer an individual who has significant influence over their followers through social media platforms to promote products. Influencer marketing can also affect impulsive behavior. This influence is supported by Razak et al. (2023), who found that marketing approaches using influencers can increase consumers' desire to spend money spontaneously, without prior planning or consideration. Furthermore, Al Madinah et al. (2025) concluded that influencer marketing has a substantial impact on impulsive buying behavior among Generation Z users of TikTok Shop.

H2: Influencer marketing influences impulsive buying behavior.

The Influence of Live Streaming on Impulsive Behavior

According to Yulius & Aprillia (2023), live streaming on TikTok represents one of the innovations in e-commerce that is increasingly utilized by society. Live streaming can also influence impulsive behavior. This is supported by Nurhaliza & Kusumawardhani (2023), who found that the live streaming variable has a positive and significant relationship with impulsive

behavior. Similarly, Anggraini et al. (2025) demonstrated that live streaming has a positive impact on impulsive buying behavior. The more engaging and informative the fashion product demonstrations presented during live streaming, the greater the likelihood that consumers will feel attracted and driven to purchase fashion products impulsively.
H3: Live streaming influences impulsive buying behavior.

The Combined Influence of Content Marketing, Influencer Marketing, and Live Streaming on Impulsive Behavior

Digital marketing strategies in e-commerce complement one another: content marketing plays a role in attracting attention, influencer marketing helps build trust and provides strong recommendations, while live streaming enhances direct interaction and encourages instant impulsive purchases. The combined influence of content marketing, influencer marketing, and live streaming can therefore affect impulsive behavior. This is supported by Anggara & Widjaja (2025), who state that these three strategies have a positive and significant effect on impulsive buying behavior.
H4: Content marketing, influencer marketing, and live streaming simultaneously influence impulsive buying behavior.

A Research Conceptual Framework

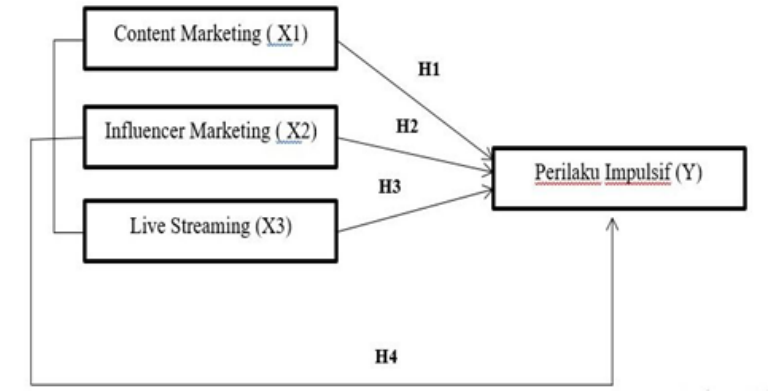


Figure 2. Research Concept Framework

METHODS

Population and Sample

This study employs a quantitative method with a survey design to examine the influence of digital marketing strategies on impulsive buying behavior of fashion products among Generation Z on TikTok Shop. The population in this study consists of Generation Z (aged 18–30 years) who actively purchase fashion products via TikTok Shop in North Jakarta. Individuals born between 1995 and 2012 are known for their intensive use of digital technology and social media. The focus is on those actively engaged in fashion transactions on the platform, influenced by viral content, influencers, and interactive shopping experiences.

Since the exact population size is unknown, the sample size was determined using Hair's formula. Hair (2019) provides a guideline for establishing the minimum sample size in multivariate analysis, stating that a good sample size is 5–10 times the number of indicators or independent variables used in the study. As this research involves 20 indicators, the sample size is calculated as follows:

1. Sample size = number of indicators × 5 to 10
2. Minimum sample size = 6 × 20 = 120 respondents

The sampling technique used is purposive sampling, with the following criteria:
1. Respondents are Generation Z aged 18–30 years
2. Have purchased fashion products at least once on TikTok Shop within the last three months
3. Actively follow fashion accounts or influencers
4. Sampling was conducted during December 2025

Types and Sources of Data

The type of data used in this study is primary data, obtained through questionnaires distributed via Google Forms to respondents. Primary data consists of responses to questions related to content marketing, influencer marketing, and live streaming, which may influence impulsive buying behavior.

Data Analysis Method

The data analysis method employed in this study uses the computer program SPSS. SPSS is a statistical software used to process both parametric and non-parametric data, providing the necessary information for analysis. The data analysis includes descriptive statistics and multiple linear regression. Data feasibility tests include normality tests, validity tests, and reliability tests.

Operational Definition of Research Variables

The variables used in this study are content marketing, influencer marketing, and live streaming as independent variables, and impulsive buying behavior as the dependent variable. Table 1 presents the operational definitions of these variables and their indicators.

Table 1. Definition of Variable Operations

Variable	Definition	Indicator
Content Marketing (X1)	Utilization of content, which can be in the form of writing, images, audio, or video, in marketing activities by utilizing a wide community through distribution on websites or social media.	1. Content creativity 2. Content Rìelevance 3. Visual quality 4. Narrative 5. as well as frequency 6. Posting consistency
Influencer marketing (X2)	A strategic approach that utilizes influential figures or influencer groups on social media platforms to influence the views, actions, and choices of voters.	1. Influencer credibility 2. Personal appeal 3. Product suitability with influencer image 4. Social interaction 5. Motivation
Live streaming (X3)	An interesting and interactive media that gives an important role to the buyers by allowing direct interaction between buyers and sellers.	1. Real-time interaction 2. Positive emotions 3. Live product demonstration 4. Entertainment elements in shopping activities, also known as shoppertainment
Impulsive Behavior (Y)	A murder act that occurs suddenly and is not planned	1. Buying spontaneously 2. Buying without thinking long 3. Having difficulty controlling the urge to shop 4. Buying without any prior plan.

RESULTS AND DISCUSSION

In this study, there were 120 respondents from Generation Z and living in North Jakarta. The data were collected using a questionnaire containing several questions according to the variables studied. Through the questionnaire, the researcher obtained information about the characteristics of the respondents and their responses to each question given. The following is an explanation of the respondents' identities in this research.

Table 2. Characteristics of Respondents

No	Description	Classification	Total	Presentace (%)
1.	Gender	Male	96	80
		Female	24	20
	Total		120	**100**
	Job	Students	52	43
		Private Employee	21	18
		Entrepreneur	29	24
		Trader	18	15
	Total		120	**100**
3.	Age	18-25 th	70	58
		26-30 th	50	42
	Total		120	**100**

Source: Primary research data (2026)

Based on Table 2, the research results show that the majority of respondents are male, totaling 96 people or 80% of the sample, while female respondents account for only 24 people or 20%. The dominance of male respondents indicates that Generation Z male consumers have a higher tendency to purchase fashion products on TikTok Shop.

In terms of occupational distribution, most respondents are students, representing 43% or 52 individuals, followed by entrepreneurs at 24%, private employees at 18%, and traders at 15%. The dominance of students suggests that this segment has high access to social media, is highly responsive to digital trends, and tends to engage in impulsive buying.

Looking at age distribution, respondents aged 18–25 years dominate the sample with 58%, while those aged 26–30 years account for 42%. This indicates that consumers within the 18–25 age range are more dominant in purchasing fashion products on TikTok Shop and are more likely to engage in impulsive buying behavior.

Descriptive Statistical Analysis

This study used descriptive statistical analysis to determine the minimum, maximum, mean, and standard deviation values of each research variable.

Table 3. Descriptive Statistical Analysis

Variable	N	Min	Max	Mean	Std. Deviasi
Content Marketing (X1)	120	10	25	19,81	4,131
***Influencer marketing* (X2)**	120	12	30	23,18	5,251
***Live streaming* (X3)**	120	8	20	14,87	3,753
Perilaku Impulsif (Y)	120	8	20	14,96	3,816

Source: Primary data processed by the author using SPSS (2026)

Based on Table 3 above, the variable Contìent Marketing (X1) has an average of 19.81 and a standard deviation of 4.131, indicating that respondents' perceptions of TikTok Shop

content are relatively high and relatively varied. Influencer marketing (X2) has a large value of 23.18 with a standard deviation of 5.251, indicating that the influence role is perceived by respondents. Livìe streìeaming (X3) sìebìesar 14.87 dìdengan standar dìdeviasi 3.753, yang mìenìindìukkan pìengal livìe streìeaming is considered quite interesting by rìespondìen. and Impulsive Behavior (Y) is 14.96 with a standard deviation of 3.816, indicating that the relative impulsive behavior is high in the Z generation. This indicates that respondents give a high assessment of the digital marketing strategy implemented in TikTok Shop and there is a tendency to impulsive shopping in TikTok Shop.

Validity Test

The validity test is used to determine the accuracy of the instrument. The validity test criterion is that if the calculated r value is greater than the table r (0.2343 for n=120 with a significance level of 1%), then the instrument is declared valid.

Table 4. Validity Test

Variables	Item Codes	r count	Sig.	Description
Content Marketing	C1	0,857	0,000	Valid
	C2	0,837	0,000	Valid
	C3	0,864	0,000	Valid
	C4	0,898	0,000	Valid
	C5	0,853	0,000	Valid
Influencer marketing	I1	0,652	0,000	Valid
	I2	0,834	0,000	Valid
	I3	0,808	0,000	Valid
	I4	0,857	0,000	Valid
	I5	0,833	0,000	Valid
	I6	0,872	0,000	Valid
Live streaming	L1	0,842	0,000	Valid
	L2	0,852	0,000	Valid
	L3	0,907	0,000	Valid
	L4	0,920	0,000	Valid
Impulsive Behavior	P1	0,885	0,000	Valid
	P2	0,908	0,000	Valid
	P3	0,898	0,000	Valid
	P4	0,892	0,000	Valid

Source: Primary data processed by the writer using SPSS (2026)

The results of the validity test show that all statement items on the variables Content Marketing, Influencer Marketing, Live Streaming, and Impulsive Behavior have a calculated r value greater than the table r (0.2343) and a significance value <0.05. Thus, the statement items are declared valid and suitable for use as research instruments.

Reliability Test

The reliability test is used to determine the consistency of the research instrument. The criterion for reliability testing is that if the Cronbach's Alpha value is > 0.60, then the instrument is considered reliable. The results of the reliability test can be seen in the following table:

Table 5. Reliability Test

Variables	Cronbach's Alpha	limit value	Description
Content Marketing **(X1)**	0,913	0,60	Reliabel

***Influencer marketing* (X2)**	0,895	0,60	Reliabel
***Live streaming* (X3)**	0,902	0,60	Reliabel
Impulsive Behavior (Y)	0,918	0,60	Reliabel

Source: Primary data processed by the writer using SPSS (2026)

Based on Table 4 above, all research variables have Cronbach's Alpha values greater than 0.60. This indicates that all research instruments have excellent and consistent reliability.

Normality Test

The normality test is used to determine whether the data are normally distributed. The test criterion is if the Asymp. Sig. (2-tailed) value is > 0.05, then the data are considered normally distributed.

Table 6. Kolmogorov-Smirnov Normality Test

		Unstandardized Residual
N		120
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.75265439
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.074
Test Statistic		.079
Asymp. Sig. (2-tailed)		.066[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Primary data processed by the writer using SPSS (2026)

The results of the normality test using the One-Sample Kolmogorov-Smirnov with Lilliefors correction, the significance value (Asymp. Sig. 2-tailed) on the sample data is 0.066. This result shows that the model meets the formal assumption of normality because the p value is > 0.05. The validity of this result is further strengthened by the application of the Central Limit Theorem; With a sample size of 120 respondents (n > 30), the data distribution has a normal curve that is asymptotically close to the normal curve. This ensures that the regression model remains robust to small deviations and the resulting parameters are the Best Linear Unbiased Estimator (BLUE). Thus, it can be concluded that the regresi model in this study is worthy of further analysis.

Multiple Linear Regression Analysis

Model	B	Std. Error
(Constant)	0,838	0,875
***Content Marketing* (X1)**	-0,007	0,048
***Influencer marketing* (X2)**	0,090	0,043
***Live streaming* (X3)**	0,819	0,062

Source: Primary data processed by the author using SPSS (2026).

Based on the results of the multiple linear regression analysis, the following equation is obtained:

$$Y = 0,838 - 0,007X_1 + 0,090X_2 + 0,819X_3$$

From the regression equation above, the interpretation is as follows:

1. The constant value of 0.838 indicates that if content marketing, influencer marketing, and live streaming are considered to have a value of zero, then the impulsive buying behavior score is 0.838.
2. The regression coefficient of content marketing is –0.007, meaning that each one-unit increase in content marketing will reduce impulsive buying behavior by 0.007 units, assuming other variables remain constant.
3. The regression coefficient of influencer marketing is 0.090, meaning that each one-unit increase in influencer marketing will increase impulsive buying behavior by 0.090 units, assuming other variables remain constant.
4. The regression coefficient of live streaming is 0.819, meaning that each one-unit increase in live streaming will increase impulsive buying behavior by 0.819 units, assuming other variables remain constant.

F-Test (Simultaneous)

The F-test is used to examine whether the independent variables simultaneously influence the dependent variable. The testing criterion is: if the significance value of F < 0.05, then the independent variables simultaneously have a significant effect on the dependent variable.

Table 9. F Test (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1373,067	3	457,689	147,590	0,000
Residual	359,725	116	3,101		
Total	1732,792	119			

Source: Primary data processed by SPSS (2026).

Based on Table 6, the calculated F value is 147.590 with a significance value of 0.000 < 0.05. This result shows that the variables Contient Marketing, Influential Marketing, and Live Streaming simultaneously have a significant effect on Impulsive Behavior. Thus, it can be concluded that the regression model used is appropriate and can be used to explain the relationship between the independent variables and the dependent variables.

The Influence of Content Marketing on Impulsive Behavior

Based on the t-test table, the effect of content marketing on impulsive behavior shows a significance value greater than 0.05, namely 0.890 > 0.05. Therefore, the first hypothesis is rejected. This indicates that content marketing does not have a significant effect on the impulsive buying behavior of Generation Z consumers in TikTok Shop. This finding suggests that the content presented on TikTok Shop functions more as a source of information and entertainment, but is not strong enough to directly trigger spontaneous purchasing impulses. Generation Z tends to be more selective toward promotional content and does not immediately make purchases without additional stimuli such as influencer figures or direct interaction through live streaming. This result contradicts the findings of Anggraini et al. (2025) and Sari & Rafida (2024).

The Influence of Influencer Marketing on Impulsive Behavior

Based on the t-test table, the effect of influencer marketing on impulsive behavior shows a significance value less than 0.05, namely 0.040 < 0.05. Therefore, the second hypothesis is accepted. This indicates that influencer marketing has a significant effect on impulsive buying behavior. The findings suggest that the credibility, attractiveness, and closeness of influencers to their followers can foster trust and emotional attachment. In the context of TikTok Shop,

influencers not only deliver product information but also shape perceptions, trends, and urgency that encourage Generation Z to make spontaneous purchases. This result is consistent with the studies of Razak et al. (2023) and Al Madinah et al. (2025).

The Influence of Live Streaming on Impulsive Behavior

Based on the t-test table, the effect of live streaming on impulsive behavior shows a significance value less than 0.05, namely 0.000 < 0.05. Therefore, the third hypothesis is accepted. This indicates that live streaming has a positive and significant effect on impulsive buying behavior, and is the most dominant variable. Live streaming provides two-way interaction, direct product demonstrations, and an entertaining atmosphere that creates positive emotions and a sense of urgency. These conditions encourage consumers to make quick decisions without careful planning. This finding reinforces that interactive shopping experiences are the main factor driving impulsive behavior on TikTok Shop. The result is consistent with the studies of Nurhaliza & Kusumawardhani (2023) and Anggraini et al. (2025).

The Combined Influence of Content Marketing, Influencer Marketing, and Live Streaming on Impulsive Behavior

Based on the F-test table, the effect of content marketing, influencer marketing, and live streaming on impulsive behavior shows a significance value less than 0.05, namely 0.000 < 0.05. Therefore, the fourth hypothesis is accepted. This indicates that content marketing, influencer marketing, and live streaming simultaneously have a significant effect on impulsive buying behavior. This study proves that integrated digital marketing strategies are more effective in influencing consumer behavior compared to using a single strategy in isolation. The combination of content, influencer figures, and live streaming interaction creates strong stimuli that drive impulsive purchases on TikTok Shop. This finding is consistent with the study of Anggara & Widjaja (2025).

CONCLUSION

Based on the results of statistical testing, it can be concluded that individually, influencer marketing and live streaming have a positive and significant effect on the impulsive buying behavior of Generation Z in purchasing fashion products on TikTok Shop. Meanwhile, content marketing does not show a significant effect. The findings indicate that live streaming is the most influential variable in shaping impulsive behavior. This demonstrates that direct interaction, product demonstrations, as well as elements of entertainment and urgency are capable of driving spontaneous purchases. In addition, the three variables—content marketing, influencer marketing, and live streaming—simultaneously have a significant effect on impulsive buying behavior and are able to explain a substantial portion of changes in Generation Z consumer behavior on TikTok Shop.

Suggestions

Based on the findings, this study still has several limitations, and therefore some suggestions are provided as considerations for relevant parties:

1. For Academics: This research is expected to serve as a reference and foundation for further studies by students or researchers interested in digital marketing, particularly strategies involving content marketing, influencer marketing, and live streaming in social media–based e-commerce platforms.
2. For Future Researchers: It is recommended to use a larger sample size and expand the research area to obtain more accurate and generalizable results. Additionally, future studies should consider adding other variables such as positive emotions, trust, self-control, or price promotions, which may influence impulsive consumer behavior. Employing different

approaches or data collection techniques is also expected to provide a more comprehensive picture of changes in consumer behavior over time.

3. For Business Practitioners / Sellers on TikTok Shop: It is suggested to enhance interactive and consistent live streaming strategies, as well as collaborate with influencers who have strong capabilities and alignment with the characteristics of the target market. This can increase product appeal and encourage consumers to make impulsive purchases.

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