

The Influence of Content Marketing, Influencer Marketing, and Live Streaming on General Z Fashion Product Purchase Decisions on Tiktok Shop

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Abstract

Keywords:

Content Marketing, Influencer Marketing, Live Streaming, Purchasing Decision, Fashion Products, Generation Z, TikTok Shop

This study aims to analyze the simultaneous and partial effects of Content Marketing, Influencer Marketing, and Live Streaming on the purchasing decisions of Generation Z (Gen Z) consumers for fashion products on TikTok Shop. Generation Z is recognized as a group that is highly connected to social media and quick to adapt to trends, making TikTok Shop a relevant platform for fashion product marketing. The research employed a quantitative method with a survey approach, involving Gen Z respondents who actively use TikTok Shop to purchase fashion products. The sampling technique used was purposive sampling, with a total sample of 100 respondents. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The results indicate that Content Marketing, which focuses on engaging, creative, and informative content, has a positive and significant effect on Gen Z purchasing decisions. Similarly, Influencer Marketing, through recommendations and the credibility of followed influencers, shows a positive and significant impact. In addition, the Live Streaming feature on TikTok Shop, which offers real-time interaction, product demonstrations, and exclusive promotions, also has a significant influence in encouraging purchases. Simultaneously, these three variables contribute substantially to explaining the variation in Gen Z fashion product purchasing decisions on TikTok Shop. The practical implication of this study is to provide insights for fashion businesses to optimize their digital marketing strategies on TikTok Shop, particularly by leveraging content features, influencer collaborations, and live streaming sessions to increase sales and effectively reach the Gen Z market segment.

INTRODUCTION

The development of digital technology and social media has fundamentally changed the marketing landscape and consumer behavior worldwide, including in Indonesia. This transformation has not only shifted communication patterns between brands and consumers but also significantly altered the purchasing decision-making process. While previously consumers were primarily exposed to conventional advertising, such as television, radio, and print media, marketing interactions now occur two-way, in real time, and are highly personalized through digital platforms. In this context, e-commerce integrated with social media—known as social commerce—has emerged as a highly dominant phenomenon and continues to experience rapid growth.

One platform that stands out in the social commerce ecosystem is TikTok, with its TikTok Shop feature. This platform successfully combines elements of entertainment, community, and transactions in one application, creating a shopping experience unlike conventional marketplaces. TikTok Shop allows users to discover products organically through short video content, creator recommendations, and even live streaming without having to leave the app. This seamless

integration between content and transactions has made TikTok Shop a key player in the digital industry, particularly among Generation Z (Gen Z).

Gen Z, born between the mid-1990s and early 2010s, is known as a digital native generation that grew up with the development of the internet, smartphones, and social media. A key characteristic of Gen Z is their high reliance on visual and interactive platforms to seek information, express themselves, and build their social identity. They tend to be more responsive to authentic, creative, and relatable content than to one-way, formal advertising. In the context of consumption, Gen Z is also known to be impulsive yet selective, considering values, trends, and recommendations from trusted influencers. Fashion products are one of the most sought-after categories due to their expressive, dynamic nature, and their close connection to the formation of self-identity.

The large market share of Gen Z and the high volume of fashion transactions on TikTok Shop demonstrate the urgency of understanding the digital marketing factors that are most effective in influencing their purchasing decisions. TikTok, as a platform based on creative, short-form videos that easily go viral, makes it a prime medium for content marketing strategies. Through visual storytelling, tutorials, mix-and-match outfits, and even entertaining content interspersed with product promotions, brands can build awareness and create emotional engagement with audiences. TikTok's algorithm, which allows content to spread rapidly, also increases the chances of purchase conversions.

In addition to content marketing, the phenomenon of influencer marketing is also growing rapidly on TikTok. Gen Z's high level of trust in digital public figures—both macro and micro influencers—makes product recommendations feel more personal and authentic than traditional advertising. Influencers serve not only as endorsers but also as opinion leaders, influencing their audience's perceptions, preferences, and even purchase intentions. The credibility, attractiveness, and fit of the influencer's image with the product are important factors that can strengthen purchasing decisions, especially for fashion products, which are heavily influenced by trends and personal style.

The pinnacle of the integration between entertainment and transactions on TikTok Shop is seen in the Live Streaming or live shopping feature. This feature combines live product demonstrations, real-time interaction through the comments section, limited-time discounts, and the use of scarcity and urgency strategies (e.g., countdowns or limited stock). This creates an immersive shopping experience and encourages impulse purchases. Consumers are not merely passive viewers but active participants who can ask questions, request live reviews, and receive instant responses from the host or seller. This kind of interaction has the potential to increase trust, reduce risk perception, and speed up the decision-making process.

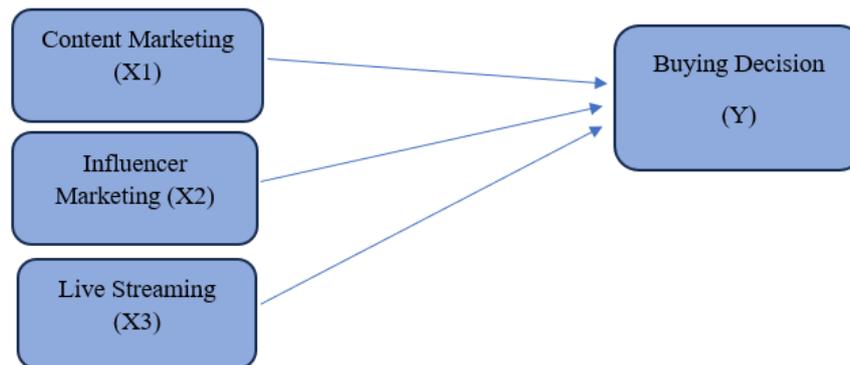
The unique combination of content marketing, influencer marketing, and live streaming in one entertainment- and transaction-oriented platform makes TikTok Shop an interesting topic for research. The synergy of these three strategies is thought to not only work partially but also mutually reinforce each other in shaping Gen Z's perceptions, attitudes, and purchasing decisions regarding fashion products. Given Gen Z's rapid exposure to trends and the susceptibility to viral content, a comprehensive understanding of these influencing mechanisms is highly relevant, both academically and practically.

This research builds on several previous studies that demonstrated the significant influence of digital marketing variables on purchasing decisions on TikTok. Mahardini et al. (2023) and Khoirunnisa et al. (2024), for example, found that content marketing and influencer marketing had a positive and significant influence on purchasing decisions among TikTok users in the Jakarta area. Meanwhile, Rimanto (2025) and Nada et al. (2023) focused their research on the influence of live streaming (live shopping) and content marketing on Gen Z's fashion product purchasing decisions on TikTok Shop, with results indicating a positive and significant influence. Another study by Tiara Monalisa (2025) also examined the influence of Live Streaming alongside other variables such as Online Customer Reviews and Viral Marketing, further emphasizing the

importance of interaction- and content-based marketing approaches in influencing digital consumer behavior.

While various studies have examined the influence of each variable separately or in limited combinations, there is still room to explore how the three main strategies—Content Marketing, Influencer Marketing, and Live Streaming—simultaneously influence Gen Z fashion product purchasing decisions on TikTok Shop. Therefore, this study aims to fill this gap by comprehensively analyzing the relationship and contribution of each variable in shaping purchasing decisions. The research findings are expected to provide theoretical contributions to the development of digital marketing literature as well as practical implications for fashion businesses seeking to optimize their marketing strategies in the era of social commerce.

Conceptual Framework



Hypothesis

H1: Content marketing has a positive and significant influence on Gen Z fashion product purchasing decisions on TikTok Shop.

H2: Influencer marketing has a positive and significant influence on Gen Z fashion product purchasing decisions on TikTok Shop.

H3: Live streaming has a positive and significant influence on Gen Z fashion product purchasing decisions on TikTok Shop.

METHODS

This research is a quantitative study designed to test predetermined hypotheses. The goal is to evaluate the impact of the independent variables on the dependent variable, whose relationship is mediated by the intervening variable. Sampling in this study was conducted using a non-probability method, namely purposive sampling. This purposive sampling technique was chosen because the sample determination was based on specific considerations and only selected certain individuals deemed to best meet the research criteria as data sources (Paramita et al., 2021).

The target population of this study was Generation Z in Indonesia, aged 18 to 27, who have experience purchasing fashion products through TikTok Shop.

The data collection technique used in this study was a questionnaire. The data used was primary data collected through an online questionnaire using Google Forms. The instrument was designed to measure the influence of content marketing, influencer marketing, and live streaming on Gen Z fashion product purchasing decisions on TikTok Shop using a Likert scale of 1–5, representing strongly disagree, disagree, neutral, agree, and strongly agree.

RESULTS AND DISCUSSION

TikTok Shop is a social media-based e-commerce feature integrated with the TikTok app, allowing users to purchase products directly through video content, influencer recommendations, and live streaming. TikTok Shop's primary advantage lies in its ability to combine entertainment content, product information, influencer recommendations, and direct interaction through the live

streaming feature. This makes TikTok Shop not only an entertainment medium but also an effective marketing and sales tool, especially for fashion products that rely heavily on visuals and trends.

The subjects of this study were Generation Z users who had purchased fashion products through TikTok Shop. Respondents were selected based on specific criteria, namely active TikTok Shop users and experience shopping for fashion products on the platform. Research data was collected through a questionnaire structured based on indicators for each research variable.

Table 1. Respondent Characteristics

No.	Gender	Total	Percentage
1	Male	29	29%
	Female	71	71 %
	Total	100	100%
2	Age	Total	Percentage
	18-21 Years	31	31%
	21-24 Years	38	38%
	24-27 Years	31	31%
	Total	100	100%
3	Last Education	Total	Percentage
	High School/Equivalent	44	44%
	Diploma (D3)	10	10%
	Bachelor's Degree (S1)	39	39%
	Postgraduate (S2/S3)	7	7%
	Total	100	100
4	Occupation Type	Total	Percentage
	Student	49	49%
	Private Employee	30	30%
	Entrepreneur	7	7%
	Other	14	14%
	Total	100	100%
5	Income (per Month)	Total	Percentage
	Rp0 - Rp1,000,000	43	43%
	Rp1,000,000-Rp3,000,000	24	24%
	Rp3,000,000-Rp6,000,000	17	17%
	Other	16	16%
	Total	100	100%

Table 1 shows that the majority of respondents were female (71%), while 29% were male. The average age of respondents was 21-24 years. The highest level of education for most respondents was high school or equivalent. The majority of respondents were students, and the average income for most respondents was between Rp0 and Rp1,000,000.

Table 2. Validity Test Results

Variable	Question Items	r count	r table	Information
	X1.1	0,650	0,361	Valid

Content Marketing (X1)	X1.2	0,826	0,361	Valid
	X1.3	0,719	0,361	Valid
	X1.4	0,805	0,361	Valid
	X1.5	0,742	0,361	Valid
Influencer Marketing (X2)	X2.1	0,773	0,361	Valid
	X2.2	0,849	0,361	Valid
	X2.3	0,832	0,361	Valid
	X2.4	0,818	0,361	Valid
	X2.5	0,710	0,361	Valid
Live Streaming (X3)	X3.1	0,723	0,361	Valid
	X3.2	0,746	0,361	Valid
	X3.3	0,790	0,361	Valid
	X3.4	0,835	0,361	Valid
	X3.5	0,822	0,361	Valid
Buying Decision (Y)	Y1.01	0,849	0,361	Valid
	Y1.02	0,786	0,361	Valid
	Y1.03	0,812	0,361	Valid
	Y1.04	0,802	0,361	Valid
	Y1.05	0,818	0,361	Valid

The results of the instrument validity test indicate that all indicators in the Content Marketing, Influencer Marketing, Live Streaming, and Purchase Decision statements are valid because they have a total correlation coefficient above 0.5.

Table 3. Reliability UI Results

Variable	Cronbach's Alpha	Standar	Information
Content Marketing (X1)	0,881	0,70	Reliable
Influencer Marketing (X2)	0,928	0,70	Reliable
Live Streaming (X3)	0,904	0,70	Reliable
Buying Decision (Y)	0,911	0,70	Reliable

The reliability test results indicate that all indicators in the Content Marketing, Influencer Marketing, Live Streaming, and Purchasing Decision statements are reliable, as they have Cronbach's alpha values above 0.70.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.11467292
Most Extreme Differences	Absolute	.181
	Positive	.181
	Negative	-.105
Test Statistic		.181
Asymp. Sig. (2-tailed)		.075 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 4. Normality Test Results

Based on the analysis results, the data can be said to be normally distributed. This is evident from the Kolmogorov-Smirnov test, where the Asymp. Sig. (2-tailed) value is 0.075. Since this significance value is greater than 0.05, it can be concluded that the data are normally distributed.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	CONTENT MARKETING	.276	3.620
	INFLUENCER MARKETING	.398	2.510
	LIVE STREAM	.285	3.514

a. Dependent Variable: LNY

Figure 5. Multicollinearity Test Results

Based on the multicollinearity test results shown in the figure, the Tolerance value for the Content Marketing variable is 0.276, the Influencer Marketing variable is 0.398, and the Live Stream variable is 0.285. Meanwhile, the VIF values for these three variables are 3.620, 2.510, and 3.514, respectively.

The Tolerance values for all independent variables are greater than 0.10, and the VIF values are less than 10. This indicates that there are no symptoms of multicollinearity among the independent variables in the regression model used. Therefore, the regression model is suitable for use because it does not experience high correlation between the independent variables.

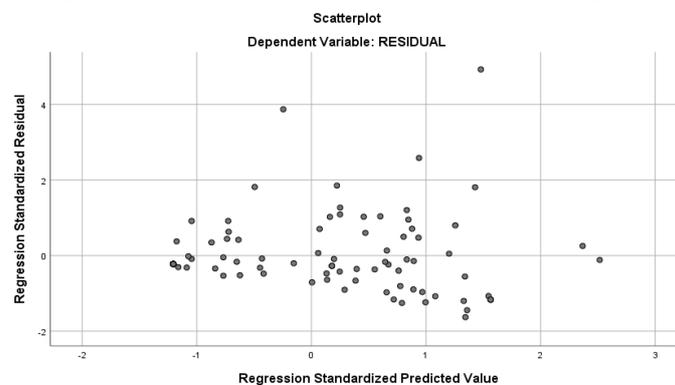


Figure 6. Heteroscedasticity Test Results

Based on the scatterplot above, it can be seen that the residual points are randomly distributed around the zero line on the Y-axis, without forming any particular regular or symmetrical pattern. This irregular distribution of points indicates that the residual variance is relatively constant across various predicted values. Therefore, it can be concluded that there are no symptoms of heteroscedasticity.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.833	.076		24.221	.000
	CONTENT MARKETING	.015	.007	.225	2.250	.027
	INFLUENCER MARKETING	.017	.004	.320	3.847	.000
	LIVE STREAM	.023	.006	.386	3.925	.000

a. Dependent Variable: LNY

Figure 7. Results of Multiple Linear Regression Analysis

From the figure, a multiple linear regression equation can be drawn up in the form:

$$Y = a + b_1X_1 + b_2X_2$$

Description:

Y = Buying Decision

a = Konstanta = 1,833

X₁ = Content Marketing

X₂ = Influencer Marketing

X₃ = Live Streaming

b₁ = Coefficient Content Marketing = 0,015

b₂ = Influencer Marketing = 0,017

b₃ = Live Streaming = 0,023 Maka persamaannya adalah: Y = 1,833

+ 0,015 X₁ + 0,017 X₂ + 0,023X₃

Based on the results of the regression analysis, it was found that the variables Content Marketing (X1), Influencer Marketing (X2), and Live Streaming (X3) have a positive influence on Gen Z fashion product purchasing decisions on TikTok Shop. With a constant value of 1.833, the purchasing decision remains at that figure even though the three independent variables are set to zero. Among the three, Live Streaming has the largest impact, increasing by 2.3%, followed by Influencer Marketing at 1.7%, and Content Marketing at 1.5% for every 1% increase in each variable, assuming the other variables remain constant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.833	.076		24.221	.000
	CONTENT MARKETING	.015	.007	.225	2.250	.027
	INFLUENCER MARKETING	.017	.004	.320	3.847	.000
	LIVE STREAM	.023	.006	.386	3.925	.000

a. Dependent Variable: LNY

Figure 8. t-Test Results

The T-test results show that the three research variables—content marketing, influencer marketing, and live streaming—each have a positive and significant influence on Gen Z fashion product purchasing decisions on TikTok Shop. This is evidenced by the calculated t-values for each variable (2.250, 3.847, and 3.925, respectively), which are consistently greater than the t-table (1.984), and the significance value is below the 0.05 threshold (0.000). Therefore, it can be concluded that independently, improving content quality, the role of influencers, and live streaming activities effectively drive consumer purchasing decisions on the platform.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.549	3	1.183	88.855	.000 ^b
	Residual	1.278	96	.013		
	Total	4.827	99			

a. Dependent Variable: LNY
 b. Predictors: (Constant), LIVE STREAM, INFLUENCER MARKETING, CONTENT MARKETING

Figure 9. F-Test Results

Based on the calculation results shown in the table above, a value of 88.855 was obtained with a significance value of 0.000, which is less than 0.05. This indicates that simultaneously, the variables Content Marketing, Influencer Marketing, and Live Streaming significantly influence Gen Z's fashion product purchasing decisions on TikTok Shop.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 ^a	.735	.727	.11539

a. Predictors: (Constant), LIVE STREAM, INFLUENCER MARKETING, CONTENT MARKETING

Figure 10. Results of the Coefficient of Determination Test

Based on the table above, the adjusted R-square value is 0.727. This means that the independent variables in this study can explain 72.7% of the variables that influence Gen Z fashion product purchasing decisions on TikTok Shop. Meanwhile, the remaining 27.3% is explained by other independent variables outside this study.

Gen Z fashion product purchasing decisions on TikTok Shop are heavily influenced by the synergy between content marketing, influencer marketing, and live streaming, which are key strategies within the context of social commerce. The analysis shows that, both partially and simultaneously, these three variables have a positive and significant influence on purchasing decisions. This confirms that Gen Z, as digital natives, is highly responsive to creative, informative, and trend-relevant visual content, recommendations from influencers with credibility, appeal, and relevance to fashion products, as well as interactive, entertaining live streaming experiences that create purchase urgency through special offers. This finding is reinforced by the characteristics of respondents, who were predominantly women aged 21–24, students with relatively limited incomes. Therefore, they tend to base their purchasing decisions on a combination of entertainment, trust, easy access to information, and the economic value offered by TikTok Shop.

Validity and reliability tests indicate that all research instruments are suitable for use, while classical assumption tests ensure the resulting regression model is free from statistical issues, thus the analysis results are reliable. The high coefficient of determination value indicates that most of the variation in purchasing decisions can be explained by these three variables, with live streaming having the most dominant influence due to its ability to provide a real-time shopping experience that approximates direct interaction, followed by influencer marketing and content marketing. Overall, the results of this study are in line with previous research findings and provide practical implications that fashion businesses on TikTok Shop need to integrate consistent and engaging content strategies, collaborate with targeted influencers, and optimize live streaming features to effectively and sustainably increase trust, interest, and purchasing decisions of Generation Z.

CONCLUSION

Based on the research results and discussion, it can be concluded that content marketing, influencer marketing, and live streaming have a positive and significant influence on Gen Z fashion product purchasing decisions on TikTok Shop, both partially and simultaneously. Content marketing, presented through engaging, informative, trend-relevant, and consistent visual content, can increase Gen Z's interest in and understanding of fashion products, thus driving purchasing decisions. Influencer marketing also has a significant influence, where the credibility, attractiveness, and suitability of the influencer for the promoted fashion product can increase consumer trust and strengthen confidence in product selection. Meanwhile, live streaming is the variable with the most dominant influence because it provides real-time interaction, live product demonstrations, and special offers that create urgency and a more immersive shopping experience. Overall, these three variables explain a significant portion of the variation in Gen Z fashion product purchasing decisions on TikTok Shop, demonstrating that digital marketing strategies based on content,

influencers, and live shopping are highly effective in influencing Gen Z consumer behavior on the social commerce platform.

Based on the results of this study, fashion businesses on TikTok Shop are advised to further optimize their content marketing strategies by presenting creative, informative content that aligns with the characteristics and trends of Generation Z, such as styling videos, product reviews, and easy-to-understand educational content. Furthermore, influencer selection should be selective, considering credibility, style suitability, and proximity to the Gen Z target market to ensure more credible and effective promotional messages. Businesses are also advised to maximize the live streaming feature regularly by combining product demonstrations, active interaction with the audience, and providing exclusive promotions to increase purchase urgency. For future researchers, it is recommended to add other variables such as online customer reviews, consumer trust, price, or brand image to provide a more comprehensive picture of the factors influencing purchasing decisions on TikTok Shop, as well as expanding the research object to different product categories or generations.

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