



The Influence of TikTok Marketing, Live Streaming, Content Marketing, and Influencer Marketing on Purchase Decisions Among Gen Z TikTok Users: A Literature Review

Alifia Lisda Zetty Aqmi^{1*}, Verin Stefania Huang²

^{1,2} Manajemen Bisnis, Universitas Internasional Batam, Indonesia

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CORRESPONDENCE*:

alifialisda@gmail.com

AUTHOR'S ADDRESS:

Baloi-Sei Ladi, Jl. Gajah Mada,
Tiban Indah, Kec. Sekupang, Kota
Batam, Kepulauan Riau 29426

ABSTRACT

The purpose of this study is to investigate how Generation Z TikTok users' purchasing decisions are impacted by TikTok marketing, live streaming, content marketing, and influencer marketing. Findings from pertinent national and international scholarly publications were synthesised utilising a qualitative approach and the Comprehensive Literature Review method. A thorough analysis of scholarly works on digital marketing and consumer behaviour in the TikTok ecosystem was used to gather data. The results show that by improving customer engagement, trust, information quality, and perceived credibility, TikTok marketing, live streaming, content marketing, and influencer marketing have a beneficial impact on purchase decisions. The research also emphasises how attentive Generation Z customers are to genuine and participatory digital marketing tactics. The study concludes that integrating these marketing approaches can effectively support consumer purchase decisions on TikTok.

Keywords: TikTok marketing, live streaming, content marketing, influencer marketing, purchase decision

INTRODUCTION

The rapid development of digital technology has fundamentally transformed the landscape of modern marketing, shifting consumer behavior from traditional purchasing patterns toward digitally mediated experiences. Among the various digital platforms that have emerged in recent years, TikTok has become one of the most globally influential social media ecosystems, particularly among Generation Z consumers. Driven by the COVID-19 pandemic and advances in Industry 4.0, the rise in online shopping activity has significantly altered consumer preferences, making digital platforms such as TikTok a primary means for product information searching and purchase decision-making (Amalia, 2022; Hossain et al., 2023; Santika et al., 2024; Septiansari & Handayani, 2021). With more than 1.6 billion users worldwide by the end of 2022, TikTok is no longer merely an entertainment platform but has also become an important space where purchasing decisions are shaped and influenced through various digital marketing strategies. (Azis et al., 2024; Febri Annisa et al., 2024; Sarusu et al., 2025; Ying et al., 2025).

People who were born between the middle of the 1990s and the beginning of the 2010s are known as Generation Z, and they are a demographic group that was raised exclusively in the digital age. TikTok's appeal among younger generations is further increased by Generation Z's use of it as a flexible platform for socialising, producing content, and finding amusement (Awalia & Zulkarnaini, 2025; Putri & Dermawan, 2023). Unlike previous generations, Generation Z consumers exhibit distinctive purchasing behavior, namely a strong reliance on social media content, peer recommendations, and digital influencers in making purchasing

decisions (Nadanyiova & Sujanska, 2023; Putra et al., 2025; Ying et al., 2025). Therefore, understanding the factors that influence purchasing decisions among this demographic group holds significant academic and practical importance (Rahma Destya Ayu Siswati & Dian Kusumaningtyas, 2026).

On TikTok, a number of crucial digital marketing tactics have come to light as extremely important variables affecting customers' decisions to buy. First off, brands have found that TikTok marketing is an effective way to connect and interact with younger consumers. With its short-video style and enormous user base that may draw in millions of people globally, TikTok has grown to become one of the most popular social media sites. Additionally, companies are realising more and more how useful TikTok influencers can be in advertising their goods and services (Jumali & Mustaffa, 2024; Majid & Nur Faizah, 2024; Muhammad Fikri Setiawan & Muamar, 2025; Putri & Dermawan, 2023; Triwardhani, 2025). Second, live streaming commerce has developed rapidly as a new form of digital engagement. For millions of users, live streaming has evolved into a platform for social networking, e-commerce, communication, and entertainment. Consumer shopping habits and purchase intentions have also undergone changes as more people increasingly choose to shop online, particularly through live broadcasts (Kasnelly & Raniasa, 2025; Rahmawati et al., 2026; Tartaraj et al., 2024; Widiyaningsih & Nugroho, 2024). Third, content marketing plays an important role in shaping consumer perceptions and driving purchasing decisions, particularly among young consumers who actively seek out content that is informative, relevant, and entertaining on social media platforms. Particularly among Generation Z, who

primarily rely on social media as a source of information prior to making a purchase, digital marketing tactics, such as content marketing, have a significant impact on customer purchasing decisions (Dwi Santy & Andriani, 2023; Fricilia et al., 2025; Hossain et al., 2023; Maulana et al., 2025). Fourth, influencer marketing has become one of the most significant forces in modern digital marketing. An influential influencer is able to shape public opinion, build a large fan base, and gain the trust of their followers. When a product or service is recommended by such an influencer, the majority of followers tend to choose the recommended product or service (Turlapati et al., 2024).

Although the body of research on digital marketing continues to grow, significant research gaps remain. While early empirical evidence suggests that collaboration with TikTok influencers can influence consumer perceptions and purchasing decisions, more in-depth empirical research is still needed to comprehensively understand these dynamics. Furthermore, existing studies have rarely examined the simultaneous influence of TikTok marketing, live streaming, content marketing, and influencer marketing on Generation Z consumers' purchasing decisions within a single, integrated research framework (Hossain et al., 2023; Rahma Destya Ayu Siswati & Dian Kusumaningtyas, 2026; Rimanto, 2025). Most prior research has focused on only a single marketing variable or has examined consumer behavior without specifically targeting

Generation Z as TikTok platform users (Dwi Santy & Andriani, 2023; Nadanyiova & Sujanska, 2023; Tartaraj et al., 2024; Ying et al., 2025).

Thus, by conducting a thorough literature analysis on the impact of TikTok marketing (X1), live streaming (X2), content marketing (X3), and influencer marketing (X4) on Generation Z TikTok users' purchasing decisions (Y), this study seeks to close that gap. By synthesizing findings from at least 30 indexed national and international journals published over the past ten years (2016–2026), this study aims to offer a more comprehensive understanding of how these digital marketing factors interact to affect Generation Z consumers' purchasing decisions within the TikTok ecosystem, guided by the Stimulus-Organism-Response (S-O-R) framework as an integrative theoretical lens.

In addition to offering useful insights for marketers and business practitioners in optimising digital marketing strategies targeted at Generation Z customers on TikTok, the study's findings are anticipated to contribute to the growth of scholarly literature in the field of digital marketing. The structure of this article subsequently consists of a methodology section explaining the literature search and selection process, a results and discussion section presenting a synthesis of the key findings from the reviewed literature, and a conclusion section outlining the implications, research limitations, and recommendations for future research.

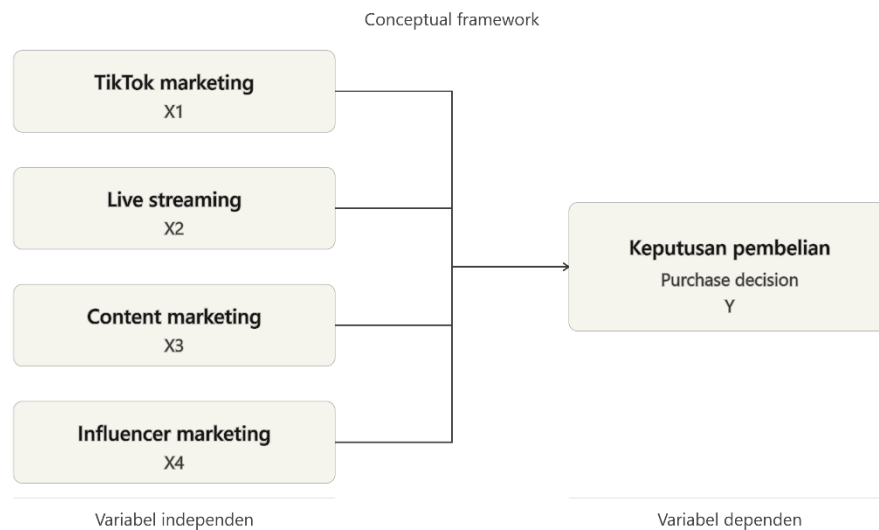


Figure 1. Conceptual Framework

LITERATURE REVIEW

Theoretical Framework: The Stimulus-Organism-Response (S-O-R) Model

This study adopts the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974) as the overarching theoretical lens to explain how the four TikTok marketing practices examined in this review jointly shape Generation Z's purchase decisions. The S-O-R model posits that external environmental stimuli (S) influence an individual's internal cognitive and affective states (O), which in turn drive a behavioral response (R). Within the context of this review, TikTok marketing, live streaming, content marketing, and influencer marketing function as the *stimuli* that consumers encounter on the platform. These stimuli are processed by Generation Z consumers through internal *organism* states, most notably trust, perceived credibility, and perceived value, before ultimately resulting in the *response*, namely the purchase decision.

This framework also accommodates the two supporting theories identified in the reviewed literature. Affordance

Theory explains why live streaming functions effectively as a stimulus: its interactive and transparent features afford real-time communication between buyers and sellers, which strengthens the organism-level state of trust. Social Proof Theory, in turn, explains how online customer reviews and influencer endorsements operate as stimuli that consumers interpret as validated social evidence, reducing perceived risk and reinforcing the organism-level state that precedes the purchase response. By situating both theories within the broader S-O-R structure, this review offers an integrative explanation of *why* and *how* the four marketing practices converge to influence Generation Z's purchase decisions, rather than treating each variable as an isolated empirical relationship.

Purchase Decision

Purchase decision constitutes the core of consumer behavior and has become a focus of intensive study in the marketing literature. Purchasing decision is defined as the process of selecting the most preferred product from among various available alternatives, where two main

factors can influence this process, namely the attitudes of others and unanticipated situational factors. The purchase decision-making process consists of five stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Haryanto et al., 2022; Nafisca et al., 2025).

(Kotler & Keller, 2016) identify six main dimensions of purchase decision: product choice, brand choice, dealer choice, purchase timing, purchase quantity, and payment method. Meanwhile, (Schiffman & Kanuk, 2013) define purchase decision as the behavior exhibited by consumers in searching for, purchasing, using, evaluating, and disposing of products and services that are expected to fulfill their needs (Dwi Santy & Andriani, 2023). Commonly used indicators for measuring purchase decision include product choice, brand choice, purchase timing, and purchase quantity. In the digital era context, Generation Z consumers' purchase decisions are increasingly influenced by stimuli from social media platforms, including user-generated content, online reviews, and recommendations from digital influencers (Fera Anggraini & Mirzam Arqy Ahmadi, 2024; Haryanto et al., 2022; Putri & Dermawan, 2023).

TikTok Marketing and Purchase Decision

TikTok marketing refers to the use of the TikTok platform as a medium for promoting products and services through various content formats, ranging from organic short videos and paid advertisements to collaborations with content creators and integrated shopping features such as TikTok Shop. (Haryanto et al., 2022) explains that social media, including TikTok, has become an integral part of people's daily activities, leading companies to take advantage of the technological developments offered by the

platform to expand their marketing reach. The characteristics of TikTok's algorithm, which is able to deliver highly relevant content to users based on their preferences and online behavior, make this platform ideal for brands seeking to reach their target market more precisely.

One of the main strategies in the TikTok marketing ecosystem is viral marketing. Viral marketing, according to (Kotler & Keller, 2016) is a marketing strategy that makes use of the power of word-of-mouth by producing highly shareable content that inspires consumers to tell others about it (Haryanto et al., 2022). TikTok's features, such as engaging effects, filters, and a wide range of music genres, support the creation of more creative content, which can stimulate consumer curiosity about the products featured and ultimately drive purchase decisions. Haryanto et al.'s study (2022) on TikTok users in Sukabumi confirms this, with an F-test showing a significance value of 0.000 (< 0.05) and a coefficient of determination (R^2) of 0.851, meaning that 85.1% of the variation in purchase decision can be explained by social media and viral marketing simultaneously.

Live Streaming and Purchase Intention

Live streaming commerce has developed into one of the most significant marketing innovations within the e-commerce ecosystem, particularly on the TikTok platform. Data from the (Ministry of Trade of the Republic of Indonesia, 2025) shows that the live streaming feature contributes up to 80% of total purchase transactions on TikTok Shop Indonesia, underscoring the crucial role of live streaming in influencing consumer trust and purchase decisions (Fadla et al., 2025; Mardiansyah & Kamila, 2025; Rahmi & Firman, 2025). Through interactive live streaming sessions, consumers can observe products more closely, ask questions directly to sellers,

and obtain more comprehensive information, which reduces their doubts and increases their trust in the brand.

The study by (Rahmi & Firman, 2025), which focused on the local cosmetics brand Luxcrime on TikTok Shop Indonesia using Structural Equation Modeling (SEM) with SmartPLS on 275 respondents, found that live streaming has a positive and significant influence on both consumer trust (path coefficient = 0.434; T-statistic = 6.249; $p < 0.05$) and purchase intention directly (path coefficient = 0.239; T-statistic = 3.736; $p < 0.05$). This finding is consistent with Affordance Theory, which states that technological elements such as live streaming enable more direct and open communication between buyers and sellers. Furthermore, consumer trust was found to significantly mediate the relationship between live streaming and purchase intention (indirect path coefficient = 0.167; T-statistic = 4.527; $p < 0.05$), confirming that the transparency and interactivity of live streaming first build trust, which then drives the intention to purchase.

Content Marketing and Purchase Decision

The definition of content marketing is a marketing strategy that concentrates on producing and disseminating worthwhile, pertinent, and consistent material in order to draw in and hold on to a specific audience with the ultimate goal of encouraging profitable consumer behaviour (Putri & Dermawan, 2023; Santika et al., 2024). Content marketing is seen as a pull marketing approach, when the produced content naturally piques consumers' attention by adding value to what they are looking for (Dwi Santy & Andriani, 2023).

The study by (Putri & Dermawan, 2023) on Somethinc items among Surabaya's Generation Z TikTok users

revealed that content marketing significantly and favourably affects purchase intention (path coefficient = 0.522; T-statistic = 12.154; $p < 0.05$), with the "value" indicator being the highest-scoring. Similar findings were obtained by (Santy & Andriani, 2023) in a study of 100 Generation Z consumers on Instagram, where content marketing was shown to have a partial positive and significant influence on purchase decision (t-calculated = 9.087 > t-table; sig. 0.000), with a partial coefficient of determination of 52.9%. Both studies consistently confirm that the better the quality of content marketing implemented, particularly in terms of information accuracy, relevance to consumer needs, and posting consistency, the greater its influence on Generation Z consumers' purchase decisions.

Influencer Marketing and Purchase Decision

Influencer marketing is a novel approach to marketing communication that is connected to relationship and word-of-mouth marketing. Influencers are chosen and encouraged by businesses to interact with their followers in order to promote their products (Nadanyiova & Sujanska, 2023). Believes that influencer marketing is a hybrid of content marketing and native advertising, which is advertising that interacts with customers as a natural part of their environment. Influencers are individuals who have the power to greatly improve a brand's marketing strategy and affect market segments' potential customers' purchase decisions (Ayuningtyas Y Hapsari et al., 2024; Nadanyiova & Sujanska, 2023). According to (Forbes, as cited in Carissa & Aruman, 2019), influencer marketing metrics include relatability, knowledge, helpfulness, confidence, and articulation

(Fera Anggraini & Mirzam Arqy Ahmadi, 2024; Putri & Dermawan, 2023).

The study by (Nadanyiova & Sujanska, 2023), involving 520 Generation Z respondents in Slovakia, found that 72% of respondents follow at least one influencer on social media, and nearly half of them have purchased a product based on an influencer's recommendation. This study demonstrates that Generation Z trusts authentic influencers more than traditional celebrities, as the authenticity they display is more easily identifiable. In the specific context of TikTok, (Putri & Dermawan, 2023) found that influencer marketing has a positive and significant influence on purchase intention for Somethinc products (path coefficient = 0.518; T-statistic = 12.053; $p < 0.05$), with the articulation indicator being the most dominant. The success of an influencer marketing campaign also requires selecting the right influencer based on engagement rate, an indicator showing the percentage of people who view content and then react to it, where the quality of the relationship between a creator and their followers matters more than follower count alone (Nadanyiova & Sujanska, 2023).

This generally positive picture, however, is not unconditional. (Pradhan et al., 2023), studying Generation Z consumers internationally, found that they actively avoid influencers and the brands they endorse when they perceive the brand as exercising excessive control over the influencer's content, with this avoidance effect stronger for macro-influencers than for micro-influencers. This finding does not contradict the dominant result above so much as bound it: it identifies the specific condition — perceived brand control — under which the same influencer-marketing stimulus produces avoidance rather than purchase intention,

rather than the uniformly positive response otherwise observed.

Online Customer Review and Consumer Trust

One of the most significant types of electronic word-of-mouth (e-WOM) in the e-commerce ecosystem is online customer reviews. (Goyette et al., 2010) separate e-WOM into three categories: content, valence of opinion, and intensity (Haryanto et al., 2022). Before making an online purchase, shoppers typically look for information published by prior customers on social media or other social networking sites. Reviews based on customers' actual experiences serve as social proof that allays the fears of potential purchasers (Dwi Santy & Andriani, 2023; Hardoko, 2020).

(Rahmi & Firman, 2025), demonstrate that online customer review has a positive and significant influence on consumer trust (path coefficient = 0.336; T-statistic = 5.351; $p < 0.05$) as well as on purchase intention directly (path coefficient = 0.176; T-statistic = 3.161; $p < 0.05$). This finding is consistent with Social Proof Theory, which posits that individuals tend to adopt the decisions of others who have given positive reviews of a product, as these are regarded as trustworthy choices. Consumer trust was also found to significantly mediate the relationship between online customer review and purchase intention (indirect path coefficient = 0.129; T-statistic = 4.449; $p < 0.05$), confirming that informative reviews first build trust, which then drives purchase intention. Meanwhile, (Santy & Andriani, 2023) found that e-WOM partially has a relatively weak influence on purchase decision (partial coefficient of determination = 12.9%), but together with content marketing simultaneously produces a significant influence (simultaneous coefficient of determination = 53%), underscoring the

importance of combining the two strategies.

Generation Z as a Target Segment for Digital Marketing on TikTok

Those born between 1997 and 2012 are known as Generation Z, and they are the first generation to have grown up completely in a digital world (Nadanyiova & Sujanska, 2023). They have never known a world without the internet, making digital technology an inherent part of their daily lives. More than 60% of TikTok users come from Generation Z (Putri & Dermawan, 2023), making them the primary target segment for various digital marketing strategies on the platform. Generation Z is characterized by early and high technology adoption, active engagement across various social networks, dependence on social media content and peer recommendations, and a tendency to share product experiences through reviews or comments on social media (Nadanyiova & Sujanska, 2023).

Based on the literature synthesized above, the four independent variables, TikTok marketing (X1), live streaming (X2), content marketing (X3), and influencer marketing (X4), can each be positioned as distinct stimuli within the S-O-R framework, each of which activates organism-level responses, primarily trust and perceived value, before shaping Generation Z consumers' purchase decisions. This theoretical positioning clarifies why the four variables, despite differing in format and mechanism, produce convergent effects on purchase decisions: they operate through a shared psychological pathway rather than through four unrelated processes. This integrative reading strengthens the rationale for reviewing all four variables within a single framework and underscores the conceptual, not merely

empirical, contribution of the present review.

METHODS

The study's data came from scholarly publications that were found by methodical searches in a number of reliable academic databases, including Google Scholar, Scopus, and SINTA (Science and Technology Index). A variety of terms pertinent to the research issue were used in the literature search, such as "TikTok marketing," "live streaming," "content marketing," "influencer marketing," "purchase decision," "purchase intention," "Generation Z," "TikTok Shop," as well as Indonesian-language keyword combinations such as "*keputusan pembelian*" (purchase decision), "*pemasaran konten*" (content marketing), and "*pemasaran influencer*" (influencer marketing). These keywords were used both individually and in combination using Boolean operators (AND, OR) to maximize the scope of the search results. To ensure transparency and replicability, the full Boolean search string applied across all databases was: ("TikTok marketing" OR "live streaming" OR "content marketing" OR "influencer marketing") AND ("purchase decision" OR "purchase intention") AND ("Generation Z"), applied to the title, abstract, and keyword fields. The search was conducted on June 10, 2026, restricted to peer-reviewed journal articles published in English or Indonesian between 2016 and 2026, with no additional database-specific filters applied.

Inclusion and Exclusion Criteria

The article selection process was conducted based on explicitly established inclusion and exclusion criteria. The inclusion criteria comprised: (1) articles published between 2016 and 2026; (2)

articles being scientific publications in accredited national journals or indexed international journals; (3) articles addressing at least one variable relevant to the research topic, namely TikTok marketing, live streaming, content marketing, influencer marketing, or purchase decision; (4) articles available in Indonesian or English; and (5) articles accessible in full text. Meanwhile, the exclusion criteria comprised: (1) articles published before 2016; (2) articles that had not undergone a peer-review process; (3) articles in the form of editorials, opinions, or reader letters; (4) articles irrelevant to the context of digital marketing or consumer behavior; and (5) duplicate articles found across multiple databases.

Literature Selection Process

The literature selection process was carried out in stages, following a systematic protocol. The first stage was identification, namely the collection of all articles found through database searches based on the predetermined keywords. The second stage was screening, namely filtering articles based on title and abstract to ensure their relevance to the research topic. The third stage was eligibility, namely examining the full text of articles that passed the screening stage to verify their compliance with all inclusion criteria. The fourth stage was inclusion, namely determining the final articles that met all criteria and were suitable for synthesis. From this selection process, a minimum of 30 national and international journal articles were obtained, which were subsequently used as the material for analysis and synthesis in this study. The screening and eligibility assessment were conducted following the pre-established inclusion and exclusion

criteria outlined above to minimize subjectivity in the selection process. Each included article was further evaluated for methodological soundness based on sample size adequacy, clarity of the research method, and relevance of the reported findings to the research variables under review.

Analysis Technique

Data analysis in this study was conducted through a narrative synthesis approach, an analytical technique that integrates and interprets findings from various studies descriptively and conceptually without using meta-analysis statistical procedures. Narrative synthesis was chosen due to the heterogeneity of methodologies and research contexts under review, making statistical data pooling inappropriate. The analysis process included: (1) extracting key data from each article, covering research objectives, methods, samples, variables, and main findings; (2) grouping articles based on the variables examined; (3) identifying patterns, similarities, and differences in findings across studies; and (4) drawing conclusions based on the weight of available empirical evidence. This entire process was carried out systematically to ensure the objectivity and validity of the research findings (Heriyanto, 2018; Ilmawan, 2024).

RESULTS

Literature Selection Results

The literature selection process in this study followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol, which consists of four stages: identification, screening, eligibility, and inclusion.

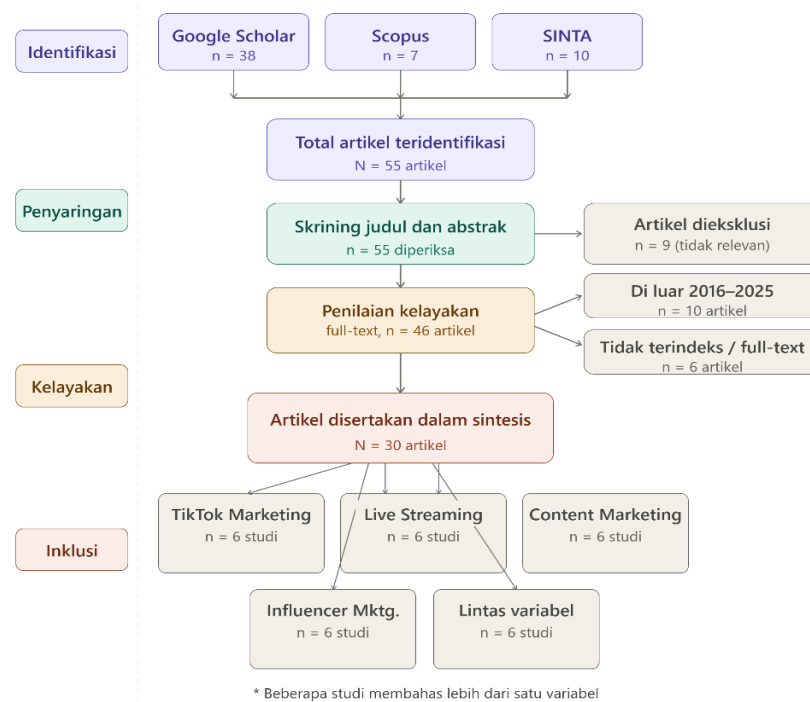


Figure 2. PRISMA Flow Diagram of the Literature Selection Process

At the identification stage, a systematic search was conducted across three academic databases, namely Google Scholar ($n = 38$), Scopus ($n = 7$), and SINTA ($n = 10$), yielding a total of 55 articles. The screening stage was carried out by examining the titles and abstracts of all articles found, in which 9 articles were excluded for being irrelevant to the research topic, leaving 46 articles for further review. At the eligibility stage, the full texts of all 46 articles were evaluated against the established inclusion and exclusion criteria. A total of 10 articles were excluded for being published outside the 2016–2026 range, and 6 additional articles were excluded for not being fully accessible or not being indexed in reputable journals. At the inclusion stage, 30 articles were determined to meet all criteria and were used as the material for synthesis in this study.

Of the 30 articles included in this review, all publications fall within the 2016 to 2026 range, with the majority of articles ($n = 22$) published between 2021 and 2026. This reflects the rapid growth of academic interest in digital marketing research in recent years. In terms of methodology, the majority of studies employed a quantitative approach ($n = 22$), encompassing survey-based research and Structural Equation Modeling (SEM), while the remainder used qualitative approaches or literature reviews ($n = 8$). The included articles examined the variables of TikTok marketing ($n = 6$), live streaming ($n = 6$), content marketing ($n = 6$), influencer marketing ($n = 6$), as well as cross-variable studies discussing more than one variable simultaneously ($n = 6$).

Table 1. Summary of Reviewed Studies by Marketing Variable

Author(s)	Year	Context/Sample	Method	Key Finding
Tiktok Marketing				
Haryanto et al.	2022	190 TikTok users (Gen Z) in Sukabumi	Quant., regression	Social media positively affects purchase decisions.
Azis et al.	2024	Albaby Official MSME, Bogor (ID)	Quant.	Positive & significant.
Sarusu et al.	2025	Abhillmaker products (ID)	Quant.	Positive impact.
Jumali & Mustaffa	2024	University students (Malaysia)	Quant.	Significant (hashtag challenges, branded content).
Ying et al.	2025	Gen Z, Industry 4.0 context	Quant.	Significant role in purchase intention.
Febri Annisa et al.	2024	Literature synthesis	Qualitative/lit. review	Confirms positive effect.
Live Streaming				
Rahmi & Firman	2025	Luxcrime, TikTok Shop (ID), n=275	SEM-SmartPLS	Live streaming positively affects purchase intention.
Hossain et al.	2023	434 consumers using livestream shopping platforms	Structural Equation Modeling (SEM)	Live streaming drives purchase intention.
Kasnelly & Raniasa	2025	Fashion products, TikTok/Shopee (ID)	Quant.	Increased sales volume.
Ardiyanti	2023	TikTok live shopping (ID)	Quant.	Impulse buying = 38.5%.
Widiyaningsih & Nugroho	2024	Thrift shop consumers (UNS students)	PLS-SEM	Live streaming positively affects purchase intention.
Fadla et al.	2025	140 Skintific TikTok Shop consumers in Makassar	Quantitative (Multiple Regression)	Live streaming positively affects purchase decisions
Content Marketing				
Ferdianto et al.	2024	200 Gen Z TikTok users in Central Java	PLS-SEM	Content marketing positively affects purchase intention.
Dwi Santy & Andriani	2023	100 Gen Z Instagram users in Indonesia	Quant., regression	Content marketing significantly affects purchase decisions; e-

				WOM is insignificant
Febyola Nada et al.	2023	Fashion/e-commerce (ID)	Quant.	Positive & significant.
Dewi et al.	2023	60 STIE AMM Mataram students	Multiple Regression	Content marketing positively affects purchase decisions.
Fatimah & Zaerofi	2025	190 Gen Z TikTok users in Bogor Regency	SEM-PLS.	Content marketing positively affects purchase decisions.
Pratama & Yasa	2023	180 consumers of Umah Lokal Coffee & Roastery, Denpasar	SEM-PLS	SMM and content marketing positively affect purchase decisions.
Influencer Marketing				
Nadanyiova & Sujanska	2023	Gen Z, n=520 (Slovakia)	Survey	72% follow influencer; ~50% purchased via recommendation.
Tartaraj et al.	2024	TikTok users	Econometric	Positively influences consumer behavior.
Ayuningtyas et al.	2024	Gen Z vs Millennials	Quant., comparative	Gen Z more responsive to micro-influencers.
Turlapati et al.	2024	Amazon product reviews	Prophet ARIMA-LSTM	Influencer marketing improves purchase decisions.
Carissa & Aruman	2019	Pre-TikTok era	Quant.	Positive influence (early foundation)
Triwardhani	2025	100 Erigo consumers in Jakarta	PLS-SEM	TikTok influencers positively affect purchase decisions.
Cross-Variable Studies				
Putri & Dermawan	2023	Somethinc, Gen Z TikTok, Surabaya (ID)	SEM-PLS	Content and influencer marketing significantly affect purchase decisions.
Wijaya et al.	2026	Gen Z TikTok users	Quant.	Influencer marketing & live streaming both

				significant, partial & simultaneous
Rimanto	2025	TikTok Shop, Gen Z, Bandar Lampung (ID), n=100	Multiple regression	Content marketing significantly affects purchase decisions.
Mahardini et al.	2023	TikTok users, DKI Jakarta (ID), n=100	SmartPLS3	Content and influencer marketing significantly affect purchase decisions.
Majid & Nur Faizah	2024	BHS sarongs, TikTok, Lamongan (ID), n=76	Multiple regression	Influencer and content marketing positively influence purchase decisions.
Chen et al.	2024	Survey of 654 consumers in Suzhou, China	Quantitative (PPS & Fuzzy Model)	Influencer credibility and professionalism positively affect purchase intention.

Synthesis of Findings by Variable

The Influence of TikTok Marketing on Purchase Decision

Based on the synthesis of various studies reviewed, consistent evidence was found that the use of the TikTok platform as a marketing medium has a positive and significant influence on Generation Z consumers' purchase decisions. (Haryanto et al., 2022), in their study of TikTok users in Sukabumi, revealed that social media marketing activities and viral marketing mechanisms on the TikTok platform jointly account for 85.1% of the variation occurring in consumer purchase decisions ($R^2 = 0.851$; sig. = 0.000). This finding indicates how strong TikTok's capacity is in shaping and directing its users' purchasing behavior. Similar results were also confirmed by (Azis et al., 2024), who studied the Albaby Official MSME in Bogor, where creative and relevant TikTok content was shown to have a significant positive influence on consumer

purchase decisions, particularly when the content presented aligned with the target audience's interests and needs. (Sarusu et al., 2025) likewise reported consistent findings, namely that marketing strategies through TikTok had a clear positive impact on purchase decisions for Abhillmaker products, underscoring the platform's effectiveness across diverse product categories.

In a broader context, (Jumali & Mustaffa, 2024) found that various digital marketing features available on TikTok, such as hashtag challenges and branded content, significantly influence the purchase decisions of university students in Malaysia, demonstrating that TikTok's algorithmic capability to deliver personalized content transcends geographic boundaries in shaping consumer intention. (Ying et al., 2025) enforced this finding by showing that social media marketing, particularly on TikTok, plays a significant role in shaping

Generation Z's purchase intention within the Industry 4.0 landscape, thereby positioning TikTok not merely as an entertainment platform but as a strategic commercial ecosystem. (Febri Annisa et al., 2024), through a literature study, also confirmed that various marketing strategies on TikTok consistently increase consumer purchase interest, based on a synthesis of various prior studies.

Overall, the findings above indicate that TikTok marketing influences purchase decisions through various mechanistic pathways, including algorithm-based content personalization, the dynamics of viral content spread, creative short-video formats, and integrated shopping features such as TikTok Shop. The convergence of evidence across diverse geographical contexts and varied methodological approaches further strengthens the conclusion that TikTok marketing is a reliable and consistent driver of purchase decisions among Generation Z consumers.

The Influence of Live Streaming on Purchase Decision

The evidence from the literature reviewed consistently confirms that live streaming commerce is one of the most impactful digital marketing innovations in shaping consumer purchase decisions, particularly within the TikTok ecosystem. (Rahmi & Firman, 2025), in their study using a Structural Equation Modeling (SEM) approach with SmartPLS on 275 respondents in Indonesia, found that live streaming has a positive and significant influence on consumer trust (path coefficient = 0.434; T-statistic = 6.249; $p < 0.05$) as well as on purchase intention directly (path coefficient = 0.239; T-statistic = 3.736; $p < 0.05$). More importantly, consumer trust was shown to significantly mediate the relationship between live streaming and purchase intention (indirect path coefficient = 0.167; T-statistic = 4.527; $p < 0.05$),

indicating that live streaming first builds consumer trust, which then gradually drives the formation of purchase intention. This finding aligns with Affordance Theory, which states that interactive technological features enable more direct and transparent communication between sellers and buyers.

(Hossain et al., 2023), in their study, similarly demonstrated that live streaming has a positive influence on consumer purchase decisions through increased engagement, reduced uncertainty, and the provision of richer real-time product information. The interactive nature of live streaming, which allows consumers to ask questions directly, observe products closely, and receive immediate responses from sellers, was shown to significantly reduce pre-purchase doubt while building trust in the transaction to be made. (Kasnelly & Raniasa, 2025; Ardiyanti, 2023) also confirmed that live shopping strategies on TikTok and Shopee contributed positively to increased sales volume for fashion products, demonstrating the real commercial impact of live streaming that extends beyond mere purchase intention to actual transactions, even driving impulsive purchasing behavior. This impact can even trigger impulse buying behavior, as found by (Ardiyanti, 2023) who reported that TikTok live streaming shopping had a significant influence on impulse buying behavior (38.5%), driven by affordable product prices, ease of seller-buyer communication, and attractive promotions during live streaming sessions. (Widiyaningsih & Nugroho, 2024) added another important dimension by demonstrating that consumer attitudes function as a significant mediating variable in the relationship between live streaming and purchase intention, suggesting that the affective response generated by live streaming content plays

a crucial role in converting viewing behavior into actual purchase decisions.

Overall, the reviewed studies reveal that live streaming influences purchase decisions through at least three distinct pathways: direct persuasion through real-time product demonstration, trust-building through transparent and interactive communication between sellers and consumers, and attitude shifts resulting from engaging and entertaining live content.

(Fadla et al., 2025), in a study of 140 Skintific consumers who purchased through TikTok Shop live streaming in Makassar, further decomposed live streaming into three specific dimensions, namely interactivity, entertainment, and discount incentives, all of which were found to exert a positive and significant influence on purchase decisions both partially ($\beta = 0.351, 0.368, \text{ and } 0.254$ respectively; all $p < 0.001$) and simultaneously ($F = 99.398; p < 0.001$). Notably, this study was grounded in the Stimulus-Response (S-R) theory, lending further empirical support to the stimulus-based theoretical positioning of live streaming adopted in this review.

The Influence of Content Marketing on Purchase Decision

The literature reviewed provides strong and consistent evidence that content marketing has a positive and significant influence on Generation Z consumers' purchase decisions across various digital platforms, including TikTok. (Putri & Dermawan, 2023), in an SEM-PLS-based study involving Generation Z TikTok users in Surabaya focusing on the Somethinc brand, found that content marketing exerts a strong positive influence on purchase intention (path coefficient = 0.522; T-statistic = 12.154; $p < 0.05$), with the "value" dimension identified as the most dominant indicator. This finding underscores the centrality of

perceived value in content consumption: Generation Z consumers tend to be more motivated to purchase when the content they consume offers meaningful, useful, and entertaining information, rather than being merely promotional, a purchase intention consistent with the finding by (Ferdianto et al., 2024) that content marketing has a positive and significant influence on purchase intention mediated by customer engagement.

(Dwi Santy & Andriani, 2023), in their study of 100 Generation Z consumers on Instagram, reinforced this finding by demonstrating that content marketing has a positive and significant influence on purchase decisions ($t = 9.087; \text{ sig. } = 0.000$), with a partial coefficient of determination of 52.9%. Similar findings were also confirmed by (Febyola Nada et al., 2023; Dewi et al., 2023; Fatimah & Zaerofi, 2025), who consistently found that content marketing has a positive and significant influence on purchase decisions among Generation Z TikTok users across various contexts, including fashion products, e-commerce, and local apparel. (Pratama & Yasa, 2023) further confirmed the positive effect of content marketing on purchase decisions and demonstrated that brand image partially mediates this relationship among consumers of Umah Lokal Coffee & Roastery in Denpasar. Interestingly, this study also examined the simultaneous influence of content marketing together with electronic word-of-mouth (e-WOM) and found a combined coefficient of determination of 53%, indicating that the effectiveness of content marketing increases further when combined with positive reviews from fellow users. This finding highlights an important synergistic dynamic: although content marketing on its own can drive purchase decisions, its influence becomes far more optimal when consumers are also exposed to positive recommendations and experiences from

other users, a pattern that is especially prominent among Generation Z, who have grown up in a culture of digital sharing. The synthesis of these findings indicates that the quality dimensions of content marketing, particularly information accuracy, relevance to consumer needs, ease of comprehension, and consistency in content publication, are the key determinants of its effectiveness in driving purchase decisions. Content perceived as informative, authentic, and aligned with consumer values has been shown to generate stronger purchase intention among Generation Z, who are characteristically highly selective and resistant to overly commercial messaging.

The Influence of Influencer Marketing on Purchase Decision

The studies reviewed collectively confirm that influencer marketing is one of the most powerful and consistently documented drivers of purchase decisions among Generation Z consumers within the TikTok ecosystem. (Nadanyiova & Sujanska, 2023), in a large-scale study involving 520 Generation Z respondents in Slovakia, found that 72% of participants followed at least one influencer on social media, and nearly half had made a purchase based on that influencer's recommendation. An important finding from this study is that Generation Z consumers place greater trust in authentic micro-influencers compared to traditional celebrities, reasoning that the authenticity displayed by micro-influencers is more easily identifiable and more relevant to their daily lives. (Wijaya et al., 2026) reinforced this finding by demonstrating that TikTok influencers and live streaming features, both partially and simultaneously, have a positive and significant influence on Gen Z consumers' purchase intention.

In the specific context of TikTok, (Putri & Dermawan, 2023) confirmed that

influencer marketing has a positive and significant influence on purchase intention for Somethinc products among Generation Z TikTok users in Surabaya (path coefficient = 0.518; T-statistic = 12.053; $p < 0.05$), with the articulation dimension identified as the most dominant indicator. This finding suggests that an influencer's ability to communicate product benefits clearly and convincingly is the most critical factor in converting follower engagement into actual purchase intention. (Tartaraj et al.) through an econometric approach, further demonstrated that influencer marketing on TikTok has a significant influence on consumer behavior, with engagement rate, defined as the proportion of viewers who actively respond to content, identified as a key metric of campaign success, underscoring that the quality of the relationship between an influencer and their followers is far more determinative than follower count alone.

(Ayuningtyas et al., 2024) added a cross-generational comparative dimension by finding that although both Generation Z and Millennials are influenced by social media influencers, Generation Z exhibits significantly higher responsiveness, particularly toward micro-influencers whose content feels organic and not excessively commercial. (Turlapati et al., 2024), using a Prophet ARIMA-LSTM predictive model, further reinforced this conclusion by demonstrating that influencer marketing in the digital era significantly and predictably influences consumer purchasing decisions. (Carissa & Aruman, 2019) is provided a relevant early foundation by demonstrating the positive influence of influencer marketing on consumer purchase intention, serving as an important historical reference point prior to TikTok's dominance in the digital marketing landscape.

(Triwardhani, 2025), in a PLS-SEM-based study of 100 Erigo Apparel consumers in Jakarta, further confirmed that TikTok influencers exert a positive and significant influence on purchase decisions ($\beta = 0.449$; $p < 0.05$), reinforcing the consistency of this relationship across different local fashion brand contexts and further validating influencer marketing's cross-industry relevance within Indonesia's digital commerce landscape.

Further supporting this evidence, (Chen et al., 2024), in a study involving 654 consumers in Suzhou, China, found that influencer credibility and professionalism have a positive and significant influence on consumers' purchase intentions. The study further highlighted that consumers are more likely to purchase products recommended by influencers who are perceived as trustworthy, knowledgeable, and capable of providing objective product information, reinforcing the importance of influencer credibility and professionalism in shaping purchase decisions.

The convergence of findings across diverse methodologies, geographical contexts, and time periods confirms that influencer marketing consistently and powerfully shapes Generation Z consumers' purchase decisions, with authenticity, engagement quality, and communication clarity identified as the three most critical success factors.

In contrast to the consistently positive findings reported above (Rimanto, 2025), in a study of 100 Generation Z TikTok Shop users in Bandar Lampung, found that live streaming did not exert a significant influence on purchase decisions ($\text{sig.} = 0.268 > 0.05$), while content marketing remained a significant predictor ($\text{sig.} = 0.000 < 0.05$), with both variables jointly explaining 76% of the variance ($R^2 = 0.766$). This divergent finding suggests that the effectiveness of live streaming as a purchase driver may be

contingent on contextual or methodological factors not fully captured across the reviewed literature.

Similarly, (Mahardini et al., 2022), in a study of 100 TikTok users in DKI Jakarta using SmartPLS, found that both content marketing (T-statistic = 4.469; $p = 0.000$) and influencer marketing (T-statistic = 2.511; $p = 0.012$) exerted a positive and significant influence on purchase decisions, with content marketing showing a comparatively stronger effect ($F^2 = 0.239$, moderate) than influencer marketing ($F^2 = 0.089$, small). Together, both variables explained 46.8% of the variance in purchase decisions ($R^2 = 0.468$). This finding reinforces the pattern observed in Putri and Dermawan's study, suggesting that content marketing and influencer marketing frequently co-occur as complementary rather than competing drivers of purchase decisions on TikTok.

Adding further support, (Majid & Faizah, 2023), in a study of 76 consumers of BHS sarongs purchased via TikTok, found that both influencer marketing ($t = 2.642$; $\text{sig.} = 0.010$; $\beta = 0.300$) and content marketing ($t = 3.624$; $\text{sig.} = 0.001$; $\beta = 0.411$) exerted a positive and significant influence on purchase decisions, with content marketing again demonstrating a comparatively stronger effect. The two variables jointly explained 40.8% of the variance in purchase decisions ($R^2 = 0.408$; $F = 25.207$; $p < 0.001$), further corroborating the complementary relationship between these two marketing strategies across different product categories, from digital cosmetics to traditional apparel.

DISCUSSIONS AND CONCLUSIONS

Discussions

The synthesis of the literature in this study consistently demonstrates that the four digital marketing variables examined,

namely TikTok marketing, live streaming, content marketing, and influencer marketing, each exert a positive and significant influence on Generation Z consumers' purchase decisions. This finding is consistent with various prior studies confirming that Generation Z, as a demographic group that has grown up entirely within a digital environment, exhibits a high degree of dependence on social-media-platform-based marketing stimuli in their purchase decision-making process (Nadanyiova & Sujanska, 2023; Ying et al., 2025).

The influence of TikTok marketing and live streaming on purchase decisions can be understood through the mechanisms of algorithm-based content personalization and trust-building via real-time interactivity. TikTok's algorithm, which is able to deliver organically relevant content, creates product exposure that does not feel forced, while live streaming bridges the trust gap in online shopping through transparency and direct two-way communication between sellers and consumers (Hossain et al., 2023; Rahmi & Firman, 2025). Together, these two mechanisms create a digital shopping environment that approximates the experience of shopping in person at a physical store.

Meanwhile, the effectiveness of content marketing and influencer marketing in influencing Generation Z's purchase decisions hinges on the authenticity and relevance of the messages conveyed. Generation Z, being selective and resistant to overtly commercial messaging, is more responsive to content that offers genuine added value as well as recommendations from influencers perceived as authentic and relatable (Mahardini et al., 2022; Putri & Dermawan, 2023; Tartaraj et al., 2024). This finding confirms that within the TikTok ecosystem, content quality and source credibility are the primary

determinants of digital marketing effectiveness.

This positive pattern, however, is conditional rather than automatic. (Pradhan et al., 2023) found that Generation Z consumers shift from purchase intention to active avoidance when an influencer or endorsed brand is perceived as excessively brand-controlled or inauthentic. Read through the S-O-R framework, this shows that the organism-stage evaluation not the stimulus alone determines the response: the same influencer-marketing stimulus produces opposite outcomes depending on whether Generation Z perceives it as authentic or as manufactured. This boundary condition is consistent with, rather than contradictory to, the authenticity mechanism identified throughout this review, and it demonstrates that the pathway from marketing stimulus to purchase decision is conditional on perceived authenticity, not guaranteed by exposure alone.

Taken together, this study shows that the four variables do not operate in isolation but rather complement one another in shaping Generation Z's purchase decisions. TikTok marketing provides reach, live streaming builds trust, content marketing creates value, and influencer marketing offers social validation; this combination of the four strategies reflects the complexity of Generation Z's purchasing behavior, which is shaped by multiple digital stimuli simultaneously.

Conclusions

The literature review successfully synthesized empirical evidence from 30 national and international journal articles examining the influence of TikTok marketing, live streaming, content marketing, and influencer marketing on the purchase decisions of Generation Z TikTok consumers. Based on the synthesis

conducted, several key conclusions can be drawn as follows.

First, TikTok marketing has been shown to exert a positive and significant influence on Generation Z consumers' purchase decisions. TikTok's algorithm, which is able to deliver precisely targeted personalized content, combined with the viral marketing mechanisms inherent to the platform, makes TikTok one of the most effective digital marketing mediums in driving purchase decisions across diverse product categories and geographical contexts.

Second, live streaming has been shown to have a positive and significant influence on purchase decisions, both directly and as mediated by consumer trust and consumer attitudes. The interactivity and transparency offered by live streaming effectively reduce consumer uncertainty and build trust in both products and sellers, which ultimately drives the formation of purchase decisions.

Third, content marketing exerts a positive and significant influence on Generation Z consumers' purchase decisions, with the value dimension and content relevance identified as the most determinant factors. Content marketing strategies that prioritize delivering authentic and relevant added value have been shown to be more effective in driving purchase decisions than content that is merely promotional in nature.

Fourth, influencer marketing has been shown to exert a positive and significant influence on Generation Z's purchase decisions, with authenticity and engagement quality identified as the most critical success factors. Micro-influencers perceived as authentic and relatable have been shown to be more effective in driving purchase decisions than celebrities with

larger follower counts but lower levels of engagement.

Overall, this study concludes that the strategic integration of TikTok marketing, live streaming, content marketing, and influencer marketing represents the most optimal digital marketing approach for driving Generation Z consumers' purchase decisions on the TikTok platform. This finding carries significant practical implications for marketers and business practitioners targeting the Generation Z segment, namely the need to adopt a holistic and integrated digital marketing strategy, rather than relying on a single marketing instrument, in order to maximize influence on purchase decisions in an increasingly competitive digital era.

LIMITATIONS

Although this study successfully synthesized empirical evidence from various prior studies in a systematic manner, several limitations need to be acknowledged. First, this study employed a systematic literature review approach that relied on articles available and fully accessible (full-text) through the selected academic databases, meaning relevant studies that were not indexed or not available online may have been overlooked in the synthesis process. This limitation could potentially affect the completeness and representativeness of the resulting findings.

Second, most of the articles included in this review originated from Indonesia and several Southeast Asian countries, so generalizing the findings to different cultural and market contexts should be done with caution. Generation Z consumer behavior in countries with different levels of internet penetration, online shopping culture, and TikTok usage characteristics

may exhibit patterns that are not entirely identical to the findings of this study.

Third, the heterogeneity of methodologies, sample sizes, and measurement instruments used across the reviewed studies limits this study's ability to conduct direct quantitative comparisons between studies. The narrative synthesis approach chosen, although appropriate given this heterogeneity, does not allow for the calculation of a pooled effect size as would be possible with a statistical meta-analysis approach.

Fourth, the highly rapid dynamics of the TikTok platform, including algorithm changes, the addition of new features, and shifts in user behavior, suggest that the findings of this study are contextual to a particular period of time. Future research is recommended to periodically update the literature synthesis to accommodate the latest developments in TikTok's digital marketing ecosystem, as well as to expand the geographical and methodological scope in order to produce a more comprehensive and generalizable understanding.

Fifth, the article screening and eligibility assessment in this study were conducted by a single reviewer (the author), rather than through independent screening by multiple reviewers with subsequent inter-rater reliability testing. While the process followed pre-established inclusion and exclusion criteria to minimize subjectivity, the absence of a second independent reviewer means that the possibility of selection bias or oversight in the screening process cannot be entirely ruled out. Similarly, the quality of the included studies was assessed based on general methodological soundness rather than a standardized, validated quality appraisal instrument. Future systematic reviews in this area would benefit from involving multiple independent reviewers and applying a formal quality appraisal checklist to

strengthen the reliability and rigor of the study selection process.

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