Research/Review

Measuring Generation Z's Purchasing Decisions on Fashion Products on TikTok Live Streaming

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Abstract. This study aims to analyze the influence of content marketing and live streaming on purchasing decisions for fashion products among Generation Z users of the TikTok platform. In the era of digitalization and social media dominance, TikTok has emerged as one of the most influential platforms shaping consumer behavior, particularly for the younger generation. The research adopts an associative quantitative approach using a questionnaire survey distributed to 102 respondents who actively use TikTok for fashion-related content. The collected data were analyzed through Structural Equation Modeling–Partial Least Squares (SEM-PLS) using SmartPLS 4 to test the hypothesized relationships between variables. The results indicate that both content marketing and live streaming significantly and positively affect purchasing decisions. The path coefficients of 0.361 for content marketing and 0.521 for live streaming demonstrate their substantial contribution. Furthermore, the research model yields an R-squared value of 0.640, suggesting that these two independent variables collectively explain 64% of the variance in purchasing decisions among Generation Z. In addition, the validity and reliability tests confirm that all constructs fulfill the eligibility criteria, reinforcing the robustness of the measurement model. These findings emphasize that content-based marketing strategies, when designed to be engaging, interactive, and visually appealing, are highly effective in fostering consumer interest and driving purchase intention. Live streaming, in particular, serves as a powerful marketing tool by offering real-time interaction, product demonstration, and a sense of authenticity that resonates strongly with Generation Z's consumption patterns. The implications of this research highlight the strategic importance for fashion brands to optimize their digital marketing practices by integrating creative content marketing and live streaming features on TikTok.

Keywords: Content marketing; Fashion product; Live streaming; Purchase decision

1. Introduction

TikTok has grown into one of the most influential social media platforms in Indonesia, especially among Generation Z, known as digital natives (KPMG, 2023). This generation is very familiar with digital devices and actively uses social media not only for entertainment and social interaction, but also for online shopping. One feature that is currently popular is live streaming shopping, which allows users to purchase products directly during the broadcast. This feature is highly sought after in the fashion industry, where consumers can view real-time product reviews, interact directly with sellers, and receive exclusive promotions (Misbakhudin & Komaryatin, 2023; Sari & Habib, 2023). According to a KPMG report (2023), 63% of Generation Z respondents in Asia Pacific consider social commerce important in their shopping experience, and 57% of them consider live streaming an engaging shopping method. Phenomena such as " TikTok Made Me Buy It " demonstrate the significant influence of viral content and social interaction in shaping Generation Z purchasing decisions (KPMG, 2023). In Indonesia, TikTok Shop pioneered the live streaming commerce model and significantly increased transactions in the fashion category (Katadata, 2023). Recent research also revealed that 72% of Generation Z TikTok users

admitted to having been influenced by the platform in making purchasing decisions (We Are Social & Meltwater, 2024).

Purchasing decisions are activities of individuals who are directly involved in making decisions to purchase products offered by sellers (Kastori, 2023). This is the final stage of the consumer decision process, where individuals or groups of consumers have generated various alternatives and then decided to purchase a particular item. Consumers have their characteristics for searching, considering, and making purchasing decisions (Kurniawan et al., 2021). According to Lindawati et al. (2023), consumer purchasing decisions are influenced by online activities such as live streaming, gifts, and discounts available on the TikTok social media platform. These activities have a significant influence because they allow consumers to obtain information more interactively and attract their attention through temporary and tempting offers. Furthermore, Nada et al. (2023) stated that content marketing and live streaming appear to have a positive correlation with purchasing decisions, particularly on the TikTok Shop platform. This indicates that engaging marketing strategies are key to driving consumer interest in purchasing. In conclusion, although emotional and psychological factors are highly influential in consumers, the stimulus provided through online promotions on social media can strengthen and accelerate product purchasing decisions.

Generation Z is a group that grew up amidst the rapid development of digital technology, making them very familiar with digital devices such as smartphones, tablets, and laptops. They also actively use social media for communication, entertainment, and information seeking. This openness to technology makes Generation Z more comfortable making online purchases, as it is considered more practical, efficient, and offers various conveniences in comparing products and accessing attractive promotions.

Live streaming or Live shopping on TikTok is a business model that connects sellers and consumers through live broadcasts, allowing viewers to obtain detailed product information in real-time and interactively (Indriastuti, 2023; Sari & Habib, 2023). Through this feature, consumers can objectively evaluate the material, shape, advantages, and disadvantages of a product before deciding to purchase. Research shows that content personalization and direct interaction in live streaming significantly increase engagement and influence purchasing decisions (Misbakhudin & Komaryatin, 2023; Ramadhan & Laila, 2024). Even after the closure of TikTok Shop, the influence of live streaming on purchasing decisions remains positive (Nardiana & Budiarti, 2023). Amidst the rapid transformation of e-commerce, this research is important because there are still limited studies that specifically examine the influence of TikTok live streaming on the fashion purchasing decisions of Generation Z in Indonesia. Thus, this research is expected to provide theoretical and practical contributions to the development of effective digital marketing strategies to reach and influence Generation Z shopping behavior in the digital era (KPMG, 2023; Katadata, 2023).

Furthermore, content marketing has also been proven effective in increasing customer engagement and strengthening purchase intentions through relevant and engaging content (Fauzi et al., 2024). In the context of TikTok Shop, content marketing serves to attract consumers' attention through content that is not only informative but also entertaining and tailored to audience preferences. This strategy allows brands to build more personal relationships with consumers through short videos that showcase products in an engaging and creative way. By combining educational, entertaining, and promotional elements in one easily digestible format, content marketing on TikTok Shop has great potential to drive purchasing decisions. Therefore, this study also aims to explore the synergy between live streaming and content marketing on TikTok Shop, to see the extent to which these two strategies can work together to influence consumer behavior and increase purchase conversions.

The main objective of this study is to comprehensively investigate the influence of content marketing and live streaming on fashion product purchasing decisions among Generation Z. The central question to be answered is how interactions in live streaming, the features offered, as well as host credibility and interaction with viewers can influence the fashion product purchasing decision - making process by a generation known to be very active and adaptive to digital platforms such as TikTok. A deep understanding of these dynamics is expected to make a significant contribution to digital marketing literature and provide practical guidance for marketers and fashion business players in utilizing the potential of live streaming as an effective sales strategy to reach and influence Generation Z consumers.

2. Theoretical Study

The Relationship between Content Marketing and Purchasing Decisions

Research shows that content marketing on TikTok has a positive and significant influence on consumer purchasing decisions, particularly among Generation Z. Relevant, engaging, and consistent content can increase consumer purchase intention and trust (Eka Patra et al., 2025). Another study revealed that content marketing contributes significantly to variations in purchasing decisions, with factors such as content relevance, trust in influencers, and message consistency being key to success (Salsabila et al., 2024). Furthermore, effective content marketing can increase purchase intention, which then positively impacts purchasing decisions (Widya Amrita, 2023).

H1: There is a significant influence between content marketing and consumer purchasing decisions.

The Relationship between Live Streaming and Purchasing Decisions

The Live Streaming feature on TikTok provides real-time product information and enables direct interaction between sellers and consumers, which can increase trust and accelerate purchasing decisions (Khalid, 2024). The intensity of watching live streaming significantly influences TikTok Shop consumers' purchase interest in fashion products (Cathrine Gabryella et al., 2024). TikTok Live Streaming can be an effective strategy in influencing product purchasing decisions, especially among Generation Z, who are active TikTok users (Adelia Putri & Didiek Tranggono, 2023).

H2: There is a significant influence between live streaming and consumer purchasing decisions.

Table 1. Variable Indicators

| Variables	Conceptual Definition	Indicator	Reference Source
Consumer Purchasing Decisions	The consumer process of selecting, deciding, and purchasing products based on needs and preferences.	1. Perception of price. 2. Product quality. 3. Satisfaction. 4. Trust in the product. 5. Interest in buying product reviews from influencers.	Yuniarto et al (2019)
Content marketing	A marketing strategy that focuses on creating and distributing valuable, relevant, and consistent content to attract, engage, and retain an audience..	1. Reader cognition. 2. Motivation to share. 3. Persuasi. 4. Decision making	Atika, Haidar & Sutrisno (2024)
Live Streaming	An interactive and engaging media that focuses on its users by offering real-time interaction between customers and sellers.	1. Interaction 2. Real time 3. Promotional tools	Fitriyani, Aditya & Erwan (2021)
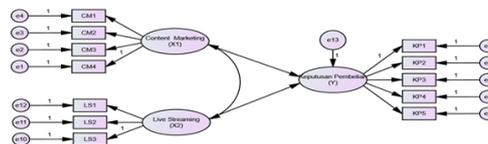
Figure 1. Framework of Thought

3. Research Methods

This study uses a quantitative approach to measure the relationship between content marketing and live streaming on TikTok and consumer choices to purchase fashion products. This method allows for statistical analysis of the data to measure the influence of variables. Data will be collected through an online questionnaire distributed to active TikTok users who

have purchased something from the TikTok Shop. The questionnaire will consist of closed-ended questions intended to evaluate responses to content marketing, live streaming, and purchasing decisions. In addition, for better sample analysis, the questionnaire will also include questions about the demographics of respondents (Maharani et al., 2022, Yurindera, 2023). The population in this study is TikTok users aged between 18 and 25 years who are part of Generation Z and have made purchases on TikTok Shop. A sample of 102 respondents will be taken using a non-probability sampling technique with a purposive sampling method. This technique was chosen to ensure that the respondents involved are those who understand the context and phenomena being studied (Yanti et al., 2023; Oktaviani et al., 2022).

The collected data will be analyzed using Structural Equation Modeling (SEM) with the help of software such as SmartPLS. SEM was chosen because it can analyze complex relationships between independent variables   (X1: content marketing and X2: live streaming) and dependent variables (Y: Purchase decisions). In addition, SEM can also test more complex measurement models (Yanthi & Azeharie, 2024; Chandra et al., 2023; Febriandika et al., 2023). The use of SEM - PLS allows researchers to test direct and simultaneous relationships between variables, as well as identify the main indicators that most influence purchase decisions in the context of live streaming fashion e-commerce. With this approach, the research is expected to provide a comprehensive understanding of the dynamics of Generation Z shopping behavior in the digital era, especially on the TikTok platform, which is now one of the main channels for fashion marketing.

4. Results And Discussion

In this study, data analysis was conducted using Partial Least Squares (PLS). PLS is a structural equation modeling (SEM) model based on components of variance. The tool used in this study was SmartPLS version 4.0, which is specifically designed to estimate structural equations based on variance. The design path diagrams for the outer and inner models in this study are depicted as follows:
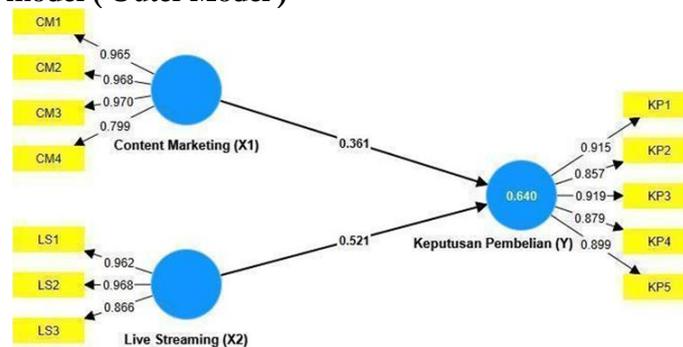
Measurement model (Outer Model)

Figure 1. Outer Model

Validity testing is divided into two categories: convergent validity and discriminant validity. Convergent validity is tested by assessing the average variance extracted and outer loadings, while discriminant validity is tested by assessing the Fornell-Larcker, HTMT, and cross-loadings.

Convergent validity

At this stage, convergent validity is determined based on the outer loading indicator. The results of the convergent validity test can be seen in Table 1.

Table 1. Convergent Validity Test Results

Variables	Indicator	Outer Loading	Conclusion
Content Marketing (X1)	CM1	0.965	Valid
	CM2	0.968	Valid
	CM3	0.970	Valid
	CM4	0.799	Valid
Live Streaming (X2)	LS1	0.962	Valid
	LS2	0.968	Valid
	LS3	0.866	Valid
Buying Decision (Y)	KP1	0.915	Valid
	KP2	0.857	Valid
	KP3	0.919	Valid
	KP4	0.879	Valid
	KP5	0.899	Valid

Convergent validity testing was conducted to ensure that the indicators within each construct truly measure the intended variables. Based on the test results, all outer loading values for the Content Marketing, Live Streaming, and Purchase Decision indicators were greater than 0.70, indicating that they had met the convergent validity requirements as stated by Hair et al. (2017), namely a minimum of 0.70 in confirmatory research and 0.50 is acceptable in exploratory research. This is reinforced by the AVE (Average Variance Extracted) value of each variable above 0.50; thus, it can be stated that the research variables have met the feasibility of convergent validity. Internal reliability checks also showed that the Cronbach's alpha and composite reliability values were all above 0.90, far exceeding the minimum standard of 0.70 according to Hair et al. (2017). Thus, all constructs in this model are consistent and feasible, thus meeting the requirements of convergent validity and reliability. Details of the results of the Average Variance Extracted (AVE) analysis can be seen in Table 2. Based on the results in Table 2, it can be seen that all variables have an AVE value > 0.50, so it can be said that all variables in this study meet convergent validity.

Table 2. AVE Test Results

Variables	Average Variance Extracted (AVE)	Conclusion
Content Marketing (X1)	0.862	Valid
Live Streaming (X2)	0.871	Valid
Buying decision (Y)	0.799	Valid

Discriminant Validity

Discriminant validity was evaluated using the Fornell-Larcker criteria and the HTMT (Heterotrait-Monotrait Ratio) value. In the Fornell-Larcker test, it was found that the AVE root of each construct was greater than the correlation between other constructs, indicating that the constructs could be clearly distinguished from each other. In addition, all HTMT values were well below the 0.90 limit, confirming that all research constructs had met the discriminant validity requirements as suggested by Hair et al. (2017). These results confirmed the instrument's accuracy in differentiating between the concepts being measured.

The Fornell-Larcker test is considered good if the root of the AVE for a construct is higher than the correlation of the construct with other latent variables. This result indicates that the root of the AVE for each construct is greater than the correlation between the construct and other constructs in the model. Therefore, this result can be concluded that the latent variables in the estimated model meet the criteria for discriminant validity.

In addition to evaluating the Fornell-Larcker criterion value, researchers also consider the Heterotrait-Monotrait Ratio (HTMT) value. An acceptable HTMT value should generally be less than 0.90, indicating acceptable discriminant validity. An HTMT greater than 0.90 indicates a lack of discriminant validity (Hair, 2019).

Table 3. Fornell Larcker Test Results

	Content Marketing (X1)	Live Streaming (X2)	Buying Decision (Y)
Content Marketing (X1)	**0.928**		
Live Streaming (X2)	0.635	**0.933**	
Buying Decision (Y)	0.691	0.750	**0.894**

The Fornell-Larcker test shows that the AVE root value for each construct is higher than the correlation value with other constructs in the same row, thus meeting the criteria for discriminant validity. This indicates that each variable — content marketing, live streaming, and purchasing decisions — can be clearly distinguished, and there is no overlap in measurement between variables. Thus, this research model has been proven to have good discriminant validity, so the results of the analysis of the relationships between constructs can be considered accurate and representative.

Table 4. HTMT Test Results

	Heterotrait - monotrait ratio (HTMT)
Buying Decision (Y) < - > Content Marketing (X1)	0.728
Live Streaming (X2) < - > Content Marketing (X1)	0.679

	0.801
Live Streaming (X2) < - > Buying Decision (Y)	

Based on the HTMT test results, all values between pairs of variables were below the 0.90 threshold, thus demonstrating good discriminant validity between constructs in the model. This indicates that each variable, content marketing, live streaming, and purchasing decisions, is unique and does not overlap in measurement. Therefore, the measurement tool used is able to clearly distinguish the characteristics of each variable, strengthening the results of the analysis of the relationships between variables in this study.

Data is said to meet discriminant validity if it has an HTMT value < 0.90. Based on the test results, the HTMT value of each variable is < 0.90, so it can be said that the variables in this study meet the requirements for discriminant validity. An indicator is said to meet discriminant validity if the cross-loading value of the dimension on its variable is the largest compared to other variables (Ghozali, 2016). The following are the cross-loading results in the table below.

Table 5. Cross Loading Test Results

Items	Content Marketing (X1)	Live Streaming (X2)	Buying Decision (Y)
CM1	**0.965**	0.577	0.618
CM2	**0.968**	0.590	0.621
CM3	**0.970**	0.571	0.603
CM4	**0.799**	0.599	0.696
LS1	0.581	**0.962**	0.722
LS2	0.545	**0.968**	0.717
LS3	0.658	**0.866**	0.658
KP1	0.593	0.616	**0.915**
KP2	0.629	0.668	**0.857**
KP3	0.657	0.730	**0.919**
KP4	0.595	0.728	**0.879**
KP5	0.610	0.590	**0.899**

In table 5, it can be seen that the correlation value of this variable is greater than the correlation of other variables, therefore it can be concluded that all variables are valid for use.

Reliability

The most commonly used measure of reliability is internal consistency. To test reliability or internal consistency, researchers can utilize indicators such as Cronbach's Alpha and Composite Reliability (rho_c). In this reliability test, researchers use Cronbach's Alpha and Composite Reliability (rho_c). Data is considered reliable if the Cronbach's Alpha value is > 0.70 and the Composite Reliability (rho_c) value is > 0.70 (Hair, 2019).

Table 6. Reliability Test Results

Variables	Cronbach's alpha	Composite reliability (rho_c)	Conclusion
Content Marketing (X1)	0.944	0.961	Reliable
Live Streaming (X2)	0.925	0.953	Reliable
Buying Decision (Y)	0.937	0.952	Reliable

Based on Table 6, all variables have Cronbach's Alpha and Composite Reliability (rho_c) above 0.70, which means that all variable constructs are considered reliable.

Structural Model (Inner Model)
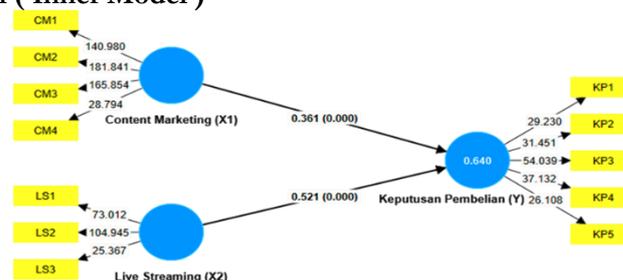
Figure 2. Structural Model (Inner Model)

The structural model (Inner Model) in this study represents the relationship between the main variables, namely Content Marketing (X1), Live Streaming (X2), and Purchase Decision (Y), which were analyzed using the Partial Least Squares Structural Equation Modeling (PLS - SEM) approach. In the inner model diagram, it can be seen that the two independent variables (Content Marketing and Live Streaming) directly influence the dependent variable, namely Purchase Decision, which is indicated by the one-way arrows from X1 and X2 towards Y. The results of the model test show that both relationship paths are statistically significant, as indicated by the path coefficient value of Content Marketing on Purchase Decision of 0.521 (p < 0.0001). These values indicate that any increase in Content Marketing and Live Streaming simultaneously will make a real contribution to customer purchasing decisions.

Table 7. Coefficient of Determination (R^2) Test Result

Variables	R-square	R-square adjusted	Conclusion
Buying Decision (Y)	0.640	0.632	Strong

Furthermore, the strength of the structural model is reflected in the R-squared value of the Purchase Decision variable, which reached 0.640, with an adjusted R-squared of 0.632. This value indicates that 63.2 % of the variation in purchase decisions can be explained jointly by Content Marketing and Live Streaming, while the remainder is influenced by other factors not included in the model. According to Hair et al. (2017), an R-squared value above 0.60 is considered strong enough for research in the field of social marketing and consumer behavior. In addition, the Q - square value of 0.499 confirms that this model has good predictive relevance, making it suitable for use in interpreting the relationship between variables in the context of TikTok Live Streaming and Generation Z fashion purchasing decisions.

Q Square

In this analysis, the Q^2 value is used, obtained from the formula $Q^2 = 1 - SSE$ (Sum Square Error) / SSO (Sum Square Observation). If the Q^2 value obtained is > 0, then it can be concluded that the construct model is good or relevant, so that the independent variables used to predict the dependent variable are considered appropriate. The following are the results of the data test carried out using blindfolding.

Table 8. Predictive Relevance Test Results (Q^2)

Variables	SSO	SSE	Q² (=1-SSE/SSO)
Buying Decision (Y)	505.000	252.799	0.499

The results of the Predictive Relevance (Q^2) test in this study indicate that the model built has good predictive ability for the dependent variable Purchase Decision (Y). Based on the calculation results using the blindfolding technique in the SmartPLS application, a Q^2 value of 0.499 was obtained for the Purchase Decision variable. This value is calculated using the formula $Q^2 = 1$ (SSE / SSO), where SSE is the sum of squares of prediction errors and SSO is the sum of squares of the original observations.

The resulting Q^2 value is above 0, which, according to Hair et al. (2017), indicates that the model has statistical predictive relevance; the model can predict data that has not been used in the parameter estimation process. With a Q^2 value of 0.499 approaching 0.50, the research model is not only predictively relevant but also strong in explaining variance in the Purchase Decision variable. This means that all measured constructs have shown adequate predictive accuracy regarding consumer purchasing decisions, especially in the context of live streaming and content marketing on social media.

These results indicate that the structural model used is not only suitable for explaining the relationships between variables within the sample but also reliable when applied to new consumers or data from outside the research sample. Thus, the positive and high predictive relevance provides confidence that the research findings are worthy of being used as a basis for managerial decision-making in the field of digital marketing of youth fashion.

Hypothesis Testing Results

The results of the hypothesis testing in this study indicate that both independent variables, namely Content Marketing (X1) and Live Streaming (X2), are proven to have a significant influence on Generation Z's Purchasing Decisions (Y) on fashion products on the TikTok live streaming platform. Based on the hypothesis test results table, the T-statistic

value for Content Marketing on Purchasing Decisions was recorded at 5.877, while Live Streaming on Purchasing Decisions reached 7.670. Both values far exceed the critical value of 1.96, which is the significance limit at the 95% confidence level, as recommended in SEM-PLS-based research (Hair et al., 2017).

In addition, the p-value for both relationships is 0.000. This means that statistically, the p-value is far below the threshold of 0.05, so the null hypothesis (no effect) can be rejected and the alternative hypothesis stating that there is a significant effect is accepted. The Original Sample (O) from Content Marketing to Purchasing Decisions is 0.361, and from Live Streaming to Purchasing Decisions is 0.521, each indicating a positive relationship. This means that increasing the intensity and quality of Content Marketing and Live Streaming can directly increase the Purchasing Decisions of Generation Z consumers.

Thus, the two research hypotheses proposed in the model are strongly supported by measurable and reliable empirical data and statistical analysis. These findings also align with theory and previous research on the role of digital marketing and real-time interactions in influencing the shopping behavior of young people in the digital age.

Table 9. Hypothesis Test Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
Content Marketing (X1) -> Buying Decision (Y)	0.361	0.361	0.061	5.877	0.000	**Hypothesis Accepted**
Live Streaming (X2) -> Buying Decision (Y)	0.521	0.521	0.068	7.670	0.000	**Hypothesis Accepted**

Discussion

Content marketing strategies and the use of TikTok's live streaming feature have proven to be crucial factors in shaping Generation Z consumers' purchasing decisions for fashion products. The findings demonstrate that both marketing approaches are not only relevant but also significantly impact the development of interest and purchasing decisions in this young consumer segment, which is adaptable to digital innovation and real-time interaction.

These findings align with studies by Atika, Haidar & Sutrisno (2024) and Fitriyani, Aditya & Erwan (2021), which emphasize that value-added content-based content and direct interaction with consumers in real time through live streaming effectively increase consumer appeal and trust. Furthermore, this study supports the findings of Yuniarto et al. (2019), who identified perceived price, quality, and digital experience as key determinants of purchasing decisions. However, the role of live streaming as a primary promotional tool adds novelty to the study's findings, demonstrating that integrating traditional promotions with interactive digital approaches is increasingly crucial in the modern marketing landscape.

The positive impact of content marketing and live streaming strategies on TikTok reinforces the importance of adapting digital marketing approaches in the fashion industry, particularly for companies targeting the younger generation. Therefore, this study not only supports previous research but also broadens perspectives on the effectiveness of collaboration between content marketing innovation and interactive media as a foundation for influencing today's consumer behavior.

5. Conclusions And Suggestions

Based on the statistical analysis that has been used with the SEM – PLS method using SmartPLS 4 software, the results of the structural model analysis (inner model) show a positive and significant influence of Content Marketing sales promotion tools on Purchasing Decisions. This shows that if the content marketing offer continues to increase, purchases by Generation Z consumers at TikTok Shop will also increase. The results of the structural model analysis test (inner model) show a positive and significant influence of Live Streaming sales tools on purchasing decisions. This shows that if the live streaming offer continues to increase, purchases by Generation Z consumers at TikTok Shop will increase. By continuing to hold content marketing and live streaming, sellers at TikTok Shop can increase sales by ensuring that the products received match the images or descriptions displayed. Thus, it is hoped that consumers will be more likely to make repeat purchases and become regular customers at the seller's online store.

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