

The Influence of Live Streaming and Short Video Marketing on TikTok on Purchase Intention in Generation Z

Live Streaming and
Short Video Marketing
on TikTok

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ABSTRACT

In the era of accelerated digital transformation, TikTok has emerged as a formidable platform shaping consumer behavior via interactive and visually compelling content, rendering an assessment of its marketing efficacy imperative. This study examines the impact of live streaming and short video marketing on the purchase intention of Generation Z, specifically within the cosmetics and skincare industry. Utilizing a quantitative method with an explanatory research design, empirical data were gathered from 120 Generation Z participants through an online survey administered via non-probability accidental sampling. The dataset was evaluated utilizing multiple linear regression analysis, validated by classical assumption testing encompassing normality, multicollinearity, and heteroscedasticity. The empirical results demonstrate that live streaming and short video marketing exert a positive, statistically significant effect on purchase intention, both independently and concurrently, with live streaming exhibiting the predominant influence. A coefficient of determination of 0.809 indicates that these independent variables account for 80.9% of the total variance in consumer purchase intention. Consequently, this study suggests that enterprises must strategically leverage interactive digital media to bolster engagement and stimulate purchase decisions, concluding that integrated social media approaches are vital for successfully capturing the contemporary Generation Z demographic.

Keywords: Consumer Behavior, Generation Z, Live Streaming, Purchase Intention, Short Video Marketing.

INTRODUCTION

In the current era of rapid digital evolution, consumer dynamics have experienced an extensive paradigm shift, most notably within Generation Z. This cohort, widely categorized as digital natives, exhibits a profound reliance on internet-centric technologies and social media ecosystems to navigate their daily routines, facilitate information acquisition, and execute purchase decision-making processes. This widespread proliferation of digital channels has fundamentally altered the mechanisms through which consumers engage with brands and products, particularly inside the rapidly expanding sphere of social commerce (Ying et al., 2025). Within this landscape, TikTok has established itself as a globally dominant platform, largely driven by its sophisticated algorithm-centric content distribution and robust metrics of user engagement. These structural attributes render TikTok a highly effective marketing tool, offering unparalleled capabilities for targeting the Generation Z demographic through creative, immersive, and highly interactive media formats (Rizomyliotis et al., 2024; Alim et al., 2025).

In the field of digital marketing, live streaming and short video advertising have emerged as two key methods that greatly impact consumer behavior. Live streaming enables instant interaction between sellers and buyers, thus improving trust, engagement,

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and prompt purchasing choices. Conversely, short video marketing offers brief, engaging, and easily digestible content that significantly enhances brand visibility and product appeal, especially in the skincare sector, where visual showcase and product display are crucial. The connection between these factors and purchase intention can be understood using the Stimulus–Organism–Response (S-O-R) theory, where live streaming and short video content act as external stimuli that influence consumers' cognitive and emotional reactions, resulting in purchase intention (Lin et al., 2023).

Research conducted by Hakim et al. (2025) and Erislan (2025) has shown that factors of digital marketing like engagement, content quality, and brand awareness have a considerable impact on the purchasing behavior of Generation Z. Live streaming has been demonstrated to boost consumer trust and engagement, positively influencing purchase intention through elements like perceived value and interaction (Retnosari & Nadlifatin, 2024). Conversely, short video marketing highlights visual narratives, entertainment, and adaptation to trends, which greatly influence consumer perceptions and buying choices, especially in the cosmetics industry (Rizomyliotis et al., 2024). The virality of content and user involvement are vital in influencing purchase intentions, as viral material on TikTok can greatly affect consumer emotions, trust, and engagement (Lesmana, 2025).

Although the expanding literature suggests otherwise, several research gaps are still clear. Initially, numerous previous studies concentrate on social media platforms broadly rather than specifically examining TikTok, which has distinct traits like algorithm-based content visibility and notably high user engagement levels. Secondly, current studies often focus on digital marketing approaches separately, like influencer marketing or content marketing, instead of exploring the synergistic impact of live streaming and short video marketing on purchase intention. Third, research concentrating on Generation Z within the Indonesian setting is still scarce, even though this demographic constitutes a notably engaged portion of TikTok users with a significant market opportunity. Moreover, studies focusing specifically on the skincare industry remain limited, despite this sector's significant dependence on visual and interactive marketing tactics (Zhang et al., 2020).

Addressing these existing empirical gaps, this study offers distinct theoretical and practical novelty by simultaneously examining the concurrent effects of live streaming and short video marketing on purchase intention within the TikTok ecosystem, with a specific focus on the Indonesian Generation Z demographic. Furthermore, it provides a highly granular perspective on the skincare industry, a sector uniquely characterized by an intense reliance on aesthetic product visualization and the cultivation of consumer trust. By utilizing the corporate TikTok account @glad2glow_id as an empirical case study, this research delivers critical, data-driven insights into the strategic efficacy of integrated digital marketing frameworks in maximizing social commerce performance.

The primary objective of this investigation is to evaluate the individual and simultaneous effects of live streaming and short video marketing on the purchase intentions of Generation Z consumers within the TikTok ecosystem. From a theoretical perspective, this study contributes to the existing literature by extending the application of the Stimulus–Organism–Response (S-O-R) framework to contemporary, high-engagement digital marketing environments. The empirical findings are intended to offer strategic intelligence for corporate decision-makers, particularly within the skincare industry, facilitating the optimization of synchronous broadcasts and short-form video content to maximize consumer engagement, enhance brand conversion, and accelerate transactional velocity.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Influence of Live Streaming on Purchase Intention

Live streaming has become a significant digital marketing asset that facilitates immediate interaction between merchants and buyers, thus improving engagement and influencing buying intentions. In contrast to conventional advertising methods, live streaming fosters a lively and engaging atmosphere where customers can interact with sellers, pose inquiries, and obtain instant replies. This immediate interaction builds trust,

diminishes perceived risk, and enhances consumers' confidence in their buying choices. According to the Stimulus–Organism–Response (S-O-R) framework, live streaming serves as an external stimulus that elicits emotional and cognitive reactions, resulting in behavioral results like purchase intention. Earlier research conducted by Fang (2012) and Joo and Yang (2023) has emphasized that the immediacy and interactivity in live streaming greatly improve consumer engagement and the decision-making process.

Additionally, live streaming offers a feeling of genuineness and openness via real-time product showcases, which can enhance consumers' views and opinions. Aspects like time-sensitive promotions, special offers, and direct interaction with streamers generate urgency and motivate prompt buying actions. Research conducted by Li et al. (2023), Duong et al. (2025), and Syamsuar and Witarsyah (2025) indicates that elements like trust, perceived value, and the credibility of streamers are crucial in influencing purchase intentions in live commerce settings. Research by Bunea et al. (2024) and Zhu et al. (2025) demonstrates that live streaming has the potential to enhance emotional ties between consumers and brands, resulting in increased engagement and likelihood of purchase.

H1: Live streaming has a positive and significant effect on purchase intention.

The Influence of Short Video Marketing on Purchase Intention

Short-form video marketing has emerged as a dominant content strategy across digital platforms, exhibiting high efficacy in engaging the Generation Z demographic. These brief audiovisual formats are characterized by structural conciseness, heightened aesthetic appeal, and the capacity for rapid information dissemination, which collectively optimize consumer attention capture. By integrating narrative storytelling, entertainment metrics, and viral trend components that align with consumer preferences, these media assets systematically shape consumer attitudes toward brands and products. Grounded in the Stimulus–Organism–Response (S-O-R) framework, short video marketing acts as an environmental stimulus that triggers internal cognitive and affective consumer states such as heightened interest and emotional desire, which subsequently culminate in the behavioral manifestation of purchase intention. This aligns with prior empirical literature by McClure and Seock (2020) and He et al. (2021), which establishes that content quality and visual attractiveness are critical determinants governing consumer perceptions and engagement with digital marketing modalities.

Furthermore, the algorithm-driven architecture of contemporary platforms like TikTok amplifies the strategic efficacy of short video marketing by facilitating the automated delivery of personalized, highly relevant content to targeted users. This specialized exposure lowers consumer search costs, elevates interaction probabilities, and reinforces brand equity and recall. From a consumer behavior perspective, short-form videos serve as an initial transactional touchpoint that conforms to the Attention, Interest, Desire, and Action (AIDA) hierarchy-of-effects model, wherein cognitive attention and affective interest are cultivated prior to driving conative desire and behavioral action. This mechanism is supported by the empirical findings of Xiao et al. (2019), Dabbous and Barakat (2020), Cassar et al. (2022), and Shen and Wang (2024), which demonstrate that narrative storytelling, creative execution, and alignment with prevailing digital trends exert a statistically significant influence on consumer attitudes and subsequent purchase intentions.

H2: Short video marketing has a positive and significant effect on purchase intention.

The Simultaneous Effect of Live Streaming and Short Video Marketing

The strategic integration of live streaming and short-form video marketing constitutes a synergistic digital marketing framework that pairs synchronous, real-time consumer interaction with visually compelling, asynchronous media. Within this ecosystem, short-form video assets operate as the initial environmental stimulus designed to optimize consumer attention capture and cultivate cognitive interest, while concurrent live

streaming mechanics reinforce the conversion funnel by mitigating information asymmetry, building brand trust, and facilitating immediate transactional engagement (Haitao et al., 2024; Desmayonda et al., 2025). This complementary interplay indicates that the dual deployment of these modalities yields a compounded, statistically superior impact on purchase intention relative to their isolated applications. Grounded in the Stimulus–Organism–Response (S-O-R) paradigm, these multi-channel stimuli interactively intensify consumers' internal affective and cognitive states, specifically emotional engagement and perceived hedonic or utilitarian value, thereby driving more pronounced behavioral outcomes. This mechanism aligns with the empirical conclusions of Shukun and Loang (2024) and Cao et al. (2025), which assert that cross-functional digital content diversification optimizes consumer engagement metrics and elevates overall marketing efficacy.

Furthermore, the structural synergy between live broadcasting and short video marketing enables enterprises to engineer a holistic consumer experience that seamlessly blends entertainment value, information dissemination, and interpersonal interaction. Short videos function effectively to capture top-of-funnel prospects and augment brand equity, whereas live streaming provides deep-funnel persuasion and consumer retention through unmediated, real-time communication. This strategic continuity is corroborated by the empirical insights of Ngo et al. (2023) and Kunjiapu et al. (2025), which indicate that integrated digital marketing frameworks exert a more robust influence on purchase intention by simultaneously addressing multiple cognitive and behavioral stages within the consumer decision-making matrix.

H3: Live streaming and short video marketing simultaneously have a positive and significant effect on purchase intention.

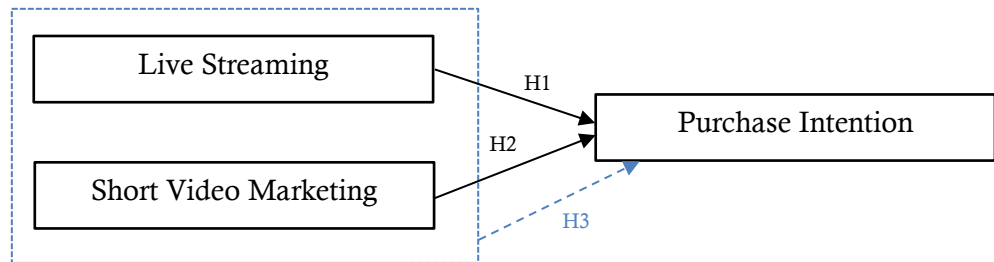


Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework of the study, showing the relationships between the independent variables and the dependent variable. Live streaming and short video marketing are positioned as key predictors that influence purchase intention, both individually and simultaneously. The arrows labeled H1 and H2 represent the direct effects of each independent variable on purchase intention, while H3 indicates their combined influence. The model emphasizes that both marketing strategies contribute to shaping consumer purchase intention.

RESEARCH METHODS

This study adopts a quantitative approach with an explanatory research design to investigate the causal relationships between the independent and dependent variables. The independent variables consist of live streaming and short video marketing, while purchase intention serves as the dependent variable. A quantitative approach is considered appropriate as it facilitates objective measurement and statistical testing of relationships among variables, thereby ensuring empirical validity and reliability (Zhang et al., 2023). The research was conducted online, targeting followers of the TikTok account @glad2glow_id. Data were collected using an online questionnaire distributed via Google Forms, enabling efficient participation from respondents across different

regions of Indonesia. This method is widely utilized in digital marketing research due to its flexibility, cost efficiency, and ability to reach a broad audience (Chen et al., 2024).

The population of this study comprises approximately 2.8 million followers of the @glad2glow_id TikTok account. The sample was selected using a non-probability sampling technique, specifically accidental sampling. Respondents were included based on the following criteria: actively following the account, having viewed or interacted with its content, and belonging to Generation Z. A total of 120 respondents were obtained, determined based on the rule of thumb of multiplying the number of indicators by five, which is considered sufficient for quantitative analysis. An adequate sample size is essential to ensure the validity and reliability of statistical findings.

This research operationalizes two independent variables and one dependent variable. The first independent construct, live streaming, is measured via indicators encompassing physical and source attractiveness, trustworthiness, and perceived expertise. The second independent construct, short video marketing, is evaluated based on structural storytelling, visual quality, trend relevance, user interaction, and content consistency. Meanwhile, the dependent variable, purchase intention, is operationalized using the Attention, Interest, Desire, and Action (AIDA) hierarchy-of-effects model. All constructs are psychometrically assessed using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Both primary and secondary data streams are utilized in this investigation; primary data were gathered directly from respondents via the structured instrument, whereas secondary data were synthesized from academic journals, texts, and institutional literature. The data collection process strictly adhered to ethical research protocols, guaranteeing voluntary participation and the absolute confidentiality of respondents' sensitive information (Zou & Fu, 2024).

Data analysis was executed using SPSS software through a multi-stage econometric procedure. This commenced with classical assumption testing encompassing normality, multicollinearity, and heteroscedasticity diagnostics, followed by multiple linear regression analysis to model the structural influence of the exogenous variables on the endogenous construct. Hypothesis testing was conducted using the t-test to examine partial significance, the F-test to evaluate simultaneous model fit, and the coefficient of determination to quantify the explanatory power of the independent variables relative to the variance in the dependent variable. This rigorous analytical framework is standard practice in contemporary empirical literature examining social commerce and consumer purchase behavior.

RESULTS

The empirical sample utilized in this study comprised 120 respondents categorized within the Generation Z cohort who actively follow and interface with the corporate TikTok account @glad2glow_id. Demographically, the vast majority of participants exhibited a high frequency of interaction with both live streaming broadcasts and short-form video assets, thereby validating that the sampled population is structurally aligned with the analytical objectives of this research.

Table 1. Descriptive Statistic

Variable	Mean	Category
Live Streaming	4.21	High
Short Video Marketing	4.05	High
Purchase Intention	4.18	High

Table 1 presents the descriptive statistics for the focal constructs examined in this empirical model. The descriptive analysis indicates that live streaming exhibits a mean score of 4.21, short video marketing yields a mean score of 4.05, and purchase intention demonstrates a mean score of 4.18. All evaluated metrics fall squarely within the high-level classification category. These statistical findings indicate that the target consumer demographic perceives both digital marketing strategies favorably and possesses a robust propensity for purchase intention. Ultimately, these elevated mean values reflect a highly

positive evaluation of TikTok-based social commerce and promotional activities among Generation Z consumers.

Table 2. Validity and Reliability Test

Variable	R-Count Range	R-Table	Cronbach Alpha	Information
Live Streaming	0.689 – 0.803	0.179	0.872	Valid & Reliable
Short Video Marketing	0.734 – 0.817	0.179	0.885	
Purchase Intention	0.756 – 0.842	0.179	0.901	

Based on Table 2, the validity test was conducted by comparing the calculated r-value (r-count) with the r-table value of 0.179. All statement items for the live streaming, short video marketing, and purchase intention variables have calculated r-values greater than the r-table value. Therefore, all items are declared valid. Based on the results shown in the table, all variables have Cronbach's Alpha values greater than 0.60, indicating that the instruments are reliable.

Table 3. Classical Assumption Test

Test	Result	Information
Normality	Sig. 0.200 > 0.05	The data are normally distributed
Multicollinearity	Tolerance 0.512 > 0.10 dan VIF 1.953 < 10	No multicollinearity occurs
Heteroscedasticity	Sig. Live Streaming = 0.421 and Short Video Marketing = 0.387 > 0.05	No heteroscedasticity occurs

Based on the diagnostics presented in Table 3, the classical assumption testing indicates that the econometric model satisfies all fundamental assumptions required for ordinary least squares (OLS) estimation. The normality test yields an asymptotic significance value (p-value) of 0.200, which exceeds the critical threshold of 0.05, thereby demonstrating that the error terms are normally distributed. Multicollinearity diagnostics reveal a tolerance value of 0.512 (strictly greater than 0.10) and a Variance Inflation Factor (VIF) of 1.953 (well below the conservative threshold of 10.0), establishing the absence of problematic collinearity among the exogenous constructs. Furthermore, heteroscedasticity evaluation via post-estimation residuals indicates significance values of 0.421 for live streaming and 0.387 for short video marketing; since both statistics exceed the 0.05 alpha level, the assumption of homoscedasticity is preserved. The dataset is statistically robust and appropriate for subsequent multiple linear regression analysis.

Table 4. Multiple Linear Regression Results

Variable	Coefficient (B)	t-statistics	Sig.
Constant	-0.153	-	-
Live Streaming	0.637	8.521	0.000
Short Video Marketing	0.408	5.764	0.000

Table 4 reports the outcomes of the multiple linear regression analysis assessing the effects of the independent variables on purchase intention. The results reveal that live streaming yields a regression coefficient of 0.637 with a t-statistic of 8.521 and a significance level of 0.000, whereas short video marketing produces a coefficient of 0.408 with a t-statistic of 5.764 and a significance level of 0.000. These findings confirm that both variables exert a positive and statistically significant influence on purchase intention. Moreover, live streaming demonstrates a more substantial impact than short video marketing, as indicated by its relatively higher coefficient.

Table 5. Simultaneous Test (F-test)

Test	Value
F- statistic	247.862
Sig.	0.000

Table 5 presents the empirical results of the joint hypothesis testing (F-test) conducted to evaluate the simultaneous influence of the exogenous constructs on consumer purchase intention. The model yields an F-statistic of 247.862 with an associated significance level of $p < 0.001$, demonstrating that the overall regression model is highly statistically significant. This finding rejects the null hypothesis and confirms that live streaming and short video marketing concurrently exert a powerful effect on purchase intention. The specified econometric model possesses robust explanatory power and exhibits an appropriate goodness-of-fit for interpreting variations in the dependent variable.

Table 6. Coefficient of Determination (R^2)

Test	Value
R	0.899
R-Square	0.809
Adjusted R-Square	0.806

Table 6 displays the results of the regression model's coefficient of determination. An R value of 0.899 signifies a robust correlation between the independent variables and the intention to purchase. The R-square value of 0.809 indicates that 80.9% of the variation in purchase intention is accounted for by live streaming and short video marketing, whereas the remaining 19.1% is affected by other external factors not included in the model. Furthermore, the modified R-square of 0.806 indicates that the model retains significant explanatory strength after considering the number of predictors employed.

DISCUSSION

The empirical findings of this study demonstrate that live streaming and short video marketing exert a positive and statistically significant influence on Generation Z's purchase intention within the TikTok ecosystem. These outcomes substantiate the paradigm that digital transformation has fundamentally reconstructed consumer behavior, altering both information acquisition mechanisms and downstream transactional decision-making processes. As an algorithmic platform dominated by rich audiovisual media, TikTok facilitates the engineering of immersive consumer experiences that are concurrently informative and affectively resonant, thereby maximizing user engagement and driving favorable behavioral outcomes (Retnosari & Nadlifatin, 2024; Shamsuddin & Azman, 2025).

Among the exogenous constructs evaluated, live streaming emerged as the predominant determinant of purchase intention. This dominance is attributable to its capacity for synchronous, real-time interpersonal interaction, which mitigates information asymmetry, cultivates brand trust, solidifies customer engagement, and personalizes the social commerce experience. This finding aligns with the empirical literature established by Chen and Yang (2023), Li et al. (2023), Liu and Zhang (2024), and Duong et al. (2025), which underscores the criticality of consumer trust, structural interactivity, and source credibility in live commerce environments. Furthermore, live streaming engenders situational urgency and perceived exclusivity via the "see now, buy now" phenomenon, thereby accelerating immediate conversion and reducing shopping cart abandonment. This mechanism is strongly supported by contemporary studies from Bunea et al. (2024), Kunjiapu et al. (2025), Lai et al. (2025), and Zhu et al. (2025), which confirm that real-time digital experiences and heightened perceived value significantly augment the purchase intentions of the Generation Z demographic.

At the same time, short video marketing positively impacts purchase intention, though its effect is less strong than that of live streaming. Innovative, engaging, and trend-compatible brief videos successfully attract consumer interest, as TikTok's algorithm enhances content visibility and relevance according to user tastes (McClure & Seock, 2020; Dabbous & Barakat, 2020; He et al., 2021). According to the AIDA Model, short video marketing captures attention and generates interest, which eventually leads to desire and action. This conclusion is backed by earlier research indicating that the quality of

content, narrative elements, and relevance to trends greatly affect consumer perceptions and buying intentions on social media (Cassar et al., 2022; Júnior et al., 2023; El-Shihy & Awaad, 2025).

According to the Stimulus–Organism–Response (S-O-R) framework, this research validates that live streaming and short video marketing serve as external stimuli that influence consumers' internal conditions, such as emotions, perceptions, and trust, ultimately resulting in purchase intention as a behavioral outcome. This interpretation is consistent with previous research showing that hedonic experience, the quality of information, and user engagement have a substantial impact on consumer behavior in online settings (Shukun & Loang, 2024; Cao et al., 2025). Additionally, the results show that the combination of live streaming and short video marketing has a greater impact on purchase intention than using either approach separately, emphasizing the significance of integrating various content formats in digital marketing strategies.

Moreover, these empirical outcomes mirror the unique psychographic characteristics inherent to the Generation Z cohort, a demographic that explicitly prioritizes highly interactive, authentic, and visually compelling digital experiences. Rather than responding to traditional informational content, this consumer segment demands deep emotional involvement and active co-creation within the purchasing journey (Wahyuni et al., 2024). Consequently, conventional unidirectional marketing strategies are exhibiting diminishing returns, whereas synchronous, participatory, and experiential frameworks are becoming strategically indispensable for capturing cognitive attention and accelerating transactional velocity (Anggara et al., 2025; Rainy & Mou, 2025).

This investigation yields substantive theoretical and managerial implications. From a theoretical perspective, the empirical insights enrich the Stimulus–Organism–Response (S-O-R) paradigm by validating the compounded, multi-stimulus interaction of synchronous live commerce and asynchronous short-form video content in altering consumer behavioral trajectories within social commerce ecosystems. The evidence dictates that brands operating within the competitive skincare sector must prioritize live streaming architectures to mitigate information asymmetry, cultivate brand trust, and enable unmediated consumer engagement, while concurrently leveraging short-form video assets as top-of-funnel mechanisms to drive reach, equity, and brand salience through creative storytelling and trend integration. The strategic synchronization of these dual modalities maximizes overall digital marketing performance and secures a defensible competitive advantage on algorithmic platforms such as TikTok.

CONCLUSION

This study concludes that digital marketing strategies on TikTok, particularly live streaming and short video marketing, play a crucial role in shaping Generation Z's purchase intention. The findings indicate that both variables exert a positive and significant influence, with live streaming emerging as the most dominant factor due to its capacity to facilitate real-time interaction, strengthen trust, and deliver persuasive product experiences. Short video marketing, in contrast, functions as an effective initial trigger by capturing attention and stimulating interest through creative, visually engaging, and trend-oriented content. The combined application of these strategies generates a more comprehensive impact on consumer behavior, highlighting the importance of integrating multiple forms of digital content. These results also reinforce the relevance of the Stimulus–Organism–Response (S-O-R) framework in explaining how interactive and visual stimuli influence internal consumer states and behavioral outcomes.

The study provides implications for digital marketing practices by emphasizing the need for businesses, particularly in the skincare industry, to adopt interactive and consumer-centered strategies that enhance engagement and trust. However, several limitations should be acknowledged, including the focus on a single TikTok account and a specific industry context, which may limit the generalizability of the findings. Future research is therefore encouraged to incorporate additional variables, such as Electronic Word of Mouth (e-WOM), brand image, and influencer credibility, as well as to apply

more advanced analytical techniques such as Structural Equation Modeling (SEM). Expanding the scope across different industries, platforms, and more diverse samples would further strengthen the robustness and applicability of research in digital marketing contexts.

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