

Effect of Live Streaming and Content Marketing on Gen Z Skincare Purchases via Tiktok Shop

Vivi Ristanti¹, Feby Ariani², Andika Putra Pertama³, Novita Ulan Dari⁴, Nurhaliza⁵
^{1,2,3,4,5}Budi Bakti College of Management, Bogor, Indonesia
Corresponding email: vi.ristanti17@gmail.com

Received: January 01, 2026 | Revised: January 10, 2026 | Accepted: January 15, 2026

Abstract. The development of social media as a digital marketing tool has changed the way consumers, especially Generation Z, make purchasing decisions. TikTok Shop is one of the popular e-commerce platforms that uses live streaming and content marketing to drive purchase motivation, especially in the skincare product category. This study aims to determine the impact of live streaming and content marketing on the purchase of skin care products through the TikTok Shop platform (a case study of Generation Z in Babakan Village). In this study, a quantitative approach was used, supported by a survey. Questionnaires were distributed to 100 Generation Z respondents in Babakan Village who had purchased skin care products through the TikTok Shop. The data were analysed using multiple linear regression in SPSS. SPSS was used to test the partial and simultaneous effects of independent variables (live streaming and content marketing) on the dependent variable (purchase decision). The analysis shows that live streaming and content marketing strategies have a positive, significant impact on consumer purchase motivation, both partially and simultaneously. Live streaming offers an interactive experience that increases trust and purchase intent, while content marketing strategies influence perceptions and emotional attachment to products. These findings emphasise the importance of content-based marketing and live interaction strategies in influencing the purchasing behaviour of young consumers.

Keywords: Live Streaming; Content Marketing; Purchase Decision; Skincare; Generation Z

INTRODUCTION

The development of digital technology and the internet has revolutionised how people interact, communicate, and shop. The shift in consumer behaviour from conventional systems to digital ecosystems is now a global phenomenon. One of the groups most affected by this change is Generation Z (Gen Z). Gen Z is a demographic group that grew up and developed amid rapid technological and social change. They were born between 1997 and 2012 and are a generation that grew up amid rapid advances in digital technology, such as social media, the internet, and mobile devices (Ekasani, Deva., 2024). This generation is known as digital natives; they grew up alongside technological developments, have high digital literacy, and rely on social media as their primary source of information and a reference for decision-making, including purchasing decisions.

The use of social media, especially TikTok, has changed the landscape of marketing and shopping, having a significant impact on consumer behavior, particularly among Generation Z. Since the COVID-19 pandemic, the phenomenon of online shopping through platforms such as TikTok has attracted academic and practical attention, as young consumers increasingly prefer the interactive experience provided through live streaming and marketing content (Rahmadani & Septrizola, 2025). Live streaming is a platform feature that integrates real-time social interaction into e-commerce. Consumers can post their comments on the comment feature, which scans the screen in real time to communicate with sellers (The live streaming feature enables direct interaction between sellers, influencers, and brands with potential consumers. Through live streaming, brands can

demonstrate products, provide testimonials, answer consumer questions in real time, and create a more personal and authentic experience. Research conducted by Risnawati, et al. (2022) shows that live streaming positively affects purchase intent by increasing consumer trust and creating a more interactive shopping experience.

Meanwhile, TikTok marketing content takes the form of short, creative, informative, and engaging videos. In the context of TikTok Shop, marketing content attracts consumers' attention by being informative, entertaining, and tailored to the audience's preferences. This strategy enables brands to build stronger personal relationships with consumers through short videos that showcase products in engaging, creative ways. By combining elements of education, entertainment, and promotion in an easy-to-digest format, marketing content on TikTok Shop has great potential to drive purchasing decisions (Utami, Dina Febriyani Tri, 2024). Content packaged in a natural, engaging way can influence consumer perceptions of the brand and foster brand trust. In the context of the skincare industry, the authenticity of the content and the credibility of the creator are important factors that influence Gen Z's purchasing interest. This generation tends to trust real experiences and user reviews more than conventional advertising.

However, despite the abundance of research discussing the impact of influencers and digital marketing, there is still a lack of understanding of how live streaming and content marketing specifically influence purchasing decisions for skincare products on TikTok, which is one of the most sought-after categories among Generation Z (Simamora & Suryani, 2025). This issue is becoming increasingly relevant given the dynamic nature of consumer behaviour, especially when they interact with digitally generated content (Angelina & Widaningsih, 2025). The purpose of this study is to analyse the influence of marketing strategies, such as live streaming and marketing content, on Generation Z's purchasing decisions for skincare products via the TikTok Shop. This study specifically focuses on the intervention and influence derived from the experience of watching live streaming, as well as how marketing content can increase consumer interest and trust in the products offered (Ashsidik, Fajar, Setyo Ferry Wibowo, 2024)(Ghautsiyyah, Shofa Qosidatul., 2025). Additionally, this research is expected to generate valuable data to inform better marketing strategies for brands in the beauty and skincare category, in line with the changing shopping preferences of young consumers who increasingly rely on digital interactions when making decisions (Fitri & Ananta, 2025). The significance of this study lies in the application of its research results not only in an academic context but also for marketing practitioners seeking to understand and optimise the use of social media platforms in their marketing strategies. By detailing the factors that influence purchasing decisions, this study will provide valuable insights for creating more targeted and effective marketing strategies in the digital era (Makela, 2024) (Salwanisa & Fitriyah, 2024). Thus, this research not only fills a theoretical gap in the literature on digital marketing but also provides practical guidelines for companies to adapt to evolving consumer behaviour, especially in the highly dynamic skincare product market segment (Prameswari, Nazma Mega, Neng Keke Nuraeni, 2025)(Aqsa, Titik Rosnani, Wenny Pebrianti, & Heriyadi, 2022).

METHOD

This study used a quantitative approach. It was carried out in Babakan Village, Bogor Regency, West Java, and conducted online using G-Form. This study investigates how Gen Z makes decisions about purchasing skincare products through TikTok Shop and live streaming, and the influence of marketing content on this process. The sample consisted of

138 respondents from the entire Gen Z population in Babakan Village, the size of which is unknown. Accidental sampling, a non-probability sampling method, was used to select participants based on predetermined criteria. Various statistical methods were used to analyse the data, including validity and reliability tests, coefficient-of-determination tests, and simple and multiple regression analyses. The questionnaires distributed to participants produced primary data, which were analysed using SPSS, version 21.

RESULTS AND DISCUSSION

RESULTS

The respondents in this study were residents of Babakan Village who were members of Generation Z. The collected data were analysed using SPSS 21. The variables studied included independent and dependent variables. The independent variables consisted of live streaming (X1) and content marketing (X2). Meanwhile, the purchase decision (Y) was the dependent variable.

1. Validity Test

This validity test was used to assess the validity/reliability of the questionnaire's questions. The validity test results are as follows:

Table 1: Validity Test Results

Variables	Item Statement	Counter	Description
Live Streaming (X1)	X1.1	0.706	Valid
	X1.2	0.733	Valid
	X1.3	0.661	Valid
	X1.4	0.606	Valid
	X1.5	0.496	Valid
	X1.6	0.438	Valid
	X1.7	0.644	Valid
	X1.8	0.599	Valid
	X1.9	0.669	Valid
	X1.10	0.606	Valid
Content Marketing (X2)	X2.1	0.470	Valid
	X2.2	0.577	Valid
	X2.3	0.576	Valid
	X2.4	0.662	Valid
	X2.5	0.304	Valid
	X2.6	0.715	Valid
	X2.7	0.608	Valid
	X2.8	0.493	Valid
	X2.9	0.624	Valid
	X2.10	0.578	Valid
Purchase Decision (Y)	Y.1	0.600	Valid
	Y.2	0.558	Valid
	Y.3	0.688	Valid

Variables	Item Statement	Counter	Description
	Y.4	0.710	Valid
	Y.5	0.663	Valid
	Y.6	0.666	Valid
	Y.7	0.414	Valid
	Y.8	0.667	Valid
	Y.9	0.702	Valid
	Y.10	0.779	Valid
	Y.11	0.705	Valid

Source: Data Processing, 2025

Based on the validity test results in Table 1, all items in the questionnaire for variables X1, X2, and Y, which consist of live streaming (X1), marketing content (X2), and purchasing decisions (Y), are declared valid. This is indicated by the Corrected Item-Total Correlation (CITC) value for each item exceeding 0.300.

2. Reliability Test

The reliability test in this study used Cronbach's Alpha, where variables are considered reliable if they have a Cronbach's Alpha value > 0.70 . Ghazali (2016) states that even though Cronbach's Alpha is 0.60, the resulting variables can still be considered reliable. The results of the reliability test in this study are as follows:

Table 2: Reliability Test Results

Variable	Cronbach's Alpha	Standardized Coefficient Value	Description
Live streaming (X1)	0.873	0.60	Reliable
Content Marketing (X2)	0.841		Reliable
Purchase Decision (Y)	0.895		Reliable

Source: Data processing, 2025

Based on the data processing results shown in Table 2, the Cronbach's Alpha values for variables X1 (live streaming), X2 (marketing content), and Y (purchase decision) are above 0.70, indicating they are reliable.

3. Determination Coefficient Test (R²)

To assess the extent to which the model used explains the dependent variable, the coefficient of determination (R²) is used. The coefficient of determination is between 0 and 1. The smaller the R² value, the less effectively the independent variables explain the variation in the dependent variable. Meanwhile, if the R² value is close to one, the independent variables will show all the information needed to predict the dependent variable. The results of the coefficient of determination (R²) test can be seen as follows:

Table 3: Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.808 ^a	.653	.648	3.299

Source: Data Processing, 2025

Based on the data in Table 3, the coefficient of determination is 0.653, indicating that live streaming, marketing content, and purchasing decisions are strongly related. Meanwhile, an R^2 value of 0.648 means that live streaming and content marketing influence consumer purchasing decisions by 64.8%. Meanwhile, 35.2% is explained by other variables not examined in this study. These other variables may include discounts, e-Word of Mouth, consumer reviews, and even lifestyle.

Table 4: Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
1 (Constant)	6.610	2,471		2,675	.008
Total Live Streaming (X1)	-.027	0.087	-.025	-.313	.755
Total Marketing Content (X2)	.948	.092	.828	10,332	.000

Source: Data Processing, 2025

Based on Table 4, obtain the regression equation for the analysis of live streaming and content marketing on purchasing decisions as follows:

$$Y = a + bX_1 + bX_2$$

$$Y = 6,610 - 0.027X_1 + 0.948X_2$$

Based on the results of the multiple linear regression equation above, it can be explained as follows:

1. The constant value has a regression coefficient of 6.610, indicating that when Live Streaming (X1) and Marketing Content (X2) are constant, the Purchase Decision (Y) is 2.471.
2. The regression coefficient of the live streaming variable (X1) has a coefficient value of - 0.027 or -2.7%, meaning that if the live streaming variable (X1) has a constant value, then every 1% increase will result in a decrease in purchase decision (Y) of - 0.027 or - 2.7%.
3. The regression coefficient of the marketing content variable (X2) has a coefficient value of 0.948 or 94.8%, meaning that if the marketing content variable (X2) has a constant value, then every 1% increase will increase the purchase decision (Y) by 0.948 or 94.8%.

DISCUSSION

A. The Effect of Live Streaming on Purchase Decisions

Based on the research results described above, live streaming influences the decision to purchase skincare products. This aligns with research by (Tamba, Marbun, & Nadapdap, 2025) which found that live streaming has a positive, significant effect on purchasing decisions on the TikTok Shop. Research conducted by (Ramadhan, Fazri, & Roza, 2024) found that live streaming has an important influence on the emergence of purchase interest. This is because live streaming makes it easier for potential consumers to ensure that the items they order are what they want.

B. The influence of content marketing on purchasing decisions

Based on the study described above, content marketing influences skincare purchasing decisions. This is in line with research conducted by (Ansari, Ansari, Ghori, & Kazi, 2019) which shows that social media content marketing has a moderate positive and significant relationship with consumer purchasing decisions. In this technology-dominated era, social media content marketing plays a crucial role. Compelling content and good content quality have the appeal to encourage consumers to take the desired action, namely, making a purchase.

C. The influence of live streaming and content marketing on purchasing decisions

Based on the research results described above, it is evident that live streaming and content marketing together influence skincare purchasing decisions. This is in line with research conducted by (Rivaldi et al., 2024), which shows that live streaming and content marketing have a positive, significant effect on purchasing decisions. Live streaming and content marketing are closely related. When live streaming, sellers need to present content that is visually and audibly appealing, in the form of videos that are easily accessible anytime, anywhere. These efforts help build closeness with audiences who need information, thereby making it easier for consumers to make purchasing decisions.

CONCLUSION

This study provides deep insights into the influence of live streaming and content marketing on Gen Z's decision to purchase skincare products through the TikTok Shop platform. Using a quantitative approach, data collected from active TikTok users shows a strong interaction between the two marketing methods and their influence on consumer purchase intent. In addressing the research problem, the results indicate that live streaming, coupled with engaging marketing content, significantly enhances consumer-brand relationships and prompts impulsive purchasing among Gen Z consumers. These findings demonstrate that marketing through live streaming and relevant content can drive increased sales of skincare products on the TikTok Shop while also addressing the need for knowledge about consumer behavior in the ever-evolving digital era (Rahmadani & Septrizola, 2025). The implications of this research are extensive, both academically and practically. Academically, this research enriches the digital marketing literature by highlighting the importance of interactivity and authenticity in content marketing and live streaming on social media platforms (Simamora & Suryani, 2025). Practically, these findings provide guidance for marketers and brands in designing more effective strategies to attract young customers by leveraging the advantages of the TikTok platform (Angelina & Widaningsih, 2025).

REFERENCES

- Angelina, N. M., & Widaningsih, S. (2025). The Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention (Case Study on TikTok Skincare NPURE Account) in 2025. *Eduvest - Journal of Universal Studies*, 5(8), 9547–9562. <https://doi.org/10.59188/eduvest.v5i8.51466>
- Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administrative Insight*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Aqsa, D. F., Titik Rosnani, Wenny Pebrianti, R., & Heriyadi. (2022). The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditating. *Scholar.Archive.Org*, 3(1), 327–342.
- Ashsidik, Fajar, Setyo Ferry Wibowo, A. M. S. (2024). The Influence of Environmental Consciousness, Green Lifestyle, Influencer Credibility, and Social Media Engagement on Purchase Intention of Slow Fashion Products on the TikTok Application among Generation Z. *Protection: Journal Of Land And Environmental Law*, 2(3), 106–116.
- Ekasani, Deva., M. K. (2024). *DIGITAL-NATIVE WORKFORCE: STRATEGI PENGEMBANGAN SDM UNTUK GENERASI Z*. 5, 1–8.
- Fitri, S. D., & Ananta, Y. (2025). TikTok Algorithm in Fast Beauty Product Marketing: Influencing Consumer Behavior of the Digital Generation. *Greenation International Journal of Engineering Science*, 2(4), 192–199. <https://doi.org/10.38035/gijes.v2i4.358>
- Ghautsiyyah, Shofa Qosidatul., Y. S. R. (2025). *Examining the Impact of Online Customer Reviews and Live Streaming on Skincare Purchase Decisions Through Purchase Intention*. 11(2), 165–177.
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Makela, E. (2024). *Live Streaming Marketing in the Cosmetic Industry: Strategies to Increase Customer Purchase Intentions*. Haaga-Helia University.
- Prameswari, Nazma Mega, Neng Keke Nuraeni, N. H. (2025). *THE IMPACT OF LIVE STREAMING AND FLASH SALE ON GEN Z PURCHASE INTENTION IN SHOPEE*. 8(3), 8696–8710.
- Rahmadani, E., & Septrizola, W. (2025). The Influence of Influencers and the Quality of Elformula Skincare Products on Impulsive Buying of Tiktok Consumers in Padang City with Trust as a Mediating Variable. *Journal of Management and Administration Provision*, 5(3), 409–420. <https://doi.org/10.55885/jmap.v5i3.699>
- Ramadhan, I., Fazri, A., & Roza, S. (2024). Pengaruh Live Streaming dan Diskon terhadap Minat Beli Konsumen Shopee pada Mahasiswa Universitas Jambi Ilham Ramadhan Andang Fazri Suswita Roza Menurut data yang didapatkan dari Asosiasi Penyelenggara Jasa Internet Indonesia Sumber : Databoks. *Jurnal Ekonomi, Akuntansi Dan Manajemen*, 3(2), 215–235.
- Risnawati, R., Chamidah, N., Komunikasi, I., Muhamadyah, U., Ilmu, P., Universitas, K., ... Cirebon, M. (2022). *PENGARUH WORD OF MOUTH MENGENAI LIVE STREAMING TIKTOK SHOP TERHADAP KEPUTUSAN PEMBELIAN*. 1(2), 131–143.
- Rivaldi, M., Anastasya, N., Aulia, I., Wardhani, N. Z. D., Sofwan, M., & Sholeh, M. (2024). Strategi Pemasaran Digital Untuk Pengembangan Usaha Kecil. *Journal on Education*, 7(1), 6684–6697.

- Salwanisa, E. A., & Fitriyah, Z. (2024). the Influence of Live Streaming Shopping, Twin Date Promotion, and E-Wom on Gen Z Shopee Users' Impulse Buying in Surabaya. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 7(3), 6275–6289.
- Simamora, I. H., & Suryani, W. (2025). Pengaruh Metode Pemasaran Hard Selling dan Soft Selling di Aplikasi Tiktok terhadap Minat Beli Produk Skincare pada Pengguna Tiktok (Studi Kasus Kecamatan Medan Sunggal). *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 4458–4464. <https://doi.org/10.31004/riggs.v4i3.2655>
- Song, C., & Liu, Y.-L. (2021). The Effect of Live-Streaming Shopping on The Consumer's Perceived Risk and Purchase Intention in China. *23rd Biennial Conference of the International Telecommunications Society (ITS): "Digital Societies and Industrial Transformations: Policies, Markets, and Technologies in a Post-Covid World,"* 1–18.
- Tamba, L., Marbun, S., & Nadapdap, K. (2025). Pengaruh Influencer, live streaming dan content marketing terhadap keputusan pembelian di Tiktok Shop. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(2), 2910–2916. <https://doi.org/10.31004/riggs.v4i2.944>
- Utami, Dina Febriyani Tri, M. A. A. (2024). Pengaruh fitur live streaming dan content marketing terhadap keputusan pembelian dalam konteks TikTok Shop. 1(2), 1–23.