

Exploring the Interactive Marketing Strategies on Gen Z's Buying Decisions in Social Commerce

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ABSTRACT

This study examines the impact of real-time interaction via live streaming, scarcity promotion, and consumer preferences on the purchase decisions of hijab products among TikTok users. Using a quantitative method with 110 purposively selected respondents, data were collected through online questionnaires and analyzed using SEM-PLS. The results show that real-time interaction and consumer preferences significantly affect purchase decisions, while scarcity promotion has no significant influence. These findings suggest that TikTok sellers should focus on interactive and informative live streaming to build consumer trust and align products with consumer preferences. Scarcity-based tactics should be reconsidered, especially for audiences less influenced by urgency-driven promotions.

INTRODUCTION

The rapid growth of digital and technological advancements has significantly influenced global consumer behavior. According to We Are Social 2024, Indonesia had 185 million internet users in 2023, representing 66.5% of its total population. Additionally, individuals aged 16 to 64 spend an average of 3 hours and 11 minutes daily on social media.

Table 1. Social Media Users Who Watch Live Streaming Shopping in 2023

Country	Percentage of Social Media Users who Watch Live Streaming Shopping 2023
Indonesia	40%
Vietnam	37%
China	35%
Brazil	33%
Turkey	32%
Kenya	32%

Source: statista.com

The data indicates that 40% of social media users in Indonesia engage in watching live shopping content, representing the highest proportion among the six countries surveyed. This suggests a strong adoption of live commerce in the Indonesian market, highlighting the platform’s growing influence in shaping consumer behavior and purchasing decisions.

Table 2. Live Shopping Platforms Accessed for Purchases in Indonesia, May 2024

Platform	Percentage of Users (Indonesia, May 2024)
Live shopping on e-commerce	83%
Social media platform with shoppable features	69%
Video-streaming platform	16%
Live shopping apps	13%
Brand-specific website	7%
Others	1%

Source: satista.com

However, despite its popularity, live shopping via social commerce accounts for only 69% of purchases, while e-commerce platforms dominate with 83%. This suggests potential issues such as limited trust or unfamiliarity with the feature, or possibly ineffective marketing strategies.

Among various platforms, TikTok has become one of the most popular in Indonesia. Known for its short-form video content and rapid growth, TikTok has transformed from a social media platform into a social commerce space. One prominent marketing strategy on TikTok is live streaming selling, which enables real-time interaction between sellers and viewers. This method allows sellers to

offer detailed product information, respond to questions, and create a more engaging shopping experience (Qin et al., 2023).

Another commonly used strategy is scarcity promotion, which creates urgency by limiting product availability either by quantity (Limited Quantity Scarcity) or time (Limited Time Scarcity) (Heriyanto et al., 2021). This strategy is particularly compelling in marketing because it leverages the psychological principle that consumers tend to assign higher value to products perceived as rare or exclusive.

Consumers, as the key decision makers, rely on internal preferences shaped by individual needs and expectations (Syam et al., 2022). These preferences influence their choices and can be evaluated based on criteria like practicality, simplicity, and expected outcomes (Andriani & Setiawan, 2020). A deep understanding of consumer preferences is essential for developing effective marketing strategies, as it allows sellers to tailor their value propositions in accordance with consumer expectations and demands.

In Indonesia, hijab is a highly demanded fashion product, particularly among Muslim women. Statista.com reports that 31% of Muslim women in Southeast Asia own 20 to 50 hijabs, while 19% own more than 50. This indicates a strong and competitive market. One of the most popular hijab brands on TikTok is Sattka Basic, which uses both live streaming selling and scarcity promotion to increase purchase urgency and engage directly with potential buyers during live sessions.

These marketing strategies are intended to influence consumer decision-making and convert promotional exposure into purchases. A purchase decision ultimately lies in the hands of the consumer, reflecting their willingness to exchange their resources for a product that delivers value (Gunawan, 2022). Several previous studies have investigated similar variables, giving a range of findings. A study by Qin et al. (2023) titled *Do Live Streaming and Online Consumer Reviews Jointly Affect Purchase Intention?*, confirmed that live streaming positively affects purchase intention. In a study titled *How Does Scarcity Promotion Lead to Impulse Purchase in the Online Market?*, scarcity was shown to significantly drive the impulse purchases (Wu et al., 2021). Research by Arriza (2024) found that consumer preference significantly influences repurchase intention among Gen Z Shopee users in Madiun. Additionally, a study by Syam et al. (2022) showed that consumer preferences significantly influence purchase decisions in the sleeping product segment among Gen Z.

While these studies have shown the influence of live streaming, scarcity promotion, and consumer preferences, few of the studies have explored all three variables within a single framework. Furthermore, prior research has primarily associated scarcity promotion with impulse buying, overlooking its potential impact on rational purchase decisions. Given that purchase decisions often involve conscious deliberation, further research is needed to determine whether scarcity promotions also impact more intentional and rational consumer decision-making processes.

THEORETICAL REVIEW

Live Streaming

Live streaming is a part of video content widely adopted as a marketing strategy in e-commerce and social commerce environments. This strategy is effective because it allows the audience to interact directly with the host, ask multiple questions about the product in the chat room, and receive immediate responses during the session (Netrawati et al., 2022). The audience can interact not only with the host but also with fellow viewers through the chat room, allowing them to exchange opinions and information (Arisman & Imam, 2022).

Live streaming facilitates the host to demonstrate the product, share testimonials, and provide exclusive promotions that are only available during the live session. This way can improve the relationship between the consumers and the seller. As a result, consumers are more likely to feel confident in their purchase decisions (Zhang et al., 2024). As an effective strategy, according to Song & Liu (2021) the key indicators of live streaming include streamer credibility, media richness, and interactivity. Supporting this, Saputra & Fadhilah (2022) confirmed that live streaming significantly influences purchase decisions in social commerce.

H1: Live streaming positively and significantly affects purchase decisions on TikTok.

Scarcity Promotion

Scarcity promotion is a marketing strategy that sets a purchase deadline, inducing a psychological urgency that encourages consumers to make a purchase decision. This strategy leverages the perception of limited product availability or time-restricted offers (Wu et al., 2021). Highlight of the scarcity of promotion itself was that scarce products are perceived as more desirable or superior compared to non-scarce products (Cremer & Loebbecke, 2021). In social commerce, scarcity promotion can be combined with other strategies, such as scarcity promotion during live streaming selling sessions or promotional video content. Indicators of scarcity promotion were limited time scarcity and limited quantity scarcity (Barton et al., 2022). In support of this, Yi et al., (2023) stated that the use of scarcity can effectively drive consumers to make purchase decisions.

H2: Scarcity promotion positively and significantly affects purchase decisions on TikTok.

Consumer Preference

Consumer preference refers to the tendency of consumers to choose specific products or services based on factors such as product quality, price, brand image, and promotional efforts (Nasution, 2020). The benefits of the product are the key drivers of consumer preference. Consumer preferences are naturally subjective and can differ from one individual to another. However, they play an important role in the purchase decision-making process by helping consumers evaluate various options and choose the product or service that best suits their needs and expectations (Megananda & Sanaji, 2021).

Customer preference plays a crucial role in understanding what customers truly need and want from a product. To gain this insight, businesses often use

surveys, market research, and trend analysis to collect data on customer behavior and preferences. These insights become the foundation for developing effective marketing strategies that align with customer expectations and improve product promotion. Megananda & Sanaji (2021) stated that the indicators of customer preference include price, brand, product features and benefits. In support of this, Kuncoro and Kusumawati (2021) found a positive and significant relationship between consumer preferences and purchase decisions among Generation Z.

H3: Consumer preference positively and significantly affects purchase decisions on TikTok.

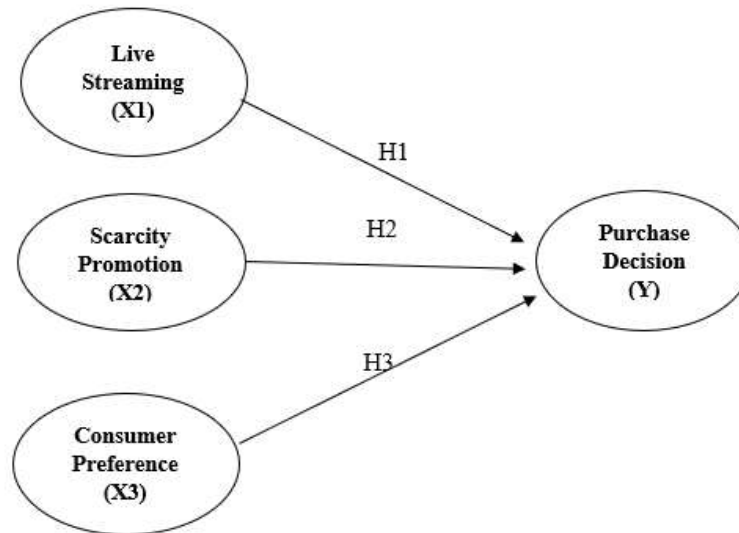


Figure 1. Conceptual Framework

METHODOLOGY

This research applied a quantitative approach with TikTok users domiciled in Surabaya as the population. A total of 110 respondents were selected through purposive sampling. Part of the population aged between 17 and 25 years old who have purchased hijab products from the Sattka Basic on TikTok can be the respondents selected as the sample. Data were collected through the structured questionnaire using 1 to 5 Likert scale. The analytical method used was SEM-PLS to evaluate the relation between the independent and dependent variables used in this study (Sugiyono, 2019), which allows for the modeling of complex relationships among latent constructs and is appropriate for small samples.

RESULTS

Instrument Testing

Table 3. Outer Loading

	Factor Loading	T Statistics	Dcision
X1.1<-LIVE STREAMING (X1)	0,883	35,877	Valid
X1.2<-LIVE STREAMING (X1)	0,852	26,106	Valid
X1.3<-LIVE STREAMING (X1)	0,830	22,241	Valid
X2.1<-SCARCITY PROMOTION (X2)	0,920	37,069	Valid
X2.2<-SCARCITY PROMOTION (X2)	0,877	16,839	Valid
X3.1<-CONSUMER PREFERENCE (X3)	0,744	14,666	Valid
X3.2<-CONSUMER PREFERENCE (X3)	0,884	32,885	Valid
X3.3<-CONSUMER PREFERENCE (X3)	0,801	20,705	Valid
Y.1<-PURCHASE DECISION (Y)	0,858	29,869	Valid
Y.2<-PURCHASE DECISION (Y)	0,829	22,092	Valid
Y.3<-PURCHASE DECISION (Y)	0,764	15,642	Valid

Based on Table 1, all indicators for the independent variables have values above 0.5, and T-statistic values exceed 1.96, demonstrating that each indicator is valid and appropriately measures the intended variable.

Table 4. Average Variance Extracted

	AVE
PURCHASE DECISION	0,669
LIVE STREAMING	0,732
CONSUMER PREFERENCE	0,659
SCARCITY PROMOTION	0,807

All independent and dependent variables in this study show Average Variance Extracted (AVE) values exceeding 0.5, indicating that each variable possesses adequate convergent validity.

Discriminant Validity

Table 5. Cross Loading

INDIKATOR	LIVE STREAMING (X1)	SCARCITY PROMOTION (X2)	CONSUMER PREFERENCE (X3)	PURCHASE DECISION (Y)
X1.1	0,883	0,514	0,432	0,516
X1.2	0,852	0,485	0,325	0,408
X1.3	0,830	0,417	0,409	0,423
X2.1	0,632	0,920	0,461	0,428
X2.2	0,336	0,877	0,427	0,350
X3.1	0,383	0,430	0,744	0,484
X3.2	0,349	0,391	0,884	0,507
X3.3	0,381	0,385	0,801	0,540
Y.1	0,445	0,292	0,557	0,858
Y.2	0,415	0,450	0,544	0,829
Y.3	0,443	0,330	0,441	0,764

The cross-loading results show that each indicator has a loading above 0,6 and higher on its associated construct than on the other constructs. This means that the questions used in the survey measure the intended variables. These results confirm that the indicators fulfill the criteria for discriminant validity.

Composite Reliability

Table 6. Composite Reliability

	Composite Reliability
PURCHASE DECISION	0,858
LIVE STREAMING	0,891
CONSUMER PREFERENCE	0,852
SCARCITY PROMOTION	0,893

Table 4 shows that all the values exceed the recommended threshold of 0.7, which indicates that the measurement constructs have good internal consistency and reliability.

Table 7. R square

	R SQUARE
PURCHASE DECISION	0,473
LIVE STREAMING	
CONSUMER PREFERENCE	
SCARCITY PROMOTION	

The R-squared value of 0.473 for the Purchase Decision variable indicates that 47.3% of the variance in purchase decisions is explained collectively by the independent variables. This suggests a moderate level of explanatory power within the model.

Table 8. Path Cefficients

	Path Coefficients (O)	T Statistic	P Values
LIVE STREAMING	0,288	3,345	0,001
CONSUMER PREFERENCE	0,480	6,056	0,000
SCARCITY PROMOTION	0,039	0,406	0,685

Hypothesis 1: Live Streaming has a positive and significant effect on hijab purchase decisions among TikTok users. This is shown by a path coefficient of 0.288, a T-statistic of 3.345, higher than the required 1.96, and a P-value of 0.001, lower than 0.05 (Hypothesis 1 accepted).

Hypothesis 2: Scarcity Promotion does not have a significant effect on hijab purchase decisions among TikTok users. The path coefficient is 0.039, the T-statistic is 0.406 (which is much lower than 1.96), and the P-value is 0.685, higher than 0.05 (Hypothesis 2 rejected).

Hypothesis 3: Consumer Preference has a positive and significant effect on hijab purchase decisions among TikTok users. The path coefficient is 0.480, the T-statistic is 6.056, higher than 1.96, and the P-value is 0.000, less than 0.05 (Hypothesis 3 accepted).

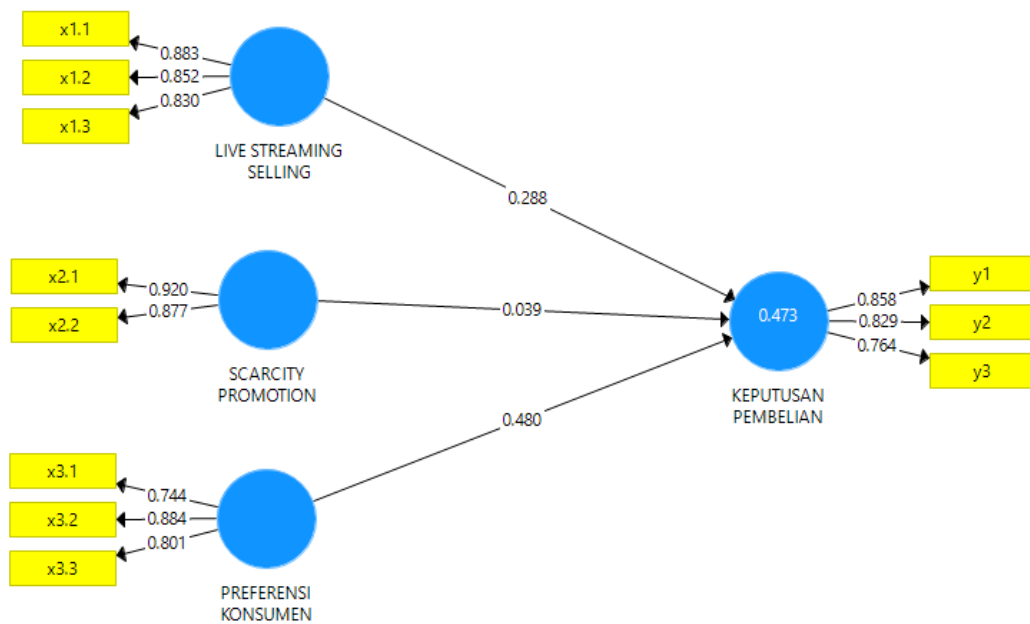


Figure 2. PLS Output

According to the PLS analysis output, the factor loading values for each indicator are represented along the arrows connecting latent variables to their respective indicators. In a structural model, the path coefficient is displayed along the arrows connecting independent variables to the dependent variable.

DISCUSSION

The results of this study indicate that not all widely adopted marketing strategies positively affect purchase decisions within social commerce platforms such as TikTok. Real-time interaction via live streaming significantly enhances consumer purchasing decisions for hijab products among TikTok users in Surabaya. This approach enables direct communication between sellers and consumers, fostering a more personalized and interactive environment that builds trust and expedites decision-making.

Scarcity promotion was found to have no significant impact on purchase decisions. This outcome may be attributed to heightened consumer awareness of manipulative marketing practices, resulting in increased skepticism and selectivity. Moreover, the hijab consumer segment appears to prioritize product quality, comfort, and alignment with personal preferences rather than urgency-based promotional tactics.

Finally, consumer preference demonstrated the strongest positive effect on purchasing decisions for Sattka Basic hijab products, highlighting the critical role of understanding and catering to consumer tastes in formulating effective marketing strategies.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that real-time interaction through live streaming plays an important role in encouraging consumers to buy hijab products on TikTok by creating trust and a more engaging shopping experience. On the other hand,

scarcity promotion does not seem to influence purchasing decisions, possibly because consumers are more cautious of such marketing tactics and focus more on product quality and personal preferences. Additionally, consumer preferences are the key factor driving purchase decisions, highlighting the need for marketers to understand and respond to the tastes and needs of their audience.

FURTHER STUDY

Future research is encouraged to expand the scope of investigation by including additional relevant variables. Since scarcity promotion was not significant in this study, further studies could examine other influential factors, such as celebrity endorsement, which is so popular nowadays.

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