



The Influence of Tiktok Live Streaming and Content Marketing on Purchase Intention for Glad2glow Products Among Business Education Students (Class Of 2022) at Universitas Negeri Surabaya

Herany Putri Jelita, Winaika Irawati✉

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Business Education Study Program, Faculty of Economics and Business, Universitas Negeri Surabaya, Surabaya, Indonesia.

Abstract

The rapid growth of TikTok as a social commerce platform has created new opportunities for brands to engage consumers through interactive live streaming and content marketing. However, empirical evidence regarding how these two forms of digital marketing are associated with purchase intention remains mixed. This study aims to examine the relationship of TikTok live streaming and content marketing with purchase intention for Glad2Glow products among Business Education students, Class of 2022, at Universitas Negeri Surabaya. A quantitative cross-sectional survey was conducted involving 80 respondents selected through purposive sampling. The respondents were active Business Education students who used TikTok and had been exposed to Glad2Glow promotional content and live streaming on TikTok. Data were analyzed using multiple linear regression. The findings indicate that live streaming was significantly and positively associated with purchase intention ($B = 0.463$; $p < 0.001$), while content marketing also showed a significant and positive association with purchase intention ($B = 0.422$; $p < 0.001$). The two predictors jointly explained 61.9% of the variance in purchase intention ($R^2 = 0.619$). These findings contribute to the social commerce literature by providing empirical evidence that interactive live streaming and content marketing are relevant factors associated with consumers' purchase intention in the TikTok context. Practically, the findings highlight the importance of integrating interactive and informative digital content in social commerce strategies for skincare brands.

Keywords: Live Streaming; Content marketing; Purchase Intention; TikTok; Glad2Glow

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✉ Correspondence address:
E-mail: herany.22108@mhs.unesa.ac.id

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INTRODUCTION

The development of social commerce has changed the way consumers obtain product information and evaluate products before purchase. Unlike conventional e-commerce, social commerce integrates commercial activities with social interaction and user-generated content, allowing consumers to encounter product information while simultaneously interacting with sellers, hosts, and other users (Dolega et al., 2021). Social interaction is an important characteristic of this environment because consumers can exchange information, observe other consumers' experiences, and participate in two-way communication during the decision-making process. Wang and Yu (2017) found that social interaction, word-of-mouth communication, and observational learning were associated with consumers' purchase intention in social commerce. TikTok represents this development through a platform that combines short-form video content, live streaming, interaction, and purchasing functions (Vieira et al., 2021). In this environment, consumers are not only exposed to promotional messages but can also observe product demonstrations, obtain information in real time, and evaluate products through digital interactions (Masrianto et al., 2022). Consequently, purchase intention in social commerce may be shaped by how consumers process the information and experiences provided through the platform.

Two marketing activities are particularly relevant in this context: live streaming and content marketing. Live streaming enables sellers to present products directly, demonstrate their use, respond to consumer questions, and provide product information in real time. Within social commerce, live streaming has been examined as a mechanism through which consumers obtain product information and interact with sellers. Sun et al. (2019) found that visibility, metavoicing, and guidance-shopping affordances were associated with purchase intention through live-streaming engagement. Similarly, Zhang et al. (2023), using the S-O-R paradigm, reported that live-streaming affordances such as visibility, metavoicing, trading affordance, guidance shopping, and interactivity can enhance trust, which is related to purchase intention. Content marketing, in contrast, communicates product-related information through planned and engaging digital content, including visual presentations, product explanations, and persuasive messages (Deb et al., 2022; Krisen et al., 2021). Recent evidence from TikTok users also indicates that content-marketing characteristics such as attractiveness, emotional appeal, trustworthiness, electronic word-of-mouth, and perceived relevance are associated with online purchase intention (Faruk et al., 2021; Wei, 2025). Although both activities provide information, they differ in the way consumers encounter marketing stimuli: live streaming emphasizes real-time interaction and immediacy, whereas content marketing emphasizes the presentation and accessibility of prepared information (Borchers & Wellman, 2026).

The Stimulus–Organism–Response (S-O-R) framework provides a useful theoretical perspective for explaining this process (Armutcu et al., 2023). The framework proposes that external stimuli are received and processed internally by individuals before producing a behavioral response. In social commerce, Liu et al. (2019) applied the S-O-R model by linking external information characteristics and social presence with internal trust and purchase intention. Their findings illustrate how S-O-R can be used to explain the relationship between social-commerce stimuli, internal consumer states, and behavioral intention. In the present study, live streaming and content marketing are conceptualized as external stimuli, while purchase intention represents the response. The organism component is not treated as a separately measured variable in the empirical model; rather, it represents the internal psychological process through which consumers interpret and evaluate the stimuli, such as attention, understanding, interest, and trust (Van Esch & Stewart Black, 2021). This conceptualization is consistent with the purpose of using S-O-R as an explanatory framework rather than as a complete mediation model. Thus, the study does not claim to statistically test the organism component. Instead, S-O-R is used to explain why exposure to interactive and informative marketing stimuli may be associated with consumers' purchase intention.

Empirical findings concerning these relationships remain context-dependent. Previous studies have reported different results regarding the role of live streaming and content marketing in consumer responses on TikTok and other social commerce platforms. Putra et al. (2024), for example, found that live streaming and content marketing did not show significant partial relationships with purchase intention in their study of TikTok Shop users in Kediri, whereas Khamidah et al. (2025) reported significant relationships between both variables and purchase intention for Skintific products on TikTok Shop. International evidence likewise indicates that the strength and mechanism of these relationships can differ according to the platform and consumer context. For example, Sun et al.

(2019) examined live-streaming shopping in Chinese social commerce, while Wei (2025) examined content marketing among active TikTok users in China. These studies provide relevant international evidence, but they do not specifically examine the simultaneous relationship of live streaming and content marketing with purchase intention for a skincare brand among Indonesian university students. The existing studies therefore leave a contextual question regarding whether the same marketing stimuli demonstrate similar relationships when examined simultaneously in the skincare category and among a specific student consumer segment.

The skincare category provides a relevant setting for examining this issue because consumers generally require information about product benefits, ingredients, usage, and suitability before developing purchase intentions. Glad2Glow is selected as the research object because the brand is represented in the existing literature on TikTok-based skincare marketing and has been examined in relation to digital marketing activities on the platform. Previous research has examined Glad2Glow in relation to brand image, brand ambassador, content marketing, online customer review, and purchasing decisions (Rahma & Sudarwanto, 2024; Fitriawati & Muanas, 2025; Susilowati et al., 2025). However, the simultaneous relationship of TikTok live streaming and content marketing with purchase intention remains insufficiently examined in this specific context (Cao et al., 2021). The present study therefore focuses on these two marketing stimuli rather than adding additional predictors, allowing their combined relationship with purchase intention to be examined within a defined social commerce setting.

The selection of Business Education students of Universitas Negeri Surabaya, Class of 2022, is also related to the research design rather than simply to their status as TikTok users. The respondents were selected based on explicit exposure criteria: they were active students who used TikTok, followed or knew the Glad2Glow account, and had watched Glad2Glow promotional live streaming and content marketing on TikTok. These criteria ensure that respondents had relevant exposure to the stimuli examined in the study. In addition, their educational background in business provides a context in which exposure to marketing communication can be examined among consumers who encounter digital marketing as both consumers and students learning about business-related phenomena. Nevertheless, the study does not assume that this group represents TikTok users in general; the findings are limited to the characteristics and sampling criteria of the respondents.

Accordingly, the research problem addressed in this study is not simply whether live streaming and content marketing are significant predictors of purchase intention. Rather, the study examines whether two distinct forms of TikTok-based marketing stimuli—real-time interactive communication and planned digital content—are significantly associated with purchase intention when examined simultaneously within a specific skincare social commerce context. This approach addresses the contextual inconsistency found in previous studies while clarifying the role of S-O-R as the theoretical explanation for the relationship between marketing stimuli and consumer response.

Based on this rationale, this study aims to examine the relationship of TikTok live streaming and content marketing with purchase intention for Glad2Glow products among Business Education students, Class of 2022, at Universitas Negeri Surabaya. The study contributes to the social commerce literature by examining two complementary forms of digital marketing stimuli within the same empirical model and by applying the S-O-R perspective to explain the transition from external marketing exposure to purchase intention without claiming to directly measure the organism component. Practically, the findings provide context-specific evidence for skincare brands regarding the use of interactive live communication and informative content as complementary elements of TikTok social commerce strategies.

METHOD

Research Design and Participants

This study employed a quantitative cross-sectional survey design to examine the relationships of TikTok live streaming and content marketing with purchase intention for Glad2Glow products. The study was conducted among students of the Business Education Study Program, Class of 2022, at Universitas Negeri Surabaya (UNESA). The accessible population consisted of 99 students. The population was derived from 100 active students in the 2022 cohort after excluding the researcher. Although the accessible population was relatively small, the study did not employ a census design. Instead, respondents were selected using purposive sampling because the research required participants with direct experience of the marketing stimuli under investigation. Accordingly, the sample consisted of 80 respondents who met the predetermined eligibility criteria.

The eligibility criteria were: (1) an active undergraduate student of the Business Education Study Program at UNESA, Class of 2022; (2) an active TikTok user; (3) following the Glad2Glow TikTok account; and (4) having known and watched Glad2Glow promotional content, including TikTok videos and live streaming. These criteria were established to ensure that respondents had actual exposure to the two marketing activities examined in the study. Because purposive sampling is a non-probability sampling technique, the resulting sample should not be interpreted as statistically representative of all TikTok users or all UNESA students. The findings are therefore interpreted within the characteristics of the selected respondent group.

Data Collection Procedure

Primary data were collected through a self-administered online questionnaire distributed using Google Forms. The questionnaire was disseminated through student communication networks until the predetermined number of eligible responses was obtained. Before answering the substantive measurement items, respondents were screened using questions concerning their student status, TikTok usage, familiarity with the Glad2Glow TikTok account, and exposure to Glad2Glow live streaming and content marketing. The questionnaire used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement items were developed from indicators identified in previous studies and adapted to the context of Glad2Glow products and TikTok social commerce. The questionnaire contained 26 substantive items distributed across three constructs: eight items for Live Streaming, ten items for Content Marketing, and eight items for Purchase Intention.

Measurement of Variables

Live Streaming (X1) was measured using four dimensions adapted from Ramadhan et al. (2024): attractiveness, trustworthiness, expertise, and purchase convenience. These dimensions represent the extent to which the live-streaming experience provides an attractive presentation, credible and transparent information, competent product communication, and convenience during the purchasing process. Content Marketing (X2) was measured using five dimensions: reader cognition, sharing motivation, persuasion, decision making, and life factor. Each dimension was represented by two items. In this study, reader cognition refers to the extent to which consumers can understand and process the information presented in the content; sharing motivation refers to the tendency of consumers to share content they consider useful or interesting; persuasion concerns the ability of content to strengthen consumer consideration toward the product; decision making concerns the extent to which content assists consumers in evaluating purchase alternatives; and life factor represents external influences and contextual considerations relevant to consumers' responses to marketing content. Purchase Intention (Y) was measured using four dimensions: transactional, referential, preferential, and exploratory intention. These dimensions represent consumers' tendency to purchase the product, recommend it to others, prioritize it, and seek additional information before purchasing.

Instrument Testing

Before conducting the main regression analysis, the measurement items were evaluated for validity and reliability using the collected survey data. Item validity was assessed by examining the relationship between each item and its corresponding construct score, with statistical significance used as the basis for determining whether an item was retained. The study used a critical correlation value of 0.361. The results indicated that all 26 measurement items met the validity criterion. Reliability was assessed using Cronbach's alpha. The overall 26-item instrument produced a Cronbach's alpha coefficient of 0.932, exceeding the minimum criterion of 0.60 used in this study. This result indicates a high level of internal consistency for the overall questionnaire. However, because the original analysis reported the reliability coefficient for the combined instrument rather than separately for each construct, the coefficient should not be interpreted as evidence of construct-specific reliability for Live Streaming, Content Marketing, and Purchase Intention individually.

Data Analysis

The data were analyzed using IBM SPSS Statistics 27. Descriptive analysis was first used to describe respondent characteristics and responses to the measurement items. Multiple linear regression was subsequently employed to examine the statistical relationships of Live Streaming and Content Marketing with Purchase Intention. The regression model was specified as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

where Y represents Purchase Intention, X_1 represents Live Streaming, X_2 represents Content Marketing, α represents the constant, β_1 and β_2 represent the regression coefficients, and ε represents the error term. The analysis included diagnostic procedures for the regression model, followed by partial significance testing, simultaneous significance testing, and the coefficient of determination. Given the cross-sectional observational design, the estimated coefficients are interpreted as statistical associations within the observed sample rather than as evidence of causal effects.

RESULTS AND DISCUSSION

Regression Model and Diagnostic Evidence

Multiple linear regression was employed to examine the statistical associations between TikTok live streaming, content marketing, and purchase intention for Glad2Glow products. Because the study used a cross-sectional survey and purposive sampling, the regression results are interpreted as statistical associations and predictive relationships within the observed sample rather than as evidence of causal effects. The estimated regression equation was:

$$Y = 0.286 + 0.463X_1 + 0.422X_2$$

where Y represents purchase intention, X_1 represents live streaming, and X_2 represents content marketing. The positive coefficients indicate that higher scores on each predictor were associated with higher purchase intention scores when the other predictor was statistically held constant. Specifically, a one-unit increase in the live streaming score was associated with a 0.463-unit increase in the predicted purchase intention score, conditional on content marketing being held constant. Similarly, a one-unit increase in content marketing was associated with a 0.422-unit increase in predicted purchase intention, conditional on live streaming being held constant.

The overall regression model was statistically significant, with an F-value of 62.627 and a significance level below 0.001. The model produced an R value of 0.787 and an R^2 of 0.619, while the adjusted R^2 was 0.609. Thus, 61.9% of the observed variance in purchase intention in the sample was accounted for by live streaming and content marketing included in the regression model. After adjustment for the number of predictors, the proportion was 60.9%. These statistics describe the explanatory performance of the estimated model in the observed sample and should not be interpreted as evidence that the same proportion of variation would be explained in other populations.

The diagnostic results also provide supporting evidence for the regression specification. The tolerance value for both predictors was 0.883 and the VIF value was 1.133, indicating no indication of problematic multicollinearity according to the criteria applied in this study. The Glejser test also produced significance values of 0.949 for live streaming and 0.076 for content marketing, both above 0.05. These results provide no statistical indication of heteroscedasticity based on the test employed. Nevertheless, these diagnostic results do not establish that the model is fully robust, particularly because the data were collected through self-reported measures at a single point in time.

Association Between Live Streaming and Purchase Intention

The regression results indicate a positive and statistically significant association between live streaming and purchase intention. Live streaming had an unstandardized coefficient of 0.463, a standardized coefficient of 0.435, and a t-value of 5.813 with a significance level below 0.001. Therefore, the first hypothesis is supported within the observed sample. The positive coefficient indicates that respondents who reported higher evaluations of Glad2Glow's TikTok live streaming also tended to report higher purchase intention scores, after statistically controlling for content marketing. This finding is consistent with the functional characteristics of live streaming as a form of social commerce communication. Live streaming enables consumers to receive product information in real time and

provides an interactive environment in which product-related questions and responses can occur during the broadcast. In the present study, the live streaming construct included attractiveness, trustworthiness, expertise, and purchase convenience. These dimensions provide a basis for understanding why respondents who perceived the live-streaming experience more positively also tended to report stronger purchase intention.

The finding can also be interpreted through the S-O-R framework. In this framework, live streaming represents a stimulus because it exposes consumers to product information and interactive promotional communication. The resulting purchase intention represents the response. However, the organism component in the S-O-R framework was not separately measured in this study. Consequently, psychological processes such as attention, understanding, interest, or trust should not be interpreted as empirically demonstrated mechanisms linking live streaming to purchase intention. Instead, these processes provide a theoretical interpretation of how the observed association may be understood. The present findings therefore support the relevance of the stimulus-response relationship but do not test whether a specific organism mechanism mediates that relationship.

The result is also consistent with previous research reporting a significant relationship between interactive digital marketing activities and consumer purchase intention. However, differences across previous studies should not be interpreted solely as contradictions. The magnitude and significance of relationships may vary according to product category, platform characteristics, respondent characteristics, and the nature of consumers' exposure to promotional content. The present study contributes evidence from the specific context of Glad2Glow products and Business Education students at Universitas Negeri Surabaya rather than establishing a universal relationship applicable to all consumers.

Association Between Content Marketing and Purchase Intention

Content marketing also showed a positive and statistically significant association with purchase intention. The unstandardized coefficient was 0.422, the standardized coefficient was 0.523, and the t-value was 6.994 with a significance level below 0.001. Thus, the second hypothesis is supported within the observed sample. The positive coefficient indicates that respondents with higher evaluations of Glad2Glow's content marketing tended to report higher purchase intention after live streaming was statistically controlled. The content marketing construct in this study covered reader cognition, sharing motivation, persuasion, decision making, and life factor. These dimensions emphasize the informational, persuasive, social, and contextual characteristics of marketing content. Content that is perceived as understandable, persuasive, and relevant may provide consumers with information that can be considered when evaluating a product. However, because these psychological processes were not independently measured as mediating variables, the present findings should be interpreted as an association between perceived content marketing and purchase intention rather than evidence of a specific psychological pathway.

The finding also provides a contextual interpretation of the S-O-R framework. Content marketing can be positioned as a stimulus that presents information and persuasive messages to consumers, while purchase intention represents the response. The framework helps explain why exposure to marketing content may be related to consumers' behavioral intentions, but it does not demonstrate the internal psychological mechanism in the present study. Therefore, the use of S-O-R in this research is appropriately understood as a conceptual framework for interpreting the findings rather than as a tested mediation model.

The result is relevant to the TikTok social commerce context because content marketing can remain accessible beyond a single live-streaming session. Whereas live streaming is characterized by real-time interaction, marketing content can be viewed repeatedly and considered at different points in the consumer decision process. The positive association observed in this study therefore suggests that the informational and persuasive characteristics of Glad2Glow's TikTok content were relevant to purchase intention among the respondents. Nevertheless, this interpretation remains specific to the

measured sample and should not be generalized to consumers outside the study population without further evidence.

Relative Magnitude of the Predictors

The standardized regression coefficients provide additional information about the relative association of the two predictors with purchase intention. Content marketing had a standardized coefficient of $\beta = 0.523$, whereas live streaming had $\beta = 0.435$. Because standardized coefficients express the estimated association in standard deviation units, the larger coefficient for content marketing indicates a relatively stronger statistical association with purchase intention than live streaming within the estimated regression model. This comparison should, however, be interpreted cautiously. The difference between the two standardized coefficients does not by itself establish that content marketing is statistically superior to live streaming because the study did not conduct a formal statistical test of the difference between the coefficients. Therefore, the result should not be interpreted as evidence that content marketing is universally more effective than live streaming. Rather, it indicates that, among the two predictors included in this particular model and sample, content marketing had the larger estimated standardized association with purchase intention.

This distinction is important for the theoretical interpretation of the findings. The results suggest that both forms of TikTok marketing communication are relevant to purchase intention, while their estimated associations are not identical in magnitude. The finding therefore supports an integrated perspective on social commerce communication rather than implying that one communication format should replace the other. Further research using larger samples and formal coefficient-comparison procedures would be required to determine whether the observed difference represents a statistically meaningful difference in the population.

Interpretation Through the S-O-R Framework

The S-O-R framework provides a useful conceptual lens for integrating the two regression findings. In the present study, live streaming and content marketing are treated as external marketing stimuli, while purchase intention represents the behavioral response. The framework suggests that consumers do not respond to external stimuli independently of internal processing. However, the present study did not operationalize the organism component as an independent construct and did not estimate a mediation model. Accordingly, the results should not be interpreted as empirical evidence that live streaming or content marketing produces purchase intention through attention, understanding, interest, trust, or another specific psychological mechanism. Those processes remain theoretical possibilities that could explain the associations observed in the regression analysis. A stronger empirical test of the S-O-R mechanism would require future research to measure one or more organism variables directly and test their mediating roles between marketing stimuli and purchase intention. Within this limitation, the findings still provide a contextual application of the S-O-R perspective to TikTok social commerce. The results indicate that two observable marketing stimuli are statistically associated with consumers' purchase intention, while the internal processes proposed by S-O-R remain an area for further empirical investigation. This distinction prevents the theoretical framework from being presented as evidence for mechanisms that were not actually measured.

Practical and Theoretical Implications

The findings have a limited but relevant theoretical implication for research on social commerce. They provide context-specific evidence that both interactive live streaming and content marketing are statistically associated with purchase intention in the TikTok context among Business Education students. The results do not establish a new causal mechanism or extend S-O-R through an empirically tested organism component. Instead, their contribution lies in applying the framework to a specific social commerce setting and demonstrating that the two forms of marketing communication can be examined simultaneously within one regression model. From a practical perspective, the findings

suggest that social commerce communication should not be considered solely in terms of real-time interaction or solely in terms of prepared marketing content. Live streaming and content marketing represent different forms of consumer-facing communication. The observed positive associations indicate that both are relevant dimensions to consider when examining purchase intention in the studied context. The relatively larger standardized coefficient for content marketing also indicates that content marketing had the stronger estimated association within this sample, although this should not be interpreted as a general ranking of marketing effectiveness.

Scope and Limitations of the Findings

Several limitations should be considered when interpreting the results. First, the study employed a cross-sectional design, meaning that the variables were measured at one point in time. Therefore, the findings cannot establish temporal precedence or demonstrate that live streaming or content marketing caused changes in purchase intention. The use of causal terminology should consequently be avoided when interpreting these findings. Second, the study used purposive sampling and included 80 respondents who met predetermined exposure and respondent criteria. The sample therefore does not represent all TikTok users, all Universitas Negeri Surabaya students, or all consumers of Glad2Glow products. The findings should be understood as evidence concerning the respondents included in this study and should not be generalized beyond comparable populations without additional research.

Third, all variables were obtained through self-reported questionnaire responses. Because the predictors and outcome were collected using the same measurement approach, common-method variance may have contributed to the observed relationships. However, common-method variance was not separately tested in this study; therefore, its magnitude cannot be determined from the available results. Fourth, the R^2 value of 0.619 should not be interpreted as demonstrating that live streaming and content marketing account for 61.9% of purchase intention in the broader consumer population. The statistic refers to the proportion of observed variation accounted for by the model in the current sample. Other unmeasured factors, such as individual consumer characteristics, product perceptions, price considerations, brand familiarity, promotional incentives, or other digital marketing exposures, may also be related to purchase intention. These potentially omitted variables were not included in the present model.

Overall, the results provide evidence of statistically significant positive associations between live streaming, content marketing, and purchase intention within the studied sample. The findings are therefore best understood as context-specific empirical evidence rather than causal proof or a universal explanation of consumer purchase intention. The distinction is particularly important when interpreting the S-O-R framework: the study empirically examines the relationship between observable stimuli and the response, while the internal organism processes remain theoretically proposed rather than statistically tested.

CONSLUSION

This study found that live streaming and content marketing on TikTok were positively and significantly associated with purchase intention for Glad2Glow among 2022 Business Education students at Universitas Negeri Surabaya. These findings indicate that, within the study sample, positive perceptions of both marketing activities were associated with higher purchase intention in the social commerce context. Theoretically, this study applies the Stimulus–Organism–Response (S-O-R) framework by positioning live streaming and content marketing as stimuli and purchase intention as the response. However, because the organism component was not directly measured, the study does not empirically establish the psychological mechanism underlying this relationship. Thus, S-O-R should be regarded as a conceptual framework rather than a tested mediation mechanism. The model explains 61.9% of the variance in purchase intention within the study sample, while the remaining 38.1% may be related to other factors. This result should not be generalized broadly because the study used a cross-sectional design, purposive sampling, and a relatively small sample of 80 respondents.

The findings therefore indicate statistical associations rather than causal effects. Practically, the findings suggest that marketers should pay attention to the quality of information, communicator credibility, interaction, and transaction convenience in live streaming and content marketing. Future research should test the organism component directly by incorporating mediating variables such as trust, perceived value, or consumer engagement, while using larger samples and longitudinal or experimental designs to provide stronger evidence.

DECLARATION OF GENERATIVE AI

The authors declare that no generative AI or AI-assisted technologies were used in the writing process of this manuscript.

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The authors states that there is no conflict of interest in the publication of this article.

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AUTHORSHIP CONTRIBUTION STATEMENT

Herany Putri Jelita: Conceptualization, Methodology, Writing - Original Draft, Data curation, Validation. Winaika Irawati: Supervision, Writing - Review & Editing.

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