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The Effect of TikTok Live Shopping During Leisure Time on Generation Z's Purchase Decisions in Bandung

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ABSTRACT

Live shopping on the TikTok platform has grown rapidly and become part of Generation Z's leisure time activities, combining entertainment, social interaction, and product exploration. This study aims to analyze the effect of TikTok leisure-time live shopping on the purchase decisions of Generation Z in Bandung. The research employed a descriptive quantitative approach using a survey method with 120 respondents who are active TikTok users aged 18–35 years. Data were collected through a five-point Likert scale questionnaire and analyzed using validity and reliability tests, descriptive analysis, as well as bivariate and multiple regression analyses. The results indicate a high level of viewing engagement, with 65% of respondents watching live shopping 4–7 days per week, yet the actual purchase frequency was relatively low. Community viewer interaction also demonstrated a more dominant influence. The findings reveal that an excessive emphasis on host expertise negatively affects purchase intentions. The study concludes that the leisure time context strengthens the social influence and emotional engagement of Generation Z in purchase decision-making, although it does not always result in immediate purchases.

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1. INTRODUCTION

The development of social media has encouraged the emergence of new consumption patterns in society, including the use of the live shopping feature on the TikTok platform. This feature is part of a social commerce practice that integrates entertainment, social interaction, and real-time transactions, offering a more interactive shopping experience for consumers (Aenaya et al., 2025). For Generation Z, social media serves not only as a communication tool but also as a space for entertainment and product exploration.

The use of live shopping as a leisure activity reflects a shift in consumer behavior from a functional orientation to a personal and emotional experience. Zheng et al. (2020) explain that live streaming platforms are widely used as a medium for entertainment and recreation, where users seek relaxation, social engagement, and enjoyment. In the context of social media, this puts audiences in a more relaxed state, making them more receptive to visual content and live interactions during broadcasts.

Several studies have shown that TikTok live shopping has a significant impact on Generation Z purchasing behavior. Herlina (2023) found that the enjoyment and ease of live streaming contribute to an increased tendency for impulse buying. Furthermore, the trust and interaction formed between the host and viewers also play a role in shaping purchase intentions (Avifa et al., 2025).

Social interactions in live shopping occur not only between the host and viewers, but also among viewers through real-time comments and testimonials. This phenomenon creates social proof, which can strengthen consumer confidence in making purchasing decisions (Avianti & Sahroni, 2025). Thus, purchasing decisions in live shopping are influenced by a combination of personal, social, and situational factors.

Although the body of research on live shopping and social commerce has grown substantially, few studies have specifically examined how live shopping operates within a leisure-time context and its influence on purchase decision-making among Generation Z consumers. Prior research has predominantly focused on transactional or utilitarian dimensions, overlooking situational contexts such as leisure. Accordingly, this study addresses this gap by conceptualizing TikTok live shopping not merely as a commercial endeavor but as a form of digital leisure, which can alter consumers' psychological states, emotional engagement, and responsiveness to social influence. This perspective yields a more comprehensive understanding of how purchase decisions are formed in an entertainment-driven, relaxed environment.

Based on the discussion above, this study aims to analyze the influence of TikTok live shopping as a leisure activity on the purchasing decisions of Generation Z in Bandung, considering the role of purchase intentions as a moderating factor in this relationship.

2. LITERATURE REVIEW

2.1. Host's Personal Influence

The personal influence exerted by the host in live streaming commerce pertains to the host's or streamer's capacity to mold audience perceptions of products and guide purchasing choices. The host assumes a pivotal function, not merely disseminating product details but

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also fostering an interactive, instantaneous encounter. Such engagements can sway viewers' acquisition behaviors amid the live broadcast. Research demonstrates that the host's persuasive discourse in live shopping substantially impacts spectators' transactional resolutions, as an adept communicator can evoke affective reactions and bolster audience involvement during the transmission (Muhammad et al., 2024).

Further investigations underscore that the host's credibility is instrumental in steering the decision-making process for purchases within live streaming environments, such as TikTok. A host deemed trustworthy by viewers can elevate their assurance regarding the promoted items (Shabrina et al., 2024). In live commerce, the host's position as the primary interlocutor cultivates favorable impressions and motivates consumers to contemplate acquisitions during the session.

2.2. Viewer Community

The viewer community encompasses the interpersonal bonds and exchanges transpiring among spectators throughout a live streaming event. These interactions manifest as contemporaneous remarks, rejoinders, or deliberations in the chat interface. Such communal dynamics generate social validation, which fortifies fellow viewers' purchasing deliberations, given that consumers often weigh the viewpoints and anecdotes of peers within the live streaming collective (Qin et al., 2023).

Communal involvement transcends mere inter-viewer dialogues, extending to influence broader consumer participation. Empirical evidence posits that engagement acts as a key mediator linking social facets in live streaming to acquisition choices (Qin et al., 2023). The viewer community transcends passive social milieu, serving as an active catalyst for knowledge dissemination, norm establishment, and affective reinforcement among participants, thereby elucidating transactions occurring during and subsequent to the broadcast.

2.3. Purchase Intention

Purchase intention denotes consumers' inclination and propensity to acquire a specific product or service, grounded in their subjective appraisal (Zong et al., 2023). Its genesis is shaped by consumer dispositions, societal norms, and perceived behavioral autonomy. Within live shopping contexts, such intention may emerge as consumers assimilate product insights, engage directly with the host, and assimilate feedback from fellow viewers.

Prior research reveals that immediate interactions, host reliability, and the recreational elements of live streaming positively catalyze the development of purchase intention (Avifa et al., 2025; Putro et al., 2024). These insights imply that purchase intention in live shopping transcends rational deliberations, being concurrently molded by affective and communal influences.

3. METHODOLOGY

This study employs a quantitative descriptive approach. Bougie and Sekaran (2019) explain that descriptive research is conducted to describe the characteristics of individuals, situations, or groups using structured data collection methods and statistical analysis. This

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approach enables researchers to analyze numerical data without manipulating variables. Hence, this method is appropriate for examining respondent profiles and live shopping behavior on TikTok.

3.1. Population and Sample

The study population encompasses TikTok users in Bandung who have engaged with live streaming shopping broadcasts. Sugiyono (2016) defines a population as the generalized domain comprising entities or subjects exhibiting defined traits, as stipulated by the investigator for examination and inference derivation. Sugiyono (2016) further conceptualizes a sample as a subset of the population mirroring its attributes and deemed representative thereof. Sampling is employed to procure precise data amid temporal, exertional, and fiscal limitations.

The sampling strategy implemented is non-probability sampling via purposive selection. Etikan (2016) characterizes non-probability sampling as a procedure wherein not all population constituents possess equivalent selection probabilities, rendering it apt for inquiries targeting respondents with delineated qualifications. This study applies purposive sampling, which is a non-probability technique where samples are selected based on certain criteria relevant to the research objectives, so that the chosen respondents can provide appropriate information (Sugiyono, 2016). In this context, purposive sampling was enacted with the ensuing criteria: (1) active TikTok users domiciled in Bandung; (2) having viewed live streaming shopping sessions at least thrice within the preceding three months; and (3) aged 18–35 years (encompassing Generation Z and young adults). Hair et al. (2019), in their updated edition of Multivariate Data Analysis, posit that sample magnitude should align with indicator count and model intricacy, with a baseline recommendation of no fewer than 100 respondents or roughly 5–10 multiples of indicators. Consequently, this study designates a sample of 120 respondents to enhance data representativeness.

While Generation Z is typically defined as those born between 1997 and 2012, this study incorporates respondents up to 35 years old to encompass wider behavioral trends among young digital natives who remain highly engaged with TikTok. This broader inclusion seeks to enhance the analysis through comparisons between early Generation Z cohorts and neighboring young adult segments that exhibit comparable digital consumption patterns, especially in live shopping. Consequently, the age range has been deliberately expanded to account for the real-world convergence in social media behaviors, rather than adhering rigidly to generational demarcations. Therefore, within the context of this study, the 18–35 age bracket is treated as a unified cohort of young digital consumers whose live shopping habits transcend strict generational boundaries.

3.2. Unit of Analysis

The analytical unit herein comprises individual TikTok users in Bandung who have observed live streaming shopping. A cohort of 120 respondents was recruited through purposive sampling, adhering to stipulated parameters: active utilization, age bracket of 18 to 35 years, and exposure to live streaming shopping at least thrice in the recent three-month period.

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This unit serves as the nexus for data aggregation and examination, given that the scrutinized phenomenon encompassing perceptions and transactional choices via live streaming manifests at the individual stratum.

3.3. Research Instruments

Data procurement transpired via an online questionnaire disseminated through Google Forms. The instrument comprised two segments: the inaugural section captured demographic particulars, including age, gender, educational attainment, and live shopping viewing frequency; the subsequent section encompassed assertions pertaining to the investigative variables. All variable items were appraised employing a five-point Likert scale, spanning 1 = Strongly Disagree to 5 = Strongly Agree. The variables encompassed Personal Influence of the Host (5 items), Viewer Community (5 items), and Purchase Intention (10 items).

3.4. Data Analysis Techniques

Data analysis was conducted in two stages. First, the research instruments were tested, including validity testing using the Pearson Product-Moment Correlation with the criterion that the calculated r must be greater than the r table, and reliability testing using Cronbach's Alpha with the criterion of $\alpha \geq 0.60$. Second, descriptive analysis was conducted to illustrate respondents' characteristics and the distribution of responses for each variable, including mean, standard deviation, and frequency distribution. All data analyses were performed using IBM SPSS Statistics version 26.

Figure 1 depicts the research design flowchart employed in this study, outlining the methodological stages from the initial approach and data collection to the final analytical outcomes.

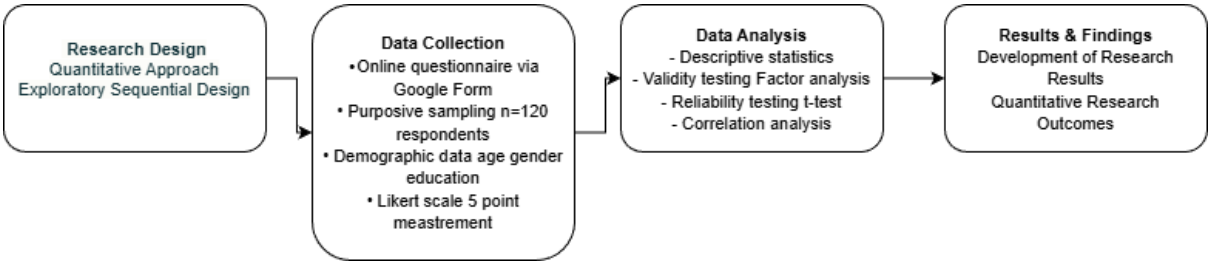


Figure 1. Research Design Flow Diagram: Purchase Behavior Through Live Streaming Shopping on TikTok in Bandung

4. RESULT AND DISCUSSION

4.1. RESULTS

Respondent Characteristics and Engagement Patterns

Most respondents use Shopee as an alternative e-commerce platform (80%, n = 96). The results indicate that consumer purchase interest is primarily influenced by live shopping hosts (33.3%, n = 40), followed by external content creators (20%, n = 24) and peer influence (15%, n = 18). This study involved 120 Generation Z respondents residing in Bandung (M_age = 21.3, SD = 3.2), with the majority being female (67.5%, n = 81). Respondents' engagement

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levels were relatively high, as 65% regularly watched live shopping on TikTok 4 to 7 days per week. However, the frequency of actual purchases was much lower (M = 7.33 per 3 months, SD = 9.05). This indicates a notable gap between the intensity of viewing and the purchases actually made.

Validity, Reliability, and Descriptive Analysis

The 21 items used in this study demonstrated good validity, with calculated r values ranging from 0.089 to 0.799, all exceeding the r table value of 0.1723 ($p < 0.05$). Reliability testing of the instruments yielded excellent results, with a global Cronbach's Alpha of $\alpha = 0.891$, and values for each variable as follows: Personal Influence of the Host ($\alpha = 0.782$), Viewer Community ($\alpha = 0.815$), and Purchase Intention ($\alpha = 0.887$). Descriptive analysis showed variation in respondents' perceptions. Within the Personal Influence of the Host dimension, trust in the information provided by the host had the highest mean score (M = 1.81, SD = 1.023), while the indicator "host has an attractive appearance" recorded a lower mean score (M = 1.32, SD = 0.580). In the Viewer Community dimension, the "source of influence" indicator had the highest mean (M = 3.15, SD = 1.320), whereas the "alternative platform" indicator had the lowest mean (M = 1.25, SD = 0.538).

Bivariate Correlation and Regression Analysis

The Pearson bivariate correlation analysis indicated a relationship between Personal Influence of the Host and Purchase Intention, with $r = 0.259$ ($p = 0.004$), which is significant but weak. The coefficient of determination, $R^2 = 0.067$, shows that the host's influence accounts for only 6.7% of the variance in purchase intention. The regression equation obtained in this study is $\hat{Y} = 1.556 + 0.259$ (Host).

Multiple regression analysis was conducted involving two independent variables and yielded an F value of 10.226 ($p < 0.001$) with $R^2 = 0.556$, indicating an increase of 48.9 percentage points. The regression equation obtained is $\hat{Y} = 0.156 + 0.259$ (Host) + 0.328 (Community). The Community Interaction variable exerted a stronger influence on purchase intention, with $\beta = 0.328$, $p = 0.001$, compared to Personal Influence of the Host ($\beta = 0.259$, $p = 0.004$). Unexpectedly, Host Expertise had a negative effect ($\beta = -0.226$, $p = 0.025$), indicating that an excessive emphasis on host expertise can reduce purchase intention.

Figure 2 presents the regression plot, illustrating the association between the independent and dependent variables.

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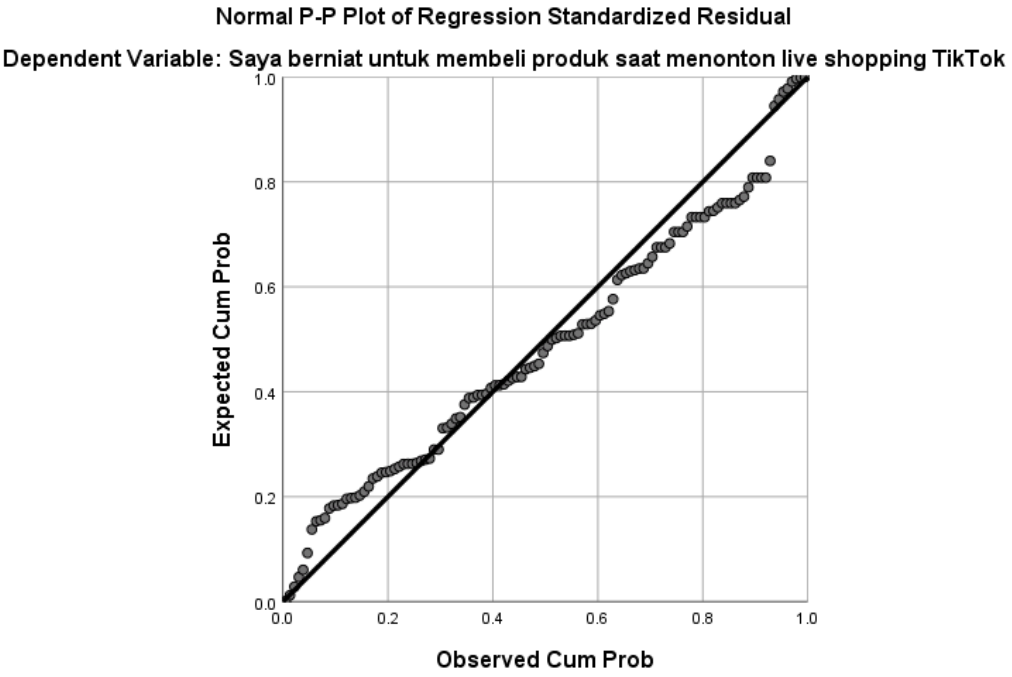


Figure 2. Plot of Regression

Table 1 displays the outcomes of the regression analysis assessing the impact of host and viewer community factors on purchase intention. It provides a summary of the regression coefficients, their significance levels, and the interpretation for each variable.

Table 1. Results of the Analysis of Two Independent Variables

Variables	β	p-value	Interpretation
Host (Model 1)	0.259	0.004	Positif significant
Community (Model 2)	0.328	0.001	Positif significant (dominant)
Host Expertise (Model 2)	-0.226	0.025	Negatif significant

Gap Analysis: Viewing-Purchasing Paradox

The data indicate that respondents watched an average of approximately 165 live streaming sessions per month, with each session lasting around 30 minutes, yet made only 2 to 3 purchases per month. Analysis results show that 75% of respondents were in a browsing mindset while watching, rather than exhibiting buying intent. The leisure time context enhances emotional engagement but, at the same time, reduces the urgency to make a purchase.

4.2 DISCUSSION

The Effect of Personal Influence of the Host on Purchase Decisions

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The results of the study indicate that the personal influence of the host plays a significant role in shaping respondents' purchase decisions during TikTok live shopping. All dimensions examined, namely physical attractiveness, likability, expertise, trustworthiness, and influence, demonstrated high validity, with r values ranging from 0.417 to 0.702.

Hosts perceived as having an attractive appearance, a likable personality, and the ability to explain products effectively can build credibility in the eyes of the audience. These findings align with Social Cognitive Theory, which emphasizes that the level of trust in an information source influences the acceptance of persuasive messages. The highest mean score in the trustworthiness dimension (mean = 1.81) indicates that respondents consider honesty and credibility of the host to be important aspects in product information delivery.

This study supports the findings of Shabrina et al. (2024) and Putro et al. (2024), which suggests that host credibility, including expertise, trustworthiness, and attractiveness, is a key factor influencing purchase interest in live streaming commerce. In TikTok live shopping practice, hosts not only act as sellers but also as opinion leaders who shape viewers' perceptions and product preferences.

Personal interactions during live shopping can foster emotional closeness between the host and viewers, thereby strengthening the persuasive process. This phenomenon can be explained by the concept of parasocial interaction, in which audiences feel a one-sided personal relationship with the host despite not knowing them directly. The leisure time context further enhances this emotional closeness, as respondents are in a more relaxed state and open to social interaction.

The Significance of the Viewer Community in Purchase Decisions

Data analysis indicates that the viewer community, consisting of the dimensions sense of community, social interaction, social influence, user-generated content, and community trust, demonstrated high validity with r values ranging from 0.664 to 0.784 and a reliability value of 0.815. These findings suggest that social interaction and influence from the viewer community contribute substantially to shaping purchase decisions.

Comments, testimonials, and positive responses from other viewers can create a shared environment that influences individuals' perceptions of the products offered. The item "Influence of others on purchase decisions" had a mean score of 1.82, indicating the strong role of social influence in the context of live shopping. Ahn and Lee (2024) emphasize that online reviews shared by other consumers serve as an important social proof tool affecting purchase intention, as consumers tend to rely on others' evaluations in situations of uncertainty or when making quick decisions.

TikTok live shopping creates an ideal environment for social proof due to several factors. First, interactions occur in real time, creating urgency in decision-making. Second, public participation from other viewers, through comments and reactions, is visible to the entire audience. Third, product demonstrations provide tangible evidence of the quality of the products offered. In a leisure time context, audiences are generally more relaxed and thus more open to considering opinions from the community, as they are not under time pressure to make pre-planned purchase decisions.

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These findings are in line with Avianti and Sahroni (2025), who reported that social proof and live streaming contribute 67.5% to the variance in purchase decisions on the TikTok Shop platform. Similarly, Retnosari & Nadlifatin (2024) found that customer engagement, which includes active participation within the viewer community, has a considerable effect on purchase intention.

Leisure Time as a Context Strengthening the Influence of Live Shopping

This study indicates that leisure time plays an important role in strengthening the influence of personal influence of the host and the viewer community on purchase decisions. Respondent characteristics show that 55.8% of users are aged 18 to 22 years and access live shopping in a relaxed state, rather than when they are planning a purchase.

In the context of leisure time, respondents tend to experience a flow experience, which refers to a condition in which they fully enjoy and engage in live shopping as a form of digital entertainment. Attractive and interactive platforms can facilitate this flow experience, a state of deep engagement in which viewers are fully focused and immersed in live shopping activities. This condition makes consumers more responsive to external stimuli and social factors that drive purchase impulses, including interactions with the host and real-time product recommendations (Agatha et al., 2023).

TikTok live shopping is designed to foster a flow experience through several mechanisms. First, the use of dynamic pricing through discounts and limited-time offers creates a sense of urgency. Second, real-time interactions with the host and the community allow for immediate feedback. Third, high entertainment value is provided through music, visual effects, and personalization features. Fourth, the transaction process is simplified as it is fully integrated within the platform.

These findings are supported by Herlina (2023), who reported that perceived enjoyment in TikTok live shopping significantly affects impulse buying behavior. Similarly, Retnosari & Nadlifatin (2024) found that flow experience can enhance customer engagement. In a leisure time context, respondents are less cognitively burdened, making them more easily influenced by both the host and the viewer community.

Relationships Between Variables in the Context of Leisure Time Live Shopping

The combination of the three main variables, personal influence of the host, viewer community, and purchase intention, indicates that purchasing decisions in TikTok live shopping do not arise solely from individual product evaluations. These decisions are formed through interconnected interactions among personal factors, represented by host characteristics, social factors, represented by community influence, and situational factors, represented by the leisure time context.

The conceptual model developed in this study can be described as follows. When respondents are in their leisure time and access TikTok live shopping, they simultaneously receive influence from two main sources, namely the host and the viewer community. The host provides credible information and personal appeal, while the viewer community offers social validation and a sense of belonging. The relaxed leisure time context allows both

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sources of influence to work together in shaping purchase intention, making the live shopping experience feel more like entertainment than a shopping activity.

This aligns with the concept of integrated marketing communication, which emphasizes the importance of harmony among various communication touchpoints in influencing consumer behavior. In live shopping practice, this synergy can be maximized through: (1) personalized message delivery by the host tailored to the audience's characteristics; (2) message amplification through comments and responses from the community; (3) creation of FOMO (fear of missing out) through limited-time offers and urgency signals; (4) ease of the transaction process that reduces barriers to making a purchase.

Further analysis shows that 75% of respondents watch live shopping with a browsing mindset rather than a buying intent. This pattern aligns with the findings of Herlina (2023) and Retnosari & Nadlifatin (2024), which indicates that perceived enjoyment, ease of navigation, and flow experience in live shopping can enhance emotional engagement but do not always directly trigger purchases. In a leisure time context, participation values such as entertainment, social connection, and product exploration are more prominent than transactional value. Respondents enjoy live shopping as a leisure activity that provides entertainment and social interaction, rather than as a purchase-oriented activity.

The findings of this study indicate that TikTok live shopping during leisure time has a significant effect on Generation Z's purchasing decisions in Bandung. Although most respondents watch live shopping mainly for entertainment, social interaction and emotional involvement also contribute to shaping their buying considerations. This result is in accordance with the study by Pratomo and Maimun, which explains that perceived value and user experience in TikTok live shopping strongly influence Generation Z's purchase decisions (Pratomo & Maimun, 2025). In addition, similar findings were reported by Hodijah et al. (2025), who stated that digital marketing activities through TikTok Shop have a positive impact on consumer purchasing behavior.

In a leisure time situation, respondents tend to be in a more relaxed psychological state, making them more receptive to persuasive messages conveyed by hosts and fellow viewers. This condition supports higher emotional engagement and increases enjoyment during live shopping activities. Firdausiah et al. (2023) explained that enjoyment and trust have a significant role in encouraging impulsive buying behavior among Generation Z in TikTok live shopping. Furthermore, Kasuma and Immanuel (2024) found that emotional aspects and the convenience of digital payment systems can strengthen impulsive purchasing behavior among young consumers (Kasuma & Immanuel, 2024).

The viewer community plays an important role in creating social proof during live shopping activities. Positive comments, reviews, and purchasing experiences shared by other viewers can help increase trust and reduce perceived risk. This finding is consistent with the study by Safitri et al. (2025), which explains that interaction in live shopping sessions and promotional strategies, such as discounts, have a significant influence on purchasing decisions on TikTok Shop.

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This study shows that purchase decisions are not influenced only by the host's expertise. A combination of interactive communication, perceived value, and promotional incentives is more effective in encouraging consumers to make purchases. Pasya et al. (2025) stated that live shopping features and discount programs together have a significant effect on fashion purchasing decisions among TikTok users.

These findings strengthen the view that TikTok live shopping during leisure time serves not only as a marketing medium but also as a form of digital entertainment. Purchase decisions among Generation Z are influenced by perceived value, user experience, emotional enjoyment, trust, and promotional strategies. Therefore, sellers are advised to enhance interactive live sessions, build stronger audience trust, improve user experience, and provide attractive discounts to support long-term purchasing behavior.

5. CONCLUSION

According to the study, TikTok live shopping has an impact on the purchasing behavior of Bandung's Gen Z during their free time. When customers participate in live shopping during their free time, they are in a more relaxed frame of mind, which makes them more open to the information about the product and the conversations that take place during the live broadcast.

Live shopping in one's spare time has a greater impact on purchasing decisions because of the enjoyable and engaging viewing experience. Because there are no particular needs or pressures during free time, Generation Z members are more likely to enjoy the live shopping experience, which facilitates deliberation and decision-making. In addition to leisure time, the host's presence and the engagement of the audience group serve as contributing variables. Positive responses from other viewers and an informative host can boost consumer confidence. Leisure time is still the main consideration since it gives customers the chance to connect with live shopping experiences on an emotional level.

In Bandung, TikTok live shopping is not just a form of digital entertainment during free time, but it also has a real impact on the purchasing choices of Gen Z. This study demonstrates how the usage of leisure time through live shopping offers a crucial setting for comprehending the purchasing habits of young people in the age of social media.

The study's drawbacks include the restricted scope of the research and the use of descriptive analysis. In order to generate more robust and thorough results, it is advised that future research make use of more sophisticated analytical techniques and include participants from a wider geographic area.

A rational purchase model is unable to completely account for live shopping behavior in the context of recreational time, according to this study. The study of social commerce is now open to the integration of theories from leisure studies, flow experience, and entertainment consumption. Additionally, the discovery of a negative impact on the host knowledge variable opens the door for the creation of a novel idea pertaining to the over-persuasion effect, which happens when an excessive emphasis on competence truly undermines the sense of authenticity in the context of digital entertainment.

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In terms of practical application, TikTok merchants and streamers need to tailor their broadcasts to fit the relaxed mindset of Generation Z consumers during their free time. Given that a large majority of the audience watches primarily to browse, and that showing off too much expertise can actually lower the desire to buy, creators must steer clear of aggressive sales tactics or highly technical product explanations. Rather, streamers are advised to cultivate a fun, informal environment that encourages audience participation and builds a sense of community. Leveraging peer reviews for social validation, while seamlessly blending discounts into the entertaining content, will yield better results in stimulating actual purchases.

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