

# The\_power\_of\_social\_commerce

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**Submission date:** 31-Aug-2026 08:28AM (UTC+0700)

**Submission ID:** 3020733166

**File name:** The\_power\_of\_social\_commerce.pdf (219.54K)

**Word count:** 6678

**Character count:** 37479

## The power of social commerce: TikTok's impact on Gen Z consumer purchasing behavior

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Received: July 23<sup>rd</sup>, 2024; Accepted: August 13<sup>th</sup>, 2024; Published: September 15<sup>th</sup>, 2024

DOI: <https://doi.org/10.24123/jmb.v23i2.835>

### Abstract

Consumer shopping behavior has changed from brick-and-mortar to online shopping due to the COVID-19 pandemic. The development of online shopping was accompanied by social media technology, resulting in the emergence of the social commerce phenomenon. Social commerce, as a platform that supports two activities at once, has advantages over e-commerce platforms. However, in reality, the adoption of social commerce has not been utilized effectively by business actors, and not a few MSMEs have suffered losses due to the presence of social commerce platforms. This study was conducted to understand the effective use of social media content and live streaming in social commerce to improve customer engagement and drive consumer purchases to meet business goals using the AIDA model and TAM model theories. This study uses quantitative methods by distributing questionnaires to 246 respondents and structural equation modeling (SEM) analysis techniques. The results showed that social media content and live streaming can inform consumers clearly and interestingly about products to build consumer attention and interest, which ultimately encourages consumer purchases. This study can be implemented by business owners to optimize the application of social media content and live streaming when running a business to increase consumer attractiveness and purchases.

**Keywords:** AIDA model, live streaming, social commerce, social media content, TAM model.

### Introduction

Consumer shopping habits have undergone significant changes in recent years, particularly due to the COVID-19 pandemic, which restricted social interactions and pushed consumers toward online shopping. This shift led to a marked change in shopping behaviors (Miah et al., 2022), with a growing preference for the convenience and speed offered by e-commerce platforms. The global e-commerce market has been expanding rapidly, with projections indicating it will reach \$5.784 trillion in 2023 (Intelligence, 2023). Consumers increasingly favor online shopping for its effectiveness, time-saving benefits, lower prices compared to traditional stores (Long et al., 2022), and the ease of accessing and searching for product details (Rehman et al., 2019).

The growth of e-commerce is not solely dependent on digitalization but also on the fast-paced growth of social media. A survey by We Are Social in 2024 found that global social media users rise to 62.6% of the world's total population (Kemp, 2024). The growth of social media usage offers chances for e-commerce, impacting both businesses and consumer behavior. Businesses utilize social media to engage consumers, expand markets (Palalic et al., 2020), reduce marketing expenses (Wibowo et al., 2021), and leverage UGC to promote the sharing of user experiences (Li, 2019). Incorporating social media technology in business processes to engage with current and potential customers has given rise to a new trend known as social commerce (Lam et al., 2019).

The social commerce business model is gaining traction due to its unique advantages over traditional e-commerce. By leveraging social media content and live-streaming features, social commerce can create a sense of urgency and necessity, driving impulsive buying behaviors. This model particularly resonates with Gen Z, who deeply immersed in social media, frequently encounter and trust content from brands, content creators, and influencers (TikTok, 2022a). Live streaming in social commerce, which includes product demonstrations, Q&A sessions, and experience sharing (Kuzminov, 2023), offers a more interactive and engaging experience compared to e-commerce (Rosa, 2023). This distinction attracts users seeking entertainment, setting social commerce apart as a more dynamic and engaging platform for potential customers.

Despite the perceived effectiveness of social commerce in attracting consumers through its interactive features and content, e-commerce platforms remain the preferred choice for online shopping. According to the survey findings, Shopee leads the market with a 51% share in transactions, while TikTok lags behind at 11%. In live shopping, Shopee Live dominates with 69%, compared to TikTok Live's 25%, resulting in only 30% of transactions occurring on TikTok Live. Stated by Gading (2023) that numerous MSME participants feel that social commerce could pose a more significant threat due to their lack of knowledge of social media, resulting in competitive market rivalry and losses due to the emergence of social commerce (Indonesia, 2023). However, some MSMEs have found success using TikTok's features to boost sales and enhance their brand image TikTok (2022b).

Therefore, the gap analysis indicates that while there is significant growth and potential in social commerce, businesses need to improve their understanding, implementation, and optimization of these strategies. This study was conducted to address these gaps and understand the effective use of social media content and live streaming in social commerce to improve customer engagement and drive consumer purchases to meet business goals. By formulating apparent research problems and objectives, this study is expected to provide literature information and theoretical studies regarding the influence of social media content and live streaming on consumer purchases.

Social commerce is a new form mediated by social media that allows consumers to participate in marketing and sales activities in online marketplaces actively (Li, 2019). Social commerce has several unique characteristics that differentiate it from e-commerce such as interactivity,

collaboration, community, social aspects (Abdelsalam et al., 2020), business goals, and website design (Li, 2019). In this context, social media content plays a vital role in driving sales by enhancing customer engagement. The impact of various content types—rational, interactional, and transactional—and formats, such as images and videos, on customer engagement has been the subject of prior research (Shahbaznezhad et al., 2021). Previous research by Dolan et al. (2019) found that rational and transactional content significantly influences engagement, in contrast to Shahbaznezhad et al., (2021) research reported that only rational content in image format has a notable effect. This study employs the AIDA model theory as a based on the assumption that consumers progress through a series of cognitive and affective stages, which ultimately influence individual behavior. Song et al., (2021) also described that AIDA model theory is a framework used to describe consumer purchasing behavior influenced by media. It outlines a series of stages—Attention, Interest, Desire, and Action—through which consumers pass, with each stage offering an opportunity to shape and potentially alter their behavior. The research aims to clarify the relationship between social media content and the AIDA model focusing on the initial stages of attention and interest that influenced by different types and formats of social media content, forming the basis for the research hypothesis:

*H1: Social media content influences consumer attention*

*H2: Social media content influences consumer interest*

Live streaming has revolutionized online sales by allowing sellers to showcase products in a dynamic and interactive manner, enabling real-time demonstrations and deeper consumer engagement. The effectiveness of live streaming in influencing consumer behavior has been explored in various studies. Studies have shown that factors such as live streamer attractiveness, high-quality information, and para-social interactions significantly influence consumer cognitive and emotional responses based on the SOR model theory (Xu et al., 2020). Additionally, research by Lv et al., (2022) highlights that consumer interest in live streaming is driven by its informative, entertaining, and interactive nature, which in turn captures and sustains audience attention. Building on these insights, this study develop a research hypothesis exploring the impact of live streaming on consumer purchasing behavior, with a focus on how attention and interest developed in live streams that influences purchase decision in social commerce:

*H3: Live streaming influences consumer attention*

*H4: Live streaming influences consumer interest*

Attention is the initial stage where consumers recognize a product and perceive its potential to fulfill their needs and desires. This awareness can vary depending on the media used and the nature of the product being promoted (Pratiwi et al., 2021). In social commerce, the large volume of information available on platforms underscores the importance of effective communication to capture consumer attention. Research by Song et al., (2021) indicates that attention significantly impacts consumer interest, as advertisements and promotions can encourage further exploration of a product or service. This finding is supported by Pratiwi et al., (2021), who also emphasize that attention

is crucial for driving consumer interest. Based on these insights, this study aims to develop a research hypothesis that explores the relationship between consumer attention and interest in social commerce:

*H5: Consumer attention influences consumer interest*

Interest is a stage where consumers develop curiosity about the information or messages received during the attention phase (Manafe & Pramita, 2022). According to Song et al., (2021), consumer interest can be influenced by external factors. At this stage, marketers must present compelling information to demonstrate that the product or service meets consumer needs, thereby fostering a strong desire to purchase. Consumer desire is understood as the stage where consumers are motivated to buy products or services, particularly on social media (Pratiwi et al., 2021). Research by Lin et al. (2022) found that individual interest significantly affects consumer desire within the hierarchy of the AIDA model. However, Pratiwi et al. (2021) observed that individual interest directly influences consumer purchases, aligning with the final "Action" stage of the AIDA model. Thus, the research hypothesis is developed to explore how interest influences desire and subsequent purchasing behavior:

*H6: Consumer interest influences consumer desire*

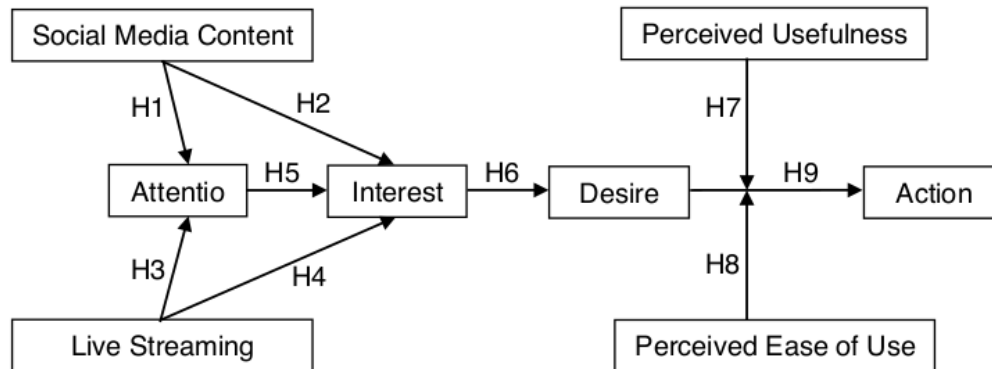
Desire stage focuses on the final goal for consumers to make a purchase or action. According to Song et al., (2021), desire is more deeply connected than mere intention, as it involves an internal commitment to buying. Oktiani et al., (2022) emphasize that marketers can enhance this desire by highlighting product advantages and increasing curiosity. In social commerce, platforms often include features like in-app checkout and buy buttons, which simplify the purchasing process and reduce the risk of consumers losing interest (Stanley, 2022). Acceptance of new platforms can be explained by the theory introduced by Davis in 1989, namely the TAM Model, which describes users' acceptance of a new technology (Song et al., 2021). Based on the Technology Acceptance Model (TAM), perceived usefulness and ease of use are key factors in shaping consumers' attitudes toward technology. Cutshall et al., (2022) found that perceived usefulness significantly influences interest in social commerce, particularly through social aspects like experience sharing and product reviews. However, perceived ease of use impacts interest indirectly, suggesting that consumers find technology easier to use when they recognize its usefulness. This contrasts with Xiang et al., (2022), who found that ease of use directly influences attitudes toward transactions on social commerce platforms. In this research, perceived usefulness and ease of use serve as mediators that drive consumer desire to purchase on social commerce platforms. This leads to the development of a research hypothesis:

*H7: Desire influences action mediated by perceived usefulness*

*H8: Desire influences action mediated by perceived ease of use*

*H9: Consumer desire influences consumer action*

The hypothesis development above builds a conceptual framework as shown in Figure 1.



**Figure 1. Conceptual Framework**

**Tabel 1. Variables and Indicators**

| Variables                                                                        | Indicators                                                                                 |
|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Social Media Content (SM)<br>(Shahbaznezhad et al., 2021); (Naomi & Ferdi, 2022) | SM1 Informativeness<br>SM2 Interactional<br>SM3 Promotional<br>SM4 Content Format          |
| Live Streaming (LS)<br>(Xu et al., 2020); (Lv et al., 2022)                      | LS1 Live Streaming Interest<br>LS2 Quality Information<br>LS3 Live Streamer Attractiveness |
| Attention (AT)<br>(Manafe & Pramita, 2022)                                       | AT1 Product Introduction<br>AT2 Interaction<br>AT3 Attitude                                |
| Interest (IN)<br>(Manafe & Pramita, 2022)                                        | IN1 Product Information<br>IN2 Need<br>IN3 Promotion                                       |
| Desire (DE)<br>(Manafe & Pramita, 2022)                                          | DE1 Prurchase Plan<br>DE2 Persuasive Communication                                         |
| Perceived Usefulness (PU)<br>(Troise et al., 2021)                               | PU1 Work more quickly<br>PU2 Effectiveness<br>PU3 Easier<br>PU4 Performance                |
| Perceived Ease of Use (PEU)<br>(Troise et al., 2021)                             | PEU1 Easy to Learn<br>PEU2 Easy to Understand<br>PEU3 Easy to Use                          |
| Action (AC)<br>(Manafe & Pramita, 2022)                                          | AC1 Buyer's Decision<br>AC2 Influence Other's Consumer                                     |

## Methods

This research uses quantitative methods with an explanatory approach by examining existing theories and testing them according to the research hypothesis. The study used primary data from distributing questionnaires online to Generation Z (1995-2012), who have used and shopped on the social commerce platform (TikTok) in Indonesia. This research utilized non-probability sampling with the sample size should be at least five times the number of research indicators (Sekaran, 2003). This study has 24 indicators, so the minimum required sample size is 120 respondents. SEM (Structural Equation Model) analysis techniques were used with the software SmartPLS ver. 3.0 to analyze and test the hypothesis model statistically. The measurement scale used in this research is a modified Likert scale. Each indicator question is rated using adjectives, with negative adjectives on the left and positive ones on the right. A 4-point scale was applied to prevent neutral or undecided responses, ensuring clearer and more decisive answers (Tanjung et al., 2022). Table 1 shows precise and operational definition of variables for this research.

**Tabel 2. Convergent Validity Test Result**

| Variables             | Indicators | Mean  | Outer Loadings | AVE   | Results |
|-----------------------|------------|-------|----------------|-------|---------|
| Social Media Content  | SM1.1      | 3.256 | 0.795          | 0.593 | Valid   |
|                       | SM1.2      | 3.203 | 0.771          |       |         |
|                       | SM2.1      | 3.256 | 0.770          |       |         |
|                       | SM3        | 3.211 | 0.743          |       |         |
| Live Streaming        | LS1.1      | 2.915 | 0.724          | 0.580 | Valid   |
|                       | LS1.2      | 3.081 | 0.815          |       |         |
|                       | LS2.1      | 2.919 | 0.731          |       |         |
|                       | LS2.2      | 2.951 | 0.748          |       |         |
|                       | LS2.3      | 3.061 | 0.773          |       |         |
|                       | LS3.1      | 3.146 | 0.780          |       |         |
|                       | LS3.2      | 3.260 | 0.754          |       |         |
| Attention             | LS3.3      | 3.159 | 0.765          | 0.604 | Valid   |
|                       | AT1        | 3.159 | 0.757          |       |         |
|                       | AT2.1      | 3.244 | 0.823          |       |         |
|                       | AT2.2      | 3.163 | 0.800          |       |         |
| Interest              | AT3        | 3.211 | 0.726          | 0.636 | Valid   |
|                       | IN1        | 3.114 | 0.804          |       |         |
|                       | IN2        | 3.130 | 0.855          |       |         |
| Desire                | IN3        | 2.878 | 0.729          | 0.785 | Valid   |
|                       | DE1        | 3.065 | 0.876          |       |         |
| Perceived Usefulness  | DE2        | 3.049 | 0.896          | 0.652 | Valid   |
|                       | PU1        | 3.390 | 0.784          |       |         |
|                       | PU2        | 3.423 | 0.828          |       |         |
|                       | PU3        | 3.386 | 0.816          |       |         |
| Perceived Ease of Use | PU4        | 3.240 | 0.801          | 0.825 | Valid   |
|                       | PEU1       | 3.374 | 0.902          |       |         |
|                       | PEU2       | 3.407 | 0.924          |       |         |
| Action                | PEU3       | 3.445 | 0.898          | 0.775 | Valid   |
|                       | AC1        | 3.037 | 0.890          |       |         |
|                       | AC2        | 3.041 | 0.870          |       |         |

## Result and Discussions

In this study, out of the 310 respondents' data collected, 246 were filtered and will be analyzed. Validity testing is carried out to ensure that the instrument being measured is valid and used in subsequent testing. In SEM analysis techniques, validity testing consists of a convergent validity test and a discriminant validity test. The convergent validity test describes the value of the indicator constructs as seen with the outer loadings value  $> 0.7$  or AVE value  $> 0.5$ . Table 2 shows that all indicator instruments measuring have outer loading values  $> 0.7$  and AVE value  $> 0.5$ , so the indicators indicate valid. Indicators (SM2.2) and (SM4) were excluded because the value of the outer loading was  $< 0.7$ , so they were invalid and were not included in further testing.

The discriminant validity test used the Fornell-Larcker approach to prove that the variable construct values are not correlated in different variable constructs. The results of the Fornell-Larcker test are explained in Table 3, which shows that the constructed value for each latent variable has a greater value.

**Table 3. Fornell-Larcker Test Result**

|     | AC           | AT           | DE           | IN           | LS           | PEU          | PU           | SM           |
|-----|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| AC  | <b>0.880</b> |              |              |              |              |              |              |              |
| AT  | 0.461        | <b>0.777</b> |              |              |              |              |              |              |
| DE  | 0.580        | 0.606        | <b>0.886</b> |              |              |              |              |              |
| IN  | 0.497        | 0.694        | 0.692        | <b>0.798</b> |              |              |              |              |
| LS  | 0.538        | 0.650        | 0.560        | 0.645        | <b>0.762</b> |              |              |              |
| PEU | 0.415        | 0.475        | 0.367        | 0.340        | 0.478        | <b>0.908</b> |              |              |
| PU  | 0.509        | 0.552        | 0.488        | 0.499        | 0.587        | 0.655        | <b>0.807</b> |              |
| SM  | 0.468        | 0.581        | 0.580        | 0.562        | 0.590        | 0.405        | 0.482        | <b>0.770</b> |

Reliability testing is a measurement to ensure that the instrument used consistently provides the same results from time to time. As seen with the composite reliability values in Table 4, the reliability test results show that all latent variables have composite reliability values  $> 0.7$ , so all variables can be indicated as reliable.

**Table 4. Reliability Test Results**

| Latent Variables      | Composite Reliability |
|-----------------------|-----------------------|
| Social Media Content  | 0.853                 |
| Live Streaming        | 0.917                 |
| Attention             | 0.859                 |
| Interest              | 0.839                 |
| Desire                | 0.879                 |
| Perceived Usefulness  | 0.882                 |
| Perceived Ease of Use | 0.934                 |
| Action                | 0.873                 |

Once the measurement model is analyzed for validity and reliability using obtained data, a structural model analysis is conducted to establish relationships between latent variables according to existing theory. The  $R^2$  test assessed the magnitude of the endogenous latent variable in the structural model. Table 5 indicates that the  $R^2$  values for attention (0.482), desire (0.478),

and action (0.420) are considered weak, suggesting that factors outside of the research model influence a majority of the endogenous latent variables. In contrast, a variable interest (0.559) can be classified as moderate, indicating that variables outside of the research model influence a small portion of the endogenous latent variable.

**Table 5. Coefficients of Determination (R<sup>2</sup>) Test Results**

| Latent Variables | R Square |
|------------------|----------|
| Attention        | 0.482    |
| Interest         | 0.559    |
| Desire           | 0.478    |
| Action           | 0.420    |

The Goodness of Fit test is carried out to see how much accuracy a model has as measured by the GoF index value. According to the formula developed by Tenenhaus, a GoF index value of 0.575 can be categorized as a large GoF, meaning that 57.5% has a significant feasibility level for the research model.

$$GoF = \sqrt{Com \times R^2}$$

$$GoF = \sqrt{\left(\frac{5,45}{8}\right) \times \left(\frac{1,939}{4}\right)}$$

$$GoF = 0,575$$

Research hypothesis testing uses a significance test, which examines the influence of the independent variable on the dependent variable of the hypothesis being built. This test was carried out using the bootstrapping method, with a resampling number of 5000 and a significance of 0.05 (Joseph F. Hair et al., 2022).

**Table 6. Hypothesis Test Results**

| Hypothesis     | Variables     | Path Coefficients | T-Statistic | P-value | Results         |
|----------------|---------------|-------------------|-------------|---------|-----------------|
| H <sub>1</sub> | SM > AT       | 0.303             | 4.495       | 0.000   | Significant     |
| H <sub>2</sub> | SM > IN       | 0.149             | 2.498       | 0.013   | Significant     |
| H <sub>3</sub> | LS > AT       | 0.471             | 6.739       | 0.000   | Significant     |
| H <sub>4</sub> | LS > IN       | 0.281             | 3.513       | 0.000   | Significant     |
| H <sub>5</sub> | AT > IN       | 0.425             | 5.753       | 0.000   | Significant     |
| H <sub>6</sub> | IN > DE       | 0.692             | 14.867      | 0.000   | Significant     |
| H <sub>7</sub> | DE > PU > AC  | -0.111            | 1.411       | 0.159   | Not Significant |
| H <sub>8</sub> | DE > PEU > AC | 0.110             | 1.403       | 0.161   | Not Significant |
| H <sub>9</sub> | DE > AC       | 0.433             | 6.411       | 0.000   | Significant     |

Based on the statistical analysis using SmartPLS version 3.0, it is evident that social media content and live streaming significantly influence consumer purchases, particularly among Gen Z on social commerce platforms. The model developed using the AIDA theory effectively explains the impact of external factors at each stage, from attention to the final purchase decision, as indicated

by the high Goodness of Fit test results. This is consistent with Pratiwi et al. (2021), who describe the AIDA model as a hierarchy of consumer responses to media advertising. The significant relationship between social media content, live streaming, and the AIDA model—particularly at the attention and interest stages—suggests that businesses should optimize their use of social media features by providing clear and engaging product information. Social media strategy becomes crucial for businesses aiming to adopt social commerce, especially given that Gen Z dominates social media usage. Unlike traditional hard-selling methods, Gen Z tends to distrust conventional advertisements and prefers recommendations and reviews from content creators or influencers they follow. The subtle presentation of product recommendations by content creators is key to capturing consumer attention. In addition to leveraging social media content, businesses should also enhance their use of live streaming to attract consumer attention. Live streaming on social commerce platforms offers more than just sales opportunities; it also serves as a space for discussions and information sharing through content creators. The effectiveness of live streaming depends on the live streamer's ability to engage and interact with the audience. Particularly for Gen Z, who prefer recommendations over in-store visits, the interaction during live streaming plays a significant role in capturing their attention. Selecting well-known live streamers or influencers can further boost audience interest, as live streamers with established reputations have higher credibility (Xu et al., 2020). Despite the positive aspects of social commerce platforms like TikTok, which align with the Technology Acceptance Model (TAM) in terms of perceived usefulness and ease of use, Gen Z's purchasing behavior may be influenced by additional factors not covered in this study, such as price sensitivity (IDN Research Institute, 2024). Consequently, the TAM model may not fully capture the motivations of Gen Z consumers.

Table 6 shows that social media content is significant to attention ( $\beta_{SM \rightarrow AT} = 0.303$ ,  $t = 4.495$ ,  $p < 0.05$ ), so hypothesis 1 ( $H_1$ ) is accepted. Attention, as the initial stage of consumer purchasing behavior, is crucial for progressing to the subsequent stage: consumer interest. On social commerce platforms, attention is cultivated through social media content, which includes educational, entertainment, and promotional materials crafted creatively. Content that is varied and engaging, rather than monotonous, effectively captures user attention. Promotional content often delivered through storytelling by influencers or creators, enhances emotional engagement and captures the attention of Gen Z. Educational content, such as tips and tutorials, also effectively attracts user interest by providing practical insights into product benefits and usage. However, this study found that content format, particularly short videos, did not significantly impact the effectiveness of social media content, contrary to Shahbaznezhad et al. (2021), who emphasized the importance of content format in user engagement. The brief nature of short videos may lead to rapid shifts in user attention, as noted by Chen et al. (2021) and Tabassum et al. (2020), who highlight the varied digital platforms used by Gen Z. Despite this, social media content on social commerce platforms remains influential in capturing consumer attention through engaging and informative product details.

The results show social media content influences interest ( $\beta_{SM \rightarrow IN} = 0.149$ ,  $t = 2.498$ ,  $p < 0.05$ ), so hypothesis 2 ( $H_2$ ) is accepted. In the emotional phase of

consumer behavior, strong interest can significantly drive action, differentiating it from the initial attention stage where consumers merely recognize a brand. Social media content on social commerce platforms not only captures attention but also fosters consumer interest by presenting information in an engaging and entertaining way. Gen Z seeks authentic content through creators or influencers, as they trust these sources more and prefer user-generated content (likes, comments, shares). Tymkiv (2024) highlights that 44% of Gen Z is swayed by influencer recommendations. The narrative-driven approach to product information on social media enhances its perceived realism, making Gen Z less likely to seek information directly from brands. This effectiveness is supported by Pratiwi et al. (2021), who found that the AIA Model—where attention influences interest, which then drives action—applies to consumer behavior influenced by social media content.

The results show live streaming influences attention ( $\beta_{LS \rightarrow AT} = 0.471$ ,  $t = 6.739$ ,  $p < 0.05$ ), so hypothesis 3 ( $H_3$ ) is accepted. Live streaming on social commerce platforms significantly impacts consumer attention, especially among Gen Z. This feature enables real-time product demonstrations and interactive engagement with users, enhancing the appeal of live streamers and the accuracy of the information presented. Survey indicates that Gen Z perceives live streamers as engaging and informative, thereby increasing their trust in online shopping. Live streaming addresses common online shopping concerns, such as skepticism about product quality and satisfaction, which often drive consumers to prefer offline purchases. Barari et al., (2020) highlight this challenge in meeting consumer expectations for satisfaction in online sales. The effectiveness of live streaming in capturing consumer attention is further supported by Lv et al., (2022), who found that live streaming delivers comprehensive and current information that maintains viewer focus. Thus, businesses can effectively use live streaming to enhance consumer trust and attract attention on social commerce platforms.

The results show live streaming influences interest ( $\beta_{LS \rightarrow IN} = 0.281$ ,  $t = 3.513$ ,  $p < 0.05$ ), so hypothesis 4 ( $H_4$ ) is accepted. Live streaming on social commerce platforms not only promotes products but also facilitates real-time interactions between consumers and sellers, which enhances consumer perceptions and reduces uncertainty. The interactive nature of live streaming significantly boosts consumer interest by allowing live streamers to communicate and provide information clearly and comprehensively, fostering emotional engagement and a sense of closeness between consumers and sellers. Xu et al. (2020) further support this by highlighting that live streaming builds strong interpersonal relationships and trust. Despite live streaming's more substantial impact on consumer attention (47.1%) compared to interest (28.1%), it remains crucial in influencing purchase behavior. This impact is supported by Xu et al. (2020), who found that streamers' attractiveness and para-social interactions significantly affect consumer arousal in the organism stage of the SOR model. Therefore, businesses can leverage live streaming to enhance both cognitive attention and affective interest among consumers.

The results show attention influence to interest ( $\beta_{AT \rightarrow IN} = 0.425$ ,  $t = 5.753$ ,  $p < 0.05$ ), so hypothesis 4 ( $H_4$ ) is accepted. Consumer attention is influenced by external factors such as the environment, behaviors, or experiences that lead to

changes in purchasing behavior (Lin et al., 2022). In the context of social commerce, consumer attention is significantly impacted by the rapid growth of social media, which now serves not only as a source of entertainment but also as a platform connecting broader social interactions. Businesses leverage this opportunity to engage actively with both existing and potential consumers. This is supported by data showing that Gen Z values active communication from sellers on social commerce platforms. The significant impact of attention on consumer interest is attributed to the influence of social media content and live streaming, which enhance user engagement on these platforms. Research by For Gen Z, who are highly active on social media, the trust in and engagement with content from influencers and sellers are key factors in generating interest. Statistical results reveal that live streaming has a more substantial effect on consumer attention (47.1%) compared to social media content (30.3%), highlighting its greater influence in capturing and sustaining consumer attention on social commerce platforms.

The results show interest influence to desire ( $\beta_{IN \rightarrow DE} = 0.692$ ,  $t = 14.867$ ,  $p < 0.05$ ), so hypothesis 5 ( $H_5$ ) is accepted. On these platforms, consumer interest is supported by product information from both social media content and live streaming, with live streaming having a greater influence (28.1%) on consumer interest compared to social media content (14.9%). This indicates that live streaming is more effective in satisfying consumer curiosity about products or services. Interest in social commerce platforms is also enhanced by recommendation systems based on algorithms. According to Liao et al. (2021), recommendation systems are divided into non-personalized and content-based filtering methods. Content-based filtering, which uses user history, helps consumers find product information more efficiently. Gao et al. (2021) also emphasize the importance of recommendation systems in saving time and providing relevant information. Interest is a critical factor influencing consumer desire, as outlined by Hsu et al. (2020), who describe it as a motivational attitude leading to action. High consumer interest directly impacts consumer desire, making it a crucial determinant of purchasing decisions. As supported by Lv et al. (2022) and Lin et al. (2022), when consumers are interested in a product, it enhances their desire to acquire it.

The results show desire does not significantly influence action, which is mediated by perceived usefulness ( $\beta_{DE \rightarrow PU \rightarrow AC} = -0.111$ ,  $t = 1.411$ ,  $p > 0.05$ ) and perceived ease of use ( $\beta_{DE \rightarrow PEU \rightarrow AC} = 0.110$ ,  $t = 1.403$ ,  $p > 0.05$ ) so hypothesis  $H_6$  and  $H_7$  are not accepted. The perceived ease of use of social commerce platforms, which is generally seen as a benefit, does not significantly influence Gen Z's decision to make purchases on these platforms. Despite acknowledging the advantages of social commerce and supported by Cutshall et al., (2022), who found that perceived usefulness impacts users' intention to use such platforms, Gen Z consumers may still opt not to make purchases through social commerce. This reluctance is partly due to Gen Z's sensitivity to price changes, with a strong focus on discounts, promotions, and free shipping. Even if consumers feel a strong desire for a product, they are likely to compare prices across various platforms, including e-commerce sites, which may lead them to shop elsewhere. Perceived usefulness factors do not significantly impact Gen Z's purchasing actions in social commerce. Gen Z, being digitally

native, adapts quickly to new technologies and finds the ease of use of technology less of a concern. Cutshall et al., (2022) also noted that perceived ease of use does not affect the intention to use social commerce platforms, as repetitive technology use simplifies the user experience. Consequently, despite the convenience of combining entertainment and shopping on social commerce platforms, it does not necessarily drive Gen Z to use these platforms for their shopping needs.

The results show desire significantly influences action ( $\beta_{DE \rightarrow AC} = 0.433$ ,  $t = 6.411$ ,  $p < 0.05$ ), so hypothesis 9 ( $H_9$ ) is accepted. Consumer desire, which represents the stage at which consumers are motivated to acquire a product because they believe it meets their needs. This conviction is reinforced by clear and comprehensive product information, whether from social media content or live streaming. Desire can significantly influence consumer action, or purchase decisions, as both cognitive and affective aspects have been previously established. Consumers are equipped with detailed product information through social media content, benefit from user experiences shared by favored creators or influencers, and gain further assurance through interactive live streaming. These factors collectively lead consumers to make a purchase decision. As Lin et al., (2022) describe how consumer preferences in purchase decisions are influenced by emotional impact, curiosity about relevant advertising, and the attractiveness of information, which all contribute to the desire to purchase.

## **Conclusion**

Based on the statistical analysis and discussion, social media content plays a crucial role in influencing consumer purchases on social commerce platforms by creatively and engagingly delivering educational, entertaining, and promotional content. This approach effectively builds consumer attention and interest, which ultimately impacts their purchasing decisions. Live streaming, in particular, holds a dominant role by enhancing consumer trust through transparent product demonstrations and fostering real-time interactions between sellers and buyers. This interaction not only captures attention but also stimulates interest, encouraging consumers to make purchases. Business actors, including MSMEs can enhance their utilization of social media content and live streaming features to attract consumers. Both of these strategies have a significant impact on capturing attention and generating interest, which can subsequently drive consumer purchases on social commerce platforms. While social commerce platforms are generally seen as beneficial and convenient, these factors do not drive purchasing desire. Gen Z consumers, in particular, are influenced by additional considerations such as price and discounts, which play a more decisive role in their shopping decisions.

Future research should consider incorporating additional variables such as product pricing, consumer trust, and relatability to refine the research model and provide a more comprehensive understanding of the factors influencing consumer purchases on social commerce platforms. Employing qualitative methods could also be valuable in exploring the underlying reasons behind the impact of social media content and live streaming on consumer behavior. To enhance the representativeness of the findings, future studies should aim to include a larger sample size with a particular focus on respondents from Java,

given its dominance in the Indonesian population. Additionally, narrowing the research scope to a specific industry could yield more targeted and precise insights.

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