



Content Marketing and Live Streaming as Predictors of TikTok Shop Purchase Intention among Generation Z Management



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Article Info	Abstract
Article History Submission: 2026-05-14 Accepted: 2026-10-18 Published: 2026-10-21 Keywords: Content Marketing; Generation Z; Live Streaming; Purchase Intention; Social Commerce.	Social commerce platforms increasingly integrate promotional content with real-time seller–consumer interaction, creating new ways for consumers to evaluate products and develop purchase intentions. TikTok Shop exemplifies this environment by combining content marketing and live streaming within a single platform, particularly relevant to Generation Z consumers. This study examined the associations of content marketing and live streaming with purchase intention among Generation Z consumers on TikTok Shop. A quantitative cross-sectional explanatory survey was conducted among 96 active Management students at Universitas Kristen Maranatha who had TikTok accounts, had been exposed to product-related marketing content, and had watched product-oriented live streams on TikTok Shop. Participants were selected using purposive sampling, and the data were analyzed using multiple linear regression. The results showed that content marketing was positively and significantly associated with purchase intention ($B = 0.270$, $\beta = 0.208$, $p = .025$), while live streaming also demonstrated a positive and significant association ($B = 0.754$, $\beta = 0.561$, $p = .001$). The larger standardized coefficient indicates that live streaming was the stronger predictor of purchase intention within the examined model. Collectively, the two predictors formed a statistically significant model that explained 48.4% of the variance in purchase intention (adjusted $R^2 = .484$). These findings demonstrate that content-based promotion and real-time interactive selling are both relevant to purchase intention in the examined social commerce context, with live streaming showing a more prominent statistical contribution. The study highlights the particular relevance of real-time commercial interaction for understanding purchase intention among young consumers using TikTok Shop.

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I. INTRODUCTION

Social commerce has expanded the role of social media from a communication channel into a digital environment where information seeking, social interaction, promotion, and commercial transactions can occur within the same platform. TikTok Shop exemplifies this development by integrating short-form video content, commerce features, and live streaming into a single ecosystem. This integration creates a more interactive marketing environment in which consumers not only encounter product information but can also communicate directly with sellers or hosts. Such characteristics are particularly relevant to Generation Z, whose consumption of digital content and engagement with video-based social media make them frequent recipients of various forms of online marketing communication. University students represent an important segment within this generation because their everyday engagement with social media exposes them to both content-based promotion and interactive selling environments.

An important consumer response within social commerce is purchase intention, which reflects consumers' psychological tendency to consider, plan, or express willingness to purchase a product after receiving information or marketing stimuli (Al-Hafizi, 2021). Although purchase intention does not necessarily translate into an actual purchasing

decision, it represents an important stage preceding consumer choice. Within TikTok Shop, purchase intention may be associated with multiple forms of marketing stimuli, including content marketing and live streaming. These strategies differ fundamentally in how consumers experience marketing communication. Content marketing primarily delivers relevant and engaging information through digital content that can be accessed independently, whereas live streaming combines product information with synchronous interaction between consumers and sellers or hosts.

Content marketing focuses on creating and distributing relevant, valuable, engaging, and consistent content to attract and retain the attention of a targeted audience (Yunita et al., 2021). Within social media environments, this approach enables businesses to communicate product information through creative formats aligned with the characteristics of platform users. Informative, relevant, engaging, and comprehensible content may facilitate consumers' understanding of product benefits and support their evaluation of available alternatives. Kędzińska-Szczepaniak and Minga (2022) further emphasized the role of content marketing in developing audience engagement and relationships through valuable information. Content marketing can therefore function not merely as a promotional mechanism but also as a marketing stimulus

associated with how consumers evaluate products and develop purchase intentions.

Live streaming, by contrast, introduces synchronous and interactive characteristics into social commerce. It enables sellers or hosts to present product information, demonstrate products, respond to questions, and interact with consumers in real time. These characteristics distinguish live streaming from relatively static or asynchronous forms of digital marketing communication. Yulius and Aprillia (2023) indicated that live streaming can encourage purchasing responses through direct promotion and interaction with hosts, while Sonda and Balqiah (2023) emphasized its capacity to provide consumers with more immediate product information through interactive and real-time communication. Such mechanisms may strengthen consumers' sense of proximity, confidence, and interest in the products being presented.

The relationships among content marketing, live streaming, and purchase intention can be conceptually understood through the Stimulus–Organism–Response (S-O-R) framework. The S-O-R perspective proposes that environmental stimuli are associated with individuals' internal states and subsequently with behavioral or psychological responses (Eroglu et al., 2001). In the present context, content marketing and live streaming can be conceptualized as digital marketing stimuli, while purchase intention represents a consumer response. Content marketing provides informational stimuli through the relevance and quality of the information consumers receive, whereas live streaming adds immediacy, interactivity, and real-time communication to the marketing environment. However, because this study does not directly measure the organism component, the S-O-R framework is used as a conceptual basis for understanding the relationship between digital marketing stimuli and purchase intention rather than as a complete empirical test of the S-O-R mechanism.

The potential relevance of live streaming can be further understood through the concept of social presence. Real-time interaction may enhance consumers' perception that they are communicating with another person within a digital environment. The presence of a host, immediate responses, product demonstrations, and two-way communication can reduce the psychological distance commonly associated with online transactions. Wongkitrungrueng and Assarut (2020) demonstrated that live streaming in social commerce can create value and foster consumer engagement through interactive experiences. Accordingly, live streaming may be particularly relevant to purchase intention because it combines product information with interpersonal interaction and a sense of social presence. This characteristic conceptually differentiates live streaming from content marketing and provides a basis for examining whether the two forms of digital marketing communication exhibit different strengths of association with purchase intention.

Empirical research generally supports a positive relationship between content marketing and purchase intention. Fauzi and Fitriyah (2025) reported a positive and significant relationship between content marketing and purchase intention among Generation

Z TikTok Shop users. Syaputri et al. (2023) similarly found that content marketing on TikTok was positively associated with purchase intention, while Hikmah et al. (2025) reported a positive and significant relationship between content marketing and purchase intention on TikTok Shop. Collectively, these findings suggest that consumers who evaluate marketing content more favorably may demonstrate a stronger tendency to consider purchasing the products presented to them.

A relatively consistent pattern has also been reported for live streaming. Khazainah and Agustina (2025) identified a positive and significant relationship between live streaming and students' purchase intention. Lenggihunusa et al. (2024) found that live shopping could encourage purchase intention among TikTok consumers, while Aleyda et al. (2025) reported a positive relationship between live shopping and purchase intention for fashion products among Generation Z consumers. These findings highlight the potential relevance of direct interaction, host-delivered product information, and two-way communication in shaping consumers' willingness to consider a purchase. Previous studies have also examined content marketing and live streaming simultaneously. Nurani and Nugraha (2025), Arta and Ahmadi (2025), and Irwanto et al. (2026) reported significant relationships between these marketing strategies and purchase intention in TikTok-related contexts.

Despite the growing body of evidence, an important empirical question remains regarding the relative contributions of content marketing and live streaming when both are considered within the same model. The research gap does not primarily arise from contradictory findings, as previous studies generally report relationships in a similar positive direction. Rather, existing evidence provides more limited insight into whether these two marketing stimuli, which differ in their communication characteristics, exhibit comparable or substantially different strengths of association with purchase intention. Content marketing primarily provides information that consumers can access asynchronously, whereas live streaming combines product information with real-time interaction and social presence. These differences provide a conceptual basis for expecting that the two predictors may not contribute equally to purchase intention. Examining their standardized contributions within the same statistical model can therefore provide a more differentiated understanding than merely establishing whether each predictor is statistically significant.

Addressing this issue is particularly relevant among Generation Z consumers who have experienced both forms of marketing communication. Rather than generalizing to the entire Generation Z population, the present study focuses specifically on Management students at Universitas Kristen Maranatha who have been exposed to product-related content marketing and have watched product-oriented live streams on TikTok Shop. This relatively specific consumer group provides a context in which the two marketing stimuli can be examined among respondents with relevant exposure to both. Accordingly, the contribution of this study lies not only in testing whether content marketing and live streaming are associated with purchase

intention, but also in comparing their relative statistical contributions within the same regression model. Such a comparison provides context-specific evidence regarding which marketing stimulus demonstrates the stronger association with purchase intention among the consumers examined.

Based on these considerations, this study aims to examine the associations of content marketing and live streaming with purchase intention among Generation Z TikTok Shop users represented by Management students at Universitas Kristen Maranatha, and to compare the relative strength of the two predictors in explaining variation in purchase intention. Drawing on the conceptual framework and previous empirical evidence, three hypotheses are proposed:

H1: Content marketing is positively and significantly associated with purchase intention among TikTok Shop users;

H2: Live streaming is positively and significantly associated with purchase intention among TikTok Shop users; and

H3: Content marketing and live streaming are jointly and significantly associated with purchase intention among TikTok Shop users.

II. METHOD

This study employed a quantitative approach with an explanatory cross-sectional survey design to examine the associations of content marketing and live streaming with purchase intention among TikTok Shop users (Sugiyono, 2020). Content marketing and live streaming were specified as predictor variables, while purchase intention was treated as the outcome variable. A cross-sectional design was employed because data on all study variables were collected from participants within a single period of observation. Accordingly, the analysis was designed to identify statistical associations among the variables rather than to establish definitive causal relationships.

The target population comprised active Management students at Universitas Kristen Maranatha. Participants were recruited using non-probability purposive sampling because eligibility required characteristics relevant to the research context. To participate, respondents were required to be active Management students at Universitas Kristen Maranatha, have a TikTok account, have been exposed to product-related content marketing on TikTok, and have watched live streams offering products through TikTok Shop. Based on these eligibility criteria, 96 respondents were included in the final analysis.

The sample-size calculation was based on the Lemeshow formula using a 95% confidence level ($Z = 1.96$), an assumed population proportion of .50, and a precision level (d) of .10. These parameters produced an estimated sample requirement of approximately 96 respondents. The calculation was used as a reference for determining the required sample size, whereas participant selection remained based on purposive sampling and the predetermined eligibility criteria.

Data were collected using a structured questionnaire measuring three constructs: content marketing, live streaming, and purchase intention. Each construct was measured using four items,

resulting in a total of 12 questionnaire items. Content marketing was represented by items CM.1–CM.4, live streaming by items LS.1–LS.4, and purchase intention by items MB.1–MB.4. These measures were used to capture respondents' evaluations of the two forms of digital marketing communication and their purchase intentions in the TikTok Shop context.

Prior to hypothesis testing, the measurement quality of the questionnaire was assessed through item validity and internal consistency analyses. Item validity was evaluated by comparing the correlation coefficient for each item with the critical r value of .2006, with coefficients exceeding this criterion considered acceptable. Internal consistency was assessed using Cronbach's alpha for each construct, with coefficients above .600 treated as acceptable according to the criterion adopted in this study. The results of these measurement assessments are reported in the Results section.

Multiple linear regression was used as the primary analytical technique. Before estimating the regression model, relevant assumptions were assessed, including residual normality, homoscedasticity, and multicollinearity. Residual normality was evaluated through visual inspection of the histogram to determine whether the residual distribution approximated a normal pattern. Homoscedasticity was assessed using a residual scatterplot by examining the distribution of residuals around zero and the absence of a systematic pattern. Multicollinearity was evaluated using tolerance and variance inflation factor (VIF) statistics, with tolerance values greater than .10 and VIF values below 10 used as the predetermined criteria for identifying problematic multicollinearity.

The multiple regression model was specified as $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$, where Y represents purchase intention, X_1 represents content marketing, X_2 represents live streaming, α represents the intercept, β_1 and β_2 represent the regression coefficients, and ε represents the residual term. The overall significance of the regression model was evaluated through the F test at a significance level of 5% ($p < .05$). The unique association of each predictor with purchase intention was evaluated using the regression coefficients, standardized coefficients (β), and corresponding p values. Standardized coefficients were additionally used to compare the relative statistical contributions of content marketing and live streaming within the same model. Adjusted R^2 was used to indicate the proportion of variance in purchase intention explained collectively by the predictors after accounting for the number of predictors included in the model. The hypotheses were considered empirically supported when the corresponding statistical tests yielded p values below .05.

III. RESULTS AND DISCUSSION

A. Results

1. Respondent Profile

The characteristics of the respondents were examined to provide an overview of the sample included in the analysis. The profile covered three demographic characteristics: gender, age, and year of university enrollment. All 96 respondents included in the analysis met the eligibility criteria established for the study, including being active

Management students at Universitas Kristen Maranatha, having a TikTok account, and having prior exposure to both product-related content marketing and live streaming on TikTok Shop.

Table 1. Respondent Profile

Characteristics	n	%
Gender		
Male	51	53.1
Female	45	46.9
Age (years)		
17	2	2.1
18	7	7.3
19	15	15.6
20	32	33.3
21	29	30.2
22	8	8.3
23	3	3.1
Year of Enrollment		
2023	65	67.7
2024	19	19.8
2025	12	12.5

As shown in Table 1, the sample consisted of 51 male respondents (53.1%) and 45 female respondents (46.9%), indicating a relatively balanced gender distribution with a slightly higher proportion of male participants. In terms of age, respondents were predominantly 20 and 21 years old, accounting for 33.3% and 30.2% of the sample, respectively. Together, these two age groups represented 63.5% of all respondents. The remaining participants were 19 years old (15.6%), 22 years old (8.3%), 18 years old (7.3%), 23 years old (3.1%), and 17 years old (2.1%). With respect to year of enrollment, most respondents entered the university in 2023 (67.7%), followed by those entering in 2024 (19.8%) and 2025 (12.5%). Overall, the respondent profile indicates that the sample was concentrated among students aged 20–21 years and those enrolled in the 2023 cohort.

2. Measurement Quality

Before testing the research hypotheses, the measurement quality of the questionnaire was evaluated to determine whether the items adequately satisfied the validity and internal consistency criteria adopted in the study. Item validity was assessed by comparing each item correlation coefficient with the critical r value of .2006, while internal consistency was evaluated using Cronbach's alpha with .600 as the minimum acceptance criterion.

Table 2. Validity and Reliability Results

Variable	Item	r	Cronbach's α
Content Marketing (X_1)	CM.1	.727	.834
	CM.2	.885	
	CM.3	.817	
	CM.4	.835	
Live Streaming (X_2)	LS.1	.779	.723
	LS.2	.815	
	LS.3	.647	
	LS.4	.737	
Purchase	MB.1	.848	.844

Intention (Y)	
MB.2	.825
MB.3	.811
MB.4	.830

As presented in Table 2, all 12 questionnaire items had correlation coefficients exceeding the critical value of .2006. The coefficients for content marketing ranged from .727 to .885, those for live streaming ranged from .647 to .815, and those for purchase intention ranged from .811 to .848. Accordingly, all items satisfied the validity criterion adopted in this study and were retained for subsequent analysis. The Cronbach's alpha coefficients were .834 for content marketing, .723 for live streaming, and .844 for purchase intention, all exceeding the predetermined threshold of .600. These results indicate adequate internal consistency across the three constructs and support the use of all questionnaire items in the regression analysis.

3. Regression Assumption Tests

Prior to estimating the multiple regression model, diagnostic procedures were conducted to assess whether the data adequately satisfied the relevant regression assumptions. The assessment focused on residual normality, homoscedasticity, and multicollinearity. Residual normality and homoscedasticity were evaluated graphically using a histogram and residual scatterplot, respectively, whereas multicollinearity was assessed using tolerance and variance inflation factor (VIF) statistics.

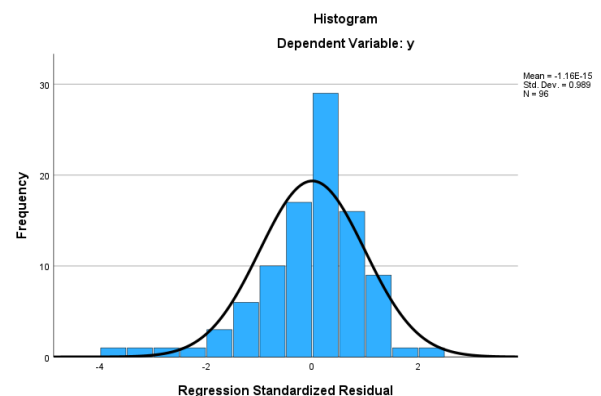


Figure 1. Histogram of Standardized Residuals

The standardized residual histogram in Figure 1 shows a distribution that visually approximates a normal curve and is relatively symmetric around the center of the distribution. No substantial departure from the expected distributional pattern is apparent from the graphical inspection. Based on this diagnostic procedure, the residuals were considered to approximate a normal distribution sufficiently for the regression analysis. This graphical assessment was considered together with the other regression diagnostics rather than as an isolated criterion for determining the adequacy of the model.

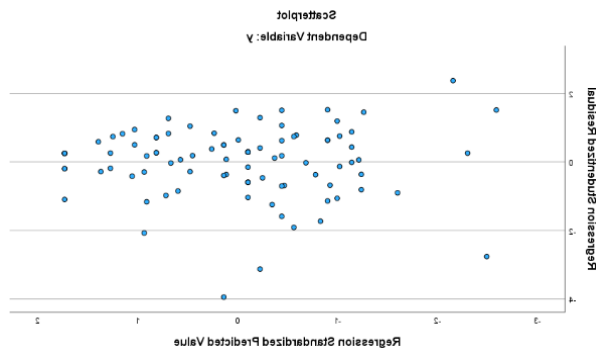


Figure 2. Scatterplot of Standardized Residuals

As illustrated in Figure 2, the residuals are dispersed on both sides of the zero line without an evident systematic pattern. The points do not display a clear funnel-shaped, curved, or otherwise structured distribution that would indicate a substantial change in residual variance across predicted values. Based on this graphical assessment, no marked indication of heteroscedasticity was observed, suggesting that the homoscedasticity assumption was reasonably satisfied for the regression analysis.

Multicollinearity was subsequently assessed to determine whether content marketing and live streaming contained problematic levels of shared linear information when entered simultaneously into the regression model. This assessment is particularly important because the study aims to estimate the unique statistical contribution of each predictor while controlling for the other. Tolerance values greater than .10 and VIF values below 10 were used as the predetermined diagnostic criteria.

Table 3. Multicollinearity Test Results

Predictor	Tolerance	VIF
Content Marketing (X_1)	.653	1.532
Live Streaming (X_2)	.653	1.532

Table 3 shows that both content marketing and live streaming had tolerance values of .653 and VIF values of 1.532. The tolerance values were substantially above the .10 criterion, while the VIF values were well below 10. These results indicate no problematic multicollinearity between the two predictors according to the criteria adopted in this study. Taken together with the residual diagnostics presented in Figures 1 and 2, the assumption tests did not reveal substantial problems that would preclude proceeding with the multiple regression analysis.

4. Multiple Regression Analysis

Multiple linear regression was performed to examine the associations of content marketing and live streaming with purchase intention. The analysis was conducted in two stages of interpretation. First, the overall statistical significance of the regression model was evaluated to determine whether the predictors jointly provided significant explanatory information regarding purchase intention. Second, the regression coefficients were examined to determine the unique association of each predictor

with purchase intention while controlling for the other predictor.

Table 4. Overall Significance of the Regression Model

Statistic	Value
F	.001

As shown in Table 4, the overall regression model was statistically significant ($p = .001$). This result indicates that the model containing content marketing and live streaming provided statistically significant explanatory information regarding variation in purchase intention compared with a model without these predictors. Accordingly, H3 was empirically supported, indicating that content marketing and live streaming were jointly and significantly associated with purchase intention among the TikTok Shop users examined in this study. The significance of the overall model, however, does not by itself establish the individual contribution of each predictor; these contributions were therefore evaluated separately through the regression coefficients.

Table 5. Multiple Linear Regression Results

Predictor	B	β	p
Constant	-1.027	—	—
Content Marketing (X_1)	.270	.208	.025
Live Streaming (X_2)	.754	.561	.001

The estimated regression equation was $Y = -1.027 + .270X_1 + .754X_2$, where Y represents purchase intention, X_1 represents content marketing, and X_2 represents live streaming. Content marketing had a positive regression coefficient ($B = .270$) and was statistically significant ($p = .025$). Holding live streaming constant, higher content marketing scores were therefore associated with higher predicted purchase intention scores, providing empirical support for H1. Live streaming also had a positive coefficient ($B = .754$) and was statistically significant ($p = .001$), indicating a positive unique association with purchase intention after accounting for content marketing and providing support for H2. Importantly, the standardized coefficient for live streaming ($\beta = .561$) was substantially larger than that for content marketing ($\beta = .208$). Within the examined regression model, live streaming therefore demonstrated the stronger relative statistical association with purchase intention. This comparison refers to relative predictive strength within the model and should not be interpreted as evidence of a stronger causal effect.

5. Model Explanatory Power

Following the evaluation of the overall model and individual regression coefficients, the explanatory capacity of the model was examined using adjusted R^2 . This statistic indicates the proportion of variation in purchase intention accounted for collectively by content marketing and live streaming while adjusting for the number of predictors included in the regression model.

Table 6. Coefficient of Determination

Statistic	Value
Adjusted R^2	.484

As reported in Table 6, the adjusted R^2 value was .484, indicating that content marketing and live streaming collectively accounted for 48.4% of the observed variance in purchase intention within the sample. The remaining 51.6% of the variance was not accounted for by the predictors included in the model and may reflect other measured or unmeasured sources of variation. Importantly, this unexplained proportion should not be attributed directly to specific external variables without further empirical examination. Overall, the regression findings demonstrate that both predictors were significantly associated with purchase intention, while live streaming showed the larger standardized coefficient and therefore the stronger relative statistical association within the model.

B. Discussion

The findings demonstrate that content marketing was positively and significantly associated with purchase intention ($B = .270$, $\beta = .208$, $p = .025$), providing empirical support for H1. This result indicates that more favorable evaluations of content marketing were associated with higher purchase intention among the respondents. In the context of TikTok Shop, this relationship can be understood through the informational role of marketing content. Relevant, engaging, informative, and accessible content can provide consumers with information needed to recognize product attributes, evaluate potential benefits, and consider available alternatives before developing an intention to purchase. The finding is consistent with Fauzi and Fitriyah (2025), Syaputri et al. (2023), and Hikmah et al. (2025), who similarly reported positive relationships between content marketing and purchase intention in TikTok-related contexts. Collectively, these findings reinforce the relevance of content marketing as a predictor of purchase intention among consumers exposed to social commerce, although its relative statistical contribution in the present model was smaller than that of live streaming.

Live streaming was also positively and significantly associated with purchase intention ($B = .754$, $\beta = .561$, $p = .001$), supporting H2. Respondents who evaluated their live-streaming experiences more positively tended to report higher levels of purchase intention. This finding is consistent with Khazainah and Agustina (2025), Lenggihunusa et al. (2024), and Aleyda et al. (2025), whose studies demonstrated the relevance of live streaming or live shopping to consumers' purchase intentions. Unlike content marketing that consumers can access asynchronously, live streaming combines product presentation with synchronous communication, allowing consumers to observe demonstrations, obtain information, ask questions, and receive immediate responses from sellers or hosts. These characteristics create a more immediate form of marketing communication and

provide a plausible context for understanding why live streaming is closely associated with purchase intention in social commerce.

The stronger association observed for live streaming represents an important finding of this study. The standardized coefficient for live streaming ($\beta = .561$) was substantially larger than that for content marketing ($\beta = .208$), indicating that live streaming exhibited greater relative predictive strength when both variables were included in the same regression model. This difference should not be interpreted as evidence that live streaming causally produces a stronger effect on purchase intention. Rather, it demonstrates that variation in respondents' evaluations of live streaming was more strongly associated with variation in purchase intention after accounting for content marketing. This finding extends previous studies that have primarily established the statistical relevance of the two marketing strategies by demonstrating that their relative contributions may differ when examined simultaneously among consumers who have experienced both forms of marketing communication.

The distinction between the two predictors can also be interpreted in relation to their different communication characteristics. Content marketing primarily provides information through prepared digital content that consumers can view and process independently, whereas live streaming integrates information with immediacy, interpersonal communication, and real-time interaction. This interactive environment may provide consumers with opportunities to clarify product information and experience a greater sense of connection with the seller or host. Such an interpretation is consistent with the concept of social presence and with Wongkitrungrueng and Assarut (2020), who highlighted the capacity of live streaming commerce to create value and consumer engagement through interactive experiences. The present findings therefore suggest that, within the examined context, combining product information with real-time social interaction may be particularly relevant to purchase intention. Nevertheless, social presence, engagement, trust, and related psychological mechanisms were not directly measured in this study; consequently, their roles should be regarded as theoretically plausible explanations rather than empirically established mechanisms.

The overall regression model was statistically significant ($p = .001$), providing support for H3 and demonstrating that content marketing and live streaming jointly provided significant explanatory information regarding purchase intention. This result is broadly consistent with Nurani and Nugraha (2025), Arta and Ahmadi (2025), and Irwanto et al. (2026), who reported significant relationships involving content marketing, live streaming, and purchase intention in TikTok-related settings. The adjusted R^2 of .484 further indicates that the two predictors collectively accounted for 48.4% of the observed variance in purchase intention among the respondents. This explanatory capacity is meaningful in the context of the model, but it also

indicates that purchase intention cannot be understood solely through the two forms of marketing communication examined in this study. The remaining 51.6% represents variance not accounted for by the model and should not be attributed to particular factors without additional empirical evidence.

From the perspective of the Stimulus–Organism–Response (S-O-R) framework, the findings provide context-specific support for the relevance of content marketing and live streaming as digital marketing stimuli associated with purchase intention as a consumer response. Importantly, the different standardized coefficients indicate that stimuli operating within the same social commerce environment may not demonstrate equivalent relationships with consumer responses. Live streaming, which incorporates real-time communication and interactive features, exhibited the stronger association, whereas content marketing, which primarily provides informational content, remained statistically relevant but demonstrated a smaller relative contribution. This pattern is compatible with the broader S-O-R proposition that characteristics of environmental stimuli are relevant to consumer responses. However, because the present study did not measure the organism component—including internal states such as engagement, trust, perceived value, emotional responses, or other psychological evaluations—the findings do not constitute a complete empirical test of the S-O-R process. The framework should therefore be interpreted as a conceptual lens for understanding the observed relationships rather than as a fully tested mediation mechanism.

These findings have practical implications for marketing communication on social commerce platforms. Content marketing remains relevant because consumers require informative, engaging, and accessible product information when evaluating potential purchases. However, the stronger statistical association observed for live streaming suggests that marketers targeting consumers with characteristics similar to those examined in this study may benefit from complementing prepared promotional content with real-time interactive communication. Live sessions can provide opportunities for product demonstrations, immediate clarification, and direct interaction between consumers and hosts, while content marketing can continue to provide information before and after live interactions. Accordingly, the findings should not be interpreted as suggesting that firms should replace content marketing with live streaming. Rather, the two approaches can serve complementary functions, with the present results indicating that live streaming was the more prominent predictor of purchase intention within the examined model.

The study also contributes to the social commerce literature by moving beyond the question of whether content marketing and live streaming are individually associated with purchase intention. By estimating both predictors simultaneously and comparing their standardized

coefficients, the study provides context-specific evidence regarding their relative statistical contributions among Generation Z Management students with prior exposure to both marketing formats on TikTok Shop. At the same time, this contribution should be interpreted within the boundaries of the research design. The cross-sectional data do not establish temporal or causal relationships, and the purposively selected sample from a single academic program and university limits broader generalization to Generation Z consumers. Future research could examine more heterogeneous consumer populations, employ probability-based or multi-site sampling, and incorporate relevant organism variables such as social presence, engagement, trust, or perceived value to investigate the mechanisms through which different social commerce stimuli may be associated with purchase intention.

IV. CONCLUSION

This study demonstrates that content marketing and live streaming are positively and significantly associated with purchase intention among the TikTok Shop users examined, with live streaming exhibiting a substantially stronger relative association than content marketing based on the standardized regression coefficients. Collectively, the two predictors formed a statistically significant model and explained 48.4% of the variance in purchase intention, indicating that both content-based promotion and real-time interactive communication are relevant to understanding purchase intention in the examined social commerce context. The findings extend previous evidence by demonstrating that these two forms of digital marketing communication may differ in their relative statistical contributions, with live streaming emerging as the more prominent predictor while remaining complementary to content marketing. From a practical perspective, marketers targeting consumers with characteristics similar to those examined in this study may benefit from combining informative and engaging marketing content with live-streaming activities that facilitate product demonstrations, immediate responses, and direct interaction with consumers. Nevertheless, the findings should be interpreted within the boundaries of the cross-sectional design and purposive sample of Management students from a single university and should not be generalized to the broader Generation Z population without further evidence. Future research should therefore examine more diverse consumer populations and incorporate potential psychological mechanisms, such as social presence, engagement, trust, and perceived value, to provide a more comprehensive explanation of how different social commerce stimuli are associated with purchase intention.

CONFLICT OF INTEREST

The authors report no financial, professional, personal, or other relationships that could have influenced the conduct, interpretation, or reporting of this study.

AUTHOR CONTRIBUTIONS

Steven Marcello Kartijoso contributed to the development of the research concept, data collection, empirical analysis, interpretation of the findings, and preparation of the initial manuscript. **Kartika Imasari Tiptodjojo** contributed to the research design and methodological development, supervised the research process, validated the interpretation of the findings, and critically reviewed and refined the manuscript. Both authors contributed to the final revision and approved the manuscript for publication.

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DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES

Generative AI tools were used during manuscript preparation solely to support language refinement, improve clarity, and enhance the readability of the English text. The authors independently reviewed, revised, and verified the AI-assisted material to ensure that the scholarly arguments, interpretation of the results, and conclusions accurately represent the study. Responsibility for the integrity and final content of the manuscript remains entirely with the authors.

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