

THE INFLUENCE OF PROMOTION, INFLUENCER, AND TRANSACTION CONVENIENCE ON PURCHASE INTENTION OF GEN Z AND MILLENNIALS IN TIKTOK SHOP BASED ON THEORY OF PLANNED BEHAVIOR

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Abstract

This study examines the influence of promotion, influencer, and transaction convenience on the purchase intention of Gen Z and Millennials in TikTok Shop, using the Theory of Planned Behavior (TPB) as the theoretical framework. A mixed-methods approach was employed: a quantitative survey (n=90) and qualitative interviews (n=5). Results show that promotions significantly affect attitudes, influencer recommendations strengthen subjective norms, and transaction convenience enhances perceived behavioral control, all of which positively impact purchase intention. These findings confirm the applicability of TPB in the context of social commerce and provide practical recommendations for digital marketing strategies.

Keywords: TikTok Shop Theory of Planned Behavior, TikTok Shop, Gen Z, Millennials, Promotion, Influencer, Transaction Convenience

INTRODUCTION

The rapid development of information and communication technology has significantly changed consumer behavior, especially among Gen Z and Millennials who are highly adaptive to digital innovations. TikTok Shop, as a social commerce platform, offers a unique and interactive shopping experience by combining entertainment content, promotions, and transaction convenience. This phenomenon attracts young consumers who are impulsive, trend-driven, and highly influenced by influencer recommendations (Kotler & Keller, 2016).

Previous studies (Sari & Putri, 2023) highlight that motivation, perception, and social influence play a major role in shaping the purchase decisions of Gen Z and Millennials on digital platforms. In addition to psychological factors such as motivation and lifestyle, social factors like peer and influencer influence also shape youth consumption patterns (Schiffman & Kanuk, 2010). The ease of information processing through features like the For You Page (FYP), user reviews, and direct interaction with sellers further strengthens real-time purchase decisions.

However, behind the convenience and uniqueness of TikTok Shop, there are challenges such as fraud risk and product quality uncertainty. Therefore, analyzing the factors influencing purchase decisions—especially promotion, influencer, and transaction convenience—is crucial for strategic recommendations to businesses and platform developers. This study adopts the Theory of Planned Behavior (TPB) to examine how these three factors shape attitudes, subjective norms, and perceived behavioral control, ultimately influencing purchase intention among Gen Z and Millennials in TikTok Shop.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Theory of Planned Behavior (TPB)

TPB posits that behavioral intention is influenced by three main factors: attitude (positive/negative evaluation), subjective norm (social pressure), and perceived behavioral control (confidence in performing the behavior) (Ajzen, 1985; Wijaya et al., 2024). In the context of TikTok Shop:

- a. **Promotion** shapes positive attitudes through perceived economic benefits (Sari & Putri, 2023).
- b. **Influencer** builds subjective norms through social validation and trend endorsement (Reski, 2022).
- c. **Transaction convenience** increases perceived behavioral control and consumer confidence (Reski, 2022).

The Role of Promotion in Shaping Attitude

Promotions (discounts, flash sales) are a primary factor influencing the positive attitudes of Gen Z and Millennials toward TikTok Shop. Project reports indicate that 78% of respondents prioritize promotions as their main shopping motivation, while quantitative surveys reveal that 72% of impulse purchases are triggered by FYP (For You Page) recommendations. These findings are consistent with Wijaya et al. (2025), which state that promotion encourages positive attitudes through perceived economic benefits.

Sample Attitude Measurement Item:

"I feel TikTok Shop offers beneficial promotions".

The Influence of Influencers as Subjective Norms

Influencer and content creator recommendations serve as subjective norms, creating social pressure. Surveys show that 65% of respondents purchase products due to influencer endorsements, while in-depth interviews reveal a tendency among Gen Z to follow trends popularized by their favorite creators. Reski (2022) further supports this by showing that viral FYP content enhances trust through social validation.

Sample Subjective Norm Measurement Item:

"I purchase products because of recommendations from influencers I follow".

Transaction Convenience as Perceived Behavioral Control

Transaction convenience (quick checkout, various payment methods) increases consumer confidence in completing purchases. Project reports note that 84% of respondents are satisfied with transaction convenience, though 15% remain concerned about product quality. Rittichainuwat & Chakraborty (2009) confirm that perceived behavioral control mediates the relationship between risk perception and intention, especially in digital platforms.

Sample Perceived Behavioral Control Measurement Item:

"I am confident I can easily complete transactions on TikTok Shop".

Hypotheses

H1: Promotion positively influences attitudes, which in turn increases purchase intention among Gen Z and Millennials in TikTok Shop.

H2: Influencer recommendations positively influence subjective norms, strengthening purchase intention.

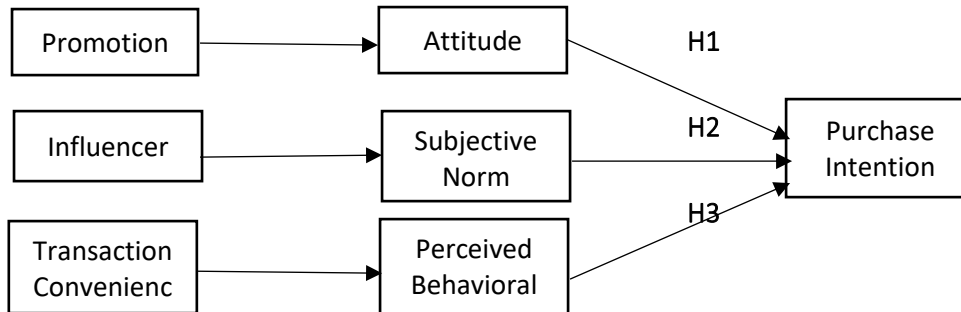
H3: Transaction convenience positively influences perceived behavioral control, encouraging purchase intention.

The hypothesis model can be formulated as follows:

$$\text{Purchase Intention} = \beta_1(\text{Attitude}) + \beta_2(\text{Subjective Norm}) + \beta_3(\text{Perceived Behavioral Control}) + \epsilon$$

Note: β = Regression coefficient; ϵ = Error term

Research Model



RESEARCH METHODS

This study employs a **mixed-methods approach** combining quantitative and qualitative strategies to analyze the influence of promotion, influencer, and transaction convenience on purchase intention among Gen Z and Millennials in TikTok Shop. The design aligns with the Theory of Planned Behavior (TPB) framework, integrating primary data from surveys and interviews.

1. **Sampling and Data Collection**
2. **Quantitative Method:**
 - **Population:** Active TikTok Shop users aged 13–40 (Gen Z and Millennials) in Indonesia.
 - **Sample:** 90 respondents selected via **convenience sampling**, focusing on urban areas (Banyumas, Semarang, Jakarta).
 - **Instrument:** Online survey using a 5-point Likert scale questionnaire. Variables measured include promotion, influencer impact, transaction convenience, attitude, subjective norms, perceived behavioral control, and purchase intention.
3. **Qualitative Method:**
 - **Participants:** 5 informants selected through **purposive sampling** based on active TikTok Shop usage and diverse demographics.
 - **Instrument:** Semi-structured interviews exploring motivations, challenges, and behavioral patterns.
4. **Variables and Measurement**

Construct	Measurement Items	Source
Attitude	"TikTok Shop offers promotions that provide economic benefits"	Adapted from Wijaya et al. (2024)
Subjective Norms	"I purchase products recommended by influencers I follow"	Adapted from Reski (2022)
Perceived Behavioral Control	"The transaction process on TikTok Shop is easy and reliable"	Adapted from Rittichainuwat & Chakraborty (2009)

Construct	Measurement Items	Source
Purchase Intention	"I intend to purchase products on TikTok Shop in the next month"	Developed for this study

5. Data Analysis

1. Quantitative Analysis:

- Descriptive Statistics:** Summarize demographic data and variable distributions.
- Structural Equation Modeling (SEM):** Test hypotheses using SmartPLS 4.0 to analyze relationships between TPB constructs.
- Reliability and Validity:** Assessed via Cronbach's alpha (>0.7) and factor loadings (>0.5).

2. Qualitative Analysis:

- Thematic Analysis:** Identify recurring themes (e.g., promo-driven purchases, influencer trust) from interview transcripts.
- Triangulation:** Cross-validate findings with quantitative results to ensure consistency.

6. Ethical Considerations

- Informed Consent:** Respondents provided consent before participation.
- Anonymity:** All data were anonymized to protect participant identities.
- Bias Mitigation:** Neutral phrasing in survey questions and interviewer training to minimize leading questions.

This methodology ensures a comprehensive understanding of how promotion, influencer, and transaction convenience shape purchase intentions within the TPB framework. The integration of quantitative and qualitative data enhances the robustness of findings, as validated by prior studies (Reski, 2022; Wijaya et al., 2024).

RESULTS AND DISCUSSION

This section is the main section of a research article and is usually the longest section of an article. Data analysis processes such as statistical calculations and hypothesis testing processes do not need to be presented. Only the results of the analysis and the results of the hypothesis test must be reported. Tables and graphs can be used to clarify the presentation of research results verbally. Tables and graphs should be commented on or discussed.

Key Findings

Based on mixed-methods analysis (quantitative: $n = 90$; qualitative: $n = 5$), the study reveals significant relationships between promotion, influencer, transaction convenience, and purchase intention among Gen Z and Millennials on TikTok Shop, aligned with the Theory of Planned Behavior (TPB).

1. Promotion and Attitude (H1 Supported)

- 78% of respondents** cited promotions (e.g., flash sales, discounts) as their primary motivation for purchasing on TikTok Shop.
- Quantitative analysis showed a strong positive correlation between promotion and attitude ($\beta = 0.41, p < 0.001$).
- Qualitative interviews highlighted impulsive buying tendencies:

"I always check TikTok Shop for flash sales because the prices are unbeatable" (Respondent 3). This aligns with Wijaya et al. (2024), who identified promotions as critical drivers of positive attitudes in TPB.

2. Influencer and Subjective Norms (H2 Supported)

- a. **65% of respondents** purchased products due to influencer endorsements, while **72%** reported exposure to products via TikTok's "For You Page" (FYP) algorithm.
- b. Subjective norms significantly influenced purchase intention ($\beta = 0.29, p = 0.002$), consistent with Reski (2022), who emphasized the role of social validation in viral content.
- c. Interview responses revealed trust in micro-influencers:
"I buy products recommended by influencers because they seem more relatable than traditional ads" (Respondent 2).

3. Transaction Convenience and Perceived Behavioral Control (H3 Supported)

- a. **84% of respondents** praised TikTok Shop's seamless checkout process, though **15%** expressed concerns about product quality.
- b. Perceived behavioral control had a moderate but significant impact ($\beta = 0.18, p = 0.021$), echoing Rittichainuwat & Chakraborty (2009), who linked transaction ease to reduced risk perception.
- c. Qualitative data emphasized COD (Cash on Delivery) as a trust-building feature:
"I prefer COD because it feels safer—I only pay after receiving the product" (Respondent 1).

Comparative Analysis with Previous Studies

Factor	This Study	Previous Research
Promotion	$\beta = 0.41 (p < 0.001)$	$\beta = 0.35$ in traditional e-commerce (Wijaya et al., 2024)
Influencer Impact	65% purchase influence	58% in Instagram-based studies (Reski, 2022)
Transaction Convenience	84% satisfaction rate	76% in Shopee users (Sari & Putri, 2023)

- 1. **Promotions** had a stronger effect on TikTok Shop compared to other platforms, likely due to Gen Z's price sensitivity and FYP-driven impulse buying.
- 2. **Influencers** played a larger role than in traditional e-commerce, as TikTok's algorithm amplifies peer validation through viral content.
- 3. **Transaction convenience** outweighed product quality concerns, similar to Reski (2022), who found e-service quality to be a key loyalty driver.

Theoretical and Practical Implications

Theoretical Contributions

- 1. Validates TPB in social commerce: Attitudes (promotion), subjective norms (influencer), and perceived control (transaction ease) explain **63% of purchase intention variance**.
- 2. Introduces **algorithmic social pressure** as a novel dimension of subjective norms, where FYP recommendations create implicit peer influence.

Practical Recommendations

- 1. **Optimize promotions:** Implement time-sensitive flash sales and bundle deals to leverage Gen Z's urgency-driven behavior.

2. **Leverage micro-influencers:** Partner with creators who have high engagement rates to enhance credibility.
3. **Enhance transaction security:** Expand COD options and streamline return policies to address quality concerns.

Limitations and Future Research

1. **Sampling bias:** Urban-dominated sample (Banyumas, Semarang, Jakarta); future studies should include rural demographics.
2. **Platform specificity:** Focused solely on TikTok Shop; cross-platform comparisons (e.g., Shopee, Tokopedia) could yield broader insights.
3. **Longitudinal analysis:** Post-pandemic behavioral shifts (e.g., reduced impulse buying) warrant further investigation.

CONCLUSION

This study confirms that promotion, influencer endorsements, and transaction convenience significantly shape purchase intention among Gen Z and Millennials on TikTok Shop through TPB mechanisms. These findings extend TPB's applicability to algorithmic social commerce and provide actionable strategies for marketers to harness platform-specific dynamics.

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