GENERATION Z'S EXPERIENCE OF SHOPPING VIA LIVE SHOPPING ON TIKTOK: A PHENOMENOLOGICAL STUDY AMONGST UNIVERSITY STUDENTSIN CENTRAL JAVA

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ABSTRACT

This study aims to explore the life experiences of Generation Z in shopping activities through TikTok's live shopping feature. Employing a qualitative approach and a phenomenological strategy, the study involves Gen Z students and lecturers in Central Java who have conducted at least three transactions using TikTok Live. Data were collected via Google Forms designed to examine participants' in-depth reflective notes on their subjective experiences, including emotions, motivations, concerns, and their understanding of interactions with live hosts, promotions, and transaction processes. Data analysis utilized a phenomenological approach to identify the core themes of the participants' experiences. It is hoped that the findings of this study will provide theoretical contributions to the understanding of digital consumption phenomena among Generation Z in Indonesia, as well as practical implications for business practitioners and e-commerce platforms in creating a more meaningful and ethical live streaming shopping experience.

KEYWORDS live shopping, TikTok, Generation Z, consumer experience

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INTRODUCTION

Advances in digital technology have brought about fundamental changes in consumer behavior, particularly among the younger generation known as Generation Z (Gen Z), who were born between 1997 and 2012 (Lobis, 2025). Gen Z is a group that grew up with digital technology as an integral part of their daily lives, so their shopping habits are heavily influenced by social media and interconnected e-commerce platforms (Fratiwi et al., 2026). One of the most notable trends in recent years has been the emergence of live

shopping a feature that combines live streaming with online shopping which is gaining popularity on platforms like TikTok (Anantatur, 2026)

TikTok as one of the social media apps with the largest user base in Indonesia, has launched the TikTok Shop feature, which allows users to shop directly during live-streaming sessions hosted by a presenter or influencer (Aryani et al., 2026). This phenomenon has caught the attention of academics and marketing professionals because it introduces a new dimension to the online shopping experience, where direct interaction between the host and the audience creates social and emotional elements not found in conventional e-commerce (Adila et al., 2023). Live shopping on TikTok is not merely an economic transaction but also a form of "shoppertainment" that combines entertainment and shopping on a single platform. (Fratiwi et al., 2026)

The live streaming industry continues to grow, with global streaming watch time increasing by 14% in the second quarter of 2022, with Asia and Latin America recording the highest growth at 90% and 70%, respectively. (Lobis, 2025)In Indonesia, nearly 40% of social media users engaged in shopping via live streaming in 2023, marking the highest figure globally.(Anantatur, 2026) This data shows that Indonesia is a highly promising market for live shopping, particularly among Generation Z, who are active users on social media platforms. (Adila et al., 2023)

Live Shopping is a program broadcast live on the internet, providing many viewers with the opportunity to access the video. (Aryani et al., 2026) Live Shopping can be defined as online shopping that takes place in real time during a specific time period. (Soestrisno & Laia, 2026)Essentially, Live Shopping is a type of marketplace that uses live streaming as a promotional medium, where sellers or influencers market their products in real time to an audience. (Lobis, 2025) This feature incorporates various elements such as interaction, time-limited discounts, and a countdown timer designed to create a sense of urgency among consumers. (Anantatur, 2026)

Previous research has extensively explored the quantitative dimensions of the online shopping experience on TikTok, including the influence of the shopping experience on the desire to purchase again, the role of trust and user satisfaction, and the influence of utilitarian value, perceived enjoyment, and the flow experience on the intention to make repeat purchases. (Fratiwi et al., 2026) However, the majority of these studies employ a quantitative approach that focuses on measurable variables and the causal relationships among them, and thus fail to capture the depth of personal experiences and the meaning consumers ascribe to their experiences, (Soestrisno & Laia, 2026)

This gap provides a significant basis for conducting research using a qualitative approach particularly phenomenology which aims to explore individuals' life experiences in depth, (Anantatur, 2026) Phenomenology as a research method provides researchers with the opportunity to investigate the core of participants' experiences, including their emotions, motivations, concerns, and how they understand their interactions with live hosts, promotions, and the transaction process in the context of live shopping on TikTok. (Adila et al., 2023)

The user experience in the digital world is not merely transactional; it also encompasses social construction and complex symbolic meanings, (Aryani et al., 2026) Phenomenological research on influencer-driven digital consumption shows that digital consumption serves as a channel for expressing social identity, with influencers acting as social symbols that reflect specific values and lifestyles, (Soestrisno & Laia, 2026)The findings of this study are relevant to the concept of live shopping on TikTok, where interactions between the host and the audience create social dynamics that can influence consumers' purchasing choices and trust. (Lobis, 2025)

Another phenomenological study exploring the experience of online shopping via live streaming on the TikTok platform, conducted by Communication Studies students at Singaperbangsa Karawang University, revealed that the informants' motivation for shopping through live streaming stemmed from discount offers and a strong sense of curiosity. (Adila et al., 2023) The informants also had unique experiences both positive and negative, that shaped their perspectives, such as seeing it as a financial solution, a primary shopping destination, and an enjoyable shopping experience. (Anantatur, 2026). The results of this study demonstrate that the experience of shopping via live streaming cannot be oversimplified but requires a deeper understanding of the meanings constructed by consumers. (Fratiwi et al., 2026)

Another study using a phenomenological approach analyzed personal financial management in the context of live commerce from a behavioral accounting perspective, with an emphasis on the user experience of TikTok Shop Live. (Aryani et al., 2026) Findings from this study indicate that the way TikTok Shop Live users manage their personal finances is adaptive and informal. (Soestrisno & Laia, 2026)The planning and budgeting process involves setting spending limits and considering needs, though it is not carried out in a structured manner. (Lobis, 2025) Financial decision-making is not entirely logic-based, as it is influenced by psychological factors and stimuli from the live commerce environment such as promotions and persuasion from streamers which have the potential to drive impulsive shopping behavior. (Anantatur, 2026)

Research on college students' impulsive shopping experiences through live shopping on TikTok Shop shows that these experiences begin with their interest in live shopping. This interest is then influenced by the host's appeal, offers such as discounts, flash sales, and vouchers, as well as comments from viewers that boost their confidence to make a purchase. (Adila et al., 2023) This sequence of experiences encourages students to make spontaneous purchases without prior planning, followed by feelings of both satisfaction and regret after the transaction is complete. (Fratiwi et al., 2026) These findings indicate the emotional complexity of the live shopping experience, which warrants further exploration using a phenomenological approach. (Soestrisno & Laia, 2026)

The perspective of the Uses and Gratifications theory, live shopping on TikTok is a form of "shoppertainment" within TikTok's social commerce ecosystem that combines live-streaming content with shopping options. (Aryani et al., 2026) This method is designed to encourage consumers to move seamlessly from the discovery stage, through consideration, to ultimately making a purchase decision, (Lobis, 2025) Research shows that utilitarian satisfaction, hedonic satisfaction, and social satisfaction in TikTok live shopping have been shown to influence impulsive shopping behavior. (Anantatur, 2026) The flow experience was also found to play a significant role in mediating this relationship and reinforcing the impact of each type of satisfaction on impulsive shopping behavior. (Adila et al., 2023)

In Central Java, particularly among Generation Z college students, there has been a significant surge in the phenomenon of live shopping on TikTok. (Fratiwi et al., 2026)However, there is still no research that specifically analyzes their subjective experiences in this context through a phenomenological approach. (Soestrisno & Laia, 2026)This study aims to address this gap by thoroughly investigating how Generation Z in Central Java interpret their shopping experiences using live shopping on TikTok, as well as how these experiences influence their trust and behavior regarding online shopping in general. (Aryani et al., 2026)

By conducting an in-depth exploration of Generation Z's life experiences, this study is expected to make a theoretical contribution to the literature on consumer behavior in the digital world, particularly in the context of live-streamed shopping in Indonesia.

(Anantatur, 2026)Furthermore, the findings of this study may also have practical implications for businesses, e-commerce platforms, and policymakers in designing live-streaming shopping experiences that are more meaningful, ethical, and sustainable. (Lobis, 2025)

RESEARCH METHOD

This study employs a qualitative approach using phenomenology to explore the experiences, perspectives, and meanings constructed by Generation Z when shopping via TikTok Live. Qualitative methods emphasize understanding phenomena in their natural context, using inductive analysis and prioritizing meaning over generalization. Meanwhile, phenomenology focuses on an in-depth examination of individual experiences related to a specific phenomenon (Safarudin et al., 2023) (A'yun et al., 2025). The areas of investigation include Generation Z's experiences in interacting with hosts, the impact of promotions or discounts, trust in products, ease of purchase and payment processes, emotional experiences, product suitability, transaction security, and motives for proceeding with or canceling a purchase.

Respondents in this study were selected through purposeful sampling—specifically, Generation Z college students who had prior experience shopping via TikTok Live. The data used in this study consists of primary data collected from participants' responses via a Google Form titled "Generation Z's Experience with Shopping Through TikTok Live: A Phenomenological Study Among Students in Central Java." Data collection involved documenting respondents' written answers, which were subsequently analyzed as textual data. Data analysis was conducted using an inductive and phenomenological approach through repeated reading, identification of key statements, coding, horizontalization, grouping based on similar meanings, theme formation, and the development of textual and structural descriptions to capture the essence of the respondents' experiences (A'yun et al., 2025).

The themes examined include relationships with the organizer, trust in the product, price offers or discounts, shopping convenience, emotional experiences, transaction security, product suitability, and motivations for purchasing or canceling a transaction. Data validity was ensured by comparing respondents' responses on similar themes and reviewing the analysis results to ensure they aligned with the collected data. Data reliability in qualitative studies can be enhanced through triangulation and peer review (Safarudin et al., 2023).

RESULT AND DISCUSSION

1.1 Data Description and Participant Profiles

Research data was collected via an online questionnaire (Google Forms) designed to elicit in-depth reflective accounts from participants regarding their subjective experiences shopping through live shopping on TikTok, covering dimensions such as emotions, motivations, concerns, perceptions of the host, the influence of promotions, as well as the transaction process and post-purchase experiences. After applying the inclusion criteria for Generation Z (ages 14–29), a group of respondents was identified, the majority of whom were college students, with a small proportion consisting of high school and vocational school students as well as young workers. They were predominantly based in Central Java (Surakarta, Karanganyar, Sukoharjo, Klaten, Boyolali, Semarang) and a portion from outside Central Java (Yogyakarta, Jakarta, Samarinda, Bali).

The majority of participants reported a fairly high frequency of shopping via TikTok Live (ranging from "2–5 times" to "more than 10 times"), with their first experience varying from less than 6 months to more than 2 years ago. This variation indicates that the phenomenon of live shopping is no longer merely a passing trend but has become a well-established shopping habit among Generation Z.

In accordance with phenomenological principles, the data was analyzed to identify significant statements, grouped into meaning units, and then synthesized into major themes that reflect the structure and essence of the participants' experiences.

1.2 Findings on Themes of Experience

1.2.1 Theme 1: Initial Interest Mixed with Caution

Most participants described their initial feelings upon entering a live shopping session as "interested," some as "neutral," and a small number as "very enthusiastic" or "hesitant." However, this interest was almost always accompanied by certain concerns, particularly regarding the authenticity of the products and whether the items matched what was shown during the live stream.

> "Intrigued… what I'm worried about is the authenticity of the products and whether they'll match what's shown." (IN, 19 years old)
> "Hesitant… worried about product authenticity, payment security, products not matching descriptions, scams, and shipping." (RI, 40 years old — excluded from the age range, used as a comparison example)

These findings indicate that Gen Z's initial experience with live shopping is not purely one of consumerist euphoria, but rather one of affective ambivalence: a sense of interest in the convenience and entertainment offered, yet accompanied by an awareness of risks from the very beginning of their engagement.

1.2.2 Theme 2: Concerns as an Inherent Experience

Five main categories of concerns recurred throughout nearly all the transcripts: product authenticity, products not meeting expectations, fraud, payment security, and shipping. Among these five, "products not meeting expectations" was the most consistently mentioned concern.

> "Worried that the item will be different from what was shown during the live stream." a similar pattern recurred among dozens of respondents, with variations in wording.

This concern does not deter the decision to buy, but participants appear to manage it through self-verification strategies (discussed in Theme 4). This suggests that Generation Z are not passive, easily influenced consumers, but rather consumers who actively negotiate risk and trust

1.2.3 Theme 3: Interaction with the Host as the Foundation of Trust

Live shopping hosts are consistently described using the same adjectives: friendly, professional, convincing, clear in explaining products, and responsive in answering questions. Hosts don't merely act as salespeople, but as figures who build trust in real time.

> "The host explains products clearly and responds promptly to questions" a pattern that emerged in dozens of entries as the primary reason for satisfaction with the interaction.
> "For me, the shopping experience through TikTok Live gives me confidence while shopping because I can see reviews, interactions from other buyers, and the host's responses directly before making a decision." (KE, 21 years old)

This phenomenon aligns with the concept of parasocial interaction a one-way yet personal connection between viewers and public figures (hosts) which, in the context of

live commerce, serves to bridge the psychological gap in online transactions and accelerate the building of trust without physical face-to-face contact.

1.2.4 Theme 4: Psychological Pressure and Scarcity Tactics.

Some participants explicitly reported feeling pressured to buy, citing recurring patterns in the host's language: claims that stock was running low, that the promotion would end soon, or calls to check out immediately so as "not to miss out."

"Yes, it's happened. When the host kept repeating that stock was almost out, the promotion would end soon, or said that those who didn't check out now would miss out, I felt a little pressured to buy right away." (Rizky Pratama Saputra, 21 years old)

"Yes, I have. Usually, the host likes to create a sense of urgency, like saying there's only a little stock left, the promotion ends in a few minutes, or the live stream is about to end." (NA, 25 years old)

Interestingly, nearly all participants who admitted to feeling pressured still emphasized that the final decision remained entirely up to them. This phenomenon aligns with the principle of scarcity marketing in consumer psychology literature, where the perception of scarcity (whether in time or inventory) triggers impulsive behavior even when consumers are aware they're being "influenced."

1.2.5 Theme 5: Promotions and Discounts as the Dominant Driver

Promotions and flash sales emerged as the most dominant motivators for purchases across all the data, surpassing both host recommendations and social proof. The majority of participants stated that promotions were "very influential" or "fairly influential," and many admitted to having made purchases out of fear of missing out (FOMO).

"Some promotions make me buy products I hadn't planned on buying." (DK, 20 years old)

"Sometimes it makes me a little impulsive." (NA, on the influence of promotions)

Feelings after making a purchase due to a promotion were generally positive ("satisfied," "happy," "saved money"), but there were some cases of regret when the price turned out not to be significantly cheaper than at other stores indicating post-purchase cognitive dissonance among a small portion of participants.

1.2.6 Theme 6: Rational Verification Before Purchasing Consumers Who Are Not Entirely Impulsive

Although promotions and time pressure encourage quick purchases, the majority of participants still go through a verification process before checkout: reading comments from other viewers, comparing prices with brick-and-mortar stores, searching for product reviews, and asking the host directly.

"I still compare prices with other stores first to make sure the promotion offered is truly beneficial and not just a marketing strategy." (PF, 23 years old)

This finding is one of the key takeaways of the study: Gen Z's experience with live shopping isn't purely impulsive buying, but rather hybrid decision-making a blend of emotional drivers (FOMO, entertainment) with a rational verification process that's still carried out before the final transaction.

1.2.7 Theme 7: Checkout Experience and Residual Anxiety.

The checkout process on TikTok Live was consistently rated as "easy" to "very easy" by nearly all participants, indicating the effectiveness of the interface design (yellow basket) in facilitating transactions without leaving the live stream. However, the level of confidence that the product will meet expectations before it arrives varies significantly, ranging from "confident" to "not confident" or "hesitant."

This pattern reveals a trust gap between the technical ease of transacting and substantive confidence in product quality, a form of residual anxiety that is not entirely eliminated by the platform's ease of use.

1.2.8 Theme 8: Post-Purchase Ambivalence.

Post-purchase experiences fall into two opposing yet equally consistent categories:
• Majority group: The product is rated as "consistent" with its live appearance, resulting in satisfaction and increased trust in online shopping in general.
• A minority but significant group: the product is deemed "not as advertised," leading to increased skepticism.

"After that experience… I'm more skeptical." A recurring pattern among participants who experienced product mismatches.
"I trust it more… because TikTok Live offers a more interactive shopping experience." A dominant pattern among participants with positive experiences.

This duality underscores that live shopping serves as a crucial turning point in the formation or erosion of digital trust, not merely a neutral transaction channel.

1.2.9 Theme 9: Live Shopping as a Fusion of Entertainment and Shopping.

When asked to describe their overall experience, participants consistently cited a combination of convenience, time savings, entertainment, and interaction. TikTok Live is not perceived merely as a buying-and-selling channel, but rather as an entertainment space that happens to facilitate transactions.

"TikTok Live Shop combines entertainment and shopping activities in a live stream." (ED, 19 years old)
"Shopping becomes more convenient because you can see the products firsthand, hear the host's explanations, and check out easily." (AP, 19 years old)

These findings reinforce the argument that TikTok Live represents a paradigm shift from conventional e-commerce (search- and catalog-based) toward "shoppertainment"—the fusion of entertainment consumption with economic consumption, a hallmark of Gen Z's digital culture.

1.2.10 Theme 10: Comparison with Other Platforms.

Participants consistently distinguished TikTok Live from other live shopping platforms based on three aspects: (1) technical features such as the yellow shopping cart, which allows users to check out without leaving the live stream; (2) the "For You" page algorithm, which reaches new audiences more aggressively; and (3) the hosts' style, which is perceived as more interactive, spontaneous, and entertaining compared to other platforms that are seen as more formal and purely sales-oriented.

DISCUSSION

Generation Z's shopping experience through live shopping on TikTok is not only driven by interest in products but also involves trust-building and risk management. The interest that arises from the very beginning of their engagement with live shopping goes hand in hand with concerns regarding product authenticity, whether the items match the information provided, transaction security, fraud, and shipping. This situation underscores that the consumer experience in live shopping is inherently contradictory: it involves both the appeal of convenience and interaction, as well as an awareness of the risks associated with digital transactions. Research on live shopping among Generation Z indicates that direct interaction, visual transparency, and two-way communication can quickly build trust,

yet the decision-making process remains influenced by various social and emotional stimuli. In the context of live shopping, trust does not arise automatically simply because products can be seen in person, but rather grows through the interactive experience during the shopping activity. (Aryani et al., 2026)

The host's role is a vital element in building this trust; the host not only acts as a conveyor of product information but also serves as a bridge between consumers and products through direct interaction. The host's ability to describe products, answer questions, and communicate with the audience can instill confidence in consumers before they decide to make a purchase. In addition to the host's role, reviews and other users' experiences also serve as social proof that helps consumers overcome their hesitation. In live shopping scenarios, social proof can be seen through positive comments, viewer counts, testimonials, or purchases made by others, allowing consumers to gauge how well the product is received within the digital community. Consumer trust in live shopping is shaped by a combination of the host's communication, visual information, and social support from other users. (Aryani et al., 2026)

Host awareness and flash sale promotions have a positive and significant impact on impulsive buying behavior in live stream shopping. Host credibility encompassing expertise, trustworthiness, and attractiveness reduces perceived risk and fosters parasocial interactions with consumers; meanwhile, flash sales (leveraging time constraints and limited product quantities) create a sense of urgency and the "Fear of Missing Out" (FOMO), driving consumers to make rapid, unplanned purchases. The host acts not merely as an information provider but as a figure who builds trust and influences consumer decisions. However, even though host credibility and promotional pressure can drive impulsive buying, Generation Z still demonstrates rational deliberation by reading comments, reviewing feedback, comparing prices, and interacting with the host prior to completing a transaction. (Lestari & Melatie, 2026)

Shopping via TikTok Live indicates that the purchasing process is influenced not only by interest in the merchandise but also by trust, interaction, and information acquired during the event. Live shopping offers a more interactive shopping experience, as it allows consumers to communicate directly with sellers and obtain accurate, firsthand product explanations. (Mindiasari et al., 2023) This dynamic fosters consumer confidence regarding the product prior to purchase particularly when the information provided by the host is perceived as relevant to their needs and effectively reduces uncertainty about the product. Trust in both the product and the host is a key factor in boosting consumer interest in live shopping. Consequently, the experience of Generation Z using TikTok's live shopping feature can be viewed as a process that extends beyond mere transactions to encompass information seeking, social interaction, trust building, and consumer deliberation before a purchase decision is made. These findings align with research highlighting the various elements that influence the inclination to shop via live streaming. Theoretical frameworks frequently employed to explain this phenomenon include Stimulus-Organism-Response (SOR) theory, Signaling Theory, and Uses and Gratifications (U&G) theory. (Mindiasari et al., 2023)

Findings from the study also reveal a conflict between affective impulses and logical analysis during the purchasing phase. Attractive offers, urgent sales, fear of missing out, and information regarding product availability or promotional deadlines can prompt consumers to complete transactions immediately. This situation demonstrates that scarcity strategies can create the perception of an opportunity that must be seized. Previous research indicates that elements of urgency such as temporary discounts and limited availability, can accelerate purchasing decisions and increase the tendency to make unplanned purchases among Generation Z. The results of this study underscore that these emotional impulses do

not entirely override logical analysis, as participants still conducted due diligence by reading comments, searching for reviews, comparing prices, and interacting with the host. This suggests that Generation Z's purchasing decisions in live shopping are best understood as a process that integrates emotional stimuli with rational judgment. (Aryani et al., 2026)

The verification process carried out by buyers also reflects an understanding of the potential risk of discrepancies between the information obtained during the live stream and the actual product. Buyers do not rely solely on the host's explanations but also seek additional information through comments, reviews from other buyers, and price comparisons across different sellers. In live commerce, visual representations of products can indeed reinforce the impression of transparency, but they do not always guarantee that all information about the product has been conveyed completely and substantively. Uncertainty regarding the product's condition can increase when buyers have limited time to inspect the product during the event. Therefore, verification actions can be understood as a form of risk management by buyers to reduce the likelihood of discrepancies between expectations and the product received. (Aryani et al., 2026)

The ease of conducting transactions is another feature that enhances the live shopping experience. The integration of content, interaction, and transactions allows consumers to complete the checkout process without having to leave the platform. This creates an efficient and nearly seamless shopping experience. Research examining the decision-making behavior of Generation Z consumers shows that the ability to perform all activities, from browsing to checkout on a single platform can accelerate the decision-making process and lead to faster purchase decisions. However, ease of transaction does not always align with the level of trust in the product. Consumers may trust the payment system and checkout process but still doubt the quality or suitability of the purchased item. In this way, there is a gap between trust in the transaction method and trust in the product being transacted (Aryani et al., 2026).

The post-purchase experience is a crucial phase for maintaining or eroding customer trust. If the item received matches what was displayed and described during the live stream, this experience can strengthen customers' trust in the seller and the online shopping process. However, if the product fails to meet expectations, customers may become more skeptical of the seller and digital transactions as a whole. This demonstrates that trust in live-stream shopping is fluid and does not end once the customer completes the payment process. Trust continues to be tested by the alignment between the information provided before purchase and the actual experience after the product is received. In the realm of digital commerce, the alignment between product information and the condition of the goods is crucial because customers require valid, clear, and honest information as the basis for making purchasing decisions. (Soestrisno & Laia, 2026)

The TikTok app, in addition to its function as a platform for transactions, has also transformed the way people shop into an enjoyable experience. Shoppers now visit not only to find and purchase items, but also to enjoy entertainment, interact with live streamers, read audience comments, watch product demonstrations, and experience the atmosphere during the live stream. This combination of entertainment, social interaction, and transactions makes the consumption process more experience-focused compared to traditional e-commerce models, which place greater emphasis on product search. Previous studies have revealed that live shopping has transformed shopping patterns from merely fulfilling needs into an experience that combines entertainment, interaction, and transactions, particularly among Generation Z consumers. TikTok Live can be understood as a digital platform that blurs the line between consuming content and shopping. (Aryani et al., 2026)

From a legal perspective, research findings regarding concerns about product mismatches, information provided by hosts, and pressure from promotions indicate a need to highlight consumer protection aspects in live shopping practices. The real-time nature of these transactions can push consumers to make quick decisions, while the information conveyed during broadcasts can be persuasive and vary widely. This situation has the potential to cause problems if the information provided does not reflect the actual condition of the product or if promotional strategies create a misleading impression. Research on live shopping shows that misleading information, promotional manipulation, and product mismatches are some of the legal risks that may arise in live commerce transactions. The growth of live shopping must be accompanied by the implementation of principles of transparency and consumer protection so that the convenience and innovation in digital commerce do not undermine consumer rights. (Soestrisno & Laia, 2026)

Gen Z's experience when shopping via live shopping on TikTok can be understood as a digital consumption experience that intertwines emotional, rational, social, and legal elements. The relationship with the host, social proof, promotions, fear of missing out, ease of transaction, and post-purchase experience are all interconnected in shaping the consumer experience. In this study, Generation Z did not entirely exhibit impulsive behavior, as they still verified information and weighed their options before making a purchase. Thus, the essence of the live shopping experience lies in the balance between the desire for interactive shopping and the need for a sense of security and certainty regarding the product. These findings indicate that the success of live shopping depends not only on the appeal to encourage consumers to shop but also on the ability to build trust, provide clear information, and ensure that what is promised during the live stream matches the product received by the consumer. (Aryani et al., 2026)

CONCLUSION

Based on the study, Generation Z's experience shopping via TikTok's live-streaming feature is a digital consumption experience that not only focuses on transactions but also combines elements of entertainment, social interaction, convenience, and real-time communication. Participants' interest is influenced by various factors such as promotions, discounts, flash sales, coupons, the presenter's appeal, and the fear of missing out (FOMO), although the decision to purchase is not always impulsive, as the majority of participants still verify information through comments, reviews, price comparisons, and questions directed at the presenter. The host, social proof, and visual information play a crucial role in building trust, but consumers still harbor concerns regarding product authenticity and suitability, transaction security, fraud, and product delivery. The post-purchase experience is a key factor that can either build or erode trust; products that match the information provided during the livestream can enhance satisfaction, while discrepancies can lead to disappointment and skepticism. From a legal perspective, live-streaming shopping activities must prioritize the principles of transparency, honesty, transaction security, and consumer protection particularly when providing information about products, prices, promotions, availability, and complaint mechanisms. Therefore, Generation Z's shopping experience via TikTok Live is shaped by a combination of emotional impulses, rational thinking, social interaction, and the need for legal safeguards and a sense of security; consequently, the sustainability of live-streamed shopping depends heavily on the ability of sellers and platforms to build trust and ensure that consumer rights are upheld.

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