



How far can we call tiktok shop live streaming a personal touchpoint?

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ABSTRACT

To analyze consumer behaviours of TikTok Shop live streaming, specifically the Gen Z generation towards emotional factors and to see its potential to become a personal touchpoint. Qualitative research was used to conduct the research, followed by interviewing three informants chosen from convenience sampling. The interview process took time from September until October 2022 using Zoom and filling out questions on the documents. The informants tend to use TikTok as the search engine, but when it comes to the live streaming part, they likely utilize the price reduction or vouchers to pay their orders with lower prices, hence there is no such thing as an emotional factor or interpersonal relationship in the buying activity on the platform. Conduct both quantitative and qualitative research as part of the product development process in order to maintain users' attention towards TikTok Shop, especially the live streaming shopping feature and continue innovating to attract users and not make them rely on the price or promotion.

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1. INTRODUCTION

Absence makes the heart grow fonder. In a general sense, the famous phrase from the poem *Isle of Beauty* by Bayly in 1602 tends to be recognized as lovers trapped in a long-distance relationship and missing each other. Still, the phrase itself can be interpreted in other situations and relationships; mother and children, best friends, siblings, and similar cases where individuals get separated and feel unsure about meeting one another very soon.

Every relationship can be built through communication. Venter (2017) explained that communication is the everyday activity at the core of all human contact fundamental to human life and it can create mutual understanding as the baseline of relationships (Venter, 2017). In theory, it is mainly known as interpersonal communication (IPC). Miller (1978) cited in Dainton and Zelle (2019) explained that IPC occurs between two individuals when they are close in proximity, able to give immediate feedback, and utilize multiple senses (Dainton & Zelle, 2022; Hulland et al., 2019)

Based on the definition, it is concluded that IPC indicates both verbal and non-verbal communication such as words, emotions, eye contact, and gestures. Therefore, it is

impossible if people don't interact with other people because naturally, IPC is part of human life.

As technology and the internet are involved, IPC is no longer the face-to-face communication that requires people to meet and be in one place. Today, younger generations are supported with devices and social media that easily connect them with others. This trend is applied in many contexts including in buying and selling activities (Lee & Cho, 2020; Talwar et al., 2021).

Among media-sharing platforms, TikTok is currently a topic of conversation (Bhandari & Bimo, 2022; Du et al., 2022). Founded in 2016 by Yiming, TikTok is the platform created and developed by ByteDance, focusing on sharing and distributing short videos to its users (Ma & Hu, 2021; Shutsko, 2020). According to Rosiyana et al. (2021), more than 2 billion users were reported to have downloaded the application in such a short time, making TikTok the application with the most number of users in 2021 globally.

While in Indonesia, TikTok was officially launched around 2017. In the following years, TikTok has gotten even more famous as it reached phenomenal growth during COVID-19 Pandemic (Rimadiaz et al., 2021).

As an entertainment platform, TikTok offers short-video content with an algorithm that works based on its users' behaviors on the platform (Zhang, 2021). The algorithm studies what the user usually watches, likes, and saves then will distribute the same content to the user (Abadi et al., 2016). On TikTok, the homepage is called For You Page or known as FYP. Each user may have different FYPs to be enjoyed and they can also find other videos through the search bar (Lisdawati, 2021; Novita et al., 2022).

In 2021, TikTok launched TikTok Shop for the first time in the United Kingdom and Southeast Asia countries including Indonesia. As cited in its official newsroom, TikTok is committed to supporting local businesses and using TikTok Shop as the place to connect brands or sellers to content creators and consumers (Patel & Binjola, 2020; Wahid et al., 2023).

What differentiates TikTok from other shopping platforms is the algorithm that changes the way users purchase an item, making TikTok Shop become an interest-based marketplace. The same algorithm is also applied to the shopping feature as it allows users to buy products from the short video. Moreover, users can shop in real-time through live streaming (Faison, 2021; Heinemann, 2023).

Oxford Language defined immediacy as the quality of bringing one into direct and instant involvement with something, giving rise to a sense of urgency or excitement. Furthermore, urgency is something that can be delivered by communication. In live streaming, the hosts need to create urgency through some strategies and interactivity in order to influence consumers. Since the model of live streaming shopping is actual, being immersive needs to be shown to attract the consumers and maintain the concurrent users during the live streaming session aired.

The live room will be distributed by the algorithm to FYP. If the user is interested in entering, he will click the live room and see the yellow cart placed in the left corner of the live room. The user can also see other products in the yellow cart and add selected items to a personal cart or directly buy. He can even continue to watch other live-streaming sessions by just flipping FYP.

From these examples, one thing that needs to be highlighted is that the marketing funnel, especially the purchasing direction happens in one place, TikTok Shop. Since the algorithm works personally for each user, they can discover a video or live streaming that introduces them to a product. Consider this as the awareness stage, this also brings the users to decide whether they need the product or not. In the end, if the decision is to buy the product due to discounted price or other factors related, the users just need to proceed with the payment on the same platform. Furthermore, if the users are attracted to the product, they can share the review by creating a video that can be discovered by other users and the same path will cross again.

Baxendale et al (2015) cited in Payne et al. (2017:190) defined consumer touchpoints as the episode of direct-indirect contact between the brand and consumers. It explains how the brand communicates with its customers. Non-personal touchpoints are defined as those in which the consumers have no contact with the representative of the brand while personal touchpoints are those in which the consumers interact with the brand face-to-face or digitally.

Payne et al. (2017) identified in-store personal, field salesforce, telephone, trade shows, in-store returns, live digital chat, and live conferencing as the personal touchpoints. According to the identification, TikTok Shop live streaming might be categorized as a personal touchpoint due to the significance it has with live digital chat and live conferencing as mentioned by Payne (Knox et al., 2007).

TikTok Shop live streaming is the new way of shopping, what brings the difference between TikTok Shop to other online shopping platforms is that at first, TikTok is an entertainment provider and focuses on short video content then it expands to online shopping that allows the audience to buy products through the short video or live streaming they can find by clicking FYP (Ahmadi & Hudrasyah, 2022; Hua & Chiu, 2022; Luo et al., 2022).

Aligned with IPC theory, it is defined as a form of sending and receiving messages between two persons or a small group of people, followed by immediate feedback (DeVito, 1993, cited in Sahertian et al, 2021:2). Therefore, IPC needs to be done face-to-face in order to avoid the delayed feedback.

Since technology and the internet have grown immensely, it has changed interpersonal interaction's A to Z as well. According to Drago (2015:13) cited in Venter, (2021), IPC consists of both face-to-face interactions and computer-mediated communication (CMC) or might say interacting digitally in many contexts.

Venter (2019:3) explained that digital communication lacks non-verbal cues which leads to misunderstanding and is more problematic. It is described that video conferences may eliminate the problem but participants are only able to see from the two-dimensional without perfect solutions due to poor connection.

The bad signals may be one of the problems, but today, online shopping activities are actually normalized and accepted. Furthermore, in TikTok Shop live streaming, the audience can interact with the host or streamer through the comment section and ask them to display the product, show the texture, and review the performance or results. Not to mention, the platform itself also offers promotional coupons for the audience to purchase the products.

TikTok Shop live steaming seems promising, but is it able to replace the whole offline shopping experience? Speaking of IPC theory, can live streaming build good communication between the host and buyers through words, emotions, and gestures? What factors stimulate the audience to pay for the products?

The purpose of this journal is to know how far TikTok Shop live streaming can be called a personal touchpoint as it also aims to understand the phenomenon of consumer behavior among Gen Z generations. Many ways can be used to answer the previous questions, but qualitative research will help to dig more into details. Specifically, since the questions are referred to the customers, interviewing some of them is the most suitable method. Eric Ries, author of *The Lean Startup* used qualitative inquiry as a pattern to engage with the market. According to Ries, qualitative learning is a necessary companion to quantitative testing, even the second critical qualitative information came out of conversations with consumers. (2011:164) hence, this journal used qualitative research in order to get feedback from related informants and will utilize the result in both professional and academic fields.

2. RESEARCH METHOD

The method used in this research is qualitative. Denzin and Lincoln (2005:2) stated that an interpretative naturalistic approach to the subject is the factor involved in qualitative research and the proximity to the subject matter. Compared to quantitative, qualitative research implies a variety of empirical materials; personal experience, case study, introspective, life story, interview, observational, historical, interactional, and visual texts.

In-depth interviews were conducted among the informants in various ways: Answering questions via documents, video calls, and offline discussion during lunch break. The interviews took place in the mid of September and finished in early October 2022. Furthermore, the type of sampling that the researcher used was convenience sampling. Etikan et al. (2015:2) explained that convenience sampling is a type of nonprobability or nonrandom sampling where members of the population meet certain practical criteria; easy accessibility, geographical proximity, availability at given time, even the willingness to participate for the purpose of the study.

The researcher used convenience sampling and chose participants who passed the checklists, but aside from that, all informants have one thing in common that marks their identities in socializing today; Generation Z or well known as Gen Z.

Research Informants

Informants of this research are three people who use TikTok on a daily basis to find information and shop for items through live streaming. Most importantly, they are also people who are familiar with TikTok features. They were born between 1999 – 2000 and are called Generation Z. According to Wallaroo Media, 60% of TikTok users are Gen Z and they are categorized between the ages of 18 – 24 today. Gen Z themselves identified as the people who were born in 1997 and onwards (Raslie, 2021)

(Dwidienawati & Gandasari, 2018) explained that Gen Z is known to be technology savvy, has an entrepreneurial spirit and global awareness, and is highly self-confident. People in this generation are the first group to have wide-scale access to digital communication supported by technology development.

As McLuhan said the rise of the global village (Griffin, 2011), Gen Zers are exposed to the electronic age, where they spend most of their time in front of computer and phone screens socializing. According to (Dwidienawati & Gandasari, 2018), Gen Z or so-called global citizens tend to have face-to-face interactions through video conferences than communicate via text.

The personal information of each informant is here as follows. Although they do not live in Jakarta, they are still exposed to what happens in the capital city and living a modern life where digital interactions can be built easily, including to find information from the internet or specifically, TikTok.

Table 1. informasi dari informan.

Names	Sex	Birth year	City	Professions
Shafira	Female	1999	Serang, Banten	Employee of a startup company
Lissa	Female	2000	Bekasi, West Java	Full-time Content Creator
Ara	Female	2000	Depok, West Java	Final-year student

Based on the table above, it is concluded that most Gen Z generations are in the stage as nearly-graduated students, fresh graduates seeking jobs, or beginners in the professional field. It is seen that Gen Zoomers take advantage of digital technology to earn money as well. Exposure of startup companies on social media leads them to start a career in related companies or to be independent in managing work by becoming full-time content creators.

The researcher decided to engage with Gen Z informants due to the fact that they are digital savvy individuals and overfamiliar with TikTok based on their personal interests

and even jobs. The selection of Gen Z as informants is also relevant to the main topic of this journal and technically, to the users' age distribution that TikTok has.

3. RESULTS AND DISCUSSIONS

a. Factors that influence informants to have TikTok and user behaviours

The researchers identify three dominant factors that influence informants in relation to the use of TikTok on a daily basis. These factors are to find information, education, and entertainment. TikTok is written by the media as the platform for Gen Z, but factors that motivate the informants vary. Lissa said she was passionate about beauty and wanted to practice her talents through video content. Not just fulfilling her passion, Lissa explained that becoming a content creator on TikTok is an opportunity to earn money. She said:

"I just started 2 months ago in July but already gained a number of bucks from live streaming and videos I created. I think becoming a content creator is also a job, in fact, a content creator can earn money equal to entry-level and very potential for fresh graduates."

Meanwhile, Shafira is someone whose main job includes social media and this is the answer to why she decided to install TikTok on her phone. She explained the whole story:

"I always went with the thought that TikTok was only made for kids back then, but it funny that later I decided to install the app because one of my main jobs includes finding the trend and TikTok itself is the trend so I need to keep up with that. I think it has been 2 years since I am using this."

The informants agree that TikTok is the platform to find information and to get themselves entertained. As for Lissa who commits to being a content creator, she also browses for specific information about beauty-related content such as makeup tutorials and skincare reviews from other beauty content creators. She even has her own favorite beauty content creators whom she believes are capable of sharing knowledge about beauty.

The same answers are coming from Ara and who nominates TikTok as the right platform to find information about scientific beauty. She mentioned that she would definitely go to TikTok to find information about skin conditions and health. She stated:

"I am more aware of health information on TikTok because most doctors are now on TikTok, even the scientific knowledge I got from dermatologists since they are sharing TikTok videos as well."

Informants have their own choices when it comes to entertainment. Since the TikTok algorithm works as the media-sharing where it distributes video content based on the user's preferences, FYP will be something very personal. What comes to the page depends on what the users frequently like and save. Ara has been fangirling with Korean music and dance (Kpop) and Tiktok successfully entertains her by distributing related video content to her FYP.

As for Shafira, she explained that her FYP was filled with a place-to-go kind of content. She said:

"My FYP is all about trending video content, but I take action to like and save videos that show me the cats and place recommendations such as popular hotels and café in cities. I think uh because I keep pressing like and save on those videos, the algorithm will give me more about them."

Based on the answers, it is concluded that TikTok is the platform used by Gen Z to find related information and it is very personal. How the algorithm works make the FYP customized, which is a plus point mentioned by the informants.

TikTok is not just an entertainment platform, but it has been a search engine for them. All informants described they could watch TikTok videos all the time, mostly during lunch, afternoon tea, and late night or so-called TikTok before bedtime. From the three

informants, Lissa admitted that she had a very high screen time but was still under control. She explained:

“I literally wake up and watch TikTok before jumping out of my bed. I analyse the video content, checking the visual, audio, and captions as the inspirations to my content. During my leisure time I also watch some videos on my FYP. There is no special place because I can watch TikTok everywhere. I use the iPhone 11 to do everything on TikTok because the camera quality is so good. Not to mention, the experience of watching TikTok from an iPhone is a different thing!”

There are two different opinions regarding devices used to watch TikTok. Lissa, a content creator, and also an active user, agrees that iPhone offers the best quality and helps a lot in creating video content. Meanwhile, Shafira and Ara prefer Android to iPhone. Ara added:

“I have both iPhone and Android but if I have to choose, well, um, I think I am more comfortable using Android because the battery life is longer than what iPhone has. I sometimes create videos during my leisure time, and yes the iPhone camera is pretty good, admit it, but if I just want to watch the video or do simple editing, I will take my Android with me.”

It is concluded that there are no boundaries set by the informants when they want to open and watch TikTok. In fact, they will think of TikTok in their leisure time and all over the map. One more thing that changes the behaviour is the device they use. Content creators tend to have the best quality of video and are suggested to have an iPhone for it.

b. Shopping behavior on TikTok Shop Live streaming

In addition to expanding users, TikTok officially launched a new feature in the middle of 2021 called TikTok Shop where products shown in the video are now available to be purchased. Furthermore, TikTok is pursuing the popularity of shopping through live streaming. The concept is real-time shopping where there is a host offering products to users and they can pay using variants of methods. Users also can interact with the host via comments and ask the host to do some kind of product demo. How does the live-streaming trend impact the informants?

Basically, all informants are online shoppers and agree that promotion is one of the main points that decide the purchase. They will shop on TikTok through live streaming because of the discounts available. Each informant described how they shop through live streaming differently. Lissa said:

“I need to buy more samples for my own live streaming, so I bought makeup, skincare, and body lotions that cost IDR 50.000,00 – IDR 200.000,00 during major platform campaigns like payday and double dates. Shopping via live streaming is more interesting because there are some promotional coupons I can claim, I even have a second account to shop and claim more coupons. I guess, the more the merrier so I asked my family to have TikTok accounts as well, they helped me purchase some products with coupons back then as support.”

Shafira categorized herself as a passive user, she does not create any video content but actively shops through live streaming, especially on payday and double-dates. She explained:

“TikTok Shop is not my one and only shopping destination, but before making a purchase I will always compare prices to the platform and decide to buy on TikTok Shop live streaming. I also interact with the host and through comments and ask for the product trials,”

Ara thought TikTok live streaming was more beneficial. She explained that she could make purchases of food, even fashion items.

“I am very visual and I need to see the items in complete detail, that is why I am counting on live streaming. I can see the real color, and form, and interact with the host to put the clothes on her. I guess interaction is the unique selling point that is making me

enjoy shopping via live streaming. Not to mention, I am a discount hunter who is craving coupons!”

Other similarities between the informants are budget, payment method, and the live streaming hosts. Informants set the price between IDR 50.000,00 – IDR 200.000,00 for one or three items. They use bank transfers as the payment method and avoid Cash On Delivery (COD). They proclaimed themselves as the cashless generation and worried that no one was able to pay the order when it arrived.

Furthermore, they would rather shop from the official store due to the trust and original guarantee from the brand. Lissa and Shafira added that they would definitely shop from sellers or the official store because they were able to get more promotions and discounts. Aside from that, Lissa mentioned that sellers would always have creative ways to attract users and build awareness on the platform.

c. Emotional factors that influence their shopping behaviors

As the new way of shopping, the informants agree that TikTok Shop offers the best live streaming experience. Features are easy to use and they can find more items to be sold by just flipping the FYP. Although the platform sometime still faces bugs, they can't think of any other shopping platform than what TikTok Shop has now with live streaming. The three factors that attract the informants are promotions, convenience, and interaction.

Speaking of interaction, TikTok Shop live streaming provides comments as the media between host and users to interact. This feature is used by informants to ask for information or request a demo regarding the products shown by the host.

Ara is literally on TikTok Shop live streaming to buy anything, but she always uses the comment feature when she wants to buy fashion items such as clothes and veils.

“Shopping for clothes through live streaming is better because you can see the item and ask the host to put it on so you know the size and how it's worn by a person in a real-time. Um, I guess this is interesting and you can always leave a comment if you want the host to do something,”

She also described herself as a customer who would run away if the store advisor came and watched for her all the time during offline shopping but with TikTok Shop live streaming, Ara feels very comfortable interacting anytime through the comment feature or leaving the live room without feeling so bad about it.

Two other informants agree that the comment feature encourages users to interact. Shafira is the other girl who feels uncomfortable shopping assisted by the store advisor, and through live streaming she finds peace and freedom to interact. Whenever she wants to buy lip creams, she will leave a comment asking the host to do the demo.

“I have my own favorite content creator who sells lip colors and I always come to her live room every time I want to buy lipstick, but you know the problem with makeup; it is very tricky so I need to leave a comment to the host, requesting a demo product until I believe that is going to be the right one for me,”

In addition, the most important thing is how the host attracts them to leave some comments. Lissa is very concerned about it since she is also a content creator. She explained:

“The host needs to find the unique selling points from their live streaming. They have to give users the reason why users need to stay watching the session. I can watch a live stream for almost 2 hours but if it's not attractive, I just spend 10-20 minutes watching, checking out, and paying for my orders. After that, I will continue flipping my FYP,”

The informants enjoy the overall shopping experience and find no problem interacting through the comment feature, but back to where it started, is TikTok Shop live streaming really the personal touchpoint? If so, how far is it called “personal”?

When asked about buying online or visiting the store, the three informants are in the same boat. They absolutely choose online shopping due to its convenience; Promotions

or discounted prices, 24-hour access, no need to dress up because they can even shop while lying in bed, more promotions, and fast shipping. Not to mention, this kind of shopping suits the cashless lifestyle in their generation. As for Lissa, she came up with a strategy to visit the store and check for the products, but will buy them online later.

Unfortunately, not all products they trust buy online. Shafira and Lissa will take a ride to the mall to find the right size of jeans and shoes. Even with the live streaming, they are still not sure whether the items shown by the host will fit their sizes or not, but Ara will give it a try as long as the host shows and reviews the items. Further research needs to be conducted regarding buying fashion items online through TikTok Shop live streaming.

In the end, how far is TikTok Shop live streaming related to interpersonal communication?

Two different answers were delivered by the informants. Lissa, alone, definitely said there was an emotional feeling she had when she bought something from live streaming and when she became the content creator who promoted the products.

“I want to be treated the same, so I always leave a comment to other hosts, and it is really impacting my session in a good way. I see a lot of users leave comments, they even help answer questions given to the host. It is more like, you know, supporting each other, and every time I become a user, I will do the same. The ecosystem is very friendly and supportive,”

Meanwhile, Ara and Shafira did not think that TikTok Shop live streaming would bring something very personal because however, the use of the feature is to shop and they just interact based on what attracts them.

Ara explained why she felt nothing about it:

“I love TikTok Shop live streaming, but I don’t think that it will 100% replace the offline shopping experience. You know, um, I admit that being assisted by the advisor annoys me but when you find the nice one, good conversation will follow as well. You can even begin to talk more about personal matters. Don’t get me wrong, I love online shopping, I am so into the live streaming because it’s fun, but ‘chemistry’ is not there,”

Aside from the convenience, Shafira candidly stated the same points mentioned by Ara. She said:

“There is no such thing about, um, emotional factor since it’s digital. Today, shopping seems easier with TikTok Shop live streaming, but I personally use it like other shopping platforms I have on my phone, it’s just for shopping, not something I attract to,”

Although informants are in the same era, the responses to TikTok Shop live streaming as the personal touchpoint are different. Lissa agreed that live streaming was capable to bring out the emotional factor based on her roles as both user and content creator, but not to Ara and Shafira who use TikTok Shop as the exact platform to buy products they desire to have.

Speaking of online shopping, the informants agree that they will recommend TikTok Shop live streaming to their family members or friends due to the affordable prices and coupons. Since they are surrounded by people their ages and have already installed the platform, electronic word of mouth (E-WOM) activity will be a piece of cake. Whenever they find an interesting live room, they will share the link with other people or groups they are in. According to their answers, people seem to be interested and amazed by how the brand or seller can set a lower price for certain products in live streaming. Lissa stated:

“I even tell my friends not to buy the product until they find it on TikTok Shop live streaming. I mean, we all know the actual price and we admit it can be quite expensive but once we’re on TikTok watching the live streaming, there is no way we can avoid the discount.”

Afresh, it is shown that the price plays an important part not only in the buying decision but also in the sharing decision

4. CONCLUSION

According to the results, it is concluded that TikTok is used as a search engine as well. The informants utilize TikTok to find information or the information itself comes to them based on how the TikTok algorithm works. This is also applied to entertainment content or trending video, and since the TikTok Shop feature has been launched, users can conduct 24-hour shopping via video content or live streaming. Speaking of communication, TikTok Shop live streaming is more interesting due to the activity itself consisting of a host who introduces products to the audience, and it is done in real-time where users can interact with the hosts. Payne et al (2017) group video conferences into personal touch points because brand representatives can meet and interact with the buyers, but on TikTok Shop live streaming, the representatives vary to sellers, resellers, and content creators or a bunch of people who have affiliate partnerships with the brands. Based on the interview, it is known that content creators tend to have iPhone to help them create videos or conduct live streaming while for passive users, there is no problem having Android to enjoy the content or shop. What type of products will they buy on TikTok Shop live streaming? Most answers are beauty items such as skincare and makeup, but seeing the discounts that TikTok Shop provides, impulsivity is likely raised. Applied from the SOR theory, it is determined that audio visuals stimulate users to enter the live room by clicking the page. Other factors such as price and interaction play roles in "Organism" to push users to create and pay their orders. Furthermore, it is also important to increase engagement by asking users to share the live streaming link as the recommendation. As a new way of shopping, TikTok Shop live streaming changes steps in the marketing funnel with its infinite loop system. People discover a video or live room as the awareness, consider checking the items in the content, and create orders on the same platform. Further research must be carried out to see how exactly loyalty and advocacy operate on TikTok based on the brand strategy or to oversee the after effect of the buying decision. However, it is unfortunate that TikTok Shop live streaming hasn't become an all-in-one place to go. Two informants disagree they will buy fashion items online due to factors they need to make sure of before buying, such as the right size of clothes and shoes. Therefore, they still prefer the traditional way of shopping to online or live streaming. Further research must be conducted to analyze customer behaviours towards fashion categories that involve clothes, bags, and shoes. Secondly, emotional factors are not something that two informants put in the first place. They certainly come to TikTok Shop live streaming to shop, but there are no interpersonal factors such as interest and empathy as the leading points to get their orders paid. It is mainly because TikTok Shop still supplies the discounts. Primarily, this can be assumed as the interest factor, but as the business continues, TikTok Shop has to create innovation that attracts both existing and new users aside from discounts. Take it from Ries, hence the company must conduct quantitative and qualitative research all the way in order to get more understanding from customers and "to make it more human." In addition, this research has a connection with interpersonal communication that converted to digital today. But based on the interview, the result shows that digital interaction is still not fully capable of replacing the interaction that the informants experienced during the offline visit, even though the informants are technology savvy. Combining digital personal touchpoints and other touchpoints might be a good way to spread more awareness and create better customer experiences because, in the end, it's not just about the reasonable price that affects the buying decisions but also the emotions, feelings, and proximity. Further research to understand more deeply how loyalty and advocacy operate in TikTok based on brand strategy, as well as observing the impact after purchase decision-making. Furthermore, research should be conducted to analyze customer behavior towards fashion categories involving clothes, bags, and shoes, as some informants stated that they still prefer the traditional way of shopping for fashion products.

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