



JURNAL TATA RIAS

Cosmetology Education Study Program, Engineering Faculty
Universitas Negeri Jakarta

<https://journal.unj.ac.id/unj/index.php/jtr>

JTR Jurnal Tata Rias, 15 (1) 2025, 01-07

DOI : doi.org/10.21009/jtr.15.1.01

The Influence of Social Commerce on Beauty Product Sales Among Generation Z: A Case Study of Sales on Tiktok Shop

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Article Info

Article history:

Received June 04,
2025

Revised
September 06,
2025

Accepted
September 08,
2025

Keywords:

Social Commerce,
TikTok Shop,
Generation Z,
Beauty Products,
Purchase Intention

ABSTRACT

This study aims to analyze the influence of social commerce, specifically TikTok Shop, on the purchasing behavior of beauty products among Generation Z. Using a quantitative approach, data were collected through questionnaires distributed to all students of Padang State University. The study's results showed that students' perception of Generation Z's interest in using TikTok Shop reached 72.74%, while the level of satisfaction with purchasing cosmetic products through the platform was 69.2%. These findings suggest that TikTok Shop has become an effective platform in influencing Generation Z's purchasing decisions, particularly through interactive features such as live shopping, user reviews, and the influence of influencers. The implications of this research highlight the importance of marketing strategies that leverage social commerce to target young, digitally active consumers.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh social commerce, khususnya TikTok Shop, terhadap perilaku pembelian produk kecantikan di kalangan Generasi Z. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner yang disebarakan kepada seluruh mahasiswa Universitas Negeri Padang. Hasil penelitian menunjukkan bahwa persepsi mahasiswa terhadap minat Generasi Z dalam menggunakan TikTok Shop mencapai 72,74%, sementara tingkat kepuasan terhadap pembelian produk kosmetik melalui platform tersebut sebesar 69,2%. Temuan ini menunjukkan bahwa TikTok Shop telah menjadi platform yang efektif dalam mempengaruhi keputusan pembelian Generasi Z, terutama melalui fitur-fitur interaktif seperti live shopping, ulasan pengguna, dan peran influencer. Implikasi dari penelitian ini menunjukkan pentingnya strategi pemasaran yang memanfaatkan social commerce untuk menjangkau konsumen muda yang aktif secara digital.

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INTRODUCTION

The development of digital technology has brought about significant changes in the world of trade, particularly through social commerce, which combines social media and e-commerce [1]. Platforms like TikTok serve not only as entertainment media but have also transformed into effective marketing and sales tools. One currently popular feature is TikTok Shop, which allows sellers to promote and sell their products directly through the app.

In the context of selling beauty products, this approach is highly effective because Generation Z is the primary target market for active TikTok users who are responsive to visual content, beauty tutorials, and influencer reviews [2]. Gen Z, generally aged 18 to 24, is one of the largest user segments of TikTok Shop. Gen Z in Indonesia is highly familiar with technology and social media, and tends to shop impulsively, primarily driven by the fear of missing out (FOMO) phenomenon. According to a Nielsen survey, 87% of Gen Z in Indonesia make online purchases, and 65% of them shop at least once a week. They exhibit a strong preference for fashion and skincare products, with 56% of respondents reporting that they regularly purchase clothes online, and 73% choosing skincare products [3].

An effective marketing strategy is crucial for strengthening the brand's position in the market. Consumer trust in a product is significantly influenced by the brand, and consumer perception must be formed through brand equity to create a desire to make a purchase [4].

This study aims to analyze the influence of social commerce, including the role of influencers, user reviews, live shopping features, and social interactions, on purchasing decisions for beauty products among Generation Z through TikTok Shop. This research also aims to identify several social commerce elements that contribute most to sales and understand how user activity on TikTok Shop significantly influences consumer behavior.

LITERATURE REVIEW

Social Commerce Theory and Celebrity Endorser Theory

Social commerce is the combination of electronic commerce (e-commerce) with social media, where social interactions (reviews, recommendations, live streaming, comments, influencers) play an important role in the purchasing process [5]. Social Commerce can be defined as a specific e-commerce business model with a community-centered approach that integrates social media interactions into the buying and selling process [6]. TikTok is one of the fastest-growing social commerce platforms, integrating live shopping features like TikTok Shop, live streaming, and short videos that are highly interactive and engaging for users, especially the younger generation [7]. These features enable users not only to watch entertainment content but also to conduct real-time transactions.

Celebrity endorsement is a marketing strategy that uses public figures or celebrities to promote products or services with the aim of increasing consumer appeal, trust, and purchasing decisions. This theory is based on the assumption that celebrities have attractiveness, credibility, and power that can be transferred to brands or products [8]. In the context of TikTok, celebrity endorsers with significant influence on the platform are key players in driving product sales through social commerce. These endorsers leverage their personal appeal and credibility to influence the perceptions and purchasing decisions of their followers. The presence of celebrity endorsers in TikTok content can increase consumer engagement and trust, thus having a positive impact on product sales [9]. Additionally, direct interactions, such as live streaming involving celebrities, allow consumers to see product demos in real-time, ask questions directly, and receive recommendations that feel more personal [10].

This phenomenon demonstrates how social commerce and celebrity endorsers on TikTok create a highly effective marketing ecosystem that attracts attention, builds trust, and accelerates purchasing decisions, particularly among Generation Z, who are highly responsive to visual and interactive content [11]. The combination of social commerce's power and celebrity endorsers' influence creates a marketing strategy that is more personal, interactive, and relevant to today's consumer behavior, especially among the younger generation, who are active on social media [12].

Generation Z as Digital Consumers

Generation Z, individuals born between 1997 and 2012, are digital natives who grew up with technology and social media. They tend to prioritize speed, authenticity, and interactivity when shopping. Based on a study by [13], Gen Z is more responsive to marketing based on visual content, testimonials, and direct engagement (such as live streaming and interactive comments). This makes them a potential target market in social commerce strategies, especially on entertainment-heavy platforms like TikTok.

Beauty Products and Social Media

Beauty products are one of the fastest-growing categories on social media due to their visual, transformational, and highly trend-driven nature. According to a report from The State of Fashion 2021, beauty consumers tend to seek recommendations from influencers, celebrities, and reviews from fellow users before making a purchase. TikTok has become a highly effective platform for showcasing the usage of beauty products through tutorials, short reviews, and viral challenges involving specific brands [14].

METHOD

This research employs a quantitative approach, which is a scientific method because it adheres to scientific principles such as concreteness, empiricism, objectivity, measurability, rationality, and systematicity [15]. Explanatory case study research is employed, focusing on a specific unit of various variables. This research focuses on a specific case or area as its object of study, making it casuistic in nature [16]. The quantitative method was chosen in this study because it enables researchers to objectively and measurably measure the influence of social commerce on sales of beauty products. Through this approach, data collected from respondents can be statistically analyzed to examine the relationship between variables, such as influencer influence, user reviews, and TikTok Shop features, and purchasing decisions. In addition, quantitative methods are also efficient in reaching large numbers of respondents, especially since the research targets are digitally active Generation Z. Thus, this approach is considered appropriate to provide a broader and more accurate picture of the phenomenon being studied.

The target population is Generation Z (aged approximately 18-24 years) who are active TikTok Shop users in Indonesia, actively using the TikTok application, and having made beauty product purchases through TikTok Shop. Generation Z was chosen because it is the most active age group on social media and is the main target of social commerce strategies, especially in the beauty industry. This population encompasses all students of Padang State University. The research instrument for data collection used a questionnaire; the following are the results of the questionnaire.

Berapa usia Anda?
34 jawaban

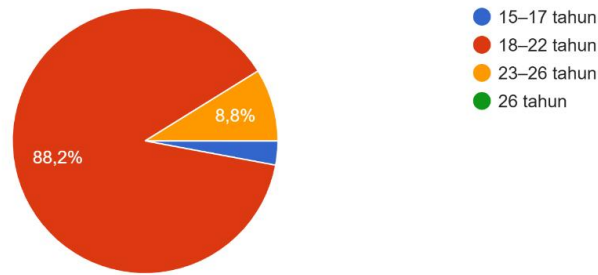


Figure 1. Age

According to the diagram above, Generation Z (born between 1997–2012) has become the most active user group on TikTok, making this platform an integral part of their digital lives. Gen Z's dominance on TikTok is evident not only in the number of users but also in how they utilize the platform for entertainment, information, and self-expression. Other researchers also note that 76% of Indonesians aged 18-34 actively access TikTok [17].

Jenis kelamin Anda?
34 jawaban

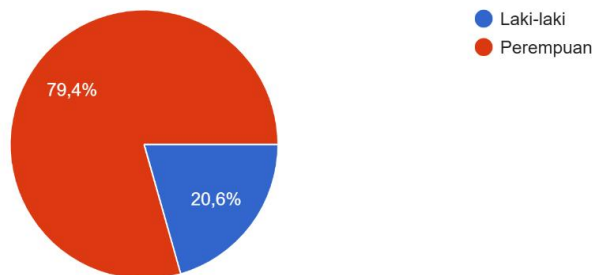


Figure 1. Gender

The diagram above shows that women are the most active users of TikTok Shop for purchasing cosmetic products. This phenomenon reflects changes in consumer behavior, which increasingly relies on social media platforms as a means of shopping, especially for beauty needs.

RESULTS AND DISCUSSION

The results of research conducted by students from Padang State University regarding Generation Z consumer behavior towards using TikTok Shop yielded quite significant findings. Based on the data obtained, students' perception of Generation Z's interest in using TikTok Shop was at 72.74%. This shows that more than two-thirds of respondents believe that Generation Z has a high interest in the platform as an online shopping medium. his interest isn't without reason; TikTok Shop offers a shopping experience that's not only convenient but also entertaining. Generation Z is known as a generation that grew up with technology and is highly influenced by visual content and viral trends, so they tend to be more responsive to short video-based marketing approaches,

reviews from influencers, and live shopping features that allow direct interaction with sellers and creators. Several studies have found that influencer marketing has a significant and positive influence on Gen Z's purchase intentions and purchasing decisions on TikTok Shop. Influencer characteristics such as credibility, attractiveness, expertise, and the ability to interact directly increase Gen Z's trust and purchase intention [18,19].

Furthermore, this study also highlights the satisfaction aspect of Generation Z towards purchasing cosmetic products on TikTok Shop, which is at 69.2%. This percentage indicates that the majority of young consumers are satisfied with the services and products they receive through the platform. This satisfaction is influenced by various factors, including ease of access, a wide selection of cosmetic products, and information presented in an engaging and easy-to-understand format. Many users find that review content from TikTok creators helps them quickly and easily understand product quality, compared to reading lengthy reviews on conventional e-commerce platforms. In addition, the relatively competitive product prices and the frequent discounts and promotions offered at TikTok Shop further add positive value for consumers [20]. These results are in line with [18,21] which states that the influence of influencer marketing tends to be greater on highly visual products (cosmetics, fashion) and the Gen Z community, which is very active on TikTok.

This combination of high interest and positive satisfaction levels indicates that TikTok Shop has successfully created a shopping ecosystem that aligns with the characteristics and needs of Generation Z [22]. They are not only looking for products, but also for a pleasant shopping experience. For businesses, especially local cosmetics brands, these results are an important signal to further optimize the use of TikTok Shop as a primary distribution and promotional channel. The interactions that occur on TikTok, such as through comments, likes, and shares, also provide their own benefits because they create high engagement and form a loyal consumer community.

Thus, this research reinforces the understanding that TikTok Shop is not just a passing trend but has become an integral part of Generation Z's digital lifestyle [23]. This platform has successfully combined elements of entertainment, information, and transactions in one platform, making it the primary choice in the consumption behavior of today's young generation. Therefore, from both academic, marketing, and social perspectives, these findings open up a broad discussion space regarding how digital behavior shapes new consumption habits among future generations.

CONCLUSION AND SUGGESTIONS

This study highlights the significant role that TikTok Shop plays in influencing the beauty product purchasing behavior of Generation Z. Using a quantitative approach through a questionnaire to students at Padang State University, 72.74% of respondents expressed high interest in using TikTok Shop, and 69.2% were satisfied with their cosmetic purchasing experience through the platform. Interactive features, such as live shopping, user reviews, and influencer involvement, were key factors driving purchasing decisions. These findings confirm that TikTok Shop is not just a passing trend but has become an integral part of Generation Z's digital lifestyle. Bagi pelaku industri kecantikan, khususnya brand lokal, penting untuk memanfaatkan strategi pemasaran yang mengintegrasikan elemen-elemen *social commerce* guna menjangkau konsumen muda yang aktif secara digital dan responsif terhadap konten visual serta interaktif.

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