THE INFLUENCE OF LIVE STREAMING AND CONTENT MARKETING ON GEN Z'S PURCHASE INTENTION: THE MEDIATING ROLE OF TRUST IN TIKTOK LIVE IN SOUTH LAMPUNG

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Abstract:

Background: The development of digital technology has driven changes in marketing strategies, one of which is through the TikTok platform, now utilized as an interactive promotional medium. TikTok has evolved from an entertainment platform into an effective digital marketing tool through its live streaming and content marketing features, which are capable of influencing consumers' purchase intentions.

Purpose: This study aims to investigate the influence of live streaming and content marketing on purchase intention and to examine the mediating role of trust TikTok Live was selected due to its popularity among Gen Z and its interactive features that make it ideal for studying consumer behavior among TikTok Live consumers in South Lampung.

Design/methodology/approach: This research adopts a quantitative approach. The sample consists of 200 respondents. Data were collected through an online questionnaire distributed to individuals who had previously made purchases via TikTok Live. Respondents were selected using purposive sampling technique. Data analysis was conducted using the SEM-PLS method with the assistance of SMART-PLS 4 software.

Findings: The results reveal that live streaming (path coefficient = 0.543) and content marketing (path coefficient = 0.343) significantly influence purchase intention. Trust significantly mediates both relationships. Consumers tend to be more inclined to make purchases after engaging directly through live streaming or after being exposed to relevant and engaging marketing content. Additionally, trust is proven to mediate the relationship between live streaming and content marketing on purchase intention, indicating that consumer trust is a crucial factor in strengthening the influence of these marketing strategies on purchase decisions. This finding suggests that the higher the consumer trust toward the live streamer and the presented content, the higher their intention to purchase.

Conclusion: This study provides a novel contribution by emphasizing the pivotal role of trust as a mediating factor in live streaming-based marketing strategies targeting Gen Z. The findings deepen the understanding of how trust enhances the effectiveness of digital marketing efforts, particularly in the context of live commerce platforms like TikTok Live.

Originality/value: This study offers a new contribution to digital marketing research by integrating trust as a mediating variable between live streaming and content marketing on purchase intention on the TikTok Live platform. It broadens the understanding of how interactive features and creative content on social media can build consumer trust and drive purchasing intention. Additionally, the research provides practical insights for e-commerce companies and business actors in designing more effective social media marketing strategies, emphasizing the importance of managing interaction and content credibility to optimize marketing outcomes via TikTok Live.

Keywords: live streaming, content marketing, purchase intention, consumer behavior, TikTok live

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INTRODUCTION

The development of information and communication technology has transformed the way consumers receive information and conduct transactional activities (Chrisnatalia & Rahadi, 2020). One significant change is the increasing trend of digitalization in marketing, particularly through social media platforms (Jafarova & Tolon, 2022). TikTok, a short-video-based social media platform, has evolved into an effective form of e-commerce by leveraging its live streaming and content marketing features (Rahma & Ridanasti, 2023).

Generation Z, as the dominant user group of TikTok, demonstrates a high preference for short, interactive video content (Duarte, 2024; Iqbal, 2024) it self has 1.8 billion TikTok users with the highest user engagement rate globally (Duarte, 2024). This creates a significant opportunity for businesses to utilize TikTok features, such as TikTok Live and the "yellow cart," to increase consumers' purchase intention (Barus & Silalahi, 2021).

However, despite these opportunities, many businesses especially local MSMEs face challenges in optimizing their TikTok Live performance. These challenges include maintaining consistent viewer engagement, building consumer trust amidst increasing online fraud, and crafting compelling live content that captures attention quickly. Many sellers report high viewer numbers but low conversion rates, indicating a gap between engagement and purchase intention. Therefore, exploring how trust mediates the influence of live streaming and content marketing is practically relevant for digital business practitioners in Indonesia. Live streaming has become an effective marketing strategy because it can showcase products in real-time, create direct interaction between sellers and buyers, and enhance consumer trust toward products (Amin & Fikriyah, 2023; Yang et al. 2024; Zhang et al. 2023; Zhou et al. 2019). Meanwhile, content marketing presented through compelling storytelling can increase consumer interest and strengthen emotional connections with brands (Yazgan Pektas & Hassan, 2020; Jafarova & Tolon, 2022). Both factors have been shown to influence purchase intention, but their effectiveness greatly depends on the level of consumer trust (Al-Gasawneh & Al-Adamat, 2020).

In this era of rapid digitalization, consumer trust has become a key factor determining the success of online transactions. Trust plays a crucial role in digital transactions, especially in environments prone to fraud risks (Gregg & Walczak, 2010). Therefore, it is necessary to further investigate the role of trust in bridging the relationship between live streaming and content marketing toward purchase intention.

Previous studies have shown that live streaming can significantly enhance consumer interaction and trust (Zhang et al. 2023) Meanwhile, content marketing has been proven to increase audience engagement and drive purchasing decisions (Lou & Xie, 2021; Huda et al. 2021), particularly when it is packaged in a relevant and high-quality manner.

In the context of TikTok as an evolving digital platform, studies (Paulus, 2024; Duarte, 2024) highlight how the integration of interactive features and marketing content can influence consumer behavior in Indonesia (Paulus, 2024).

To the best of our knowledge, no prior study has explicitly explored the integrated effects of live streaming and content marketing on purchase intention with trust as a mediator in the specific context of TikTok Live users in South Lampung. Moreover, previous studies have not extensively focused on TikTok Live users, particularly among the unique Generation Z demographic. In other words, there is still a gap to explore how these three elements live streaming, content marketing, and trust interact and shape purchase intention, especially among local TikTok user communities.

More specifically, this study seeks to examine the influence of live streaming and content marketing on trust, as well as how trust mediates the relationship between these two variables and purchase intention. Thus, this research is expected to provide a more comprehensive understanding of the role of trust in shaping consumer purchase intention within the digital marketing context through TikTok Live.

The study adopts a quantitative research approach using a survey method to collect data from 200 TikTok Live users in South Lampung. The data were analyzed using Structural Equation Modeling (SEM) with the assistance of SmartPLS 4 software to examine the relationship between the variables and test the proposed hypotheses.

The SEM-PLS approach was selected due to its suitability for predictive modeling, exploratory research, and small to medium sample sizes, and because it does not require multivariate normality assumptions.

The purpose of this study is to analyze the influence of live streaming and content marketing on purchase intention and to examine the mediating role of trust among TikTok Live consumers in South Lampung.

METHODS

This study adopts a quantitative approach using a survey method, aiming to test hypotheses through the collection of primary data via questionnaires. The quantitative approach was chosen because it is systematic, structured, and allows researchers to collect data within a relatively short time and at an efficient cost (Sugiyono, 2024). The research was conducted in South Lampung, focusing on observing the behavior of TikTok Live consumers.

This study involves two independent variables, namely live streaming (X1) and content marketing (X2), one dependent variable, namely purchase intention (Y), and one mediating variable, namely trust (Z). These variables are operationally defined through dimensions and indicators that were formulated based on previous theories and research (Sugiyono, 2024; Yang et al. 2024; Lou & Xie, 2021; Hair et al. 2021) to ensure measurement accuracy and proper interpretation.

The data used in this study were obtained from two sources: primary data and secondary data. Primary data were collected directly by distributing questionnaires to respondents, while secondary data were gathered through literature studies, including journals, books, articles, and other relevant documents. The population in this study consists of all TikTok Live users in South Lampung, with a non-probability sampling technique using purposive sampling. The predetermined criteria include: living in South Lampung, being a TikTok user, and having watched TikTok Live. The sample size was determined based on the formula by Hair et al. which suggests multiplying the number of indicators by 5, resulting in 200 respondents as the research sample. The list of indicators can be seen in Table 1.

The research instrument was designed in the form of a questionnaire (Sugiyono, 2024) using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). This scale was used to measure respondents' perceptions, attitudes, and intentions toward each of the researched variables.

Data analysis was conducted using the Partial Least Squares (PLS) method with the assistance of SmartPLS version 4. The measurement model (outer model) was used to test the validity and reliability of the instruments (Hair et al. 2021). Validity was measured through convergent and discriminant validity tests, while reliability was assessed through Cronbach's Alpha and composite reliability. Meanwhile, the structural model (inner model) analysis was conducted to test the relationships between variables by examining the R-square value and the path coefficients, as well as to test the hypotheses through T-tests.

A mediation test was also performed to investigate the role of trust in mediating the influence of live streaming and content marketing on purchase intention. Mediation was classified into non-mediation, full mediation, and partial mediation, evaluated based on the indirect effect and p-value. This analysis aimed to provide a deeper explanation of how trust affects the consumer decision-making process in the context of purchasing through TikTok Live (Anisa et al. 2022; Kumesan et al. 2021).

The Influence of Live Streaming on Purchase Intention

Live streaming enables real-time product demonstrations and interactive communication between sellers and buyers, which increases consumer confidence and purchase interest (Zhou et al. 2019; Amin & Fikriyah, 2023). The direct interaction during TikTok Live allows potential buyers to assess product details immediately, stimulating their purchase intention.
H1: Live streaming has a positive and significant effect on purchase intention.

The Influence of Content Marketing on Purchase Intention

High-quality and relevant content Content marketing through TikTok, especially when using storytelling and entertainment, enhances brand awareness and creates an emotional connection with consumers, which in turn increases their likelihood to buy (Lou & Xie, 2021).

High-quality, relevant, and engaging content builds a stronger intention to purchase among digital audiences.
H2: Content marketing has a positive and significant effect on purchase intention.

The Influence of Live Streaming on Trust

Trust is often built when consumers feel they are experiencing products transparently in real time. TikTok Live fosters this by reducing uncertainty and allowing users to evaluate products as they are demonstrated live (Zhang et al. 2023; Yang et al. 2024). Trust is reinforced through the presence and credibility of the live streamer (Widiyaningsih & Nugroho, 2024).
H3: Live streaming has a positive and significant effect on trust.

The Influence of Content Marketing on Trust

Informative and entertaining content helps users understand products better, reducing perceived risk and enhancing trust. As Lou & Xie (2021) explain, content marketing that offers relevant and valuable information builds brand credibility and consumer confidence, particularly in digital platforms.
H4: Content marketing has a positive effect on trust.

The Influence of Trust on Purchase Intention

In online transactions, where physical verification is not possible, trust becomes the key driver of purchase intention (Gregg & Walczak, 2010) Consumers who trust the seller or platform are more likely to proceed with a purchase due to reduced perceived risk and Consumers are more likely to choose the same product again in the future when they (Kurniawan, 2025).
H5: Trust has a positive effect on purchase intention.

Table 1. List of indicators

Variables	Indicator
Live Streaming (X1)	Live Streaming Indicators according to Yang et al. (2024):
	1. Professionalism
	2. Popularity
	3. Interactivity
	4. Quality
	5. Price
	6. Practicality
	7. Entertainment
	8. Promotion
	9. Emotion
Content Marketing (X2)	Content Marketing Indicators according to Lou & Xie (2021):
	1. Providing relevant information.
	2. Providing timely information.
	3. Offering useful information.
	4. Providing valuable information.
	5. Entertaining.
	6. Enjoyable.
	7. Engaging.
	8. Providing a sense of relaxation.
	9. Increasing popularity.
	10. Helping build relationships.
	11. Helping stay connected with others.
	12. Providing content liked by peers.
	13. Being a reliable source of information.

Variables	Indicator
	14. Being a satisfying medium for information needs.
	15. Providing timely information.
	16. Meeting consumer utility needs.
Purchase Intention (Y)	Purchase Intention Indicators According to Yang et al. (2024):
	1. Desire to purchase the product.
	2. Likelihood of purchasing the product in the future.
	3. Interest in purchasing the product after viewing the live stream.
	4. Likelihood of recommending the product to others.
	5. Desire to recommend the product to friends or family after viewing the live stream.
	6. Plans to purchase the product in the near future.
	7. Preparation to make a purchase after viewing the live stream.
Trust (Z)	Trust Indicators According to Yang et al. (2024):
	1. Live streamer competence.
	2. Reliability of the information provided.
	3. Accuracy of product recommendations.
	4. Transparency of product information.
	5. Convenience in following product recommendations.
	6. Emotional confidence in the product.
	7. Live streamer's goodwill in recommending the product.
	8. Emotional satisfaction with the promoted product.

Trust Mediates the Influence of Live Streaming on Purchase Intention

Live streaming influences purchase intention not only directly but also through trust, which acts as a psychological assurance. When trust is established through transparent live demonstrations, it enhances the effectiveness of the live stream in converting interest into buying decisions (Yang et al. 2024; Zhang et al. 2023).

H6: Trust mediates the effect of live streaming on purchase intention.

Trust Mediates the Influence of Content Marketing on Purchase Intention

Trust is a crucial element that connects engaging content with consumer decisions. Even when content is persuasive, its impact on purchase behavior is significantly strengthened when consumers also perceive the source as trustworthy (Al-Gasawneh & Al-Adamat, 2020; Lou & Xie, 2021).

H7: Trust mediates the effect of content marketing on purchase intention.

This study is expected to contribute theoretically by validating the mediating role of trust within a social commerce framework on interactive platforms. Practically, it offers actionable insights for marketers and businesses to build trust through the strategic use of live streaming and content marketing, particularly when targeting Gen Z on TikTok Live. Figure 1 presents the study's conceptual framework, pinpointing challenges and suggesting solutions through a clear structure.
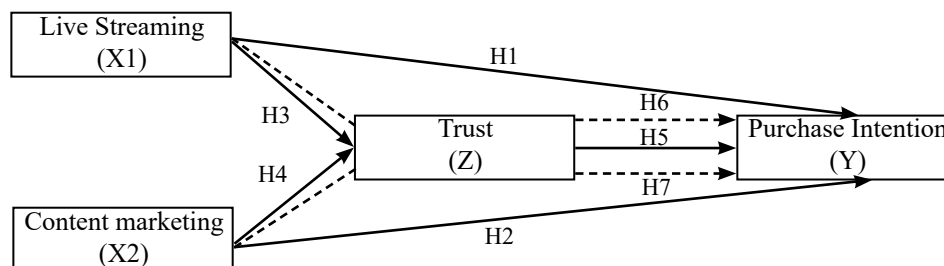
RESULTS

This study analyzes the influence of live streaming and content marketing on purchase intention with trust as a mediating variable. Data processing was carried out using Structural Equation Modeling (SEM) with the help of SmartPLS 4 software. The analysis results confirm that all indicators are valid (outer loading > 0.7 and AVE > 0.5), and the model is reliable and has good discriminant validity.

The first stage of testing is to conduct validity and reliability testing and continued with hypothesis testing. In this case, testing is carried out using SmartPLS 4 for Windows software. more details in Figures 2 and 3.

Measurement Model (Outer Model)

Convergent Validity

Based on Table 2, convergent validity in this study is assessed based on the outer loading value and the Average Variance Extracted (AVE) value. Based on the analysis using SmartPLS 4, all indicators for the live streaming (X1), content marketing (X2), trust (Z), and purchase intention (Y) variables have an outer loading value > 0.70 and an AVE value > 0.50. This indicates that these indicators meet the requirements for convergent validity.
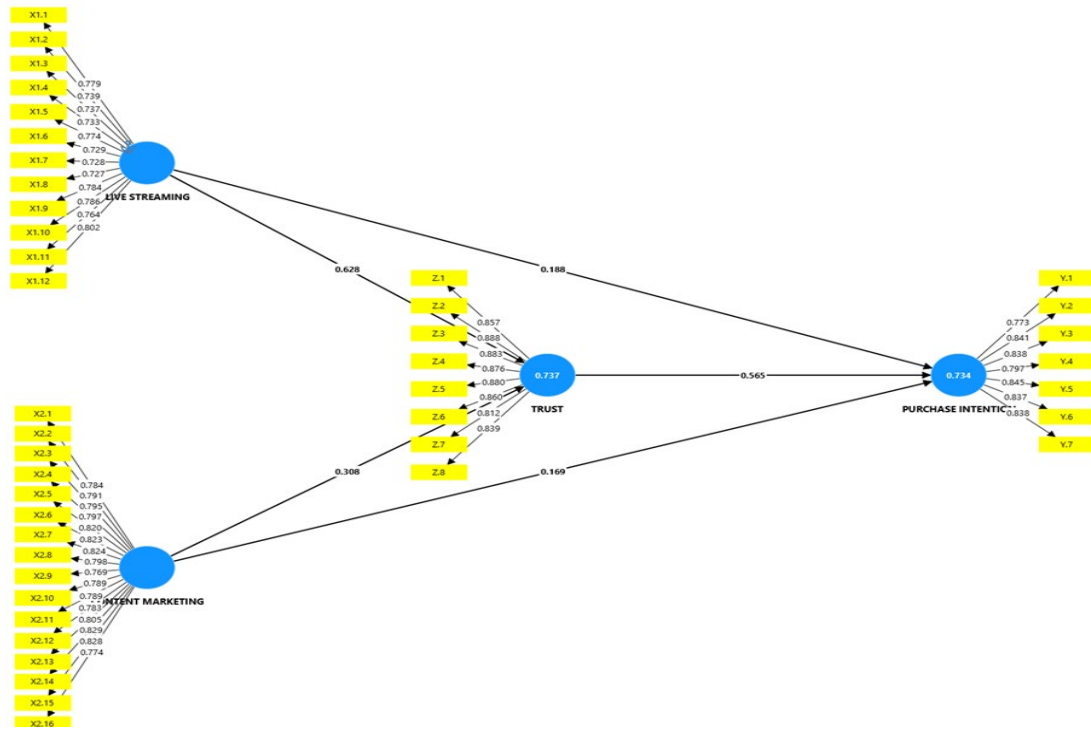

Figure 1. Research framework

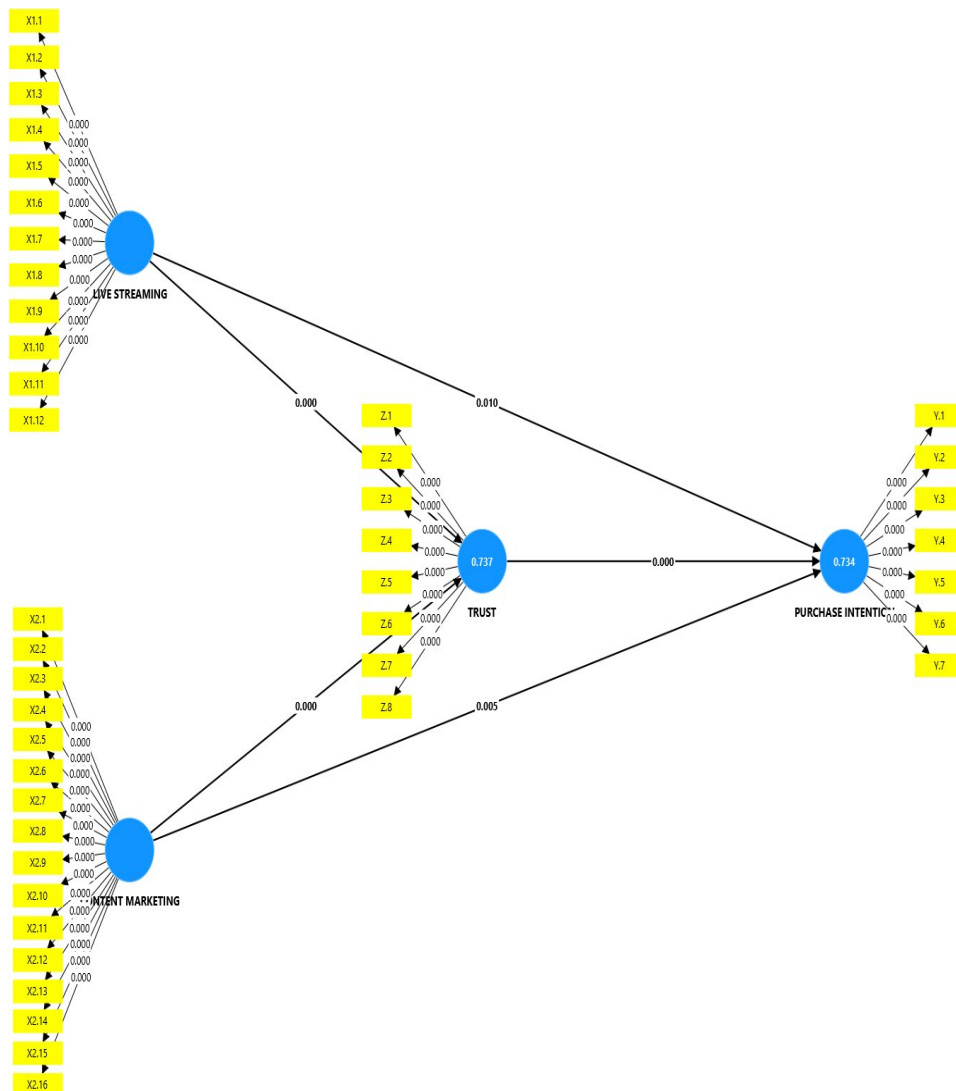Figure 2. Structural Equation Model showing direct and mediated effects

Figure 3. Mediation path diagram highlighting trust as mediator

Table 2. Result for outer loading

Indicator	Live Streaming	Content Marketing	Purchase Intention	Trust	AVE
X1.1	0.779				0.573
X1.2	0.786				
X1.3	0.764				
X1.4	0.802				
X1.5	0.739				
X1.6	0.737				
X1.7	0.733				
X1.8	0.774				
X1.9	0.729				
X1.10	0.728				
X1.11	0.727				
X1.12	0.784				
X2.1		0.784			0.640
X2.2		0.791			
X2.3		0.795			
X2.4		0.797			
X2.5		0.820			
X2.6		0.823			
X2.7		0.824			
X2.8		0.798			
X2.9		0.769			
X2.10		0.789			
X2.11		0.789			
X2.12		0.783			
X2.13		0.805			
X2.14		0.829			
X2.15		0.828			
X2.16		0.774			
Y.1			0.773		0.680
Y.2			0.841		
Y.3			0.838		
Y.4			0.797		
Y.5			0.845		
Y.6			0.837		
Y.7			0.838		
Z.1				0.857	0.743
Z.2				0.888	
Z.3				0.883	
Z.4				0.876	
Z.5				0.880	
Z.6				0.860	
Z.7				0.812	
Z.8				0.839	

Table 3. Result cross loading

Indicator	Live Streaming	Content Marketing	Purchase Intention	Trust
X1.1	0.779	0.558	0.615	0.663
X1.2	0.739	0.412	0.479	0.600
X1.3	0.737	0.467	0.577	0.577
X1.4	0.733	0.478	0.542	0.585
X1.5	0.774	0.405	0.538	0.557
X1.6	0.729	0.470	0.538	0.595
X1.7	0.728	0.437	0.537	0.606
X1.8	0.727	0.439	0.536	0.581
X1.9	0.784	0.545	0.594	0.685
X1.10	0.786	0.572	0.616	0.669
X1.11	0.764	0.460	0.671	0.669
X1.12	0.802	0.531	0.644	0.685
X2.1	0.613	0.784	0.562	0.597
X2.2	0.582	0.791	0.578	0.621
X2.3	0.624	0.795	0.611	0.631
X2.4	0.572	0.797	0.607	0.656
X2.5	0.441	0.820	0.498	0.554
X2.6	0.474	0.823	0.540	0.552
X2.7	0.479	0.824	0.555	0.560
X2.8	0.416	0.798	0.506	0.494
X2.9	0.377	0.769	0.431	0.398
X2.10	0.395	0.789	0.455	0.442
X2.11	0.408	0.789	0.481	0.477
X2.12	0.419	0.783	0.548	0.505
X2.13	0.576	0.805	0.606	0.603
X2.14	0.570	0.829	0.617	0.662
X2.15	0.604	0.828	0.596	0.647
X2.16	0.491	0.774	0.546	0.553
Y.1	0.579	0.571	0.773	0.591
Y.2	0.654	0.496	0.841	0.638
Y.3	0.642	0.615	0.838	0.705
Y.4	0.586	0.577	0.797	0.666
Y.5	0.678	0.589	0.845	0.776
Y.6	0.591	0.568	0.837	0.698
Y.7	0.657	0.563	0.838	0.751
Z.1	0.676	0.666	0.724	0.857
Z.2	0.721	0.666	0.777	0.888
Z.3	0.768	0.597	0.766	0.883
Z.4	0.755	0.617	0.723	0.876
Z.5	0.705	0.615	0.705	0.880
Z.6	0.708	0.526	0.686	0.860
Z.7	0.657	0.605	0.688	0.812
Z.8	0.697	0.597	0.715	0.839

Discriminant Validity

Discriminant validity ensures that constructs in the model are distinct from one another. The test was conducted by examining the cross-loading values, ensuring that each indicator loads higher on its associated construct than on others. Based on Table 3, the cross-loading analysis, all indicators have the highest loading on their respective constructs, confirming that discriminant validity has been achieved. Thus, the constructs of live streaming, content marketing, trust, and purchase intention are clearly distinguishable from each other.

Reliability Test

Construct reliability was tested using two measures: Composite Reliability and Cronbach's Alpha. A construct is considered reliable if both values exceed 0.70. Based on Table 4, all constructs are declared reliable because their values exceed the minimum threshold. Therefore, all instruments in this study are trustworthy for measuring the intended constructs, more details in Table 4.

Structural Model (Inner Model)

The inner model test evaluates the relationships between latent constructs. Evaluation is done by examining the R-Square (R^2) values and the significance of path coefficients through bootstrapping analysis. The R^2 values illustrate how much variance in the endogenous constructs can be explained by the exogenous constructs. Based on Table 5, 73.4% of the variance in purchase intention can be explained by live streaming and content marketing, while 73.7% of the variance in trust is explained by the same two variables. This indicates that the model has strong predictive capability.

Hypothesis Test

Hypothesis testing was performed by examining the path coefficients, t-statistics, and p-values. The results are summarized in Table 6, showing that all hypotheses exhibit positive and significant relationships ($P < 0.05$), thus all hypotheses are accepted.

Influence of Live Streaming (X1) on Purchase Intention (Y)

The test results show that live streaming has a positive and significant effect on purchase intention, with a path coefficient of 0.543, a p-value of $0.000 < 0.05$, and a t-statistic of $6.565 > 1.96$ (Table 6). The more frequent and higher the quality of live streaming, the greater the likelihood that consumers will purchase the product (Zhang et al. 2024).

Previous studies (Yingqing et al. 2024; Wang et al. 2024; Yang et al. 2024) have shown that interaction during live streaming can enhance trust and engagement, which in turn drives purchase intention (Paulus, 2024; Li et al. 2024).

Table 4. Cronbach's alpha and composite reliability values

Variable	Cronbach's Alpha	Composite Reliability	Remark
Live Streaming (X1)	0.932	0.942	Reliable
Content Marketing (X2)	0.963	0.966	Reliable
Purchase Intention (Y)	0.921	0.937	Reliable
Trust (Z)	0.951	0.959	Reliable

Table 5. Adjusted R-Square

Endogenous Variable	R-Square	Adjusted R-Square
Purchase Intention (Y)	0.734	0.730
Trust (Z)	0.737	0.735

Table 6. Direct Relationship between Variables

Direct Relationship	Path Coefficient	T-Statistic	P-Value	Remark
Live Streaming → Purchase Intention	0.543	6.565	0.000	Significant
Content Marketing → Purchase Intention	0.343	4.231	0.000	Significant
Live Streaming → Trust	0.628	7.461	0.000	Significant
Content Marketing → Trust	0.308	3.630	0.000	Significant
Trust → Purchase Intention	0.565	6.939	0.000	Significant

Live streaming offers product transparency and creates a sense of urgency through exclusive offers that trigger FOMO (Fear Of Missing Out). Charismatic hosts also enhance consumers' emotional engagement. In addition, social proof-such as reviews and purchases by other consumers-reinforces purchase decisions (Li et al. 2024). hus, live streaming is effective in influencing purchase intention through interactivity, authenticity, urgency, emotional engagement, and social proof (Zhang et al. 2024).

Influence of Content Marketing (X2) on Purchase Intention (Y)

The test results indicate that content marketing has a positive and significant effect on purchase intention, with a path coefficient of 0.343, a p-value of 0.000, and a t-statistic of 4.231 (Table 6). This means that the higher the level of content marketing perceived by consumers, the greater their tendency to make a purchase. Previous studies (Al-Gasawneh & Al-Adamat, 2020; Dina Nabillah & Adelina Lubis, 2023) support these findings, indicating that content marketing is effective in increasing purchase intention by fostering long-term relationships with consumers.

Content marketing delivers in-depth product information, reduces uncertainty, and strengthens purchase intention. Emotional appeals and relevant storytelling enhance consumer engagement (Jafarova & Tolon, 2022), while visual appeal reinforces perceived quality and brand recall, contributing to the formation of purchase intention (Yazgan Pektas & Hassan, 2020).

Influence of Live Streaming (X1) on Trust (Z)

The test results show that live streaming has a positive and significant effect on trust, with a coefficient of 0.628, a P-value of 0.000, and a T-statistic of 7.461 (Table 6). The more frequent and higher-quality the live streaming, the greater the consumer trust in the product. Previous studies (Damanik et al. 2024) also support these findings, where content credibility enhances trust.

Live streaming builds trust through interactivity and transparency, allowing consumers to observe products directly without visual manipulation. Direct interaction with the host strengthens emotional connections, while the credibility of the host and influencers reinforces trust. Social proof-such as positive comments or

purchases made by other viewers-also improves consumers' perceptions of the product (Damanik et al. 2024). Accordingly, live streaming serves as an effective tool for establishing long-term trust-based relationships (Juliana, 2023).

Influence of Content Marketing (X2) on Trust (Z)

The test results show that content marketing has a positive and significant effect on trust, with a coefficient of 0.308, a P-value of 0.000, and a T-statistic of 3.630 (Table 6). This means that the higher the quality of content marketing, the greater the consumer trust in the product or service. Previous studies (Dharmayanti & Juventino, 2020; Putri Cahya & Suyono, 2024) also found a significant effect of content marketing on trust, with its ability to introduce companies and build trust.

Content marketing strengthens trust by delivering informative, relevant, and consistent content. This makes consumers perceive the brand as authoritative and reliable, which in turn fosters long-term relationships between the brand and consumers (Jafarova & Tolon, 2022). The success of this strategy lies in the brand's ability to provide transparent and valuable information, which enhances consumer confidence in the product and service.

Influence of Trust (Z) on Purchase Intention (Y)

The test results show that trust has a positive and significant effect on purchase intention, with a path coefficient of 0.565, a P-value of 0.000, and a T-statistic of 6.939 (Table 6). This indicates that the higher the level of consumer trust in a brand, the greater their intention to make a purchase. Previous studies (Yang et al. 2024) also found that trust has a significant influence on purchase intention. Trust plays a crucial role in consumer decision-making by helping reduce concerns about purchase risks and increasing comfort in product selection. These findings reinforce the understanding that trust is a key factor in enhancing purchase intention and fostering long-term relationships with consumers.

Trust as a Mediator Between Live Streaming (X1) and Purchase Intention (Y)

The test results (Table 7) show that live streaming has a positive and significant effect on purchase intention, with a P-value of 0.000 and a positive path coefficient. In addition, trust also mediates this effect,

with a P-value of 0.000, indicating that the effect of live streaming on purchase intention occurs through an increase in consumer trust. These findings indicate a partial mediation relationship, where live streaming enhances its influence on purchase intention through increased trust.

Previous studies, such as those by (Yang et al. 2024) also support these findings, indicating that increased trust through live streaming can enhance consumers' purchase intention. In other words, although live streaming can directly drive purchase intention, its effect is stronger when accompanied by increased consumer trust in the product or brand.

Trust as a Mediator Between Content Marketing (X2) and Purchase Intention (Y)

The test results (Table 7) show that content marketing has a positive and significant effect on purchase intention, with a P-value of 0.000. In addition, the analysis reveals that the effect of content marketing on purchase intention is mediated by trust, which has a P-value of 0.003, indicating that trust strengthens this relationship. This influence is categorized as partial mediation, meaning that while content marketing has a direct effect, its impact becomes greater through the enhancement of consumer trust.

This study is consistent with previous research, such as that conducted by (Idris et al. 2023) which found that content marketing can increase purchase intention through trust. Emphasis on content quality, relevance, and customer reviews also plays a role in building trust and enhancing purchase intention.

The stronger influence of live streaming may be due to its synchronous and interactive nature, allowing for immediate feedback and emotional connection. In contrast, content marketing, though informative, lacks the immediacy and personal presence of live broadcasts, which are crucial to Gen Z consumers.

Managerial Implications

This study strengthens the theoretical framework on digital consumer behavior by confirming that trust plays a significant mediating role between marketing strategies and consumer intention in live commerce contexts. Business practitioners are encouraged to focus on building trust during live interactions and developing consistent, high-quality content. Applying these strategies can boost purchase intention and long-term consumer engagement. Ultimately, trust is not merely a supplementary factor but a pivotal bridge between marketing effort and consumer action in the evolving landscape of TikTok Live commerce.

CONCLUSIONS AND RECOMMEDATIONS

Conclusions

The results of this study indicate that live streaming has a positive and significant influence on purchase intention, meaning that the more engaging and interactive the live streaming sessions are, the greater the likelihood that consumers will purchase the promoted products. Content marketing also shows a positive impact on purchase intention through the delivery of attractive and relevant content.

Additionally, creating content that is attractive, educational, and consistent will help generate positive consumer perceptions, thereby enhancing trust and purchase intention. Moreover, because live streaming and content marketing influence trust, it is important to focus on direct interaction, information transparency, and consistent and credible messaging to strengthen consumer relationships.

These results differ from Putri et al. (2022), who found no significant effect of live streaming on purchase behavior in older demographics. The discrepancy may arise from differences in age group and digital literacy, as Gen Z is more receptive to interactive content formats.

Table 7. Indirect relationship between variables

Mediated Relationship	Indirect Effect	T-Statistic	P-Value	Remark
Live Streaming → Trust → Purchase Intention	0.355	5.633	0.000	Partial Mediation
Content Marketing → Trust → Purchase Intention	0.174	2.993	0.003	Partial Mediation

Additionally, live streaming and content marketing each have a positive influence on trust. Factors such as direct interaction, information transparency, consistency, and content credibility play important roles in building consumer trust. Trust has a significant effect on purchase intention and mediates the relationship between live streaming and content marketing with purchase intention. This shows that consumer trust is a critical element in strengthening the impact of digital promotions on buying intention.

Although all effects were statistically significant at p < 0.05, the relative strength varies, and some mediation paths approach the threshold of significance. This study reaffirms that trust is not optional in digital commerce it is fundamental to transforming engagement into real purchasing behavior. These findings should be interpreted with caution and validated in future studies.

Recommedations

Based on the study results, it is recommended that TikTok Live creators improve their knowledge of the products they promote. Providing accurate, honest, and in-depth information can significantly enhance audience trust and encourage purchasing decisions. In their content marketing strategies, creators should deliver content that is not only informative but also engaging and socially relevant. Content that follows trends, involves collaborations with public figures, and offers exclusive insights can foster users' pride in sharing the content. To further drive purchase intention, creators are encouraged to offer special promotions, such as exclusive discounts, purchase bonuses, or rewards for the fastest buyers during live sessions.

Furthermore, it is crucial to establish warm interactions and convincingly present product demos and user reviews during live streaming. In an effort to strengthen trust, platforms and creators should maintain transparency by, for example, establishing ethical standards for information delivery, labelling sponsored content, and providing special badges for trusted creators. These steps are expected to foster a credible digital ecosystem and further enhance consumer purchase intentions.

This study is limited to a specific platform (TikTok Live) and a demographic dominated by younger generations. Future research should consider expanding to other e-commerce platforms and include more diverse age groups to generate more generalizable results. Researchers are also encouraged to incorporate additional variables such as brand loyalty, customer satisfaction, or perceived risk to enrich the research model. Moreover, the application of mixed-methods approaches is recommended to gain a deeper understanding of consumer behavior in the live streaming commerce context.

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