

SOCIAL COMMERCE IN THE GENERATION Z CONTEXT: THE ROLE OF SOCIAL SUPPORT AND PRIVACY RISK AMONG TIKTOK USERS IN INDONESIA

Nico Jeremy Patrick Tjoa¹, Devi Rahnjen Wijayadne², Nikolas Wongso³

Faculty of School of Business and Management, Universitas Ciputra Surabaya, Indonesia

Email: npatrick@student.ciputra.ac.id, devi.rahnen@ciputra.ac.id, nwongso01@student.ciputra.ac.id

Abstract: This study focuses on TikTok's growing influence as a social commerce platform among Generation Z users in Indonesia. It examines how Social Commerce Information Sharing supports the development of Social Support and Trust, and how these factors shape users' Intention to Buy. The study also investigates how Perceived Privacy Risk creates barriers in the buying process. A quantitative method was used, applying both Partial Least Squares (PLS) and Covariance-Based Structural Equation Modeling (CB-SEM) to test the research model using data from 230 TikTok users. The results show that information sharing within TikTok's social commerce environment strengthens users' sense of social support and helps build trust toward sellers and the platform. Social Support further increases Trust, showing the importance of positive interactions and community engagement in creating confidence among users. Trust becomes a key factor that encourages purchase intention, as users feel more comfortable and secure when deciding to buy. In contrast, Perceived Privacy Risk reduces purchase intention, as concerns about personal data make users more hesitant or unwilling to complete transactions. Adapted from (Tseng et al., 2023), this research model aims to provide academic contributions and practical recommendations for improving TikTok Shop's business performance.

Keywords: *TikTok; Generation Z; Social Commerce Information Sharing; Social Support; Trust, Perceived Privacy Risk, Intention to Buy*

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1. Introduction

The rapid growth of social media in Indonesia has increased the influence of social commerce, integrating social interaction with online buying and selling activities through digital platforms (Hajli, 2015). This phenomenon continues to grow, partly through TikTok. This application influences users to buy products directly from the yellow basket in video content and live streaming to TikTok Shop. Despite Indonesia having one of the largest Generation Z TikTok user populations, their purchasing behavior on social commerce platforms remains poorly understood. High levels of engagement do not consistently translate into actual purchases, suggesting unresolved issues in how users perceive information sharing, social support, trust, and privacy risks. Prior studies report mixed and inconsistent findings regarding these factors, and (Tseng et al., 2023) highlight that the specific role of social support and privacy risk in shaping Gen Z's decision-making is still unclear. This lack of clarity creates a significant research problem, particularly within Indonesia's fast-growing TikTok Shop ecosystem, where

rapid adoption has not been matched with a clear understanding of what truly drives or discourages Gen Z from completing purchases. Therefore, this study seeks to address these problems by examining how these key social commerce elements influence purchase intention among Indonesian Generation Z consumers.

TikTok Shop has emerged as one of the leading social commerce platforms in Indonesia, offering consumers a popular channel for online shopping. Its interactive features, particularly live streaming, enhance user engagement by creating a more dynamic shopping experience and fostering consumer trust. Prior research has investigated how Social Support, Trust, and Perceived Privacy Risk influence purchase intention within social commerce contexts (Hajli, 2015; Shanmugam et al., 2016; Tseng et al., 2023). However, research from various studies shows inconsistent results, especially in the relationship between variables. Tseng et al. found that Perceived Privacy Risk was hypothesized to have a negative impact on consumers' Intention to Buy. However, the results were the opposite, namely positive (Tseng et al., 2023). Another study that shows inconsistency is Azhar et al., which shows that the relationship between Perceived Privacy Risk and Intention to Buy is positive and significant even though the initial hypothesis was negative (Azhar et al., 2023). In contrast, Bugshan and Attar consistently hypothesized that the effect of Perceived Privacy Risk and Intention to Buy is positive.

These variations are likely influenced by differences in cultural context, platform type, and user demographics, and most of these studies were also conducted outside Indonesia. This creates a gap. This research addresses a gap in social commerce studies by analyzing how Social Commerce Information Sharing affects Social Support, Trust, and Intention to Buy, considering the role of Perceived Privacy Risk. While prior studies found inconsistent results for its direct influence, this study provides deeper clarification. The emphasis on Indonesian Generation Z and TikTok Shop serves as a valuable contribution to the field. This is relevant considering that internet penetration in Indonesia has reached 79.5% of the population, with Generation Z as the largest user group (34.4%) in 2024 (Asosiasi Penyelenggara Jasa Internet Indonesia, 2024). However, most previous studies have been conducted in foreign contexts, making this research important for understanding the unique behavior of Indonesian Generation Z in transacting through TikTok Shop. To answer this objective, this study examines a number of key variables relevant to the context of social commerce as follows.

Social Commerce Information Sharing includes actions such as providing product recommendations, sharing personal experiences after purchase, and posting public reviews. According to Hajli (2015), these activities build social interactions that strengthen relationships between users. Shanmugam et al. (2016) also emphasize that these interactions contribute to the formation of Social Support, namely mutual trust, empathy, and solidarity within online communities. In the Indonesian context, this phenomenon can be seen from the experiences of TikTok Shop users such as Leo Giovanni, who stated that the decline in traffic and sales during live broadcasts often occurs due to low two-way interaction and weak social engagement. This causes the TikTok algorithm to reduce the seller's exposure (Leo_Giovannii, 2024). Rio Gandhi expressed a similar view, stating that sales success on TikTok is determined more by the Trust built during live broadcasts than by price offers alone (Rio Gandhi, 2024).

Trust strongly influences consumer purchase decisions on digital platforms. When users feel safe and supported by an active community, they are more likely to trust both the platform and its sellers (Tseng et al., 2023; Ventre et al., 2021). Yet, Perceived Privacy Risk can hinder this process, as concerns about data misuse reduce purchase intention, especially on platforms

like TikTok that track user activity (Jozani et al., 2020). While Generation Z is technologically adept, they are increasingly attentive to online privacy concerns (Chen et al., 2022).

Therefore, it is important to understand how Social Commerce Information Sharing plays a role in shaping Social Support and Trust, and how these two factors, together with Perceived Privacy Risk, can influence the Intention To Buy of Generation Z users on TikTok Shop.

2. Literature Review

To better explain Generation Z's buying behavior on social commerce platforms like TikTok Shop, this study uses the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). Fishbein and Ajzen (1975) stated that TRA views behavioral intention as influenced by attitude and subjective norm, while Ajzen (1991) expanded it through TPB by adding another important factor to strengthen behavioral prediction.

The application of these two theories is considered relevant because Generation Z, as digital natives, are very accustomed to digital social interactions and have a high awareness of privacy issues in online shopping activities. Therefore, this theoretical approach can help explain the psychological and social factors that influence their purchasing decisions on TikTok Shop. In the context of TRA, the variables of Trust and Perceived Privacy Risk can be positioned as reflections of attitude toward the behavior. Trust represents a positive attitude toward purchasing activities that is supported by a sense of security and Trust in the platform (Ventre et al., 2021), while Perceived Privacy Risk reflects a negative attitude that arises from users' concerns about the security of their personal data (Jozani et al., 2020).

Meanwhile, TPB provides an additional dimension in the form of perceived behavioral control, which in the context of this study can also be reflected through the Perceived Privacy Risk variable. When users feel they have no control over their personal information, they tend to feel uncomfortable and hesitant to make purchases, even if social attitudes and norms are supportive (Saghfira & Astuti, 2022). Thus, Perceived Privacy Risk has a strategic position because it can serve a dual function: as a negative attitude in TRA and as a control barrier in TPB.

All of these variables contribute to forming Intention To Buy, which is the user's intention to make a purchase on TikTok Shop. Intention To Buy is the most frequently used behavioral indicator in online consumer behavior studies. Previous studies have shown a strong correlation between social, psychological, and Trust factors and the formation of purchase intent. For example, Hajli (2015) found that social interaction elements such as Social Support and information sharing play an important role in building user Trust, which in turn drives purchase intent.

Support for these findings is also shown by research conducted by Liang et al. (2011) and Hajli et al. (2017), which emphasizes that the unique characteristics of social commerce enable intense social interaction and influence purchasing decisions. In their study, Intention to Buy was directly influenced by Trust and mediated by Social Support and information shared on the platform. Furthermore, Tseng et al. (2023) emphasize the importance of these variables in the context of Generation Z. Their study shows that this group is highly responsive to elements of social interaction and Trust built digitally. However, their sensitivity to privacy issues is also high, making Perceived Privacy Risk a crucial factor in influencing purchase intentions. Thus, the combination of TRA and TPB theories can provide a comprehensive understanding of Generation Z's purchasing behavior on social commerce platforms such as TikTok Shop. Furthermore, the relationship between variables in this study is explicitly described through the following hypothesis formulation:

Social Commerce Information Sharing and Social Support

Social Commerce Information Sharing (SCIS) is an activity in which users share information, experiences, and recommendations about products on platforms such as TikTok Shop. According to Hajli (2015), sharing this information helps build social interactions between users, which in turn strengthens Social Support (SS). Shanmugam et al. (2016) also explain that Social Commerce Information Sharing enables the formation of community bonds that encourage the creation of Social Support, where users give each other advice, testimonials, and feedback. Tseng et al. (2023) add that for Generation Z, information-sharing interactions on TikTok create a sense of connection and solidarity, which is a tangible form of Social Support. Thus, the higher the level of Social Commerce Information Sharing, the stronger the Social Support formed within the online community.

H1: Social Commerce Information Sharing has a positive effect on Social Support

Social Commerce Information Sharing and Trust

Social Commerce Information Sharing (SCIS) influences the formation of Trust because information sharing activities on social commerce platforms, such as TikTok, help reduce uncertainty and increase a sense of security. Hajli (2015) states that SCIS enables users to gain a better understanding of products, thereby increasing Trust in sellers and platforms. Shanmugam et al. (2016) also emphasize that reviews, testimonials, and discussions from other users through SCIS provide the transparency needed to build Trust. For Generation Z, who are highly dependent on peer recommendations, Tseng et al. (2023) mention that SCIS is one of the main factors that shape Trust in the online shopping process. Therefore, the more actively users engage in Social Commerce Information Sharing, the greater the Trust that is formed.

H2: Social Commerce Information Sharing has a positive effect on Trust

Social Support and Trust

Social Support (SS) plays an important role in shaping Trust because Social Support, whether in the form of information or emotional assistance, provides a sense of security and certainty in purchasing decisions. Tseng et al. (2023) emphasize that Social Support helps Generation Z feel valued, heard, and understood, which in turn strengthens Trust in the community and platform. Liang et al. (2011) also explain that the presence of Social Support creates positive interpersonal relationships among users, thereby increasing the level of Trust. Thus, the higher the level of Social Support received, the stronger the Trust formed in the context of online shopping on TikTok Shop.

H3: Social Support has a positive effect on Trust

Perceived Privacy Risk and Intention to Buy

Perceived Privacy Risk (PPR) is users' perception of the potential misuse of their personal data when using social commerce platforms (Jozani et al., 2020). This concern arises because users often do not have full control over the personal information, they share on platforms such as TikTok Shop. According to Jozani et al. (2020) and Saghfira & Astuti (2022), the higher the level of concern about privacy risks, the more likely users are to refuse to make transactions on the platform.

For Generation Z, known as digital natives who are very active in using social media, privacy issues remain an important concern. Tseng et al. (2023) show that although Generation Z has a high level of engagement in social commerce, concerns about the misuse of personal data can reduce their Intention To Buy. This aligns with the findings of Chen et al. (2023), who

explain that although Generation Z is influenced by social proof, they still consider privacy aspects in their purchasing decisions. Thus, Perceived Privacy Risk has a negative effect on Intention to Buy, where the higher the level of user concern about privacy, the lower the likelihood of them making a purchase on TikTok Shop.

H4: Perceived Privacy Risk has a negative effect on Intention to Buy

Trust and Intention to Buy

Trust plays a pivotal role in shaping Intention To Buy (ITB), as it mitigates consumers' perceived risks in online purchasing. According to Ventre et al. (2021), users who have confidence in both the platform and the seller demonstrate a higher likelihood of completing a purchase. Similarly, Hajli (2015) highlights that Trust functions as a critical bridge linking social interaction with purchasing behavior in social commerce. In the specific context of Generation Z, Tseng et al. (2023) found that Trust significantly enhances Intention To Buy, as consumers are more inclined to buy when they perceive the platform and its community as credible. Consequently, greater levels of Trust among users correspond to stronger purchase intentions.

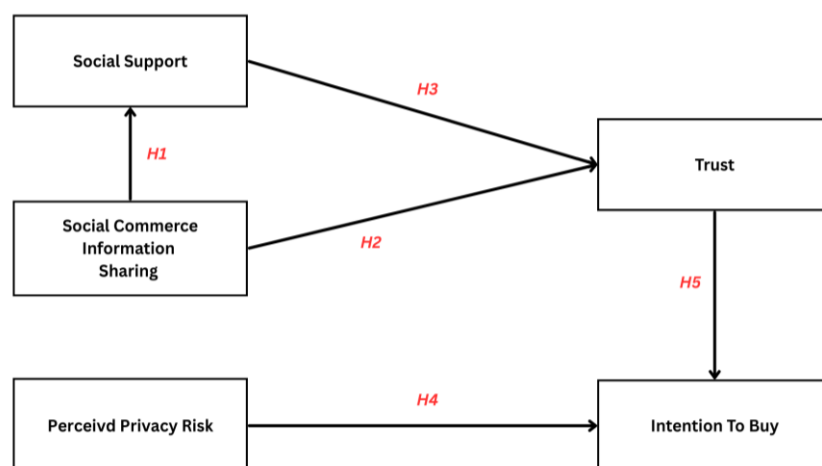
H5: Trust has a positive effect on Intention to Buy

3. Research Method

The analysis was conducted using both Partial Least Squares Structural Equation Modeling (PLS-SEM) and Covariance-Based Structural Equation Modeling (CB-SEM). PLS-SEM was employed to evaluate indicator reliability, construct validity, and the measurement model, while CB-SEM was used to verify the theoretical model, test the hypotheses, and assess overall model.

Data collection and sample

The research employed an online survey to capture the perspectives of Generation Z in Indonesia regarding social commerce activities on TikTok, with a focus on information sharing, Social Support, Trust, and Perceived Privacy Risks in the shopping process. The survey instrument comprised 22 items, which were developed based on prior studies and adjusted to the context of TikTok Shop. A total of 230 respondents participated, ranging in age from 17 to 28 years, with an average age of 22. All respondents had prior experience shopping via TikTok Shop, TikTok Live, or other promotional features available on the platform.



To maintain the quality of the data collected, we included a brief introduction at the beginning of the survey to explain the general concepts of social commerce and online communities. The aim was to ensure that all respondents had a uniform understanding of the context before answering further questions.

A total of 230 questionnaires were distributed online to TikTok Shop users from Generation Z in Indonesia. Of these, 213 respondents completed the questionnaire in full and validly, so that it could be further processed in the statistical analysis. Respondents who did not complete the questionnaire in full or showed inconsistencies in their answers were eliminated in the initial data screening stage.

4. Results and Discussion

4.1. Results

This section presents empirical findings obtained from research data analysis and their interpretation. The results are discussed by relating the findings to the theoretical basis and relevant previous studies. Respondents in this study were aged between 17 and 28 years, with an average age of 22 years, and had experience shopping through TikTok Shop, TikTok Live, or other TikTok promotional features.

Appendix 1 presents a summary of the profiles of respondents who participated in this study. The diverse composition of respondents is expected to provide sufficient representation in understanding consumption patterns and purchase intentions for products on TikTok Shop among Generation Z.

Table 1. Initial Validity Test

Variable	Indicator	Outer Loading	Description
Intention To Buy	ITB1	0.878	Valid
	ITB2	0.858	Valid
	ITB3	0.856	Valid
	ITB4	0.894	Valid
Perceived Privacy Risk	PPR1	0.853	Valid
	PPR2	0.867	Valid
	PPR3	0.889	Valid
	PPR4	0.852	Valid
Social Commerce Information Sharing	SCIS1	0.884	Valid
	SCIS2	0.854	Valid
	SCIS3	0.876	Valid
	SCIS4	0.860	Valid
Social Support	SS1	0.855	Valid
	SS2	0.829	Valid
	SS3	0.843	Valid
	SS4	0.850	Valid
	SS5	0.842	Valid
	SS6	0.832	Valid
	SS7	0.794	Valid
Trust	T1	0.912	Valid
	T2	0.885	Valid
	T3	0.907	Valid

Source: Processed SEM PLS (2025)

The results of the initial validity test, as shown in Table 2, indicate that all indicators in each construct variable have outer loading values above the minimum threshold of 0.60, so they can be declared valid and meet the criteria for convergent validity. For the Intention To Buy variable, the outer loading values range from 0.856 to 0.894, indicating that all indicators have a strong contribution in representing the construct. The Perceived Privacy Risk variable has an outer loading value range of 0.852 to 0.889, reflecting the consistency and good validity of each indicator.

Meanwhile, the Social Commerce Information Sharing variable shows outer loading values between 0.854 and 0.884, indicating that all indicators strongly and stably reflect the construct. For the Social Support variable, the outer loading values are in a more varied range, namely 0.794 to 0.855, but still meet the validity threshold. This variation indicates differences in strength among the indicators, but all of them remain suitable for use in measuring the construct. Finally, the Trust variable shows high outer loading values, ranging from 0.885 to 0.912, indicating that the indicators used are highly representative of the Trust construct. Thus, all indicators in this model have been proven to be convergent valid and can be used for further analysis in structural models.

The subsequent stage involves testing discriminant validity by examining the Average Variance Extracted (AVE) value of each latent construct. A construct is considered to demonstrate adequate discriminant validity if its AVE exceeds 0.50 (> 0.50). Establishing discriminant validity is essential to confirm that each construct namely Intention To Buy, Perceived Privacy Risk, Social Commerce Information Sharing, Social Support, and Trust represents a distinct concept and does not conceptually overlap with others. This process enhances the robustness and credibility of construct measurement within the research model.

Table 2. Discriminant Validity Test Results

Research Variables	Average Variance Extracted (AVE)
ITB - Intention to Buy	0.760
PPR - Perceived Privacy Risk	0.749
SCIS - Social Commerce Information Sharing	0.755
SS- Social Support	0.697
T - Trust	0.812

Source: Processed SEM PLS (2025)

Based on the data from Table 3., the interpretation shows that all latent variables in this study have an AVE (Average Variance Extracted) value above 0.5, indicating good convergent validity. The variables “Social Commerce Information Sharing” (AVE = 0.755), “Perceived Privacy Risk” (AVE = 0.749), “Social Support” (AVE = 0.697), “Trust” (AVE = 0.812), and “Intention to Buy” (AVE = 0.760) are all able to explain most of the variance of their indicators well. Thus, the indicators used in this study are effective in representing each latent variable

Table 3. Composite Reliability

Research Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Model Evaluation
Intention To Buy	0.895	0.895	0.927	Reliable

Perceived Privacy Risk	0.888	0.891	0.923	Reliable
Social Commerce Information Sharing	0.892	0.893	0.925	Reliable
Social Support	0.928	0.928	0.942	Reliable
Trust	0.884	0.886	0.928	Reliable

Source: Processed SEM PLS (2025)

As shown in Table 3.4, all variables in this study have excellent internal consistency. The Intention to Buy variable achieved a Cronbach's Alpha of 0.895, while Perceived Privacy Risk scored 0.888. Social Commerce Information Sharing recorded 0.892, and Social Support showed the highest reliability at 0.928. Overall, the reliability coefficients (rho_a and rho_c) across all constructs confirm the robustness of the measurement model. Finally, the Trust variable is also reliable, with a Cronbach's Alpha of 0.884, rho_a of 0.886, and rho_c of 0.928. All reliability values, both Cronbach's Alpha and Composite Reliability (rho_a and rho_c), are above the minimum threshold of 0.70, so it can be concluded that all constructs in this study have met the reliability criteria. Furthermore, the rho_c value, which is consistently higher than Cronbach's Alpha, indicates that the measurement model used in the SEM-PLS approach has been well optimized. Therefore, this model is declared valid and can be used to test the relationships between latent variables in the next stage of structural analysis.

Table 4. R-Square Test Results

Research Variables	R-square	R-square adjusted
Intention To Buy	0.763	0.761
Social Support	0.551	0.549
Trust	0.609	0.606

Source: Researcher Processed Data (2025)

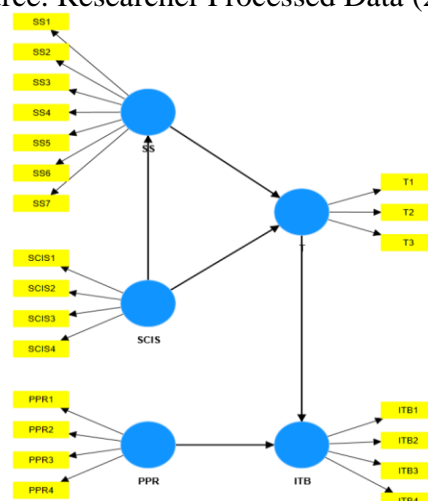


Figure 3. Structural Model with Significance of P Value

Source: Researcher Processed Data (2025)

Hypothesis testing in this study used the Partial Least Square (PLS) approach with the bootstrap technique to address the issue of abnormal data distribution. The following are the

results of the hypothesis analysis tested:

Table 5. Direct Effect Test Results (Path Coefficient)

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
SCIS -> SS	0,742	0,742	0,054	13,639	0,000	Positive and significant
SCIS -> T	0,372	0,371	0,076	4,916	0,000	Positive and significant
SS -> T	0,463	0,464	0,079	5,844	0,000	Positive and significant
PPR -> ITB	-0,525	-0,525	0,033	16,127	0,000	Negative and significant
T -> ITB	0,523	0,524	0,031	16,603	0,000	Positive and significant

With this approach, the study tested five main hypothesis paths. The results show that Social Commerce Information Sharing (SCIS) has a positive and significant effect on Social Support (SS) and Trust (T), supporting hypotheses H1 and H2. Social Support was also found to have a positive effect on Trust (H3). Trust was proven to significantly encourage Intention to Buy (ITB), thus supporting hypothesis H5. On the other hand, Perceived Privacy Risk (PPR) has a negative effect on ITB, which strengthens hypothesis H4. Thus, all hypothetical paths in this research model are empirically supported by the data.

4.2. Discussion

This study seeks to expand the understanding of social commerce behavior among Generation Z, particularly in relation to their engagement with TikTok. Grounded in the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), the model conceptualizes Trust and Perceived Privacy Risk as attitudinal components, while Social Commerce Information Sharing and Social Support represent subjective norms that shape Gen Z's online behavior. Based on the hypothesis testing results, all proposed relationships in the model are supported. Information sharing significantly enhances social support and trust, social support further strengthens trust, trust positively predicts purchase intention, and perceived privacy risk demonstrates a significant negative effect on intention to buy. As all relationships were statistically significant, none of the hypotheses were rejected.

The Effect of Social Commerce Information Sharing on Social Support

Social Commerce Information Sharing has a significant positive effect on Social Support. This means that when TikTok users share their product experiences or opinions, they feel more supported by others on the platform. Sharing information helps create a friendly and helpful environment where users assist each other. Most respondents in this study are part of Generation Z, who are very active on social media and comfortable interacting online. This makes them more likely to respond to shared information and build a sense of connection with other users. Their frequent use of TikTok also exposes them to many recommendations and reviews, so they naturally rely on peer opinions.

From the descriptive findings, users are more motivated to give advice based on their own experiences rather than simply accepting recommendations from others. This shows that TikTok users prefer to actively contribute by sharing what they know, which strengthens social support within the community.

The tendency to actively share information in the form of personal experiences shows that TikTok users see this platform not only as a place to consume content, but also as a space for

meaningful social interaction. This is important in creating a sense of connection between users, which is the foundation for the formation of digital Social Support. Thus, companies can strengthen consumer engagement and loyalty through feature designs that encourage the sharing of authentic experiences.

The Effect of Social Commerce Information Sharing on Trust

Social Commerce Information Sharing has a significant positive effect on Trust. This means that when TikTok users openly share their experiences, recommendations, and opinions about products, it helps build confidence in the sellers, the products, and the platform itself. Users tend to see organic, experience-based information as more genuine, which makes them trust the online environment more easily.

Most respondents in this study come from Generation Z, who are active social media users and often rely on what others say before making a purchase. Their frequent exposure to product discussions, reviews, and peer opinions makes them more likely to trust information that comes from real experiences rather than promotional content. This pattern shows that trust is shaped not only by what users see, but by how often they encounter consistent information from the community.

The descriptive findings also show that users feel more confident when advice or opinions come from someone who has personally tried the product. They are more willing to trust information that reflects real experiences, while being more cautious with information that is simply passed along. This suggests that TikTok users value authenticity, and trust grows stronger when information sharing involves personal involvement and honest storytelling.

Overall, these results indicate that Social Commerce Information Sharing is not just a way to exchange information it also serves as a mechanism that shapes perceptions of credibility. The more users actively share their own shopping experiences, the easier it becomes for trust to form within the digital community.

The Effect of Social Support on Trust

Social Support has a significant positive effect on Trust. This means that when users receive encouragement, understanding, or helpful responses from others on TikTok, they feel more confident and secure while shopping on the platform. Emotional and informational support from the community helps create a comfortable environment, making users trust the platform, the sellers, and the product recommendations more easily.

Generation Z who makes up most of the respondent's places high value on social connection, empathy, and mutual support. They are active on TikTok and frequently engage in conversations, comments, and interactions. This high level of engagement helps strengthen trust because users repeatedly experience positive and supportive interactions within the community. As a result, trust can be improved by fostering friendly comment sections, helpful discussions, and features that encourage supportive user behavior.

From the descriptive patterns of the Social Support variable, users tend to feel stronger emotional support such as being understood or backed up during difficulties compared to instrumental support like receiving detailed advice or solutions. This suggests that emotional encouragement plays a bigger role in building trust. When users feel understood or supported by others, they develop deeper psychological bonds that naturally strengthen their trust in the platform.

Overall, TikTok Shop functions not only as a shopping space but also as a digital community where empathy and solidarity matter. Platforms and brands that can enhance these supportive interactions are more likely to gain stronger trust from their users.

The Effect of Perceived Privacy Risk on Intention To Buy

Perceived Privacy Risk has a significant negative effect on Intention to Buy. This means that when users feel unsure about how their personal data is handled on TikTok, they become less willing to make purchases. Concerns about data safety, tracking, and potential misuse of information act as barriers that reduce users' confidence in buying products on the platform.

Generation Z users are generally very aware of digital privacy issues and tend to evaluate whether a platform is safe before making a purchase. Female users in particular often show greater caution regarding how their personal information is used online. Their frequent interaction with TikTok also increases their awareness of personalized ads and data-driven content, which can make privacy concerns even more prominent. Because of this, platforms need to address privacy issues seriously if they want to maintain user interest in buying.

From the descriptive patterns, it is clear that users have a strong sense of uncertainty about whether TikTok fully protects their privacy. Many users feel that their personal information might not be handled securely, which makes them hesitant to trust the platform for transactions. This shows that privacy concerns are a major part of users' decision-making process and cannot be ignored.

Overall, the high level of perceived privacy risk suggests that TikTok must improve transparency in how user data is collected and used. Brands selling on the platform also need to communicate their privacy practices more clearly. If privacy concerns are not addressed, they can weaken purchase intentions even when social influence and trust are strong.

The Effect of Trust on Intention to Buy

Trust has a significant positive effect on Intention to Buy. This means that when users feel confident in the safety, reliability, and credibility of TikTok as a shopping platform, they are far more willing to purchase new products. Trust helps reduce doubts about product authenticity, transaction security, and the honesty of sellers, making users feel comfortable moving from browsing to actual buying.

Most of the respondents in this study belong to Generation Z, a group that values security and clarity when shopping online. Many of them spend several hours a day on TikTok, which exposes them to reviews, recommendations, and other users' experiences. This repeated exposure helps build trust naturally over time. For Gen Z, trust is not only a functional requirement but also an emotional reassurance that influences their confidence in purchasing decisions.

The descriptive patterns show that users place strong trust in content that aligns with their expectations and comes from consistent, reliable sharing within the community. They appreciate honest and clear information more than general community impressions, which suggests that the quality and authenticity of shared content play a major role in forming trust.

Overall, a high level of trust indicates that TikTok has managed to create an environment where users feel secure and supported when shopping. To further increase purchase intention, brands must maintain transparency, encourage authentic reviews, and build honest relationships with users. In social commerce settings, trust becomes the key foundation that transforms social interactions into real buying behavior.

Theoretical Implications

This study makes several contributions to social commerce research. First, it confirms and broadens the role of Social Commerce Information Sharing (SCIS) as a key factor influencing Social Support and online Trust. Unlike prior studies that only connected sharing activities to Trust (Sheikh et al., 2019; Hajli, 2015; Lin et al., 2019), this research shows that SCIS also strengthens Social Support within TikTok communities, expanding understanding of

community-based engagement.

Second, it advances Social Support Theory by revealing how informational and emotional support foster Trust in online environments. Unlike previous works emphasizing performance outcomes (Hajli, 2014), this study highlights the psychosocial dynamics shaping Generation Z's digital interactions.

Third, the results of the analysis show that the effect of Social Support on Trust ($\beta = 0.422$) is in line with previous cross-generational studies (Lin et al., 2019: $\beta = 0.407$; Hajli, 2015: $\beta = 0.40$), but much higher than studies that view Trust as part of relationship quality (Sheikh et al., 2019; Liang et al., 2011: $\beta = 0.115$ and 0.260). This reinforces the argument that online Trust needs to be positioned as an independent construct in digital consumer behavior models.

Fourth, the results of this study indicate that Trust has a significant influence on purchase intention among Generation Z ($\beta = 0.583$), which is higher than previous studies that examined older age groups (Hajli, 2015: $\beta = 0.375$; Lin et al., 2019: $\beta = 0.28$). This strengthens the theoretical path from Trust to Intention to Buy and provides a new understanding that Generation Z places greater emphasis on Trust than previous generations.

Fifth, our findings challenge the conventional assumption that Perceived Privacy Risk always reduces purchase intent. Contrary to previous literature (Liao et al., 2011; Priporas et al., 2017; Wang & Herrando, 2019), the results of this study show that despite high privacy concerns (mean = 0.889), Generation Z still shows strong purchase intention. This suggests that Trust in the community and platform can offset concerns about privacy risks. While Pavao and Khalil (2019) have observed this phenomenon, this study is one of the first to quantitatively validate this effect in the context of Generation Z.

Managerial Implications

The findings of this study have strategic implications for social commerce managers, especially those targeting Generation Z consumers in Indonesia. The results show that Social Commerce Information Sharing (SCIS) and Social Support play an important role in shaping Trust, which ultimately influences Intention to Buy. Therefore, companies and social commerce platform managers such as TikTok Shop need to create a digital environment that encourages active user participation in sharing authentic shopping experiences.

Social commerce managers are advised to facilitate information exchange between users by providing interactive features, such as open comment systems, video-based reviews, or testimonial-based live shopping (Hajli, 2015; Chen et al., 2022). These features can increase perceptions of Trust because the content shared is organic and comes from fellow users.

Furthermore, the high level of Trust formed from Social Support shows the importance of creating an online community that is emotionally and informationally responsive. Generation Z users, who predominantly responded to this study, value interactions that show empathy, support, and a sense of togetherness. Therefore, communication strategies that include emotive cues such as emojis, stickers, and personalized instant reply features can increase the sense of connection (Kozinets, 2021). This strategy is in line with the hypermediated social interaction approach that facilitates the feeling of "being there" in the digital world (Kim et al., 2021)

In the context of Perceived Privacy Risk, the results of this study also show that high concerns about the misuse of personal data have a negative impact on Intention To Buy. Although Generation Z has a certain level of tolerance for data tracking for the sake of convenience and personal recommendations, managers must still prioritize ethics in system design. Efforts such as transparency in privacy policies, providing control over personal data, and explicit notification when data is used for personalization should be standard in platform

operations.

In addition, consumer education through digital awareness and privacy literacy campaigns is also an important step in building long-term Trust. Engaging Trusted KOLs (Key Opinion Leaders) or content creators to educate about digital transaction security can also be an effective communication strategy in building user credibility and loyalty.

Finally, platform managers can perform segmentation based on digital social behavior (e.g., level of activity in sharing information or need for Social Support) to develop more accurate content personalization and intervention strategies. In this way, companies not only increase user purchase intent, but also strengthen the emotional and psychological connection between users and the platform.

5. Conclusion

This study examines social commerce from the lens of Generation Z in Indonesia, a demographic increasingly shaping the online shopping landscape yet relatively underexplored in academic research. By incorporating the constructs of Social Support, Social Commerce Information Sharing, Perceived Privacy Risk, and Trust, the study highlights the significant role of Social Support and information-sharing activities in fostering online Trust. The results further reveal that, compared to other age groups, the impact of Trust on Intention to Buy is particularly pronounced among Generation Z consumers.

Interestingly, despite high levels of privacy concerns, Generation Z still shows a strong Intention to Buy. This indicates a shift in attitudes towards privacy, where Trust in the community and social experiences can offset Perceived Privacy Risk. Therefore, we emphasize the importance of s-commerce management that not only focuses on technical features but also creates a safe, supportive environment that encourages active user participation.

This study enriches the social commerce literature by providing new insights into the behavior of Generation Z and offering practical guidance for platform managers to develop adaptive and sustainable strategies. Further studies are recommended to explore in greater depth the psychological and social aspects that shape digital purchasing decisions among this generation.

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