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Exploration Of Brand Love And E-Trust In Forming Revisit Intention In Generation Z: A Qualitative Study On Shopping Experience On Live Tiktok

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ABSTRACT

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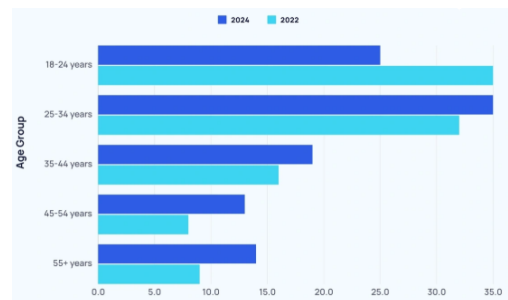
Brand Love, E-Trust, Revisit Intention, Z Generation, Live TikTok

This study aims to explore how brand love and e-trust are formed among Generation Z in the context of purchasing products through live TikTok, as well as how these two factors contribute to users' intentions to reuse the platform. The method employed is a qualitative approach using in-depth interview techniques with 10 informants who are active users of Live TikTok, allowing for the exploration of their subjective and emotional experiences. The results show that direct interaction with creators and content on Live TikTok creates a strong emotional connection (brand love) and increases user trust in the platform (e-trust). These two factors proved significant in motivating users' intention to return to using TikTok's Live feature as an alternative to online shopping. This research confirms that building emotional relationships and trust with users is critical for brands in today's digital marketing context.

INTRODUCTION

The development of digital technology has revolutionized various aspects of human life, including how to communicate, interact, and transact in the modern era. One of the real results transformation is the increasing role of social media as a social interaction platform as well as a digital marketing tool. Tiktok as one of the most popular social media platforms in the world, has successfully attracts public interest through its innovative features. Based on data from Exploding Topics, entitled Tiktok User Age, Gender, & Demographics, it states that Tiktok has reached 4 billion downloads globally and has more than 1 billion monthly active users spread across

various demographic groups (Duarte, 2024). Here is data from databoks from 2022 to 2024 regarding TikTok users:



Picture 1 TikTok User Data by Age

Source: databoks.kadata.co.id

Based on the data, there is a dominant age distribution in the range of 18 to 27 years. It is understandable that Generation Z, who are currently in this age range, are the dominant users of the TikTok platform. The potential of Live Tiktok as a digital entertainment platform that reaches various levels of society. The results of previous research from (Santika, 2023) showed that the pattern of Tiktok usage showed strong dominance among young people. This pattern reflects how TikTok has succeeded in positioning itself as a platform that is in line with the preferences and characteristics of the digital native generation in consuming digital content.

Live Tiktok is one of the most popular features of the TikTok application today. Generation Z, known as the digital native generation, has unique characteristics in their consumption patterns and interactions with brands (Kristanto et al., 2022). They tend to be more emotionally connected and prioritize authentic experiences compared to traditional marketing approaches that only focus on product promotion. In this context, the Live TikTok feature allows users to interact in real-time with content creators and brands, creating an immersive and emotionally engaging experience.

This phenomenon makes the concept of brand love and e-trust very interesting to study further. Brand love is a strong and deep emotional bond between consumers and the brands they like. In a digital context, brand love reflects not only a sense of liking, but also emotional loyalty that can drive long-term engagement. E-trust includes user trust in a platform or brand. As digital natives, Generation Z has a high awareness of the security aspect in using digital platforms (Sa'adah et al., 2022). E-

Trust is one of the important factors that influences their decision to use the platform continuously, one of which is before using the Live feature. This makes e-trust a supporting factor related to the analysis of consumer behavior in shopping through Live Tiktok.

In this case, e-trust factors include integrity, security, and transparency. Trust is a fundamental element that cannot be ignored in the digital environment, considering that it is often vulnerable to issues such as privacy violations, fake content, and data manipulation. The relationship between brand love and e-trust is believed to have a major influence in forming revisit intention, namely the consumer's intention to return to using certain features or platforms repeatedly.

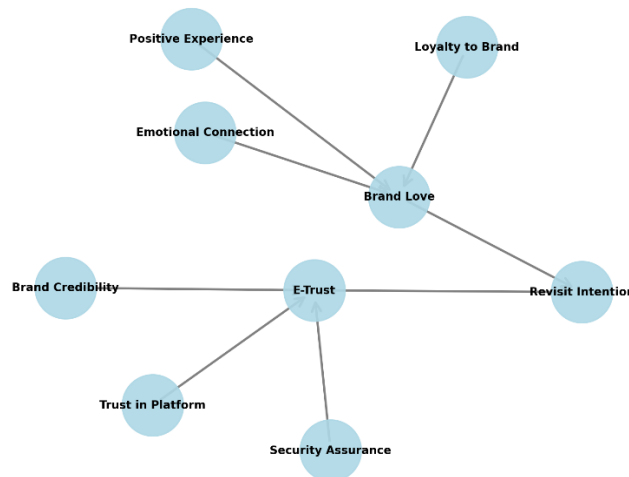
This study aims to explore how brand love and e-trust are formed in Generation Z in purchasing products inLiveTiktok and how these two factors contribute to shaping revisit intention. Through a qualitative approach, this study seeks to capture subjective perspectives and emotional experiences of users, which are often not expressed in statistical figures. By conducting in-depth interviews as the primary method of data collection, this study will explore how Generation Z interprets their experiences in purchasing products onLiveTiktok, what factors influence brand love and e-trust, and how this relationship motivates them to keep coming back to use the features as an alternative to online shopping.

The results of this study expected can make significant contributions, both theoretically and practically. Theoretically, this study can enrich the literature related to brand love, e-trust, and consumer behavior in the digital era, especially in the context of generation Z. The findings of this study can also strengthen the understanding of how emotional relationships and digital trust can be manifested in the behavior of social media users. Practically, this study provides insight for Tiktok developers to design more effective strategies in building emotional engagement and user trust, so as to increase loyalty and repeat use of features Live Tiktok. For digital marketers, this research can be a guide to creating a more relevant and experience-based marketing approach authentic.

Therefore, this research is also expected to provide broader social benefits amidst increasingly competitive digital developments. Awareness of brand love and e-trust can help create more transparent, ethical, and mutually beneficial relationships between brands, platforms, and consumers. Thus, the results of this study not only contribute to the development of digital marketing theory and practice, but also practically by supporting the creation of users as a more inclusive and sustainable social media ecosystem.

METHODS

Framework Of Thinking



Picture 2. Framework of thinking

Source: Processed by Researchers

The above framework illustrates how brand love and e-trust influence revisit intention in Generation Z Tiktok live users. Brand love is formed through emotional connection, brand loyalty, and positive experience felt by users. Meanwhile, e-trust is influenced by security assurance, trust in platform, and brand credibility. These two elements synergistically shape user trust and engagement, which ultimately increases the likelihood of users returning to shop (revisit intention) through Tiktok live.

Research Methods

This study uses a qualitative approach. According to Cresswell (in Handoko et al., 2024), a qualitative approach is a research method that provides in-depth insights into social phenomena and a more contextual understanding and explores the complexity of human interactions. A qualitative approach was chosen because this

study focuses on exploring the subjective experiences of users, as well as how emotions, beliefs, and interactions on social media platforms can influence their intention to revisit Live Tiktok as an alternative to online shopping.

This research design is based on phenomenology to deeply understand the phenomena of brand love and e-trust in forming revisit intention in generation Z in purchasing on Live Tiktok. According to (Efrem Jelahun, 2022), phenomenological research design is a research design that focuses on understanding the individual's life experience of a particular phenomenon. Phenomenological research design was chosen because it is to identify various aspects that influence the Live Tiktok user experience, without limiting the research to existing hypotheses.

The target of this study is generation Z, namely individuals born between 1997 and 2012. They are active users of TikTok, especially the Live TikTok feature. Research informants were selected using purposive sampling techniques, with the following criteria: (1) aged between 18 and 26 years, (2) actively using Live TikTok, at least three times a month, and (3) have experience interacting with brands or purchasing products using the Live TikTok feature. The participants in this study numbered 10 people and were considered sufficient to achieve data saturation.

The main data collection technique in this study was in-depth interviews using a semi-structured interview guide. In-depth interviews are a data collection method that allows researchers to gain an in-depth understanding of participants' views and opinions that can be conducted face-to-face, by telephone, or in groups (focus group interviews), with semi-structured and open-ended questions to elicit rich and detailed information from participants. (Cresswell in Fadli, 2021).

The research model used focuses on three main interrelated concepts, namely brand love, e-trust, and revisit intention. Brand love is measured through the affective feelings and emotional attachment of users to the brands or creators they follow on Live Tiktok. E-Trust refers to the level of trust that users have in Tiktok, as well as trust in brands or creators in terms of security, transparency, and positive experiences. Revisit Intention describes the intention of users to continue to return to using Live Tiktok as an alternative to their shopping after feeling the emotional connection and trust.

This study uses thematic data analysis techniques. Thematic analysis is an analysis technique used to identify, analyze, and report patterns (themes) in data (Cresswell, 2014). The analysis technique consists of several stages: (1) interview transcription and re-data to identify main themes, (2) data coding to organize information based on relevant themes, (3) grouping codes into broader categories to facilitate analysis, and (4) data interpretation to connect main themes with research questions. To maintain the validity and reliability of the data, this study uses triangulation techniques, namely comparing interview results with observations and other data sources to ensure consistency and accuracy of information (Nadirah et al., 2022).

RESULTS

To collect information in this study, interviews were conducted with 10 informants. The informants were selected based on their experience in purchasing products through live TikTok at least twice. This interview aims to dig deeper into their experiences related to brand love, e-trust, and the intention to use live TikTok again as a shopping platform. The results of the interviews are presented in the form of narratives, the names of informants and the informants' answers directly (verbatim), as follows;

Brand Love: Emotional Attachment to Brands on Live TikTok

Consumers who frequently shop via live TikTok show a strong emotional attachment to brands. The main factors that build this brand love are the live interactions, special offers, and engaging product presentations during the live streaming sessions. Some informants stated that they felt closer to the brand because of the personalised and warm interaction from the seller. This makes them feel more valued as consumers, not just marketing targets. As expressed by Anastasya Putri Ima Oktavia (informant 1)

"I Feel Closer To Brands That Sell On Tiktok. Maybe Because I Often See Their Live Streams, So I Feel Like They Are More Personal, Not Just A Brand. For Example, I Really Like The Way They Talk Directly To The Audience, Give Discounts, And Give Clear Explanations About The Products."

In addition, the interaction during live events also creates brand loyalty. Informants feel that brands that often go live and provide clear information have a higher appeal than brands that only sell products without building relationships with their consumers. Dita Mijilingtyas and Eka Herawati stated (informan 2 and 3),

"After we bought several items on TikTok and had a satisfying experience, We became very loyal to these brands. Brands that often live and give promos make me feel closer and more interested."

Emotionally shows how interactions can attract product purchase rates on Live Tiktok. Titis Weming Hapsari (Informan 4) is said:

"Yes, I've felt that way with a local skincare brand. At first, I just tried their products because they often went live and shared educational content about the ingredients. But over time, I started to really trust them. The host is always friendly even mentioned my name once because I buy frequently. It made me feel closer, like I had a personal connection with the brand."

E-Trust: Consumer Trust in TikTok's Security and Credibility

Consumer trust in TikTok as an online shopping platform is influenced by several factors, such as transaction security, buyer protection system, and the credibility of brands selling on TikTok. Most informants stated that TikTok has a good security system, especially in protecting users' transactions and personal data. They feel safe because there are notifications if there is suspicious activity and there is protection for transactions. Rully isnawati (Informan 5) said,

"In my opinion, transaction security on TikTok is okay. TikTok always gives notifications if there is suspicious activity, so I feel safe. Plus, TikTok has an integrated payment feature, so I don't have to worry about credit card data or other things. I feel that transactions on TikTok are safe."

Trust in the platform is also strengthened by the buyer protection feature that allows them to request a refund if the goods received are not as expected. Antoni (Informan 6), who often buys products for his business needs through TikTok live, stated,

"I trust TikTok for shopping, especially for business needs. Because so far, transactions on TikTok are safe and items always arrive on time. I also like that TikTok has a feature to complain if the item is not as expected, so I feel more at ease."

In addition, consumer trust also depends on the credibility of the brand selling on TikTok. Consumers tend to choose brands that have a good reputation, get lots of positive reviews, and actively interact with customers. Adhenantera Raka Pribadi Utama (Informan 7) emphasized,

"I always check the store's reputation before buying items on TikTok. Usually, if the store has lots of positive reviews and often sells on live, I am more confident. There is an automotive store that I often follow live, and they always get positive comments from other buyers. That makes me believe that they are indeed trustworthy."

Intention to Shop Again via TikTok Live

Positive experiences while shopping on TikTok Live encourage consumers to shop again on the platform. They feel that live streaming provides clearer information than just viewing the product catalog, thus increasing their level of satisfaction. Many informants stated that they always look forward to TikTok live from their favorite brands, especially when there are interesting promos. Ahmad Dhawam Ibadulloh (Informan 8) said,

"If there are interesting promos or new items on TikTok live, I will definitely come back to see them. I often wait for my favorite stores to go live, especially if they say there are special discounts for live viewers."

In addition, consumers who are satisfied with their previous purchases tend to make repeat purchases at the same store. Rafika Kristin (Informan 9), for example, said,

"After buying a good item on TikTok live, I will definitely come back again. Usually I follow the store so I don't miss out on new live. They like to give exclusive discounts, so I wait to buy items again."

In some cases, informants even prefer shopping on TikTok compared to physical stores because of the more practical shopping experience, cheaper prices, and direct interaction with sellers. As expressed by Imanda Pramesti Ayu (Informan 10),

"Definitely coming back. Especially if there are discounts or promotions on live. I really like watching TikTok live because the items I need for my business are often there, and usually cheaper than other places."

Brand love is a form of strong emotional attachment between consumers and a brand, where consumers not only feel satisfied but also have a passion and deep emotional connection to the brand (Ghorbanzadeh & Rahehagh, 2021). However, brand love alone is not enough to drive sustainable consumer behavior. In the digital world, trust or e-trust is a key element in building long-term relationships. E-trust reflects consumer confidence that a platform or brand is reliable, safe, and transparent in every interaction (Riawan & Setiyaningrum, 2018). Brand love and e-trust play an important role in forming revisit intention, namely the consumer's intention to return to using or interacting with the brand and platform (Paisri et al., 2022). Generation Z, who are highly influenced by emotional experiences and perceived trust, are more likely to revisit TikTok live streaming when these two elements are met. With positive emotional experiences and trust in the platform, revisit intention becomes stronger, creating a continuous cycle of engagement between consumers and brands.

Relevant previous research has been conducted by several previous researchers. The first research, entitled "Generation Z Purchase Decision on TikTok Shop in Tasikmalaya City: Analysis of Innovation, Qualities, Promotion and E-Trust (Awaluddin et al 2023). The form of writing a journal article, using a quantitative approach method and stratified random sampling in sampling. The focus of this study is to analyzing consumer behavior related to purchasing decisions in TikTok live shopping based on product innovation, product quality, promotion, and e-trust.

The second study, entitled "The Influence of Customer Satisfaction on Repurchase Intention Among Tiktok Live Streaming Users in Jakarta", written (Showman 2023). The form of writing a journal article, using quantitative research methods and non-probability sampling techniques. The focus of this study is to

determine the factors that influence consumer repurchase intentions of fashion products through Tiktok live streaming in Jakarta. There are five variables studied in this study; brand experience, brand trust, consumer satisfaction, word of mouth (WOM), and repurchase intentions.

The third study, entitled "The Mediating Effect of Product Trust and Product Halalness on the Relationship Between Live Streaming and Purchase Intention: A Study on Halal Cosmetic Promotion on the TikTok Application" (Kholifah, 2024). The form of writing journal articles, using quantitative approach methods and non-probability sampling methods in sampling. The focus of this research is to determine the mediation effect of product trust and halal trust on the relationship between live streaming and purchase intention.

The fourth study, entitled "The Influence of Tiktok Shop Service Quality on Consumer Loyalty Related to Customer Satisfaction, Customer Trust and Behavioral Intention" (Princess 2024). The form of thesis writing, using quantitative research methods with a linear regression approach and coefficient of determination. The focus of this study is to explore how the quality of Tiktok Shop services affects consumer loyalty and behavioral intentions, especially in the areas of Yogyakarta and Central Kalimantan.

The fifth study, entitled "*The Influence of Live Streamer Interaction on Purchase Intention with Brand Love as a Moderating Variable*" (Daud et al. 2024). The form of writing a journal article, using a quantitative research method with an explanatory approach. The focus of this study is to analyze the effect of live streamer interactions on repurchase decisions by adding brand love variables as moderating variables.

From the results of the interviews conducted, it was found that consumers feel closer to the brand through personal interactions on Tiktok live. Most respondents stated that they feel more comfortable buying products from brands that often go live, with attractive offers and clear product explanations. This indicates that brand love plays an important role in forming loyalty. In addition, transaction security is also an important factor that increases consumer trust in the platform. Several respondents

stated that they feel safe because of buyer protection and confirmation of data security, which in turn strengthens their intention to repurchase the product in the future.

The interview results show that TikTok has succeeded in building an emotional connection between users and brands through direct interaction in live streaming. The informants felt that a personal approach such as direct greetings, detailed product explanations, and exclusive discounts created a closer and more appreciated impression. In addition, the transaction security system (Security Assurance) implemented by TikTok gives users confidence that their personal data and payments are protected. This is supported by features such as suspicious activity notifications and refunds if there is a problem. TikTok is also considered a trusted platform (Trust in Platform) because it has succeeded in maintaining transparency and reliability in every transaction process.

Positive experiences felt by users, such as items that match the description and good seller service, strengthen their loyalty to the brand. Several informants stated that they tend to become regular customers of stores that actively do live streaming, especially those that offer attractive promos and have friendly interactions with buyers. Brand credibility is also an important factor in building trust, where users use reviews and comments directly during live to evaluate the brand's reputation. Finally, a comfortable and satisfying shopping experience encourages users' intention to repurchase products in the future (Revisit Intention), especially when there are new promos or additional needs. Overall, Tiktok has succeeded in creating an interactive, safe, and satisfying shopping experience through the live streaming feature, which encourages user engagement, loyalty, and trust in the platform and the brands on it.

The novelty of this study lies in the exploratory approach that combines the concepts of brand love and e-trust to understand how both shape revisit intention among generation Z TikTok Live users. Unlike previous studies that mostly used a quantitative approach to measure the relationship between variables statistically, this study will adopt a more in-depth and holistic qualitative approach to explore subjective experiences, emotions, and motivations that underlie consumer behavior.

Previous studies have focused more on factors such as product innovation, quality, promotion, consumer satisfaction, and interaction with live streamers in shaping purchasing decisions or repurchase intentions. However, not many have specifically studied how brand love and e-trust play a role in building revisit intention in the context of generation Z and Live Tiktok. Therefore, this study is expected to provide new insights into the importance of emotional relationships with brands and the level of trust in digital platforms in influencing consumer intentions to repurchase. Thus, this study will enrich the existing literature by explaining the role of brand love and e-trust in creating an immersive consumer experience, as well as providing a clearer picture of generation Z behavior in the digital world, especially in the context of Live Tiktok.

CONCLUSIONS

This study successfully revealed that brand love and e-trust have an important role in forming revisit intention in generation Z users of the Live Tiktok feature in purchasing products online. This finding shows that the emotional connection built through direct interaction with creators or brands during live sessions deepens user attachment to the products offered. A more authentic shopping experience and transparency provided by Tiktok in maintaining data security are the main factors that strengthen brand love and e-trust. These two factors are the reasons for generation Z to return to using Live Tiktok as an online shopping channel, increasing brand love and repeat purchase intention. Thus, brand love and e-trust are important elements in digital marketing strategies aimed at generation Z, especially in utilizing the huge potential of the Live Tiktok feature.

This study shows that TikTok's Live feature has a significant influence on brand love and e-trust among Generation Z, which ultimately shapes their revisit intention. The shopping experience through TikTok Live provides a deep emotional attachment between users and brands, with direct interactions enriching the purchasing experience. In addition, e-trust factors, which include security and transparency, also strengthen users' intention to shop again through this platform. Brand love and e-trust are key elements that drive loyalty and repeat participation, making TikTok Live a channel effective for digital marketing based on authentic experiences.

Although This study provides in-depth insights into the relationship between brand love, e-trust, and revisit intention in generation Z users of Live TikTok, there are several limitations, including; (1) informants are limited to only 10 active Live TikTok users, which may not represent the entire population of generation Z users of this platform. (2) This study uses a qualitative approach with in-depth interviews, although it provides in-depth subjective insights, it cannot measure the extent to which the factors found have a statistical effect on the wider population level. (3) This study only focuses on the use of Live TikTok as an online shopping channel, while TikTok has various other features that can also influence user behavior

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