

# The Effect of TikTok Shop Feature Usage Intensity and Emotional Intelligence on Consumer Behavior Among Teenagers

Intan Syaffira<sup>1</sup>, M Ravii Marwan<sup>2</sup>,

Faculty of Communication Sciences, Gunadarma University, Tangerang, Indonesia  
[ravii@staff.gunadarma.ac.id](mailto:ravii@staff.gunadarma.ac.id)

## ARTICLE INFO

**DOI:** 10.38043/commusty.v3i2.5546  
**Article history:**  
Received 2024-06-28.  
Revised 2024-08-19.  
Accepted 2024-09-11.

**Keywords:**  
Intensity;  
Teenagers;  
Emotional Intelligence;  
Use of Tiktok Shop Feature;  
Consumptive Behavior;

## ABSTRACT

Online shopping has become a common activity for fulfilling consumer needs. Currently, TikTok Shop is one of the e-commerce platforms widely used by teenagers for online shopping. This study aims to examine the intensity of TikTok Shop usage and its impact on consumer behavior among teenagers through the TikTok Shop application. It also investigates the influence of the TikTok Shop feature and emotional intelligence on consumer behavior, and how these factors collectively account for 46.6% of the variation in consumer behavior, which is categorized as moderate. The study uses the 5% Slovin formula for sample size determination. The findings indicate that the intensity of using the TikTok Shop feature and emotional intelligence have a positive effect on consumer behavior among teenagers. Specifically, greater use of the TikTok Shop feature is associated with higher emotional intelligence, which in turn encourages consumer behavior in teenagers. Multiple linear regression analysis reveals that the intensity of TikTok Shop usage significantly influences emotional intelligence, which positively affects consumer behavior among adolescents.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



## 1. Introduction

The development of technology in the modern era has brought about numerous innovations, one of which is the integration of computers and telecommunications through the internet. The internet has become the foundation for the creation of various applications that can be accessed via smartphones, enabling people to communicate without distance limitations using computer or smartphone devices connected to the internet. This technology has become an inseparable part of human life, as it facilitates various daily activities.

The rapid advancement of technology provides users with easy access to various services. People's attention has shifted towards social media, which has become deeply integrated into their daily lives. The development of social media is growing rapidly, in parallel with advancements in the internet and the evolving needs of humans. Communication features in social media platforms fulfill both informational and social needs.

Technological and informational advancements have made Indonesian society highly receptive to global information. Social media is one of the key innovations in online communication technology. According to Kotler & Keller (2012), social media refers to platforms where users can share information in the form of messages, images, audio, or video. The need for information is increasingly supported by the existence of various social media platforms, such as Facebook,

LinkedIn, Pinterest, Line, WhatsApp, Twitter, Instagram, and TikTok, which has become a major trend among teenagers.

The growing number of interactions on social media has opened up significant opportunities for businesses to leverage these platforms for marketing purposes. Social media platforms have continuously innovated to meet business needs. One such innovation is the addition of buying and selling transaction features, which are designed to be simple and user-friendly, making online transactions easier for users (Ramadhan, 2020).

Easy access to shopping features in e-commerce transactions can trigger consumptive behavior. This is due to the availability of a wide range of goods and services, combined with a simple transaction process. Furthermore, external factors such as technological and industrial advancements also play an important role. Social media has been pivotal in driving changes, including: first, changing societal interactions from one-way communication (such as television) to more interactive forms. Second, social media has innovated to meet business needs by facilitating user interactions, particularly through integrated shopping features.

TikTok Shop, a feature within the TikTok social media platform, is an interesting subject of study because it offers significant advantages in buying and selling transactions. This feature allows users to directly purchase items within the TikTok app without the need to open another e-commerce application. This advantage sets TikTok Shop apart from other e-commerce platforms. TikTok Shop has proven particularly effective for product promotion targeting teenagers, as nearly half of TikTok users are under 30 years old, with about 25% being under 20 years old, and 11% over 50 years old (Zakawali & Hudaidah, 2022).

Social media, a product of creative digital innovation originating from the internet, was initially used primarily for socializing. However, its role has expanded significantly. Nowadays, people not only use social media to communicate, discuss, or share opinions, but also to sell and promote products or services. Social media companies have supported this trend by adding special features or platforms that facilitate buying and selling activities (Kompas.com).

In Indonesia, TikTok is currently one of the most popular social media platforms. Created by ByteDance in China in 2016 by Zhang Yiming, TikTok initially gained popularity as an entertainment tool. However, since 2020, during the Covid-19 pandemic, TikTok has evolved, integrating business functions and promoting advertisements and online stores through TikTok content (Oktavia, 2021). TikTok has now become one of the most prominent platforms used for marketing and advertising purposes. With the introduction of its new shopping feature, TikTok Shop, it has become a key focus for businesses aiming to reach their target audiences effectively. This feature provides a profitable opportunity for businesses to expand their networks, create content marketing videos, engage in live shopping, and collaborate with influencers and content creators (Rizal, 2021). Given these developments, this study aims to examine "The Effect of Intensity of Use of TikTok Shop Features and Emotional Intelligence on Consumptive Behavior Among Teenagers."

## 2. Methods

This research focuses on the use of the TikTok Shop feature as the object of study, while the subjects of the research are teenagers who actively use the TikTok platform and engage significantly with the TikTok Shop feature. The study adopts a quantitative approach, which involves the collection, analysis, and interpretation of data to derive relevant conclusions. This approach is employed to examine a specific population or sample, emphasizing the use of numbers and statistical analysis (Sugiyono, 2022).

For data collection, the researchers utilized a research instrument in the form of a questionnaire, employing a modified Likert scale (Strongly Disagree, Disagree, Agree, Strongly Agree). The study surveyed 400 respondents, aged 12-21 years, who actively use the TikTok Shop feature.

Table 1 Respondents Age

No.	Age	Frequency	Percentage
1	12 - 14	44	11 %
2	15 - 17	152	38 %
3	18 - 21	204	51 %
<b>Total</b>		<b>400</b>	<b>100 %</b>

Source: Results of Researcher Data Processing, 2024

Based on the results presented in Table 1, the distribution of respondents by age shows that 44 respondents (11%) are in the 12-14 age group, 152 respondents (38%) are in the 15-17 age group, and 204 respondents (51%) are in the 18-21 age group. These results indicate that the 18-21 age group is the most dominant among the respondents. Therefore, it can be concluded that the intensity of using the TikTok Shop feature is highest among individuals in the 18-21 age range, accounting for 51% of the respondents.

### 3. Results and Discussion

#### a. Research Relation to the Theory Used

This research is grounded in a theory that explains how mass media users experience impacts after engaging with media. In this context, the use of TikTok Shop features with high intensity can influence teenagers' consumptive behavior through emotional and social mechanisms. However, adolescents' emotional intelligence plays a crucial role in regulating their response to the urge to shop. Teenagers who are able to manage their emotions and impulses tend to be less influenced by media exposure that encourages consumptive behavior.

#### b. The Effect of Intensity on Consumptive Behavior

According to the Kamus Besar Bahasa Indonesia (KBBI), intensity refers to the level or degree of something being done intensely. Etymologically, the term "intensity" derives from the word "intention," which refers to the measure of an individual's involvement or perseverance in performing an activity continuously to achieve a certain result. Intensity reflects an individual's heightened focus on information, objects, or people, which can ultimately influence their behavior.

#### c. The Effect of Emotional Intelligence on Consumptive Behavior

Goleman (2020) defines emotional intelligence as the ability to recognize one's own emotions and those of others, motivate oneself, and manage emotions effectively in interpersonal relationships. Dewi (2018) further defines emotional intelligence as the ability to adapt to various situations, control one's own emotions and those of others, and regulate reactions or behaviors. The results indicate a positive and significant effect of emotional intelligence on consumptive behavior in adolescents, with a t-count value of 16.211 and a significance value of 0.000. Since the t-count of 16.211 exceeds the t-table and the significance value of 0.000 is less than 0.05, it can be concluded that emotional intelligence significantly influences adolescent consumptive behavior.

#### d. The Effect of Intensity and Emotional Intelligence on Consumptive Behavior

The results of the study reveal that the F-test shows a positive and significant influence between intensity and emotional intelligence on consumptive behavior among adolescents. With an F-calculated value of 131.501, which is greater than the F-table value of 3.02, it can be concluded that both intensity and emotional intelligence jointly affect teenagers' consumptive behavior. These findings indicate that 46.8% of consumptive behavior can be explained by these two variables. The intensity of using the TikTok Shop feature contributes to increasing emotional intelligence, which in turn influences adolescents' consumptive behavior.

#### 4. Conclusions

Based on the results and discussions of the research, several conclusions can be drawn regarding the effect of the intensity of use of the TikTok Shop feature and emotional intelligence on consumptive behavior among adolescents. First, the intensity of using the TikTok Shop feature has a positive influence on the consumptive behavior of teenagers. This means that the more often teenagers engage with the TikTok Shop, the more likely they are to exhibit consumptive behavior. Second, emotional intelligence also plays a significant role in shaping consumptive behavior. Teenagers with higher emotional intelligence are more capable of managing their impulses and emotions when exposed to purchasing urges through TikTok Shop. Finally, both the intensity of using the TikTok Shop feature and emotional intelligence together have a positive influence on adolescent consumptive behavior. The research shows that these two factors, when combined, can significantly influence how teenagers approach and manage their shopping behavior on social media.

From a theoretical perspective, future research could focus on encouraging teenagers to be more mindful in their use of the TikTok Shop feature, particularly by being cautious about impulsive purchases. It would be beneficial to explore how emotional intelligence can be further developed and utilized as a tool for regulating consumptive behavior, especially in the context of social media. A deeper understanding of emotional intelligence could help mitigate the negative effects of social media-driven consumerism among teenagers.

On a practical level, future studies could benefit from incorporating additional variables that were not explored in this research. This would offer a more holistic understanding of the factors influencing adolescent consumptive behavior. Researchers should also consider improving data collection methods, such as using a more diverse and representative sample of respondents to ensure the findings can be generalized to a broader population. Furthermore, refining the questionnaire by reducing its size could enhance efficiency in gathering data while maintaining the quality of responses. These improvements would contribute to a more comprehensive analysis in future studies.

#### 5. References

- Andika, D., & Mawardah, M. (2023). The relationship between emotional intelligence and consumptive behavior in juvenile NCOs DIT Samapta Polda South Sumatra. *Jurnal Ilmu Sosial*, 4(3), 732-742.
- Ardianto, Elvinaro. (2014). *Mass communication*. Bandung: Simbiosis Rekatama Media.
- Azwar, S. (2019). *Reliability and validity* (4th ed.). Yogyakarta: Student Library.
- Anshori, M., & S. Iswati. (2017). *Quantitative research methodology*. Surabaya: Airlangga University Press.
- Achmad, R. (2014). The effect of science environment technology, society (SETS) learning model on the ability to communicate in writing in the form of writing scientific works in the field of geography of high school students. Malang: UNM.
- Effendy, Uchjana, Onong. (2013). *Communication theory and practice*. Bandung: PT Remaja Rosdakarya.
- Erickson, M. (2011). The relationship between the intensity of accessing social networking sites with social interaction skills in 2011 students of the Faculty of Medicine UNS. Surakarta: UNS Library, 10.
- Fatimah Kartini Bohang. (2018). Tik Tok has 10 million active users in Indonesia. Kompas.com. Retrieved September 10, 2018, from <https://tekno.kompas.com/read/2018/07/05/09531027/tik-tok-punya-10-million-active-users-in-indonesia>

- Goleman, D. (2020). Emotional intelligence: Emotional intelligence "Why EI is more important than IQ". Jakarta: Kompas Gramedia.
- Halik Abdul. (2013). Mass communication. Makassar: Alauddin University.
- Judith E. Berman. (2011). A positive postdoctoral experience is related to quality supervision and career mentoring, collaborations, networking, and a nurturing research environment. *High Educ*, 62, 685-698.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (12th ed.). Jakarta: Erlangga.
- Lina & Rosyid, H. F. (2018). Consumptive behavior based on locus of control in adolescent boys. *Jurnal Psikologika*, 4, 5-13.
- Mujahidah. (2020). "Analysis of consumptive behavior and handling (Case study of one student at SMK Negeri 8 Makasar)." *Analysis of Consumptive Behavior and Handling*, 1-18.
- Nazir, M. (2013). *Research methods*. Bogor: Ghalia Indonesia.
- Nurjanah, S. (2019). The effect of economic literacy and self-control on the consumptive behavior of students of the Faculty of Economics, State University of Jakarta. *Parameters: Journal of State University Education*.
- Oktaviani, N. P. W., Munthe, S. A., Hulu, V. T., Budiastutik, I., Faridi, A., Ramdany, R., Fitriani, R. J., Tania, P. O. A., Rahmiati, B. F., Lusiana, S. A., Sianturi, E., & Suryana, S. (2021). Health research methodology (J. Simarmata & R. Watrianthos, Eds.; 1st ed.). Foundation Writing. [https://www.google.co.id/books/edition/Metodologi\\_Penelitian\\_Kesehatan/DDYtEAAAQB-AJ?hl=en&gbpv=1](https://www.google.co.id/books/edition/Metodologi_Penelitian_Kesehatan/DDYtEAAAQB-AJ?hl=en&gbpv=1)
- Ramadhan, S., & Linda, R. (2020). Development of interactive chemistry magazine e-module based on Kvisoft flipbook maker on reaction rate material. *Zarah Journal*, 8(1), 7-13.
- Rakhmayanti. (2020). TikTok users in Indonesia are dominated by Generation Z and Y. Taken January 21, 2023, from <https://tekno.sindonews.com/berita/1523692/207/pengguna-tiktok-di-indonesia-dominated-generation-z-and-y>
- Rizal, K. (2021). Socio-economic factors on the income of oil palm farmers. Malang: Literasi Nusantara.
- Mulyana. (2020). Understanding learning outcomes and factors that affect them. <https://ainamulyana.blogspot.com/2012/01/pengertian-hasilbelajar-dan-factors.html>. Accessed September 16, 2021.
- Nurjaman, Kadar, & Umam, Khaerul. (2012). *Communication and public relations*. Bandung: Pustaka Setia.
- Tasruddin, R. (2017). Advertising trends in social media. *Social Media*, 5(1), <http://103.55.216.56/index.php/Komodifikasi/article/view/5504>.
- Dzihan, F. A. (2022). The influence of self-control on the consumptive behavior of online shopping for beauty products in female students (Doctoral dissertation, Maulana Malik Ibrahim State Islamic University).
- Feiza, I. (2021). Media affects behavior. *Berita Sains*.

- Hidayatun, U. (2015). The effect of intensity of social media use and peer support on consumptive behavior in students in class XI, SMA Muhammadiyah 3 Yogyakarta in the 2014/2015 academic year.
- Ikhsan, K. (2023). The relationship between emotional intelligence and consumptive behavior in Shopee users in Panteriek Village (Doctoral dissertation, UIN Ar-Raniry Banda Aceh).
- Irlianti, M., Razkia, D., & Safitri, A. (2023). The effect of social media use (TikTok Shop) on consumptive behavior in working women. *Indonesian Journal of Psychological Studies (IJPS)*, 1(1), 58-68.
- Pramesti, C. The effect of Shopee e-commerce use on the consumptive behavior of Tadris IPS students at Syarif Hidayatullah State Islamic University Jakarta (Bachelor's thesis, Jakarta: FITK UIN Syarif Hidayatullah Jakarta).
- Umami, M. (2021). The relationship between the intensity of social media use and self-awareness in East Lombok adolescents (Doctoral dissertation, Maulana Malik Ibrahim State Islamic University).
- Wahid, N. N., San Marino, W., & Fadillah, A. R. (2023). Emotional intelligence as one of the determinants of purchasing decisions. *Fair Value: Scientific Journal of Accounting and Finance*, 5(7), 3167-3174.
- Wulandari, E. (2020). The relationship between self-confidence and consumptive behavior in students of the Faculty of Economics and Social Sciences UIN SUSKA Riau (Doctoral dissertation, ISLAM UNIVERSITY SULTAN SYARIF KASIM RIAU).
- Zakawali, M. B., & Hudaidah, H. (2022). The entry and development of Islam in Makassar. *Tsaqofah Dan Tarikh: Journal of Islamic Culture and History*, 7(1), 97-101. <http://dx.doi.org/10.29300/tjksi.v7i1.4465>.
- Riyanto, A. D. (2024). Hootsuite (We Are Social): Indonesian Digital Report 2024. Om <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2024>
- TikTok Shop. (2024). [www.tiktok.com](http://www.tiktok.com).
- Fatimah Kartini Bohang. (2018). TikTok has 10 million active users in Indonesia. *Kompas.com*. Retrieved September 10, 2018, from <https://tekno.kompas.com/read/2018/07/05/09531027/tik-tok-punya-10-million-active-users-in-indonesia>
- Rakhmayanti. (2020). TikTok users in Indonesia are dominated by Generation Z and Y. Taken January 21, 2023, from <https://tekno.sindonews.com/berita/1523692/207/pengguna-tiktok-di-indonesia-dominasi-generasi-z-dan-y>