

# Innovative Digital Commerce and Its Impact on Doom Spending and Unsustainable Fashion Choices Among Generation Z: A TikTok Live Shopping Study

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## ABSTRACT

*This study examines the effect of TikTok Live Shopping on doom spending and its impact on unsustainable fashion choices among Generation Z consumers. Using a quantitative survey method, data were collected from 150 respondents aged 18–26 who actively use TikTok and have engaged with its live shopping feature. The results show that TikTok Live Shopping has a significant positive effect on doom spending ( $\beta = 0.571, p < 0.001$ ), and doom spending significantly influences unsustainable fashion choices ( $\beta = 0.507, p < 0.001$ ). TikTok Live Shopping also directly affects unsustainable fashion choices ( $\beta = 0.355, p < 0.001$ ). Furthermore, the mediation analysis indicates that doom spending partially mediates the relationship between TikTok Live Shopping and unsustainable fashion choices, with the indirect effect also being significant. All four hypotheses (H1–H4) were supported, demonstrating that real-time purchasing features on social commerce platforms foster impulsive buying behavior, which in turn drives less sustainable fashion consumption. These findings provide valuable insights for marketers and policymakers in promoting responsible consumption and developing ethical marketing strategies in the era of digital commerce.*

**Keywords:** *TikTok live shopping, doom spending, unsustainable fashion, generation z, social commerce.*

## ABSTRAK

Penelitian ini mengkaji pengaruh TikTok Live Shopping terhadap doom spending dan dampaknya pada pilihan fashion tidak berkelanjutan di kalangan konsumen Generasi Z. Dengan menggunakan metode survei kuantitatif, data dikumpulkan dari 150 responden berusia 18–26 tahun yang aktif menggunakan TikTok dan pernah berpartisipasi dalam fitur live shopping-nya. Hasil menunjukkan bahwa TikTok Live Shopping berpengaruh positif signifikan terhadap doom spending ( $\beta = 0,571, p < 0,001$ ), serta doom spending secara signifikan memengaruhi pilihan fashion tidak berkelanjutan ( $\beta = 0,507, p < 0,001$ ). TikTok Live Shopping juga secara langsung memengaruhi pilihan fashion tidak berkelanjutan ( $\beta = 0,355, p < 0,001$ ). Selain itu, analisis mediasi mengindikasikan bahwa doom spending memediasi secara parsial hubungan antara TikTok Live Shopping dan pilihan fashion tidak berkelanjutan, dengan efek tidak langsung yang juga signifikan. Keempat hipotesis (H1–H4) terbukti didukung, menunjukkan bahwa fitur pembelian real-time pada platform social commerce mendorong perilaku pembelian impulsif, yang pada gilirannya memicu konsumsi fashion yang kurang berkelanjutan. Temuan ini memberikan wawasan berharga bagi pemasar dan pembuat kebijakan dalam mempromosikan konsumsi yang bertanggung jawab serta mengembangkan strategi pemasaran etis di era perdagangan digital.

**Kata kunci:** *TikTok live shopping, doom spending, pilihan fashion tidak berkelanjutan, generasi z, perdagangan sosial.*

## INTRODUCTION

Digital commerce has significantly transformed the global retail landscape. One of the most prominent developments is live shopping, which has gained rapid popularity, particularly on social media platforms like TikTok. This phenomenon aligns with changing consumer behavior, particularly among Generation Z, who are more open to digital trends and desire interactive and instant shopping experiences. In Indonesia, the e-commerce market has experienced remarkable growth, driven by widespread smartphone adoption and the popularity of short-form video platforms (Sa'adah et al., 2022). As of 2024, TikTok has over 125 million active users in Indonesia, making it one of the platform's largest global markets (Data Reportal, 2024). This widespread adoption has positioned TikTok Live Shopping as a key driver of e-commerce growth, especially among younger consumers.

TikTok Live Shopping feature combines entertainment and retail through real-time engagement, flash sales, and interactive elements such as live chat and influencer-driven promotions. These features are particularly appealing to Generation Z, who are highly active digital natives known for their affinity for personalized and immersive shopping experiences (Nada et al., 2023). Generation Z is a pivotal consumer segment due to its significant spending power, strong influence over market trends, and distinct values that emphasize identity, social recognition, and digital engagement.

Understanding their behavior is crucial as live shopping's rise has also brought about a new challenge, namely the rise of the doom shopping phenomenon (Simatupang et al., 2025). Doom spending is often seen as a form of self-soothing behavior to deal with psychological stress (Sahri et al., 2025). This impulsive and excessive pattern is fueled by digital marketing innovations and access, for example, and social influence through live streaming (Rahmawati et al., 2025). Doom spending goes beyond typical impulsive buying. While impulsive buying is often spontaneous and unplanned, doom spending is emotionally driven, functioning as a coping mechanism for stress, anxiety, or boredom (Sahri et al., 2025). In live commerce settings, features such as countdown timers, limited-time offers, and interactive seller-audience engagement amplify these emotional triggers, leading to excessive, unplanned purchases (Liu et al., 2023).

A recent survey found that over 70% of Indonesian Gen Z consumers reported participating in at least one live shopping session in the past three months, with many admitting to regret over purchases made impulsively during these events (Snapcart, 2023). Generation Z has grown up in a highly connected digital landscape (Omar & Dewar, 2024). This demographic prioritizes personal identity, desire, and ethical consumption, yet they are simultaneously influenced by trends disseminated through digital media, including live shopping experiences (IBAI NEWS, 2024). This highlights a growing concern that innovative digital commerce is not only reshaping retail but also fueling financially and emotionally harmful consumption patterns among young consumers. This impulsive purchasing behavior has significant environmental implications, particularly within the fashion industry. Indonesia's fashion sector is projected to exceed IDR 125 trillion (approximately USD 7.72 billion) in 2024,

with an annual growth rate of around 4.26% through 2029 (IBAI News 2024). However, this growth comes at a cost, the country generates approximately 2.3 million tons of textile waste each year, representing about 12% of household waste, yet only 0.3 million tons is recycled (Nafauziyya, 2024). This unsustainable consumption is fueled by fast fashion trends, where products are purchased impulsively and discarded after minimal use. The report revealed that 65.7% of Indonesian online shoppers identify fashion as their most frequently purchased category, underscoring the scale of the issue (Afifah et al., 2025).

Despite the rapid growth of live shopping and the popularity of fast fashion, research on how TikTok Live Shopping drives unsustainable consumption behaviors remains limited, particularly in the Indonesian context. Existing studies on live commerce have predominantly focused on impulsive buying behavior, emphasizing spontaneity and hedonic motivation. However, these perspectives have not fully captured emotionally driven consumption patterns that emerge as responses to stress, uncertainty, and negative affect. Doom spending refers to a form of consumption motivated by emotional regulation and coping with psychological distress, characterized by repetitive and emotionally driven purchasing rather than momentary impulse. Although this phenomenon has been discussed in relation to macro-level uncertainty and emotional strain, its role within live shopping environments remains underexplored. In particular, there is limited understanding about how TikTok Live Shopping features may activate doom spending and subsequently contribute to environmentally harmful fashion consumption.

Addressing this gap, this study examines doom spending as a psychological mechanism linking TikTok Live Shopping experiences to unsustainable fashion choices among Generation Z consumers in Indonesia. By focusing on this mechanism, the study provides empirical insight into how emotionally charged digital commerce environments may reinforce coping-oriented consumption behaviors with sustainability implications.

## LITERATURE REVIEW

### *Tiktok Live Shopping*

TikTok Live Shopping represents a new form of innovative digital commerce that combines real-time product demonstrations with interactive purchasing features such as flash sales, countdown timers, and live chat functions. These features create a seamless blend of entertainment and shopping, encouraging instant decision-making and higher engagement levels compared to traditional e-commerce (Chen & Lin, 2022).

Although prior studies highlight the effectiveness of live shopping in increasing consumer engagement and sales (Anjelita & Qonitah, 2024; Ardiyanti, 2023), few studies focus specifically on TikTok Live's role in driving unsustainable consumption behaviors, especially within the Indonesian context. This study addresses this gap by analyzing TikTok Live Shopping as a key factor influencing doom spending and unsustainable fashion choices among Generation Z. Based on the above rationale, the following hypothesis is formulated by the authors:

Hypothesis 1 (H1): TikTok Live Shopping (X) has a positive effect on Doom Spending (M).

### ***Doom Spending***

Doom spending refers to compulsive and emotionally driven purchasing behavior, where individuals make excessive, unplanned purchases as a way to cope with stress, boredom, or anxiety (Simatupang et al., 2025). This behavior is reflected in several indicators, including emotional coping, unplanned purchases, fear of missing out (FOMO), social influence, and lack of self-control. It is amplified in digital commerce environments that use limited-time promotions, scarcity cues, and social interactions, which heighten emotional responses and reduce rational decision-making (Ma et al., 2024).

Research highlights a close connection between doom spending and fear of missing out (FOMO), particularly within live commerce settings. Studies have shown that flash sales and countdown timers significantly increase unplanned spending (Sahabuddin & Syafitri, 2025). Other research indicates that live social interactions create emotional bonds between sellers and buyers, further intensifying unplanned purchases (Chen & Lin, 2022). Additionally, emotional states such as loneliness and boredom have been identified as strong predictors of compulsive buying behavior, especially among young adults (Schneider, 2020).

Although doom spending shares certain surface-level similarities with impulsive buying, the two constructs differ fundamentally in their underlying psychological motivations. Impulsive buying is generally characterized by spontaneous, hedonic-driven purchases triggered by situational stimuli. In contrast, doom spending functions as an emotion-focused coping strategy, whereby individuals engage in excessive and unplanned consumption as a response to persistent negative emotional states such as stress, boredom, or anxiety (Prasetia, 2024). Moreover, doom spending is frequently accompanied by reduced self-regulatory control and post-purchase regret, indicating a consumption pattern that is not merely impulsive but emotionally driven and reflexive. This distinction indicates that doom spending shows characteristics that differentiate it from traditional buying behavior constructs, particularly impulsive buying.

In Indonesia, doom spending has become increasingly prevalent, particularly among Generation Z. Snapcart Survey (2023) revealed a 35% increase in unplanned buying behavior among Generation Z compared to the previous year, driven largely by live shopping events such as TikTok Live (Omar & Dewar, 2024). Many respondents reported post-purchase regret, indicating that these purchases were emotionally driven rather than need-based (Putri & Astuti, 2025). These emotionally-driven consumption behaviors can lead to unsustainable fashion choices, as they prioritize immediacy and hedonic satisfaction over environmental and ethical considerations. Doom spending as a distinct construct remains underexplored, especially in the context of live commerce. Furthermore, few studies examine doom spending as a mediator that explains how TikTok Live Shopping leads to other negative outcomes, such as unsustainable fashion consumption. This study seeks to fill this gap by positioning doom spending as a psychological mechanism connecting digital commerce engagement and unsustainable

purchasing patterns. Therefore, based on the preceding discussion, the authors posit the following hypothesis:

Hypothesis 2 (H2): Doom Spending (M) has a positive effect on Unsustainable Fashion Choices (Y).

Hypothesis 3 (H3): Doom Spending (M) mediates the relationship between TikTok Live Shopping (X) and Unsustainable Fashion Choices (Y).

### ***Unsustainable Fashion Choice***

Unsustainable fashion choices involve purchasing behaviors that prioritize low cost, convenience, and trendiness over environmental and ethical considerations (De Araujo et al., 2020). These behaviors are strongly associated with the fast fashion industry, where consumers frequently buy inexpensive, low-quality clothing that is discarded after minimal use (Degli Esposti et al., 2024a). The environmental impact of these behaviors is significant. Indonesia generates approximately 2.3 million tons of textile waste annually, representing around 12% of total household waste, yet only 0.3 million tons is recycled (Waste4Change., 2022). A GoodStats (2024) report found that 65.7% of Indonesian online shoppers identify fashion as their most frequently purchased category, reflecting high consumption levels and rapid product turnover (Nafauziyya, 2024).

Previous research has explored fast fashion's environmental and ethical consequences. Studies have shown that fast fashion accelerates overconsumption and resource depletion (Joy et al., 2022), while other research has demonstrated a gap between consumers sustainability values and their actual purchasing behaviors, particularly among younger demographics (McNeill & Venter, 2019). However, most studies focus on general fast fashion consumption, with limited attention to the role of live commerce platforms like TikTok Live in promoting unsustainable practices. This study fills that gap by examining how TikTok Live Shopping influences unsustainable fashion choices both directly and indirectly through doom spending, offering a comprehensive model that links digital commerce, consumer psychology, and sustainability outcomes.

In this study, unsustainable fashion choices are conceptualized as a single latent construct representing an overall orientation toward fashion consumption in which sustainability considerations are consistently deprioritized. Rather than being treated as separate behavioral variables, this construct is reflected through a set of closely related indicators that capture how unsustainable consumption manifests in practice. These indicators include neglect of environmental considerations during purchase decisions, purchase urgency, prioritization of low prices over sustainability attributes, and internal tension between sustainability awareness and actual consumption behavior.

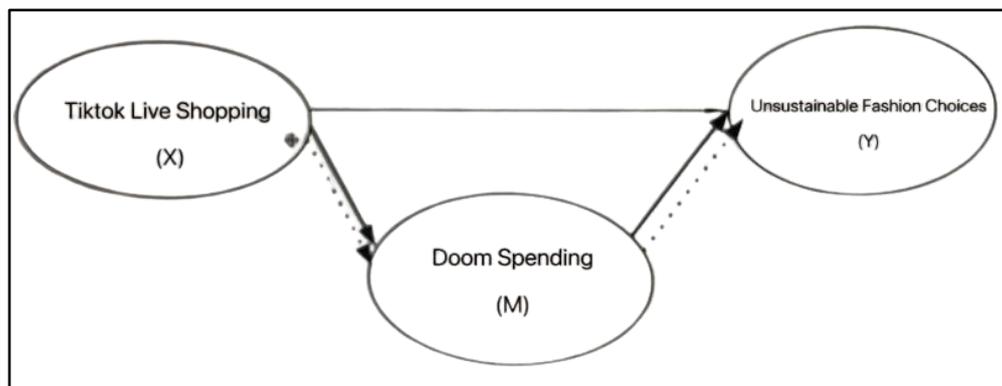
Research shows that unsustainable fashion consumption rarely arises from a single factor. Emotional, cognitive, and economic influences interact to shape consumer behavior, often leading to purchases that deprioritize sustainability (McNeill & Venter, 2019; Nguyen, 2021). Degli Esposti et al (2024) highlight that even when consumers are aware of the environmental implications of fast fashion, economic and convenience considerations often

outweigh sustainability concerns. These findings support the conceptualization of multiple behavioral dimensions as a single integrated construct, capturing a coherent and comprehensive pattern of unsustainable consumption. Combining these behaviors into one construct, the study reflects a consistent pattern of unsustainable consumption, where each behavior represents a different aspect of the same underlying tendency. Accordingly, the following hypothesis is advanced by the authors:

Hypothesis 4 (H4): TikTok Live Shopping (X) has a positive effect on Unsustainable Fashion Choices (Y).

Below is the conceptual framework and hypothesis of this research.

Figure 1. Conceptual Framework



## METHOD

This study utilized a quantitative, cross-sectional survey design to examine the influence of TikTok Live Shopping on Unsustainable Fashion Choices, with Doom Spending behavior modeled as a mediator, among Generation Z consumers in Indonesia. The target population consisted of individuals aged 18–26 years old, representing Generation Z, who had purchased fashion products through TikTok Live Shopping within the last three months. A total of 150 valid responses were collected using purposive sampling and an online questionnaire distributed through TikTok, Instagram, and WhatsApp. The measurement instrument consisted of 35 items grouped into three constructs: TikTok Live Shopping (10 items, indicators 1–10), Doom Spending (11 items, indicators 11–21), and Unsustainable Fashion Choices (14 items, indicators 22–35). All items were adapted from previously validated studies and measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data were analyzed using SmartPLS version 4.0, following a two-step procedure. First, the measurement model was evaluated for convergent validity (outer loadings, AVE), reliability (Composite Reliability and Cronbach’s Alpha), and discriminant validity (Fornell-Larcker criterion and HTMT ratio). Second, the structural model was assessed using model fit indices (SRMR, NFI), R<sup>2</sup> values, path coefficients, and bootstrapping with 5,000 resamples to test both direct effects of TikTok Live Shopping on Unsustainable Fashion Choices and indirect effects through Doom Spending as a mediator. Ethical considerations were strictly observed,

ensuring voluntary participation, informed consent, and respondent anonymity, with all data securely stored and used solely for academic purposes.

**Table 1. Questionnaire Construct**

Variable	Dimension	Items	Indicators
TikTok Live Shopping	Usage Intensity	TLS1	I regularly watch TikTok Live Shopping sessions featuring fashion products.
		TLS2	I typically watch TikTok Live Shopping sessions related to fashion products until completion.
		TLS3	I participate in several TikTok Live Shopping fashion sessions per week.
	Convenience & Practicality	TLS4	TikTok Live Shopping enables me to purchase fashion products quickly and practically.
		TLS5	I feel that TikTok Live Shopping is a beneficial innovation in the way I purchase fashion products.
	Interactivity & Engagement	TLS6	I perceive TikTok Live Shopping as a favorable innovation regarding my fashion product purchases.
		TLS7	Interactive features such as live chat and virtual try-ons increase my interest in buying fashion products.
	Personalization & Promotions	TLS8	Promotions and discounts during TikTok Live Shopping motivate me to shop more.
		TLS9	The available features and convenience make the experience of shopping for fashion products via TikTok Live more efficient and enjoyable.
		TLS10	I am interested in purchasing fashion products because the recommendations that appear during TikTok Live align with my preferences.
Doom Spending	Emotional Coping	DS1	I often shop for fashion products on TikTok Live Shopping as a way to relieve stress, boredom, or saturation.
	Unplanned Purchases	DS2	I frequently purchase fashion products during TikTok Live Shopping without prior planning.

		DS3	I often buy fashion products during TikTok Live Shopping without considering whether I genuinely need them.
	Fear of Missing Out (FoMO)	DS4	I fear missing out on exclusive fashion product promotions during TikTok Live Shopping, leading me to purchase immediately without thorough consideration.
		DS5	I often feel anxious about missing out on limited-edition fashion products during TikTok Live Shopping, which prompts me to make immediate purchases.
	Social Influence	DS6	I am encouraged to shop for fashion products when I see many other people interacting and purchasing products during TikTok Live Shopping sessions.
		DS7	I am often motivated to buy fashion products on TikTok Live Shopping due to social influence such as trends, community, influencers, and other people's activities.
	Lack of Self Control	DS8	I find it difficult to restrain myself from buying fashion products when I see discounts or limited promotions on TikTok Live Shopping.
		DS9	I frequently exceed my planned budget and find it hard to control my spending when shopping for fashion products on TikTok Live Shopping.
		DS10	I find it challenging to stop my habit of making impulsive fashion product purchases on TikTok Live Shopping.
		DS11	I regret making impulsive purchases of fashion products on TikTok Live Shopping.
Unsustainable Fashion Choice	Environmental Awareness Neglect	UFC1	I understand the importance of choosing environmentally friendly fashion products for a better future.
		UFC2	I prefer to purchase fashion products made from environmentally friendly materials.
		UFC3	I believe that purchasing eco-friendly fashion products is my responsibility as a consumer.
		UFC4	I make an effort to avoid fast fashion products to protect the environment.

	Purchase Urgency	UFC5	TikTok Live Shopping often leads me to disregard sustainability principles when purchasing fashion items.
		UFC6	The urgency created during TikTok Live makes it difficult for me to consider the sustainability aspects of the fashion products I buy.
		UFC7	Direct interaction with the TikTok Live host encourages me to buy fashion products without thoroughly considering their environmental impact or sustainability.
		UFC8	The <i>flash sale</i> and <i>countdown</i> features on TikTok Live make it challenging for me to consider the sustainability of fashion products when choosing to purchase.
	Price Sensitivity Over Sustainability	UFC9	I feel compelled to purchase due to FOMO ( <i>fear of missing out</i> ) during TikTok Live Shopping, even if the products are not environmentally friendly.
		UFC10	I purchase fashion products from TikTok Live purely because of promotions, not necessity.
		UFC11	I prefer cheap products on TikTok Live over sustainable fashion products that are more expensive.
	Internal Value Conflict	UFC12	I focus more on discounts and trends during TikTok Live than on the origin of the fashion products I buy
UFC13		I often regret purchasing non-sustainable fashion products from TikTok Live.	
UFC14		I realize that my shopping habits on TikTok Live contradict my commitment to sustainability.	

Source: Compiled by the Researchers, 2025.

## RESULT AND DISCUSSION

### Sample Profile

This study involved 150 respondents from Generation Z, aged 18 to 26 years, who met the primary criteria for sample selection. All respondents (100%) were currently students. The majority were female (52.7%), and most had actively engaged with TikTok Live Shopping within the past six months. Regarding fashion purchasing behavior, 27.3% of respondents reported purchasing fashion products once every three months, while 21.3% made purchases once per month. In terms of TikTok Live Shopping activity, 23.3% engaged with TikTok Live

Shopping two to three times per month, whereas 28.1% did so more than three times per month. Furthermore, 28% of respondents reported purchasing fashion products via TikTok Live Shopping more than three times in the preceding month. In terms of domicile, 54.7% of respondents resided within the Jakarta metropolitan area (Jabodetabek), while the remaining 45.3% were from outside Jabodetabek. The table of descriptive statistics related to respondent characteristics are presented below.

**Table 2. Descriptive statistics**

Item	Description	Sample	%
Gender	Female	79	52,7%
	Male	71	47,3%
Occupation	Students	150	100%
Domicile	Jabodetabek	82	54,7%
	Outside Jabodetabek	68	45,3%
Fashion purchase frequency on tiktok live shopping	1 times per 3 months	41	27,3%
	1 time per 1 month	32	21,3%
	2-3 times per month	35	23,3%
	>3 times per month	42	28,1%

### Measurement Model Evaluation

This section presents the findings of the study, following the sequence of analysis described in the methodology. The evaluation of the outer model aims to assess validity through convergent validity and discriminant validity, as well as reliability, which is measured using composite reliability and Cronbach's alpha for the indicator block (Ghozali, 2015). The results are focused on representative data that directly address the research objectives, including the measurement model evaluation and the structural model evaluation.

**Table 3. Validity and reliability assessment for the data.**

Construct	Items	Outer Loadings	Cronbach's $\alpha$	CR	AVE
Tiktok Live Shopping	TLS1	0.781	0.920	0.932	<b>0.580</b>
	TLS2	0.769			
	TLS3	0.784			
	TLS4	0.796			
	TLS5	0.802			
	TLS6	0.821			
	TLS7	0.825			
	TLS8	0.841			
	TLS9	0.853			
	TLS10	0.860			
Doom Spending	DS 1	0,713	0.931	0.941	<b>0.593</b>
	DS2	0.724			

	DS3	0.729			
	DS4	0.733			
	DS5	0.740			
	DS6	0.752			
	DS7	0.764			
	DS8	0.777			
	DS9	0.788			
	DS10	0.802			
	DS11	0.814			
Unsustainable Fashion Choice	UFC1	0.731	0.944	0.951	<b>0.581</b>
	UFC2	0.738			
	UFC3	0.742			
	UFC4	0.749			
	UFC5	0.754			
	UFC6	0.760			
	UFC7	0.768			
	UFC8	0.775			
	UFC9	0.783			
	UFC10	0.791			
	UFC11	0.798			
	UFC12	0.806			
	UFC13	0.812			
	UFC14	0.820			

Table 4. Discriminant validity analysis.

Construct	HTMT Value
TikTok Live Shopping – Doom Spending	0.742
TikTok Live Shopping – Unsustainable Fashion	0.721
Doom Spending – Unsustainable Fashion	0.854

The measurement model was evaluated to determine convergent and discriminant validity as well as reliability. All outer loadings were above 0.70, indicating that the indicators were valid measures of their respective constructs. The Average Variance Extracted (AVE) for TikTok Live Shopping, Doom Spending, and Unsustainable Fashion Choices were 0.580, 0.593, and 0.581, respectively, exceeding the recommended threshold of 0.50, thus demonstrating good convergent validity. Furthermore, both Composite Reliability (CR) and Cronbach's Alpha for all constructs were well above 0.70, confirming strong internal consistency and reliability of the measurement instrument.

Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio to ensure that each construct in the model was conceptually distinct. All HTMT values were below the recommended threshold of 0.90, confirming that discriminant validity was achieved. These results indicate that the measurement model met the necessary criteria for both validity and reliability.

### Structural Model Evaluation

The structural model was evaluated to assess the relationships between constructs and the predictive accuracy of the model (Hoyle, 2023). Model fit indices, path coefficients, R<sup>2</sup> values, and mediation effects were examined.

**Table 5. Model Goodness of Fit.**

Fit Index	Value	Threshold
SRMR	0.088	< 0.10
NFI	0.571	> 0.50

The SRMR value of 0.088 is below the recommended threshold of 0.10, indicating an acceptable level of model fit. Similarly, the NFI value of 0.571 exceeds the minimum threshold of 0.50, further supporting the adequacy of the model. Together, these indices demonstrate that the structural model provides a satisfactory fit to the observed data, suggesting that the relationships among the constructs are well represented.

**Table 6. R-Square Values**

Variable	R <sup>2</sup>	R <sup>2</sup> Adjusted
Doom Spending	0.326	<b>0.322</b>
Unsustainable Fashion Choices	0.589	<b>0.583</b>

TikTok Live Shopping explains 32.2% of the variance in Doom Spending, while together TikTok Live Shopping and Doom Spending explain 58.3% of the variance in Unsustainable Fashion Choices, indicating moderate to strong predictive power.

**Table 7. Path Coefficients (Direct Effects)**

Hypothesis	Path Coefficient (β)	T-Statistics	P-Value	Result
TikTok Live Shopping → Doom Spending	0.571	9.107	0.000	<b>Supported</b>
Doom Spending → Unsustainable	0.507	5.897	0.000	<b>Supported</b>

Fashion Choices				
TikTok Live Shopping → Unsustainable Fashion Choices	0.355	4.632	0.000	<b>Supported</b>

The results indicate that TikTok Live Shopping (TLS) significantly increases Doom Spending (DS) ( $\beta = 0.571$ ,  $t = 9.107$ ,  $p < 0.001$ ), showing that greater engagement with TikTok Live Shopping strongly promotes impulsive and excessive spending behaviors. Doom Spending, in turn, has a substantial positive effect on Unsustainable Fashion Choices (UFC) ( $\beta = 0.507$ ,  $t = 5.897$ ,  $p < 0.001$ ), suggesting that individuals who overspend are more likely to purchase fashion products without considering environmental or ethical factors.

Additionally, TikTok Live Shopping directly influences unsustainable fashion purchases ( $\beta = 0.355$ ,  $t = 4.632$ ,  $p < 0.001$ ), indicating that the platform drives unsustainable consumption both directly through its features and indirectly through its impact on impulsive spending. These results confirm all hypothesized relationships and highlight TikTok Live Shopping as a key driver of unsustainable fashion behavior among Generation Z.

**Table 8. Mediation Effect (Indirect Effect)**

Relationship	Indirect Effect( $\beta$ )	T-Statistics	P-Value	Result
TikTok Live Shopping → Doom Spending → Unsustainable Fashion Choices	0.289	5.102	0.000	<b>Supported</b>

The test results demonstrate that Doom Spending significantly mediates the relationship between TikTok Live Shopping and Unsustainable Fashion Choices. This indirect effect is shown to be positive and significant, with a path coefficient (Original Sample) value of 0.289. The significance is confirmed by a T-statistic value of 5.102, which far exceeds the critical threshold of 1.96, as well as a P-value of 0.000, which is less than 0.05. This indicates that the mediation hypothesis is accepted. It suggests that the influence of TikTok Live Shopping on Unsustainable Fashion Choices is significantly channeled through an increase in Doom Spending behavior.

## Discussion

This study shows that Digital Innovation in TikTok Live Shopping has a significant influence on Doom Spending, with a path coefficient of 0.571 and a significance level of  $p < 0.001$ . This indicates that the higher the level of innovation in live shopping features, such as limited-time promotions and real-time interaction with sellers, the greater the tendency of Generation Z to make excessive and unplanned purchases. This finding is consistent with. This finding is consistent with prior research by Chen & Lin (2022) and Liu et al (2023), both studies suggest that interactive features in live shopping enhance consumers emotional engagement and intensify the fear of missing out (FOMO), which drives impulsive buying behavior.

Furthermore, the results reveal that Doom Spending has a significant effect on unsustainable fashion purchase behavior, with a path coefficient of 0.507 and  $p < 0.001$ . This suggests that as impulsive buying behavior increases, consumers are more likely to ignore considerations such as product quality, durability, and environmental impact. These findings support previous studies by Joy et al (2022) and McNeill & Venter (2019) which highlighted that excessive purchasing is a key driver of the fast fashion cycle, where consumers buy a large number of low-cost garments, wear them briefly, and then quickly discard them. This study also finds that the indirect effect of TikTok Live Shopping on unsustainable fashion purchase behavior through Doom Spending is 0.289, and this effect is stronger than the direct effect, which is only 0.355. This indicates that Doom Spending serves as a key mechanism that bridges the relationship between digital innovation and unsustainable consumption patterns.

In addition, the structural model analysis shows that Doom Spending is explained by 32.2% ( $R^2 = 0.322$ ) of the variance in digital innovation in TikTok Live Shopping, while unsustainable fashion purchase behavior is explained by 58.3% ( $R^2 = 0.583$ ) through the combined effects of TikTok Live Shopping and Doom Spending. These values indicate that the model has moderate to strong explanatory power, making it relevant for understanding digital consumption behavior among Generation Z. However, they also suggest that other factors outside the model, such as social influence, cultural norms, and environmental awareness, may play an important role and should be explored in future studies.

Notably, the results show that the effect of TikTok Live Shopping on unsustainable fashion choices is largely explained through doom spending rather than through a direct influence. This suggests that digital innovation in live shopping contributes to unsustainable consumption by activating emotionally driven purchasing as a coping response. In this regard, doom spending functions as a key psychological mechanism that links live commerce practices with sustainability-related outcomes.

Overall, this study strengthens the understanding that live streaming shopping practices not only have a direct impact on purchasing behavior but also generate a stronger indirect effect through Doom Spending. Therefore, platforms like TikTok should carefully consider the long-term consequences of their features and marketing strategies. Moreover, policymakers can use these findings to design regulations that protect consumers while encouraging more sustainable fashion consumption practices.

Despite these contributions, several limitations should be considered when interpreting the findings. From a methodological perspective, this study is based on self-reported survey data, which may not always reflect how consumers actually behave during live shopping sessions. Respondents may report what they believe is appropriate rather than what they truly do, especially given the increasing public attention to sustainability issues. Doom Spending as a mediator is based on participants self-reported perceptions, not their in-the-moment behavior during live shopping. In addition, because the data were collected at a single point in time, this study cannot fully explain how purchasing behavior develops over time. Future research could complement this approach with qualitative methods, such as in-depth interviews or observations, to better capture real purchasing experiences in live commerce settings.

In addition, a key limitation of this study relates to the characteristics of the sample all respondents in this research were university students, representing a relatively homogeneous segment of Generation Z in terms of socioeconomic status and life stage. While this group is highly relevant due to its active engagement with TikTok Live Shopping, the findings may not be fully generalizable to the broader Generation Z population in Indonesia. Different income levels, occupational backgrounds, or family responsibilities may shape distinct consumption patterns. Future research is therefore encouraged to incorporate more diverse samples to enhance external validity and to further explore how doom spending operates across different demographic contexts.

## CONCLUSION

This study reveals that TikTok Live Shopping significantly influences doom spending behavior among Generation Z, with a large effect size ( $f^2 = 0.484$ ), explaining 32.2% of the variance in this behavior. Doom spending then has a strong and positive effect on the decision to choose unsustainable fashion ( $f^2 = 0.420$ ). Additionally, TikTok Live Shopping also has a moderate direct effect on the decision to purchase unsustainable fashion ( $f^2 = 0.207$ ). Overall, this model is able to explain 58.3% of the variation in decisions related to unsustainable fashion.

These findings confirm that doom spending, as an emotionally driven consumption behavior, tends to direct consumers toward choices that place less emphasis on sustainability considerations. As a result, doom spending functions as an important pathway linking exposure to TikTok Live Shopping with increased unsustainable fashion consumption among Generation Z. Exposure to digital live shopping content activates emotional responses that shape purchasing decisions with limited consideration of environmental or social impacts.

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