

THE EFFECT OF FEATURE CONVENIENCE AND DISCOUNTS ON POST-PURCHASE FEELINGS IN TIKTOK SHOP AMONG GENERATION Z

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Abstract

The rapid growth of social commerce has transformed online shopping behavior, particularly among Generation Z consumers. TikTok Shop, as a social commerce platform, integrates interactive features, seamless purchasing processes, and promotional incentives such as discounts and flash sales. This study aims to analyze the impact of feature convenience and discounts on post-purchase feelings, specifically post-purchase satisfaction and post-purchase regret, among Generation Z TikTok Shop users. A quantitative research design was employed using a survey method, with data collected from respondents who had made purchases on TikTok Shop within the last six months. The data were analyzed using a partial least squares based approach. The results indicate that perceived ease of use has a significant positive effect on post-purchase satisfaction, while discounts do not show a significant direct influence on satisfaction. Furthermore, neither feature convenience nor discounts were found to have a significant effect on post-purchase regret. These findings suggest that post-purchase satisfaction in social commerce is driven more by platform usability and user experience than by promotional incentives. Meanwhile, post-purchase regret appears to be influenced by other factors beyond the scope of this study. The findings provide practical implications for social commerce platform developers to prioritize usability and for consumer education initiatives aimed at promoting responsible digital consumption among Generation Z.

1. INTRODUCTION

The rapid advancement of digital technology and online commerce has fundamentally reshaped consumer purchasing behavior, particularly among Generation Z, a demographic group that is highly engaged with social media and digital platforms. In recent years, social commerce has emerged as one of the most prominent developments in this transformation. Unlike conventional e-commerce platforms, social commerce integrates shopping activities directly into social media environments, allowing consumers to discover, evaluate, and purchase products while engaging with entertainment content and online interactions. TikTok Shop represents a strong example of this phenomenon, offering a shopping experience embedded in short-form video content, live streaming features, algorithm-based product recommendations, and integrated checkout systems (Najmaei et al., 2023; Obadă & Țugulea, 2024). These features allow users to complete purchases quickly and seamlessly, often within only a few clicks, which can reduce consumers' cognitive effort and increase the likelihood of spontaneous purchase decisions.

From a theoretical perspective, the Technology Acceptance Model (TAM) explains that the adoption and continued use of digital systems are strongly influenced by users' perceptions of usefulness and ease of use (Davis, 1989; Venkatesh & Davis, 2000). In social commerce contexts such as TikTok Shop, perceived ease of use becomes particularly relevant because platform features such as intuitive navigation, one-click checkout, and integrated payment methods directly shape how users experience the shopping process. When users perceive the platform as easy and convenient to use, they are more likely to engage in purchasing behavior and report positive evaluations after completing transactions (Chong et al., 2022; Putri & Nugroho, 2023). Therefore, platform usability is not merely a technical factor but a key driver of consumer experience and emotional outcomes in digital commerce settings.

In addition to platform convenience, TikTok Shop also relies heavily on promotional strategies such as discounts, vouchers, flash sales, and limited-time offers to stimulate transactions. Promotional incentives are widely recognized as effective triggers for consumer decision-making, particularly because they generate perceptions of economic benefit, time pressure, and scarcity (Lamis, 2022). For younger consumers who are highly responsive to trends and online stimulation, promotions can accelerate purchasing decisions and encourage impulse buying, especially in entertainment-oriented environments like TikTok Shop (Obadă & Țugulea, 2024). However, while discounts may increase transaction frequency, they do not always lead to positive emotional outcomes. In many cases, impulsive purchases driven by promotions may result in mixed post-purchase emotions depending on whether the product meets expectations or whether the purchase is later perceived as unnecessary.

This condition is closely related to post-purchase feelings, which refer to emotional responses experienced after the transaction has been completed. Post-purchase feelings commonly appear as satisfaction when consumers feel pleased with the decision and outcome, or regret when consumers experience disappointment, guilt, or the feeling that the purchase was not needed (Chen et al., 2020). These emotions are important because they can influence future purchasing intentions, consumer trust, and overall platform perception. Among Generation Z, post-purchase regret can become a more critical issue due to several contextual factors, such as limited financial stability, high exposure to promotional content, and the psychological pressure to follow trends (Pratama & Rahardjo, 2022). These circumstances may lead consumers to prioritize short-term gratification, which can later produce regret or dissatisfaction.

Although previous studies have widely examined TikTok Shop and social commerce in relation to impulse buying behavior and purchase intention, there is still limited empirical research that focuses specifically on post-purchase feelings particularly satisfaction and regret as direct outcomes influenced by platform convenience and promotional incentives. Most existing research emphasizes the pre-purchase stage (e.g., motivations and triggers to buy), while the emotional consequences after purchase remain less explored, especially among Generation Z consumers in emerging markets such as Indonesia (Najmaei et al., 2023; Obadă & Țugulea, 2024). In addition, previous research has shown that impulse buying can increase post-purchase regret (Chen et al., 2020), but studies that directly evaluate whether platform usability and discount exposure can shape post-purchase satisfaction and regret in a TikTok Shop context remain scarce. This gap is important because TikTok Shop differs from traditional online marketplaces by integrating entertainment-based shopping experiences, which may strengthen emotional reactions after purchase.

Therefore, this study aims to address this gap by analyzing the effects of feature convenience (perceived ease of use) and discounts on post-purchase feelings, specifically post-purchase satisfaction and post-purchase regret among Generation Z TikTok Shop users. By focusing on post-purchase outcomes, this research provides a more complete understanding of consumer emotional responses in social commerce environments and offers practical implications for platform development and responsible consumer engagement in digital purchasing behavior.

2. LITERATURE REVIEW

This literature review aims to examine the theoretical and empirical foundations relevant to this study by discussing key concepts related to social commerce, technology acceptance, promotional strategies, impulse buying, post-purchase feelings, and the characteristics of Generation Z. The review integrates established theories with recent empirical findings to provide a conceptual basis for analyzing how feature convenience and promotional incentives influence post-purchase emotions in social commerce environments.

2.1 Theoretical and Conceptual Background

Social commerce represents the evolution of traditional e-commerce through the integration of social media features and online shopping functionalities (Obadă & Țugulea, 2024). Platforms such as TikTok Shop enable users not only to consume short-form video content but also to engage in direct purchasing through interactive features, including live streaming, algorithm-based product recommendations, discounts, vouchers, and integrated checkout systems (Najmaei et al., 2023; Obadă & Țugulea, 2024). Unlike conventional e-commerce platforms, social commerce offers a dynamic, socially driven, and highly interactive shopping experience (Obadă & Țugulea, 2024). Contemporary studies indicate that these integrated features significantly encourage impulsive buying behavior, particularly among younger consumers (Najmaei et al., 2023; Obadă & Țugulea, 2024). Research on TikTok users demonstrates that entertainment value, informational utility, and time pressure embedded in social commerce

environments play a critical role in stimulating impulse buying, highlighting the importance of social commerce platforms in shaping modern consumer behavior (Obadă & Țugulea, 2024).

The Technology Acceptance Model (TAM) is widely used to explain user adoption of digital systems, emphasizing perceived usefulness and perceived ease of use as key determinants of technology acceptance (Davis, 1989; Venkatesh & Davis, 2000). This study focuses primarily on perceived ease of use, as ease of navigation, intuitive interface design, fast checkout processes, and integrated payment systems are central features of social commerce platforms such as TikTok Shop (Chong et al., 2022). When users perceive a system as easy and convenient to use, their likelihood of adoption and continued usage increases, including the intention to make purchases (Davis, 1989; Venkatesh & Davis, 2000). In digital commerce contexts, particularly mobile-based shopping environments, perceived ease of use has been shown to accelerate purchase decisions and increase transaction likelihood (Putri & Nugroho, 2023). Therefore, TAM provides a strong theoretical framework for understanding how technical characteristics of social commerce platforms influence consumer purchasing behavior and post-purchase evaluations.

Promotional strategies such as discounts, vouchers, flash sales, and limited-time offers constitute a core element of social commerce, particularly in entertainment-based shopping environments such as TikTok Shop (Obadă & Țugulea, 2024). These strategies not only enhance perceived economic value but also create psychological effects such as time pressure and scarcity, which can accelerate purchase decisions without extensive evaluation (Febriana & Sari, 2021; Lamis, 2022). Empirical studies reveal that flash sales and time-limited promotions significantly increase impulse buying behavior due to the combined effects of price incentives, entertainment, and urgency (Lamis, 2022). Research in emerging market contexts also indicates that promotion-related factors, such as price perception and shopping lifestyle, contribute to impulsive purchasing, confirming that promotions function not only as marketing tools but also as psychological triggers for spontaneous buying decisions in digital environments (Febriana & Sari, 2021).

Impulse buying refers to spontaneous purchasing decisions made without prior planning or careful consideration, often driven by emotional, social, or environmental stimuli (Lamis, 2022). In social commerce contexts, impulse buying is facilitated by easy access to products, visually engaging content, and intensive promotional exposure, which reduce consumers' cognitive evaluation during the purchasing process (Obadă & Țugulea, 2024). Recent studies on TikTok platforms show that factors such as social influence, economic benefits, time pressure, and entertainment experiences significantly contribute to impulsive buying behavior, particularly among Generation Z consumers (Najmaei et al., 2023; Obadă & Țugulea, 2024). This demonstrates that impulse buying has become increasingly prevalent in online shopping environments, where transactions can be completed instantly and with minimal effort.

Following a purchase, consumers may experience a range of emotional responses known as post-purchase feelings (Chen et al., 2020). These emotions generally manifest as post-purchase satisfaction when products meet expectations or as post-purchase regret when purchases are perceived as unnecessary, disappointing, or financially burdensome (Chen et al., 2020; Zhang et al., 2021). Prior literature indicates that impulsive buying and instant gratification are closely associated with post-purchase dissonance, especially when purchasing decisions are made without thorough evaluation (Chen et al., 2020). Review studies also highlight that post-purchase regret has become a critical issue in marketing research due to its implications for customer loyalty, repeat purchasing behavior, and consumer perceptions of e-commerce platforms (Zhang et al., 2021).

Generation Z exhibits distinctive consumption characteristics, including high social media engagement, sensitivity to trends, and susceptibility to social and psychological pressures such as Fear of Missing Out (FoMO) (Pratama & Rahardjo, 2022). Empirical research suggests that FoMO and digital lifestyles significantly increase consumptive tendencies among Gen Z, particularly when financial literacy is limited (Pratama & Rahardjo, 2022). As a result, impulsive and promotion-driven purchasing behaviors may negatively impact both financial and psychological well-being (Pratama & Rahardjo, 2022). Therefore, it is essential for this study to incorporate demographic and psychosocial factors alongside technological and promotional variables when analyzing post-purchase feelings among Generation Z consumers.

2.2 Empirical Review and Hypothesis

Empirical research in digital consumer behavior indicates that social commerce platforms significantly influence purchasing decisions, particularly among Generation Z consumers (Obadă & Țugulea, 2024). Studies on TikTok Shop demonstrate that interactive features such as live streaming, algorithm-based recommendations, and seamless checkout systems reduce cognitive effort and increase emotional engagement, thereby encouraging impulse buying behavior among young consumers (Najmaei et al., 2023; Obadă & Țugulea, 2024). These findings suggest that social commerce environments not only shape how consumers make purchase decisions but also create conditions that may influence consumer evaluations after the purchase is completed, such as satisfaction or regret (Chen et al., 2020).

Empirical applications of the Technology Acceptance Model (TAM) further reveal that perceived ease of use positively affects user satisfaction and behavioral intentions in e-commerce contexts (Davis, 1989; Venkatesh & Davis, 2000). When digital platforms are perceived as easy to use, consumers are more likely to engage in purchasing

activities and report higher satisfaction levels (Chong et al., 2022). Evidence from mobile-based shopping and digital payment studies confirms that ease of use accelerates purchase decisions and increases transaction likelihood, strengthening user engagement in online commerce (Putri & Nugroho, 2023). Therefore, perceived ease of use is expected to play an important role in shaping post-purchase satisfaction and regret among Generation Z consumers using TikTok Shop.

In addition to usability factors, promotional strategies such as discounts, vouchers, and flash sales have been consistently identified as strong predictors of impulse buying because they create urgency, scarcity perception, and perceived economic benefits (Lamis, 2022; Febriana & Sari, 2021). Empirical findings suggest that time-limited promotions significantly stimulate spontaneous purchasing behavior, especially among Generation Z consumers in emerging market contexts (Febriana & Sari, 2021; Obadă & Țugulea, 2024). However, although promotions are effective in stimulating purchases, their influence on post-purchase outcomes may vary depending on consumers' expectations, perceived product value, and financial considerations.

Empirical studies also highlight that impulse buying may lead to mixed post-purchase outcomes (Chen et al., 2020). While some consumers experience post-purchase satisfaction when products meet expectations, others report post-purchase regret due to unnecessary purchases, unmet expectations, or financial strain (Zhang et al., 2021; Chen et al., 2020). Research focusing on Generation Z emphasizes that digital lifestyle and Fear of Missing Out (FoMO), combined with limited financial literacy, intensify consumptive behavior and increase the likelihood of negative post-purchase feelings (Pratama & Rahardjo, 2022). Based on the empirical findings reviewed, the following hypotheses are proposed:

H1: Perceived ease of use of TikTok Shop has a positive and significant effect on post-purchase satisfaction among Generation Z consumers.

H2: Perceived ease of use of TikTok Shop has a significant effect on post-purchase regret among Generation Z consumers.

H3: Impulse buying behavior has a significant effect on post-purchase feelings, including post-purchase satisfaction and post-purchase regret.

H4: Discount and promotional features have a significant indirect effect on post-purchase feelings through impulse buying behavior among Generation Z consumers.

H5: Discount and promotional features have a significant direct effect on post-purchase regret among Generation Z consumers.

3. RESEARCH METHODOLOGY

3.1 Research Design

This study employs a quantitative research design to examine the relationships between feature convenience, discounts, impulse buying, and post-purchase feelings among Generation Z TikTok Shop users. A quantitative approach is considered appropriate as it enables the measurement of variables and the testing of hypotheses through statistical analysis, allowing for objective and generalizable findings.

3.2 Research Approach

The research adopts a survey method as the primary research approach. Data were collected using a structured questionnaire distributed online through Google Forms. This method allows efficient data collection from a broad range of respondents and is suitable for capturing perceptions, attitudes, and behavioral tendencies related to online shopping experiences.

3.3 Research Location and Period

The study was conducted without geographical restrictions, allowing respondents from various locations to participate. The questionnaire distribution period started in November 2025 and continued until the time of data analysis. This flexible approach ensures broader representation of Generation Z consumers who actively use TikTok Shop.

3.4 Sampling Technique

A purposive sampling technique was applied to select respondents based on specific criteria relevant to the research objectives. The criteria for respondents are as follows:

1. Aged between 18 and 30 years
2. Have made at least one purchase via TikTok Shop within the last six months
3. Voluntarily participated in completing the questionnaire
4. Agreed that their anonymized data could be used for research analysis

This sampling technique ensures that the respondents possess sufficient experience and relevance to the variables examined in the study.

3.5 Data and Data Collection Techniques

This study utilizes both primary and secondary data. Primary data were obtained directly from respondents through the online questionnaire, which captures perceptions of feature convenience, discounts, impulse buying behavior, and post-purchase feelings. Secondary data were collected from relevant academic journals, research

articles, and online publications. These sources were used to support theoretical foundations, interpret empirical findings, and contextualize the primary data analysis.

3.6 Measure Scale

All questionnaire items were measured using a five-point Likert scale, with the following classifications:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

This scale was selected to capture the intensity of respondents' perceptions and attitudes toward the variables studied.

3.7 Operationalization of Variables

The operationalization of variables defines how abstract concepts are translated into measurable indicators. In this study, the variables are operationalized as follows:

A. Perceived Ease of Use (Feature Convenience)

This variable refers to the extent to which TikTok Shop features are perceived as easy to understand and use. It is measured through indicators such as ease of navigation, simplicity of the checkout process, clarity of interface design, and convenience of payment methods.

B. Discount and Promotional Features

This variable represents consumers' perceptions of promotional incentives offered by TikTok Shop. Indicators include attractiveness of discounts, frequency of flash sales, perceived price benefits, and the influence of time-limited promotions on purchase decisions.

C. Impulse Buying

Impulse buying is defined as spontaneous purchasing behavior without prior planning. This variable is measured through indicators such as unplanned purchases, emotional urges to buy, purchasing without extensive evaluation, and buying triggered by promotional content.

D. Post-Purchase Feelings

This variable reflects consumers' emotional responses after making a purchase and is divided into two dimensions:

- *Post-purchase satisfaction*, measured through feelings of happiness, contentment, and fulfillment after purchase

- *Post-purchase regret*, measured through feelings of disappointment, guilt, or the perception that the purchase was unnecessary or financially burdensome

These indicators were adapted from prior empirical studies and aligned with the objectives of this research to ensure content validity and measurement reliability.

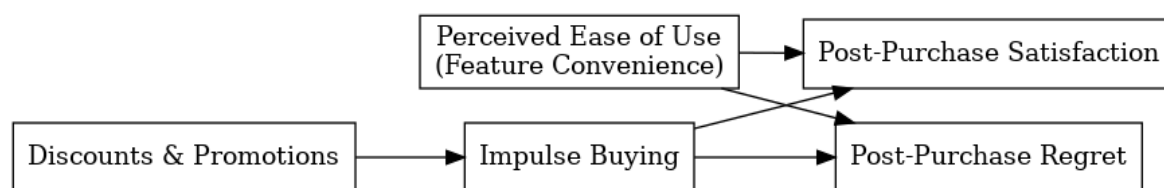


Figure 1. Conceptual Model of the Study

Source: Authors (2025)

4. RESULT AND DISCUSSION

4.1 Result

This study analyzed data collected from Generation Z respondents who had made at least one purchase on TikTok Shop within the last six months. Descriptive analysis indicates that respondents generally perceived TikTok Shop as a platform with a high level of convenience and attractive promotional features. The mean score for Perceived Ease of Use (PEOU) was 3.91 (SD = 0.76), suggesting that most respondents agreed that TikTok Shop provides an intuitive interface, easy navigation, and a smooth purchasing process. Similarly, Discounts and Promotional Features (DISC) achieved a mean score of 3.88 (SD = 0.79), indicating that respondents perceived discounts, vouchers, and flash sales as noticeable and appealing.

Regarding post-purchase outcomes, respondents reported relatively high levels of Post-Purchase Satisfaction (SAT) with a mean score of 3.87 (SD = 0.68). This suggests that, on average, respondents felt satisfied with their purchases, including aspects such as product suitability, transaction experience, and willingness to repurchase. In contrast, Post-Purchase Regret (REG) showed a moderate mean score of 2.81 (SD = 0.72), indicating that while some

respondents experienced regret after purchasing, such feelings were not dominant across the sample. The measurement model was evaluated by examining indicator loadings to assess construct validity. The results demonstrate that most indicators across PEOU, DISC, and SAT exhibited strong outer loadings (≥ 0.70), confirming that these items reliably represent their respective constructs. However, the REG construct showed relatively weaker measurement properties, as two indicators displayed loadings below the recommended threshold of 0.60. This finding suggests that post-purchase regret may be a more complex and situational emotion, which is not uniformly captured by all indicators within the sample.

Structural model analysis reveals that Perceived Ease of Use has a positive and statistically significant effect on Post-Purchase Satisfaction ($\beta = 0.716$, $p < 0.001$). This indicates that higher perceptions of platform convenience substantially increase the likelihood of consumers feeling satisfied after making a purchase. In contrast, Discounts and Promotional Features did not have a significant direct effect on Post-Purchase Satisfaction ($\beta = 0.131$, $p > 0.05$), suggesting that promotions alone are insufficient to shape satisfaction outcomes. The model explains a substantial proportion of variance in post-purchase satisfaction ($R^2 = 0.677$), indicating strong explanatory power. For Post-Purchase Regret, neither Perceived Ease of Use nor Discounts showed statistically significant effects ($\beta = -0.344$ and $\beta = 0.434$, respectively; $p > 0.05$). Additionally, the explained variance for regret was relatively low ($R^2 = 0.072$), indicating that regret is influenced by other factors beyond platform convenience and promotional strategies.

4.2 Discussion

The findings of this study emphasize the central role of feature convenience in shaping post-purchase satisfaction among Generation Z consumers on TikTok Shop. The significant positive effect of perceived ease of use supports the Technology Acceptance Model (TAM), which posits that systems perceived as easy to use enhance user acceptance and positive behavioral outcomes. In the context of social commerce, this result suggests that Gen Z consumers place high value on seamless navigation, fast checkout processes, and integrated payment systems when evaluating their shopping experiences after a transaction. Interestingly, although discounts and promotions are widely recognized as strong triggers for initial purchase decisions, the results indicate that they do not directly translate into higher post-purchase satisfaction. This finding implies that promotional incentives may function primarily as purchase stimulators, rather than as determinants of emotional evaluation after the purchase is completed. Once the transaction has occurred, satisfaction appears to be driven more by the usability and reliability of the platform than by the perceived financial benefits obtained during the purchase.

The absence of significant effects on post-purchase regret suggests that regret among Generation Z consumers may arise from factors not directly examined in this study. Elements such as impulsive buying tendencies, unmet expectations regarding product quality, delivery issues, or financial pressure may play a more prominent role in shaping regret than platform convenience or promotional exposure. Moreover, the weaker measurement performance observed in the regret construct indicates that regret may be a more nuanced emotional response that varies across individuals and purchasing contexts.

The relatively low explained variance in post-purchase regret also highlights the exploratory nature of this study, particularly given the modest sample size. While the findings provide valuable insights into the determinants of post-purchase satisfaction, they suggest that future research should incorporate additional variables such as impulse buying behavior, financial literacy, or perceived product value to better capture the mechanisms underlying post-purchase regret. Expanding the sample size and refining regret indicators would further enhance the robustness and generalizability of the results.

5. CONCLUSION

This study examined the impact of feature convenience and discount strategies on post-purchase feelings among Generation Z consumers using TikTok Shop. Grounded in the context of social commerce and supported by the Technology Acceptance Model (TAM), the research aimed to understand how platform usability and promotional incentives shape consumers' emotional responses after completing a purchase, particularly in terms of post-purchase satisfaction and regret. The findings demonstrate that perceived ease of use plays a dominant role in determining post-purchase satisfaction. Generation Z consumers tend to feel more satisfied after shopping on TikTok Shop when the platform provides an intuitive interface, seamless navigation, and efficient transaction processes. This result highlights that, beyond attracting users through promotional content, the quality of the user experience during and after the purchasing process is crucial in shaping positive post-purchase emotions. The strong explanatory power of the model for post-purchase satisfaction further emphasizes the importance of usability as a key factor in social commerce environments.

In contrast, discounts and promotional features were not found to have a significant direct effect on post-purchase satisfaction. While promotions are widely acknowledged as effective tools for stimulating purchase decisions, the results suggest that their influence may be limited to the pre-purchase or purchase stage rather than extending to post-purchase evaluations. Satisfaction after purchase appears to be driven more by functional and experiential aspects of the platform than by the perceived economic benefits gained during the transaction.

Regarding post-purchase regret, the study did not identify significant effects from either feature convenience or discounts. This finding indicates that regret among Generation Z consumers may stem from more complex and situational factors that were not fully captured in this research. Elements such as impulsive buying tendencies, mismatches between expectations and product quality, delivery issues, or personal financial constraints may play a more substantial role in shaping regretful feelings after purchase. The relatively low explanatory power of the model for regret underscores the need for a broader analytical framework in future studies.

From a practical perspective, the results suggest that social commerce platforms should prioritize improving usability and user experience rather than relying solely on aggressive promotional strategies to foster positive post-purchase outcomes. For Generation Z consumers, a smooth and efficient shopping experience contributes more strongly to satisfaction than temporary price incentives. Additionally, the findings imply the importance of integrating ethical design and consumer education initiatives, particularly those related to financial literacy, to mitigate potential negative emotional outcomes associated with impulsive purchasing.

This study is not without limitations. The relatively small sample size restricts the generalizability of the findings, and the measurement of post-purchase regret may benefit from refined indicators in future research. Nevertheless, the study provides meaningful insights into the emotional consequences of social commerce usage among Generation Z and contributes to the growing literature on digital consumer behavior. Future research is encouraged to incorporate larger samples, additional mediating variables such as impulse buying behavior, and broader contextual factors to deepen understanding of post-purchase feelings in social commerce settings.

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