The Effects of Personal Motivations, Islamic Economic Law, and Perceived Behavioral Control on Gifting Behaviour for Z Generations in TikTok's Live Streaming

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Abstract: Generation Z is known as a digital native generation that is highly connected to technology and the internet. TikTok, a popular platform among this generation, features live streaming that enables real-time interaction, giving rise to gift-giving practices. This study examines how personal motivation, Islamic economic law, and perceived behavioral control influence gift-giving behavior among Generation Z during TikTok live streams in Indonesia. The population comprises Indonesian Generation Z individuals who have previously gifted TikTok content creators and are active users. A sample of 130 respondents was analyzed using Partial Least Squares (PLS) technique. Results indicate that personal motivation, Islamic economic law, and perceived behavioral control all have positive and significant effects on gift-giving behavior.

Keywords: Personal Motivations, Islamic Economics Law, Perceived Behavioral Control, Gifting Behavior, TikTok.

I.   Introduction

Technological advancements have significantly influenced various aspects of human life, including consumption and social behavior. One platform that has experienced rapid growth is TikTok, a social media platform particularly popular among Generation Z (Husna & Apif, 2023). TikTok serves not only as a venue for sharing short videos but also features live streaming, allowing users to interact in real-time. Generation Z, born between 1997 and 2012 (ages 12-27), is known as a generation of digital natives highly connected to technology and the internet (Araujo et al., 2022). They exhibit unique characteristics in their consumption preferences and social interactions compared to previous generations.
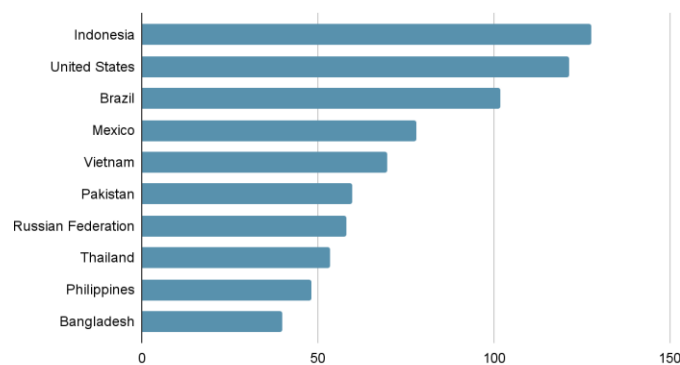
Figure 1. Countries with The Largest TikTok Audience (in millions) (Statista, 2024)

Indonesia is one of the countries with the largest number of TikTok users globally, according to Figure 1 boasting around 127.5 million users in 2024. Nearly 50% of TikTok's social media users fall within the 18 to 27 age range based on the information from Figure 2, aligning with the demographic of Generation Z. This indicates that Generation Z is a highly active segment on this platform. Figure 3 illustrates approximately 41.9% of Generation Z TikTok users have made a purchase after seeing a product on TikTok. Additionally, 50% of TikTok users have bought something after watching TikTok LIVE (Analyzify, 2024) This demonstrates the significant potential of TikTok as a platform influencing purchases and consumer behaviour, including the context of gifting.
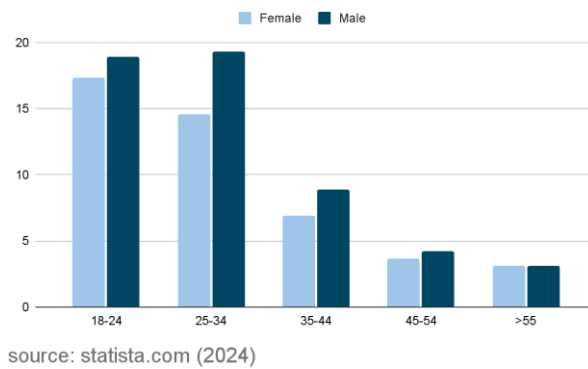
source: statista.com (2024)

Figure 2. Distribution of TikTok Users Worldwide by Age and Gender (Statista, 2024)
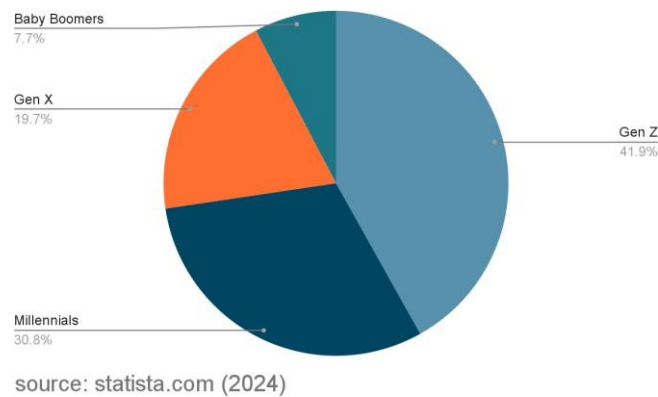

source: statista.com (2024)

Figure 3. Consumers Used to Purchase TikTok Products Worldwide by Generational (Statista, 2023)

On the other hand, Indonesia, as the country with the largest Muslim population in the world, experiences significant influence from Islamic economic law in daily life (Wulansari, 2024). Islamic economic law, which emphasizes principles such as justice, honesty, and adherence to Syariah, can impact gifting behavior on digital platforms like TikTok (Husna & Apif, 2023). Studies indicate that Islamic values play a crucial role in shaping Muslim consumer preferences, including in the context of gifting and supporting content creators who align with Syariah principles (Puteri et al., 2022). In addition to the influence of Islamic economic law, personal motivation and perceived behavioral control are also important factors influencing the decision to give gifts during live streaming sessions.

Motivation is a key factor driving consumer behavior. In the context of TikTok Live Streaming, the motivation to give gifts can stem from various sources, such as the desire to support favorite content creators, seek entertainment, or gain social recognition from the community (Manggala et al., 2023). Studies on personal motivation show that Generation Z tends to be influenced by both intrinsic and extrinsic motivations when making purchasing decisions and interacting on digital platforms (Qiu & Klug, 2021). By understanding these motivations, we can better identify the reasons behind gifting behavior and how marketing strategies can be tailored to attract Generation Z's attention.

Perceived behavioral control refers to the extent to which individuals feel they have control over their actions. In the context of gifting on TikTok Live Streaming, this can include individuals' beliefs about their ability to give gifts, as well as the social influence of their friends and online communities (Araujo et al., 2022). Research indicates that high perceived control can increase the likelihood of individuals engaging in certain behaviors (Hau & Kang, 2016). By studying perceived behavioral control, we can identify the factors that hinder or encourage Generation Z to give gifts on TikTok.

This study aims to examine how Islamic economic law, personal motivation, and perceived behavioral control influence the gifting behavior of Generation Z on TikTok live streaming in Indonesia. By understanding these factors, it is hoped that this research can provide deeper insights into the dynamics of digital consumption behavior among the youth and its implications for the creative content industry in Indonesia.

II.   Literature Review

Personal Motivations

Putra et al. (2023) state that motivation is a force that transforms an individual's energy into real actions that are implemented in daily life with the goal of achieving the best results. This motivation is crucial as it forms the basis that drives a person to have the will and determination to achieve specific goals. In the context of giving, motivation plays a very important role. Özbek (2018) reveals that different motivations influence an individual's decision to give gifts. This indicates that gift-giving is not a simple act, but is influenced by various psychological and social factors.

Further research by Y. Li & Guo (2021) identifies three primary motivations that influence gift-giving behavior. First, is the motivation to share information, where individuals give gifts to convey a message or specific information to the recipient. Second, the motivation to follow trends, where individuals are driven to give gifts based on trends or habits that are popular in society. Third, is affiliation motivation, where individuals give gifts to express feelings of attachment or emotional connection with the recipient.

Although numerous studies have discussed the various motivations that influence gift-giving, there is still a gap in the literature that details the effect of personal motivation on the practice of gift-giving in the context of live streaming. Live streaming, as a new phenomenon in the digital age, opens up space for more dynamic and complex social interactions. However, to date, there has been no in-depth research exploring how individuals' personal motivations play a role in their decision to give gifts on live-streaming platforms.
H1: Personal Motivations positively influence Gifting Behaviour

Islamic Economic Law

Rachmad Soemitroas quoted by Abdul Manan (2009) in Kholid (2018) defines economic law as part of the overall norms made by the government or the authorities as the personification of society that regulates the life of economic interests society faces. Muhammad Abdullah Al-Arabi (2013) in Kholid (2018) provides a definition of Islamic economics, namely a set of general economic fundamentals which is concluded from the Qur'an and Al-Sunnah and is an economic building founded on these basics in accordance with each environment and time. Thus, it can be concluded that Islamic Economic Law is a collection of principles, values, principles, and regulations related to economic activities carried out by legal subjects in order to meet commercial and non-commercial needs based on the Qur'an and Al-Sunnah.

A study by Wulansari (2024) concluded that getting gifts in a negative way and not fulfilling the 5 main elements of maqaid al-sharia'ah can be said to be makruh At-Tahrim. As for getting gifts by busking, asking and wages in the form of gifts is permissible if it does not violate the provisions of the Sharia and Fatwa DSN MUI. Other research was also conducted by Husna & Apif (2023) the results of this study can serve as guidelines for creators and fans in making donations that are in accordance with the principles of Islamic economic law. In addition, this study also provides insight into the mechanism and method of fan donations in the TikTok monetization program, which can help creators and ways of fan donations in the TikTok monetization program, which can help creators optimize their earning potential in optimizing their earning potential.
*H2: Islamic Economic Law positively influence Gifting Behaviou*r

Perceived Behavioural Control

Bagozzi et al. (2003) explain that perceived behavioral control (PBC) is a key factor in determining how likely someone is to act on their intentions. PBC refers to how much control a person feels they have over performing a specific action. People often face challenges when trying to act, either because they doubt their own abilities or because they expect outside obstacles. How easily someone can put their plans into action often depends on their level of PBC. Because PBC involves self-control, researchers think it works alongside a person's desires to influence their intentions to act. In the proposed model, both PBC and what people want to do play important roles in shaping their plans to take action.

Further Research Xu et al. (2022) Perceived Behavioral Control (PBC) denotes individuals' assessment of the ease or difficulty associated with executing a planned action. In the context of live streaming platforms, various factors analogous to traditional interpersonal interactions may influence viewers' propensity to engage in virtual gifting behaviors. For Example, the physical attractiveness and personality traits of content creators can significantly impact viewer engagement and gifting patterns. Additionally, the personality characteristics of streamers and their capacity for emotional engagement (affective labor) may contribute to enhanced earnings. This economic consideration adds another dimension to the complex interplay of factors influencing PBC in the live streaming ecosystem. These multifaceted elements collectively shape viewers' perceptions of the ease or difficulty of virtual gifting, thereby influencing their actual gifting behaviors on live streaming platforms.
H3 : Perceived Behavioral Control positively influence Gifting Behaviour

III. Research Method

This study employs a quantitative research methodology, utilizing regression analysis to investigate the relationships between various variables. A descriptive quantitative research design is adopted, with primary data collected via an online questionnaire distributed through the Google Forms platform. The research targets Generation Z individuals residing in Indonesia, with a sample size of 130 respondents. The sample selection is conducted using a purposive sampling technique, ensuring that participants meet specific criteria relevant to the study's objectives. The focus is on Generation Z in Indonesia who have previously given gifts to content creators or TikTok influencers and are active users of TikTok. Structural Equation Modeling using Partial Least Squares (SEM PLS) is employed to examine the data and evaluate the research hypotheses. This method is chosen for its ability to handle complex models and to effectively examine and model the relationships between the measured variables. The measurement items in this study are adapted from Park et al. (2009), Fatwa DSN-MUI No. 62/DSN-MUI/XII/2007, Ajzen (2005), and Li et al. (2021). These items include four indicators of Personal Motivations, three indicators of Islamic Economic Law, three indicators of Perceived Behavioral Control, and three indicators of Gifting Behavior.
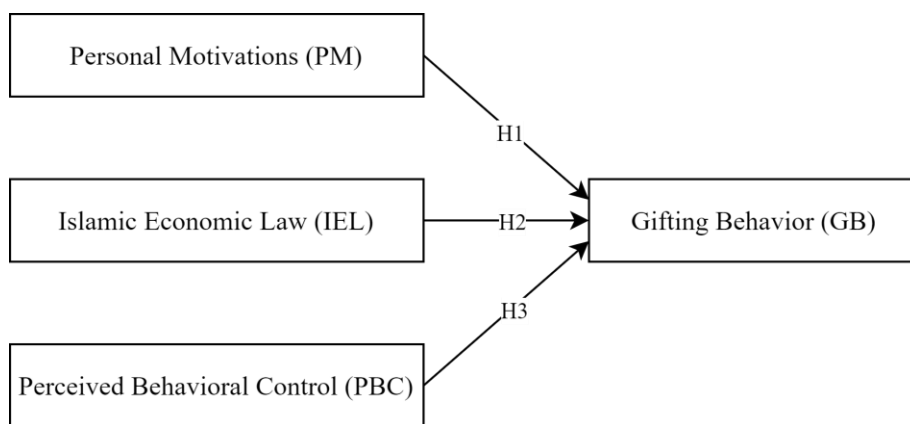

Figure 4. Proposed Conceptual Framework

IV. Results and Discussion

Results

This study utilized Structural Equation Modeling with Partial Least Squares (SEM-PLS) to examine the effects of Personal Motivations, Islamic Economic Law, and Perceived Behavioural Control on Gifting Behaviour among Generation Z users of TikTok's live streaming feature. The analysis consisted of two main components: the outer model and the inner model. This comprehensive approach allowed for a robust examination of the relationships between the constructs and their influence on gifting behavior in the context of TikTok live-streaming among Generation Z users.

Outer Model

The outer model is crucial in structural equation modeling (SEM) to ensure the reliability and validity of the constructs before interpreting the structural relationships (Hair et al., 2012). The results of the outer model evaluation for this study are presented in Figure 5. This visual representation delineates the measurement model's key parameters, including indicator loadings and path coefficients (Hair Jr et al., 2021). The figure illustrates the relationships between latent variables and their respective indicators, providing crucial information for assessing the reliability and validity of the constructs within the structural equation model (Henseler et al., 2015). These outer model statistics are essential for evaluating indicator reliability, internal consistency reliability, convergent validity, and discriminant validity before proceeding to the analysis of the structural (inner) model (Sarstedt et al., 2021).
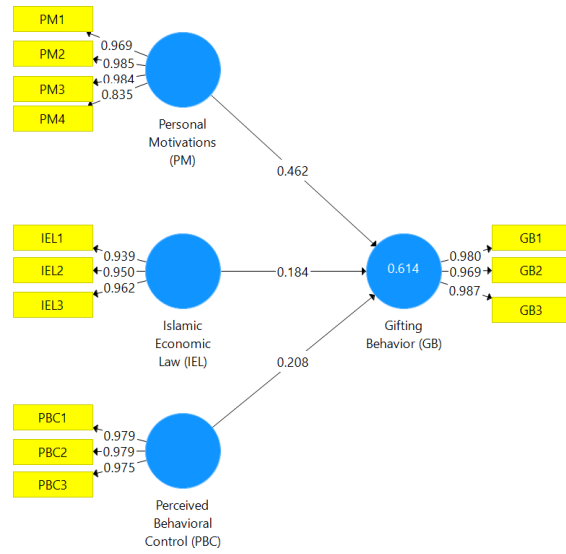
Figure 5. Outer Model with Factor Loading, Path Coefficient and R-Square

Convergent Validity Test

The validity test was conducted to ensure that the research indicators employed in the study were truly valid. Concerning the loadings of indicators, it is recommended that each item (indicator) exhibit a loading value of 0.70 or greater (Hair et al., 2012). This threshold ensures that the construct proxy accounts for a minimum of 50% of the variance in each item (Ringle et al., 2024). According to the results of the Partial Least Squares (PLS) Algorithm, the final outer loading values are provided in Table 1. Each indicator exhibited a loading factor significantly above the threshold, confirming the validity of the constructs. These results indicate strong convergent validity for the measurement model, as all items loaded highly on their respective constructs, demonstrating their reliability in measuring the underlying variables.

Table 1. Loading Factors

Indicators	Personal Motivations (PM)	Islamic Economic Law (IEL)	Perceived Behavioural Control (PBC)	Gifting Behaviour (GB)
GB1	0.980			
GB2	0.969			
GB3	0.987			
IEL1		0.939		
IEL2		0.950		
IEL3		0.962		
PBC1			0.979	
PBC2			0.979	
PBC3			0.975	
PM1				0.969
PM2				0.985
PM3				0.984
PM4				0.835

Source: Primary data processed (2024)

Discriminant Validity Test

The discriminant validity of the reflective model is assessed through the examination of cross-loadings. This method involves comparing the correlation between an indicator and its associated construct

with its correlations to other construct blocks. Discriminant validity is established when the correlation between an indicator and its designated construct exceeds its correlations with other construct blocks, thereby demonstrating that the construct more effectively predicts the magnitude of its block compared to other blocks (Purwanto, 2021). As illustrated in Table 2, the cross-loading values satisfy the criteria for discriminant validity. This conclusion is supported by the observation that the correlations between latent variables and their respective indicators surpass their correlations with latent variables from other blocks

Table 2. Cross Loading Value

Indicators	Personal Motivations (PM)	Islamic Economic Law (IEL)	Perceived Behavioural Control (PBC)	Gifting Behaviour (GB)
GB1	0.980	0.651	0.672	0.746
GB2	0.969	0.642	0.645	0.718
GB3	0.987	0.652	0.687	0.763
IEL1	0.599	0.939	0.587	0.670
IEL2	0.626	0.950	0.629	0.726
IEL3	0.662	0.962	0.636	0.723
PBC1	0.667	0.640	0.979	0.755
PBC2	0.663	0.642	0.979	0.754
PBC3	0.672	0.624	0.975	0.747
PM1	0.714	0.699	0.729	0.969
PM2	0.748	0.732	0.757	0.985
PM3	0.745	0.729	0.754	0.984
PM4	0.658	0.649	0.664	0.835

Source: Primary data processed (2024)

Reliability Test

The reliability test was conducted utilizing Cronbach's alpha and composite reliability criteria. According to Riefky & Hamidah (2019), acceptable values for both Cronbach's alpha and composite reliability should exceed 0.6. As evidenced in Table 3, all variables demonstrate Cronbach's alpha and composite reliability values surpassing the 0.60 threshold. Consequently, it can be inferred that all variables employed in this study exhibit satisfactory reliability.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	
Personal Motivations (PM)	0.978	0.986	Reliable
Islamic Economic Law (IEL)	0.947	0.966	Reliable
Perceived Behavioural Control (PBC)	0.977	0.985	Reliable
Gifting Behaviour (GB)	0.959	0.971	Reliable

Source: Primary data processed (2024)

Inner Model

The inner model, also known as the structural model, delineates the hypothesized relationships between latent constructs in the structural equation model (SEM) framework (Hair Jr et al., 2021). As

depicted in Figure 5, this model illustrates the influences of Personal Motivations (PM), Islamic Economic Law (IEL), and Perceived Behavioral Control (PBC) on Gifting Behavior (GB).

R-Square

The structural model was tested by examining the R-square value, which indicates the goodness-of-fit of the model (Sarstedt et al., 2021). As shown in Table 4, the R-Square value for Gifting Behaviour (Y) is 0.614, with an adjusted R-Square value of 0.605. This means that 61.4% of the variability in Gifting Behaviour can be explained by the variability in the constructs of Personal Motivations, Islamic Economic Law, and Perceived Behavioural Control. The remaining 38.6% is attributed to other variables outside the model. These results demonstrate a substantial explanatory power of the model, indicating that the included constructs are significant predictors of Gifting Behaviour among Generation Z in TikTok's live streaming context.

Table 4. R-Square Results

	R Square	R Square Adjusted
Gifting Behaviour (GB)	0.614	0.605

Source: Primary data processed (2024)

Hypothesis test

Hypothesis testing in Partial Least Squares Structural Equation Modeling (PLS-SEM) is a critical step in evaluating the proposed relationships between constructs in the inner model (Sarstedt et al., 2021). This process involves assessing the statistical significance and relevance of the path coefficients. Direct hypothesis testing is carried out to determine the effect between research variables. The basis for hypothesis decision-making is determined from the P-values, which if the P-values are more than 5% then the hypothesis is declared insignificant, otherwise if the P-values are less than 5% then the hypothesis is declared significant.

Table 5. Hypothesis Testing Results

	Original Sample	P Values
Personal Motivations -> Gifting Behaviour	0.184	0.037
Islamic Economic Law -> Gifting Behaviour	0.208	0.048
Perceived Behavioral Control -> Gifting Behaviour	0.462	0.001

Source: Primary data processed (2024)

Based on the hypothesis testing results, personal motivation has a positive and significant effect on gifting behavior during TikTok live streams, as evidenced by the original sample value of 0.184 and a P-value below 0.05, specifically 0.037. It can be concluded that when an individual has a higher level of personal motivation, the likelihood of giving gifts increases. This is consistent with the statements of (Y. Li & Guo, 2021) and (Özbek, 2018) that there is a relationship between motivation and gift-giving. This means that the first hypothesis is accepted that personal motivations positively and significantly influence gifting behaviour.

The original sample of 0.208 shows that the Islamic economic law contributes a positive influence on gifting behavior with P-values of 0.048, a value smaller than 0.05. In Islamic economic law, it can be seen that most of the people who give gifts to TikTok content creators see the diversity of content shown, competent content has the opportunity to get a lot of gifts, and there are situations where people will give Tiktok gifts if the creator's content does not violate sharia and does not cause negative effect. Therefore, if viewed from the Islamic economic law, TikTok users who give gifts to content creators indirectly apply the Islamic economic law if they are aware. This means that the second hypothesis is accepted that Islamic Economic Law positively influence Gifting Behavior.

Gifting behavior is significantly and favorably impacted by perceived behavioral control with P-Values = 0.001 are less than 0.05 and original sample value of 0.462. This finding implies that viewers are more likely to gift in Tiktok's live streaming if they feel like they have some influence over the activity. This finding is in line with previous research by Lee & Tsai (2010), Wang et al. (2017), and Hau & Kang

(2016). This means that the third hypothesis is accepted that Perceived Behavioural Control positively and significantly influence gifting behavior.

Discussion

The results showed that there was a positive and significant influence of personal motivation on gifting behavior on TikTok live streaming. TikTok, as a platform that provides live streaming facilities, allows content creators to earn income and freely express themselves and interact with the audience (Manggala et al., 2023). This has given rise to a new phenomenon, virtual gifting. A study by B. Li et al. (2018) found that the phenomenon of giving virtual gifts purchased through online payments is very popular in China, and the gifts given to streamers can be seen by other viewers in real time. The value of virtual gifts ranges from ￥0.1 (~$0.015) to ￥6,666 (~$1,017), which are given in appreciation for granted requests or interesting content displayed by streamers, with the motive of providing happiness (Qiu & Klug, 2021).

Islamic Economic Law has a positive and significant value in relation to gifting behavior. According to a study by Wulansari (2024), gifting is permissible under Islamic economic law as long as it does not violate Sharia principles and does not have a negative impact. This current study shows that individuals who give gifts to content creators are indirectly adhering to Sharia principles, where they selectively choose the type of content they support with gifts and avoid giving to content that involves begging, mud bathing, and other inappropriate activities.

Expanding on this discussion, it is clear that Islamic values play a substantial role in shaping ethical and moral considerations in economic behaviors, including gifting on social media platforms. The discernment exercised by Generation Z in their gifting behavior highlights an awareness and respect for the ethical guidelines laid out by Sharia law. By choosing to support content that aligns with positive and constructive values, users not only engage in a socially responsible manner but also contribute to promoting content that is beneficial and enriching to the community. This selective gifting behavior can be seen as a form of social endorsement, where gifts act as a means of validating and encouraging content that aligns with Islamic teachings. Content creators who receive gifts are incentivized to produce content that is ethical, educational, and entertaining within the bounds of Sharia. This can lead to a positive cycle where high-quality content that aligns with Islamic principles is promoted and becomes more prevalent, thereby enhancing the overall quality of content available on the platform. Moreover, the avoidance of gifting to inappropriate content, such as begging or mud bathing, reflects a conscious effort to discourage behaviors that are seen as degrading or exploitative. This selective behavior supports the broader objectives of Islamic economic principles, which aim to foster dignity, self-respect, and community welfare. It highlights the importance of maintaining integrity and moral values even in virtual interactions and economic transactions.

Platforms like TikTok can leverage these insights by developing features that promote ethical content creation and consumption. For example, they could introduce badges or recognition for content creators who consistently produce high-quality, ethical content. They could also implement mechanisms to flag or reduce the visibility of content that violates community standards or ethical guidelines, thus aligning the platform's operations with the values and preferences of its user base. The integration of Islamic economic principles into gifting behavior on social media platforms not only reflects adherence to religious values but also promotes a more ethical and constructive digital ecosystem. Future research could further explore how these principles influence other aspects of online behavior and the potential for creating platforms that better support and align with users' cultural and religious values.

Perceived Behaviour Control (PBC) is positively and significantly impacting Gifting behavior. .This result has the same agreement with previous research by Lee & Tsai (2010), Wang et al. (2017), and Hau & Kang (2016), which demonstrated the Positive influence of perceived behavioral control on gifting behavior. People who have faith that they are capable of giving gifts to streamers and have controllability will have an effect on their attention to gifting behavior on TikTok. In addition, there needs to be another factor, namely resources (money, etc) which will increase their attention to giving gifts.

In the Theory of Planned Behavior (TPB), Ajzen (2005) in Ramdhani (2011) proposed that the perceived behavioral control is determined by an individual's beliefs regarding the availability of resources such as equipment, compatibility, competence, and opportunities (control belief strength). These resources either support or hinder the behavior that will be predicted, and their impact plays a significant role in realizing that behavior. The stronger an individual's belief in the availability of resources and opportunities related to a specific behavior, the greater their perceived behavioral control over that behavior. Individuals with high perceived behavioral control are consistently motivated and strive for success because they trust in the available resources and opportunities, believing that any challenges they face can be overcome.

It is Totally different from Xu et al. (2022). Their research also showed that PBC has a negative effect on the virtual gifts given behavior. Determining the virtual gifting amount appears to be more challenging. Mental transaction costs may be the cause of the resistance to actual behaviors. It's possible that viewers are doing a random profit-loss analysis. They have to evaluate the benefits against elements like the streamers' appeal and the quality of their performances. In the meantime, they may compute the expenses, encompassing the monetary value of virtual presents and the duration involved in acquiring in-app currencies, which may necessitate multiple payment processes. This process could be cognitively complex. People who have strong perceived behavior control may like to make their virtual gifting decisions based on judgment and analysis.

These findings indicate that Personal Motivations, Islamic Economic Law, and Perceived Behavioral Control are crucial factors influencing Gifting Behavior among Generation Z in the context of TikTok live streaming. Personal Motivations reflect the intrinsic and extrinsic rewards individuals seek through gifting, aligning with social exchange and reinforcement theories. This means that Generation Z gives gifts not only to gain recognition or acknowledgment from the recipient but also to experience personal satisfaction and happiness from the act of giving itself. The significant influence of Islamic Economic Law emphasizes the role of cultural and religious values in economic behavior, showing how ethical and moral considerations impact gifting. This suggests that Generation Z exposed to or practicing Islamic values tend to consider whether their gifting actions comply with Sharia principles, such as halal and blessings, before deciding to give. Perceived Behavioral Control shows that individuals' perceptions of the ease or difficulty of engaging in gifting behavior significantly affect their likelihood of participating in such behavior. When individuals feel they have sufficient control and that the gifting process is not complicated or burdensome, they are more likely to engage actively in gifting.

The practical implications of these findings are vital for social media platforms like TikTok to enhance user engagement and revenue through gifting features. Understanding the drivers of gifting behavior can help platforms design more effective strategies to increase user participation. For example, TikTok can develop more personalized features that cater to users' personal motivations, such as special badges or rewards for active gifters. Additionally, platforms must consider cultural values and local norms when designing marketing campaigns and new features. Ensuring that these features align with users' cultural and religious values can increase their comfort and engagement. Simplifying the gifting process to enhance perceived behavioral control is also a crucial strategy, such as providing clear guides and accessible payment options.

Future research could explore the generalization of these findings to other social media platforms and different cultural contexts. This is important to understand whether the factors influencing gifting behavior on TikTok are also relevant on other platforms like Instagram or YouTube, and across various cultures and user backgrounds. Longitudinal research could also provide insights into how these relationships evolve over time and with changes in platform features or user demographics. By observing changes in gifting behavior over time, researchers can identify long-term trends and new factors that may emerge with technological advancements and shifts in user preferences.

V.   Conclusion

This study investigated the factors influencing gifting behavior within the live streaming functionality of TikTok, focusing on Generation Z users in Indonesia. The findings demonstrate that TikTok serves as a multifaceted platform, encompassing both short-form video sharing and real-time interactions through live streams. This caters to the distinct consumption preferences and social interaction styles of Generation Z, as evidenced by their high activity on the platform. Notably, the data reveals a strong propensity for purchase behavior within this user group, with 41.9% making purchases after viewing products on TikTok and 50% following purchases after watching TikTok Live streams. These figures underscore the significant potential of TikTok to influence consumer behavior, including gifting practices.

The research identified several key factors influencing gifting behavior on TikTok Live. Personal motivations emerged as a positive influence, suggesting that users are driven by intrinsic desires when making gifts. Additionally, Islamic Economic Law, emphasizing principles like justice, honesty, and adherence to Sharia, was found to positively impact gifting behavior. The Theory of Planned Behavior (TPB) also contributed to the understanding, specifically through the variable of Perceived Behavioral Control (PBC). This study demonstrated a positive influence of PBC on gifting behavior, signifying that users' perceived ability to control their gifting actions plays a role. Collectively, the independent variables were found to significantly and positively influence the dependent variable of gifting behavior.

From a practical standpoint, this study offers valuable insights for TikTok developers. By gaining a deeper understanding of the social and economic elements driving gifting behavior, they can make informed decisions to enhance the platform's success. In the context of Indonesia, the research contributes to a richer understanding of digital consumption behavior among young people and its implications for the nation's creative content industry. This knowledge can be utilized to develop strategies that foster a thriving digital content ecosystem in Indonesia.

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