From scrolling to shopping? Understanding pre-adoption intentions toward TikTok Shop Among Gen Z in Belgium

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Abstract

TikTok Shop is rapidly expanding across Europe, positioning social commerce as a potentially important new channel for brands and retailers. This study investigates pre-adoption intentions toward TikTok Shop among Belgian Gen Z TikTok users, integrating the Technology Acceptance Model (TAM) with a privacy calculus perspective. Survey data collected via an online panel (N = 601) show that perceived ease of use predicts a more positive attitude toward TikTok Shop, which in turn increases adoption intention, with a remaining direct effect of ease of use. Perceived privacy risk weakens the attitude–intention link and reduces the indirect effect, indicating that privacy concerns hinder the conversion of favorable attitudes toward TikTok Shop into adoption intentions.

Keywords: TikTok, social commerce, e-commerce, social media marketing, creator economy