

ABSTRACT

Social media can now be used to carry out online buying and selling transactions such as e-commerce. This shows that social media has added additional features that are increasingly complete. This feature facilitates people to be able to shop online directly, making it easier for people. This research aims to find out the motives of a Generation Z TikTok user in shopping at the TikTok Shop who acts consumptive. The motive theory used is based on Alfred Schutz's motive theory, namely because motive (cause) and in-order-to motive (purpose). This research uses qualitative methods and Alfred Schutz's phenomenological approach. The data collection technique used interviews with eight informants from Generation Z. The research results show that Generation Z's online shopping motives at TikTok Shop are consumptive, namely because of motive and in-order-to motive. Because motives are active user motives, persuasive motives, offer motives, accessibility motives, and informative motives. In-order-to motives (goal motives) are economic motives, satisfaction motives, and activeness motives. From these two motives, Generation Z in this study acts consumptive in impulsive shopping.

Key words: *phenomenology, motives, consumptives, TikTok Shop, Z generation*