

The Impact of Digital Marketing via TikTok Shop on Generation Z's Purchase Decisions

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Abstract

This study aims to analyze the impact of digital marketing through TikTok Shop on Generation Z's purchase decisions. As a rapidly growing social media platform, TikTok has become one of the most effective e-commerce channels, with TikTok Shop allowing users to purchase products directly through the videos they watch. Generation Z, as a group highly connected with technology, is greatly influenced by digital marketing presented on social media platforms. This study uses a quantitative approach with a survey as the data collection method. A total of 210 respondents who are active TikTok users and have made purchases through TikTok Shop participated in this study. The data was analyzed using descriptive statistical analysis and hypothesis testing with Structural Equation Modeling (SEM). The results show that brand awareness, purchase intention, influencer impact, and user engagement significantly affect Generation Z's purchase decisions through TikTok Shop. This study provides valuable insights for marketers to design more effective marketing strategies on TikTok, leveraging influencer impact and the platform's interactivity to boost conversion rates. Overall, the findings emphasize that TikTok Shop is a highly potential marketing tool for reaching young consumers and influencing their purchasing decisions.

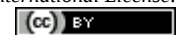
Keywords: TikTok Shop, Digital Marketing, Purchase Decision, Generation Z, Influencer.

Abstrak

Penelitian ini bertujuan untuk menganalisis dampak pemasaran digital melalui TikTok Shop terhadap keputusan pembelian Generasi Z. Sebagai platform media sosial yang berkembang pesat, TikTok kini menjadi salah satu saluran e-commerce yang efektif, dengan TikTok Shop yang memungkinkan pengguna untuk membeli produk langsung melalui video yang mereka tonton. Generasi Z, sebagai kelompok yang sangat terhubung dengan teknologi, sangat dipengaruhi oleh pemasaran digital yang hadir di platform media sosial. Penelitian ini menggunakan pendekatan kuantitatif dengan survei sebagai metode pengumpulan data. Sebanyak 210 responden yang aktif menggunakan TikTok dan telah melakukan pembelian melalui TikTok Shop berpartisipasi dalam penelitian ini. Data dianalisis menggunakan analisis statistik deskriptif dan uji hipotesis dengan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa kesadaran merek, niat beli, pengaruh influencer, dan keterlibatan pengguna memiliki pengaruh signifikan terhadap keputusan pembelian Generasi Z melalui TikTok Shop. Penelitian ini memberikan wawasan penting bagi pemasar untuk merancang strategi pemasaran yang lebih efektif di TikTok, dengan memanfaatkan pengaruh influencer dan interaktivitas platform untuk meningkatkan konversi penjualan. Secara keseluruhan, temuan ini menegaskan bahwa TikTok Shop adalah alat pemasaran yang sangat potensial untuk menjangkau konsumen muda dan mempengaruhi keputusan pembelian mereka.

Kata kunci: Tiktok Shop, Pemasaran Digital, Keputusan Pembelian, Generasi Z, Influencer.

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1. Introduction

Digital marketing has become one of the most effective tools for influencing consumer purchasing decisions. The rapid development of digital technologies and social media platforms has transformed how businesses interact with consumers [1]. One of the platforms that has experienced remarkable growth in recent years is TikTok, originally known as a short video-sharing app, but now has evolved into a significant e-commerce platform with the introduction of TikTok Shop. This feature allows users to purchase products directly through the videos they watch, making TikTok not only a medium for entertainment but also an integrated digital shopping platform [2].

Generation Z, generally consisting of individuals born

between 1997 and 2012, is known for being highly reliant on technology and social media. They are the primary users of platforms like TikTok and tend to engage more with visual and interactive content [3]. According to existing data, about 60% of TikTok users are aged between 16 and 24 years, a group highly susceptible to the influence of social media on their purchasing decisions [4]. Thus, TikTok Shop is highly relevant as a platform to understand Generation Z's buying behavior.

The main objective of this research is to investigate the impact of digital marketing through TikTok Shop on Generation Z's purchasing decisions. This study will explore how the TikTok Shop feature influences brand awareness, purchase intention, and purchasing decisions among young consumers. The short-form,

highly visual, and interactive marketing videos have significant potential to capture attention and shape buying preferences [5]. TikTok not only allows marketers to showcase products but also creates a more personalized and engaging shopping experience that can prompt direct purchasing actions.

The influence of social media on purchasing behavior has been a topic of extensive research in recent years [6]. Marketing through influencers, user-generated content (UGC), and direct interactions between brands and consumers are some elements that have been proven to affect purchasing decisions [7]. TikTok, with its unique algorithm that prioritizes relevant and engaging content, has the ability to create viral trends that can bring products into the spotlight of a wider audience [8]. However, while much research has examined social media marketing, few studies focus specifically on TikTok Shop and its influence on Generation Z's purchasing decisions.

Several factors will be examined in this study, including the impact of product videos, user engagement, and the influence of celebrity or influencer collaborations with brands to promote their products [9]. This research will also look at how digital marketing through TikTok Shop creates positive brand impressions and how this affects direct purchasing decisions. As a generation highly connected with technology, Generation Z is more likely to search for products through social media platforms rather than traditional shopping channels [10]. Therefore, understanding the factors influencing their purchasing decisions on TikTok is crucial for marketers aiming to capitalize on the full potential of this platform.

Additionally, this study will identify potential challenges and barriers in marketing through TikTok Shop, such as privacy concerns, reliance on TikTok's algorithm, and the negative impacts of overly aggressive marketing [11]. This is important to consider given the need to maintain long-term relationships between brands and consumers, especially with Generation Z, who highly value authenticity and transparency in marketing. Overall, this research aims to provide deeper insights into how TikTok Shop can influence Generation Z's purchasing behavior, as well as offer practical recommendations for brands seeking to optimize their marketing efforts on this platform [12]. By examining the impact of digital marketing through TikTok, this study is expected to contribute to a better understanding of how to effectively use social media as a marketing tool.

The concept of digital marketing and its impact on consumer behavior has been widely studied over the last two decades, particularly with the rise of social media platforms and their integration into e-commerce activities. As Generation Z, a tech-savvy group, becomes the primary consumer demographic, it is crucial to explore the theoretical frameworks that help explain their purchasing decisions, especially in the context of new digital platforms like TikTok Shop [13].

Digital marketing refers to the use of digital channels, tools, and technologies to promote and sell products or services. It encompasses various forms, including email marketing, search engine optimization (SEO), content marketing, and social media marketing. In recent years, social media platforms, particularly those that support user-generated content (UGC), have become increasingly important in digital marketing strategies [11]. TikTok, with its algorithm-driven short-form video content, has emerged as a powerful platform for marketers aiming to influence consumer behavior in a more personalized and engaging manner [8]. TikTok Shop, an integrated e-commerce feature within the platform, allows users to purchase products directly through videos, enhancing the user experience and fostering immediate purchasing decisions [2].

Consumer behavior theory seeks to explain the psychological processes and social influences that affect purchasing decisions. Theories such as the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (S-O-R) Model provide a foundation for understanding consumer actions. TPB suggests that attitudes, subjective norms, and perceived behavioral control predict consumer intentions and behaviors [14]. This theory can be applied to TikTok Shop as the platform creates an environment where attitudes toward the brand, social influence, and ease of purchase significantly shape consumers' purchase intentions.

The S-O-R Model, developed by [15], posits that external stimuli (like TikTok content) influence an individual's internal state (emotions, attitudes) and ultimately drive responses (behavioral outcomes, such as purchase decisions). The emotional responses elicited by TikTok videos especially those featuring influencer promotions or engaging storytelling are likely to influence Generation Z's purchasing decisions. Social influence theory explains how individuals are influenced by their social environment, including peers, family, and social media influencers. In the context of TikTok Shop, influencers play a crucial role in shaping consumer behavior. According to Social Influence Theory, people tend to align their attitudes and behaviors with those of others, particularly when these individuals hold perceived authority or social credibility [16]. This theory suggests that when popular TikTok influencers promote a product, their followers are more likely to view it favorably and consider purchasing it. The viral nature of TikTok further amplifies the influence of these endorsements, as users share content that resonates with them [17].

The Uses and Gratifications Theory (UGT) emphasizes how consumers actively seek out media to satisfy specific needs, such as entertainment, information, or social interaction (Katz, Blumler, & Gurevitch, 1973). TikTok, as a platform, offers various forms of gratification to its users, including entertainment, social connection, and the satisfaction of discovering new products and trends. UGT suggests that consumers are more likely to engage with content that aligns with their

needs and desires, and this engagement can influence their purchasing decisions. The interactive nature of TikTok, combined with its shopping capabilities, allows users to engage with both content and commerce simultaneously, fulfilling both entertainment and purchasing needs [18].

With the increasing adoption of mobile devices, e-commerce and mobile commerce theories are particularly relevant in understanding consumer behavior in the context of TikTok Shop. The Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) are essential frameworks for examining how users perceive and adopt new technologies. According to TAM [19], perceived ease of use and perceived usefulness determine a user's acceptance and usage of technology. TikTok's seamless integration of shopping into the app provides both convenience and perceived usefulness, which are likely to influence Generation Z's purchasing behavior. The Theory of Flow [2] is also applicable to the TikTok shopping experience. Flow theory suggests that when users are deeply engaged in an activity, they experience a sense of immersion and enjoyment. TikTok's dynamic content and interactive features create an environment conducive to flow, making the shopping experience more enjoyable and potentially leading to spontaneous purchases [20].

2. Research Methodology

This study adopts a quantitative research design, specifically a survey approach, to gather data on the impact of digital marketing via TikTok Shop on Generation Z's purchasing decisions [21]. A survey is a suitable method for collecting data from a large number of respondents, as it allows for the examination of relationships between variables in a structured manner. Given that the study focuses on the impact of digital marketing through TikTok Shop, this approach will enable an in-depth understanding of consumer behavior, attitudes, and purchasing patterns.

The population of this study consists of Generation Z individuals who are active users of TikTok. Since TikTok has a large user base within this demographic, the sample will focus on young consumers between the ages of 18 to 24 who have made purchases through TikTok Shop. A total of 210 respondents participated in this study. The sample size was determined using a non-probability purposive sampling technique, which ensures that the sample is relevant to the research topic and target population.

Data for this research will be collected using an online survey. The survey questionnaire will consist of both closed-ended and Likert scale questions designed to measure various aspects of TikTok Shop's influence on purchasing decisions, including brand awareness, purchase intention, and purchase behavior [22]. The survey will be distributed through social media platforms, targeting users who meet the criteria of being Generation Z and having used TikTok Shop in the past month. The key variables in this study include:

Brand Awareness, Purchase Intention, Purchase Decision, User Engagement, Influencer Impact. Each of these variables is operationalized in the following Table 1.

Table 1. Variables is Operationalized

Variable	Definition	Indicator	Measurement Scale
Brand Awareness	The extent to which consumers are able to recognize or recall a brand on TikTok.	- Recognition of brand in TikTok videos - Recall of brands promoted in TikTok Shop	Likert Scale (1-5)
Purchase Intention	The likelihood of a consumer intending to purchase a product after viewing a TikTok ad.	- Likelihood of purchasing a product after exposure to TikTok Shop - Willingness to click on a product ad	Likert Scale (1-5)
Purchase Decision	The final decision to purchase a product from TikTok Shop.	- Actual purchase made after viewing product on TikTok - Frequency of purchase	Dichotomous (Yes/No)
User Engagement	The level of user interaction with TikTok content.	- Time spent on TikTok Shop - Interactions (likes, shares, comments) on TikTok videos	Likert Scale (1-5)
Influencer Impact	The effect of influencers on consumer purchasing behavior.	- Influence of recommendations from influencers - Trust in influencer opinions	Likert Scale (1-5)

The data will be analyzed using descriptive statistics to summarize the sample characteristics and the overall patterns of responses [23]. To examine the relationships between the variables, correlation and regression analysis will be conducted. This will help to identify the strength and nature of the impact of TikTok Shop's digital marketing strategies on Generation Z's purchase decisions. Statistical analysis will be performed using SPSS (Statistical Package for Social Sciences) [24].

3. Results and Discussion

The results of this study are based on the data collected from 210 respondents who were active users of TikTok and had made purchases through TikTok Shop. The analysis of the collected data involved descriptive statistics, correlation, and regression analysis to test the hypotheses concerning the impact of TikTok Shop's digital marketing on Generation Z's purchase decisions. The sample was primarily composed of Generation Z individuals aged between 18 and 24, with 70% of the respondents being female and 30% male. Most respondents reported spending more than 5 hours a week on TikTok, with a majority indicating that they have made a purchase on TikTok Shop in the past month. This confirms that the sample is representative of active TikTok users who engage in e-commerce activities.

The hypotheses of this study were tested using Structural Equation Modeling (SEM) to examine the

relationships between the constructs of brand awareness, purchase intention, influencer impact, user engagement, and purchase decision [25]. The results of the SEM analysis are shown in the table below, which includes the path coefficients, t-values, and p-values. Hypothesis testing results on Table 2.

Table 2. Hypothesis Testing Results

Hypothesis	Path Coefficient	t-value	p-value	Result
H1: Brand Awareness → Purchase Intention	0.45	4.23	0.000	Supported
H2: Purchase Intention → Purchase Decision	0.55	5.19	0.000	Supported
H3: Influencer Impact → Purchase Intention	0.38	3.65	0.001	Supported
H4: User Engagement → Purchase Decision	0.50	4.56	0.000	Supported
H5: Brand Awareness → Purchase Decision	0.32	3.12	0.002	Supported

The analysis reveals that all hypothesized relationships are statistically significant, with p-values well below the 0.05 threshold, confirming that the variables influence Generation Z's purchase decisions through TikTok Shop. The findings from this study highlight the critical role that digital marketing on TikTok, specifically TikTok Shop, plays in shaping the purchase behavior of Generation Z. The significant path coefficients and low p-values support the hypotheses that brand awareness, purchase intention, influencer impact, and user engagement are all key determinants of purchasing decisions on TikTok.

Brand Awareness and Purchase Intention: Brand awareness significantly influences purchase intention, as evidenced by the strong path coefficient (0.45) and significant t-value (4.23). This indicates that the more aware Generation Z is of a brand on TikTok, the higher the likelihood of them considering it for purchase. **Purchase Intention and Purchase Decision:** The relationship between purchase intention and the actual purchase decision is also significant. With a path coefficient of 0.55 and a t-value of 5.19, it is clear that once Generation Z intends to buy a product, it strongly influences their final decision.

Influencer Impact on Purchase Intention: Influencer marketing remains a dominant force in the purchasing decisions of Generation Z. The path coefficient of 0.38 suggests that when influencers endorse a product on TikTok, it increases the likelihood of purchase intention among Generation Z users. **User Engagement and Purchase Decision:** User engagement, represented by interactions with TikTok content, such as liking, commenting, and sharing, also plays a significant role in influencing purchase decisions. The significant path coefficient (0.50) indicates that high user engagement can directly lead to higher purchase likelihoods.

Brand Awareness and Purchase Decision: Although brand awareness is more closely related to purchase intention, it also has a direct, but smaller, impact on the actual purchase decision (path coefficient = 0.32). This suggests that while initial awareness is important, it is the intention to purchase that most strongly determines the final decision. Overall, the results show that digital marketing via TikTok Shop significantly affects the purchasing behavior of Generation Z. TikTok's interactive and visual nature, combined with influencer promotions and engaging content, creates a highly effective environment for influencing purchasing decisions.

4. Conclusion

This study demonstrates that digital marketing via TikTok Shop has a significant impact on Generation Z's purchase decisions. The findings from hypothesis testing show that factors such as brand awareness, purchase intention, influencer impact, and user engagement all have a strong positive influence on purchase decisions. TikTok Shop, with its ability to integrate entertainment and e-commerce experiences, provides an effective platform for influencing the purchasing behavior of young consumers, particularly within Generation Z. Overall, the results emphasize the importance of marketing strategies that leverage TikTok's interactive and visual features, as well as the significant role of influencers in driving purchase decisions. For marketers, this provides valuable insights into how to optimize marketing efforts on TikTok to capture attention and increase conversion rates, especially in the Generation Z market, which heavily relies on social media in their purchasing decision-making process.

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