

IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE BEHAVIOR: A STUDY OF TIKTOK PLATFORMS

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Abstract: Social media advertising plays an important role in today's consumer buying behavior. The purpose of this study is to examine the impact of social media advertising on consumer buying behavior on the TikTok platform. The overall objective of this study is to: specifically divided into two areas: 1) To analyze the factors that influence the purchasing behavior of consumers on TikTok. 2) To validate how social media advertisements influence the purchasing behavior of consumers on TikTok.

The method used in this study is quantitative research, which collects data from 156 respondents through questionnaire method, and processes and analyzes the data using descriptive statistical analysis, correlation analysis, and linear analysis methods to explore in detail the influence of social media advertisements on consumers' purchasing behaviors. The results found that social media advertising has a significant positive influence on consumer buying behavior. In the correlation analysis, hypothesis 1 and hypothesis 2 were both verified as valid; the results of linear analysis showed that social media advertising has a significant positive influence on purchasing behavior, and the need to enhance promotional strategies will increase sales. Recommendations: on the one hand, improve the interactivity and attractiveness of social media ads to increase user engagement and brand stickiness; on the other hand, strengthen the perceived ease of use of the TikTok platform, use data analysis and A/B testing and other methods to continuously improve advertising strategies, creative content and user-generated content (UGC) and other ways to enhance brand communication in order to improve the advertising effect and the consumer purchasing experience. The theoretical significance of this study is that it enriches the academic research on the relationship between social media advertising and consumer purchasing behavior, and the practical significance is that it provides empirical evidence for enterprises to formulate effective social media marketing strategies. Meanwhile, the Technology Acceptance Model (TAM) used in this study also provides a new perspective for understanding consumers' acceptance of new media platforms.

Keywords: Social Media Advertising, Consumer Purchasing Behavior, TikTok, Influencing Factors.

Introduction

With the rapid development of social media and mobile Internet technology, social media advertising has become one of the important marketing strategies for enterprises to contact and interact with target audiences. Among various social media platforms, TikTok has gained tremendous popularity among young users worldwide, providing a unique creative space for content consumption and interaction. TikTok is one of the popular social media platforms among Internet users. The TikTok application is known as a leading mobile short video destination. In fact, there are already over 3.7 million active users in the UK. TikTok was launched in September 2016 in the social media field and quickly gained huge popularity in social sharing (Adlan & Indahingwati, 2020). TikTok is a social networking platform that allows users to create, share, and discover short videos. With the TikTok application, we can also see different ways young people express themselves today. In addition, TikTok is a video sharing platform where users can create videos ranging from 15 to 60 seconds.

However, the most popular method currently is to sell and promote products through TikTok live streaming and TikTok stores (Shukri & Mustaffa, 2023). With the advancement of technology, live streaming has become the main purchasing method for users (Dendi et al., 2023). However, TikTok has introduced TikTok stores to its users. TikTok Store is TikTok's latest e-commerce solution, currently launched in Malaysia. According to a statement, the company's goal is to promote small businesses in the community and provide a platform to bring online merchants, shoppers, and creators together, including TikTok stores (Choudhary et al., 2020). The TikTok store is a shopping feature that can be accessed directly from the TikTok platform. It enables merchants, brands, and creators to directly display and sell products through dynamic videos, live broadcasts, and product display tabs (Adlan & Indahingwati, 2020). Therefore, many companies have begun to use TikTok's advertising capabilities to promote their products or services, influencing consumer purchasing behavior (Akbari et al., 2022; Santosa, 2023). From the above phenomena and explained theories, it has been found that TikTok is a form of reflecting ideas in promotion. Therefore, this study uses the technology acceptance model (TAM) to investigate the impact of social media advertising on consumer purchasing behavior on the TikTok platform, the aim of this study is to determine the impact of social media marketing on TikTok's consumer purchasing behavior providing a new perspective to understand consumers' acceptance of the new media platform.

Research Objectives

By answering the above research questions, this study aims to gain a deeper understanding of the role of social media advertising in shaping consumer purchasing behavior on the TikTok platform, and provide practical suggestions for TikTok platform and related marketing personnel to improve

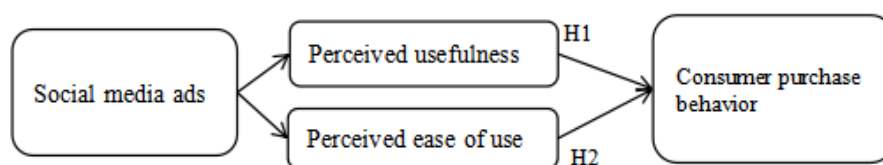
their advertising strategies. Specifically divided into two aspects:

1. To analyze the factors that influence consumer purchasing behavior on TikTok.
2. To verify how social media advertising affects consumer purchasing behavior on TikTok.

Hypothesis

H1: There is a significant difference in perceived usefulness in the impact of social media word-of-mouth marketing on consumer purchase intention.

H2: There is a significant difference in the impact of perceived ease of use on consumer purchase intention in social media word-of-mouth marketing.



Picture 1: Research Framework Map

Literature Review

Social Media Advertising

Social media advertising refers to the use of social media platforms to promote products or services to target audiences (Rosmika, 2023). It includes various forms such as display ads, video ads, sponsored posts, and influencer collaborations. Similarly, Mussa's (2023) study suggests that social media advertising can enhance customer engagement, trust, and loyalty. Marketing helps people identify their unmet needs and desires. The size and revenue potential of the chosen market are described, quantified, and measured (Pieter et al., 2021). In addition, TikTok does not require a significant investment in the development of video content, as randomly shot videos in daily environments can also be successful (Pieter et al., 2021). The TikTok platform, as a new type of social media, has greatly enhanced user engagement and stickiness through its short video format and content recommendation algorithm, making it an important platform for enterprises to carry out marketing and promotion.

Consumer Purchasing Behavior

Consumer purchasing behavior is a complex process influenced by personal, social, cultural, and psychological factors (Wei, 2023). The consumer decision-making process typically involves several stages, including demand identification, information search, evaluation of alternatives, purchasing behavior, and post purchase evaluation. Social media advertising can influence consumer purchasing behavior at different stages of the decision-making process. For example, social media

advertising can trigger a need or desire for a product, provide information and feedback, create a sense of urgency or scarcity, and facilitate the purchasing process.

Consumer Behavior Theory

Consumer behavior theory studies the psychological and behavioral patterns exhibited by consumers during the purchasing process (Yuan et al., 2022). In the field of short video marketing, this theory plays an important role in understanding how consumers are influenced by short video content and how to enhance consumer purchase intention through short video marketing strategies (Akbar & BMB, 2019). In short video marketing, companies need to attract consumer attention, stimulate their needs, guide consumers to search and evaluate information, and encourage them to make purchasing decisions through creative content (Adlan & Indahingwati, 2020). Secondly, consumer behavior theory suggests that various factors such as personal characteristics, psychological factors, and social environment can influence consumer purchasing behavior (Dendi et al., 2023).

Technology Acceptance Model (TAM)

The technology acceptance model is one of the classic theories that explains the degree of individual acceptance of new technologies (Adlan & Indahingwati, 2020). In the context of social media advertising, TAM can help understand how consumers respond to advertising technology platforms on TikTok. TAM believes that an individual's willingness to accept and use new technologies is mainly influenced by their perceived usefulness and perceived ease of use.

Methodology

The method used in this study is quantitative research. Quantitative research methods are based on the philosophy of positivism and aim to validate hypotheses through research on specific populations or samples. Random sampling techniques are usually used for data collection, and research tools are used for quantitative (statistical) analysis. The data type is quantitative data, which exists in numerical form and can be used for mathematical operations. The research data includes two types of sources: first, raw data obtained directly from respondents; The second is second-hand information, which is obtained indirectly from books, printed or electronic media, journals, and other literature, which contain data related to the research question. The research population of this study is 165 shoppers using the TikTok application. The study will involve a literature review of existing social media advertising and consumer purchasing behavior, as well as an empirical analysis of TikTok users' attitudes, preferences, and behaviors related to social media advertising.

Results

Due to the self-designed questionnaire questions for this study, reliability and validity analysis is required to ensure that the questionnaire can be used. Reliability and validity analysis is

applicable to attitude and opinion surveys of respondents, usually distributed and designed in the form of scales. Generally speaking, the final obtained confidence factors need to be higher than 0.8, 0.7, and 0.8 respectively, with sub scale confidence factors all higher than 0.7. Generally, reliability analysis needs to ensure that the values are concentrated within an acceptable numerical range of 0.6 to 0.7 (Hoi & Yin, 2023). Table 1 provides a detailed indication of the reliability values, as follows:

Table 1: Reliability Analysis

Questionnaire items	Cronbach α Coefficient
15	0.734

From the above table, it can be seen that the reliability coefficient value is 0.734, which is greater than 0.7, indicating that the reliability quality of the research data has reached the standard and is reliable.

Table 2: Validity Analysis

Sample a sufficient Kaiser-Meyer-Olkin metric.		0.763
The sphericity test of the Bartlett	Approximate chi square	529.782
	df	120
	Sig.	0.000

Validity analysis is an important component of empirical analysis, and KMO and Bartlett's tests are used to verify validity: the KMO value is 0.763, ranging from 0.7 to 0.8. This research data is applicable for information extraction.

Descriptive statistical analysis

The overview of descriptive statistical analysis can be found in Tables 3 to 4.

Table 3: Sample age analysis

		Frequency	%
Age	Under 25 years old	17	10.90%
	26-30 years old	26	16.67%
	31-35 years old	64	41.03%
	36-40 years old	38	24.36%
	Over 40 years old	11	7.05%

According to the data in Table 3, the frequency and percentage of age distribution are shown. The highest age range of respondents in the distribution is between 31 and 35 years old, with 64 people accounting for 41.03% of the total respondents, followed by 38 respondents aged 36 to 40, accounting for 24.36% of the total respondents. There are 17 respondents under the age of 25, accounting for 10.90% of the total respondents. There are 26 respondents aged 26 to 30, accounting

for 16.67% of the total respondents. There are 11 respondents aged 40 and above, accounting for 7.05% of the total respondents.

Table 4: Occupational Analysis

		Frequency	%
Occupation	Student	54	34.62%
	Enterprise unit	36	23.08%
	Government-affiliated institutions	11	7.05%
	Liberal professions	49	31.41%
	Summary	156	100

According to the data in Table 4, the occupational distribution is as follows: students: a total of 54 people, accounting for 34.62% of the total respondents. This indicates that the student population accounts for a significant proportion in this survey. Enterprise unit: There are 36 people, accounting for 23.08% of the total respondents. This shows that a considerable proportion of respondents work in corporate units. Public institutions: There are a total of 11 people, accounting for 7.05% of the total respondents. In this survey, the proportion of respondents from public institutions was relatively small. Freelancing: There are 49 people, accounting for 31.41% of the total respondents. The participation of freelancers is also relatively high, second only to students.

Table 5: Revenue Analysis

		Frequency	%
Income	Below 2000 yuan	33	21.15%
	2000-3000 yuan	32	20.51%
	3001-5000 yuan	69	44.23%
	5000 yuan	22	14.10%
	summary	156	100

According to the data in Table 5, these income level data show the distribution of different income groups in the sample. It can be seen that there are 33 people below 2000 yuan, accounting for 21.15% of the total respondents. The income of this group of people is relatively low. 2000-3000 yuan: There are 32 people, accounting for 20.51% of the total respondents. 3001-5000 yuan: A total of 69 people, accounting for 44.23% of the total respondents. This is the income range with the highest proportion among the respondents, indicating that the majority of respondents have an income between 3001-5000 yuan. Over 5000 yuan: There are 22 people, accounting for 14.10% of the total respondents.

According to Table 6, prove that all statements for each variable are valid, where $r\text{-count} > r\text{-table} = 0.151$. Therefore, the results obtained from each statement of each variable are declared valid and can be used for the next test

Table 6: Test Results

Variable	Items	R Count	R Table (df=N-2) Significant Level n°005%	Information
Social media advertising	X1	0.545	0.151	Valid
	X2	0.623	0.151	Valid
	X3	0.621	0.151	Valid
	X4	0.634	0.151	Valid
	X5	0.699	0.151	Valid
Consumer purchasing behavior	Y1	0.751	0.151	Valid
	Y2	0.683	0.151	Valid
	Y3	0.711	0.151	Valid
	Y4	0.799	0.151	Valid
	Y5	0.625	0.151	Valid

Table 7: The results of simple linear analysis

Unstandardized Coefficients			Standardized Coefficients	
Model	B	Std. Error	Betas	
1 Constant x	6,742	1,650		
	.710	.038	.827	

According to Table 7 above, the estimated model can be analyzed as follows:

$$Y = a + bX \quad Y = 6742 + 710X$$

Explanation: Y=dependent variable X=independent variable a=constant b=regression coefficient

According to Table 7, it can be explained that the consistency value of variable X is 710. Therefore, it can be said that the increase in social media marketing (X) and purchasing behavior (Y) will increase the coefficient, which is positive. Therefore, it can be said that the impact direction of variable X on variable Y is positive. Based on the t-test value of $t = 18.881 > t_{table} = 1.75356$, it can be concluded that the hypothesis is accepted. This means that promotional activities on social media have influenced purchasing behavior (Y). The results of this study indicate that social media marketing has a positive and significant impact on purchasing behavior.

Discussion

1) Improving the perceived usefulness of content

By collaborating with TikTok influencers, we have created some creative short video advertisements and utilized TikTok's content recommendation algorithm to accurately target user groups, significantly improving the exposure and conversion rates of the advertisements. Moreover, brands should focus on improving the quality and relevance of advertising content. The advertising content should meet the needs and interests of the target audience, so as to create resonance and emotional connection (Adlan & Indahingwati, 2020).

2) Improving the perceived ease of use of content

Optimizing user experience design is important. By optimizing interface design, operating procedures, and improving technical support and customer service quality, users can improve their perceived ease of use and user experience (Sasmita & Achmadi, 2022). Through big data, it is shown that a large number of other consumers have also purchased and responded positively to this product, with a wide coverage, which will increase consumer purchasing behavior and ultimately form a competitive advantage (Adlan & Indahingwati, 2020), and ultimately improving user satisfaction and consumption behavior.

Conclusions

This study has two major conclusions:

One is that social media advertising plays an important role in today's consumer purchasing behavior, it can be concluded that social media promotions have a positive and significant impact on TikTok's consumer purchasing behavior. Based on $t\text{-count}=18.881 > t\text{-table}=1.75356$, it is assumed that all are accepted. This means that promotions conducted through social media will affect consumer purchasing behavior (Y). This indicates that social media advertising on the TikTok platform can stimulate consumer purchasing intentions and behaviors due to its unique user base and content presentation methods.

The second is to provide valuable insights for businesses and marketers to improve advertising strategies, increase consumer engagement, and conversion rates by conducting in-depth research on the impact of social media advertising on the TikTok platform. Based on the research results, suggestions can be provided for enterprises hoping to use TikTok as an advertising platform. These suggestions may include suggestions for creating eye-catching and relevant content, targeting the right audience, and measuring the impact of their advertising campaigns.

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