

INFLUENCE OF TIKTOK SHOP REVIEWS ON CONSUMER TRUST ANALYZING THE IMPACT OF USER GENERATED CONTENT ON PURCHASING DECISIONS

ABSTRACT

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This study aims to examine the influence of TikTok Shop reviews on consumer trust, focusing specifically on the impact of user-generated content (UGC) within these reviews. It explores how UGC shapes consumer perceptions and purchasing decisions. By analyzing the role of authentic, peer-shared content in the online shopping experience, this research contributes to the expanding field of social media marketing and consumer behavior. This study utilized a quantitative research approach to examine the impact of TikTok Shop reviews on consumer trust. A total of 30 respondents from Jo's Online Shop, who regularly use TikTok for product information, were selected through purposive sampling based on their relevant experience. Data were collected through a structured survey questionnaire covering respondent demographics, the authenticity and quality of TikTok reviews, and their influence on consumer trust. To ensure validity and reliability, the instrument was reviewed by a research adviser, a content expert, a statistician, and a grammarian. The study reveals that TikTok Shop reviews have a significant influence on consumer trust and purchasing decisions. Both male and female consumers, particularly those aged 18 to 25, tend to rely on reviews that are authentic, credible, and consistently posted. User-generated content, such as everyday user testimonials, product demonstrations, and reviews with high engagement levels, was found to enhance trust. Additionally, factors like product quality and brand awareness also play a crucial role in shaping purchasing behavior. However, the statistical analysis yielded an overall t-value of 0.15, indicating that there is no significant difference between male and female respondents across the eight factors examined. Thus, the null hypothesis is retained. The study suggests that strengthening platform moderation to identify and flag inauthentic content can enhance consumer trust and improve purchasing decisions. Initiatives such as partnering with credible influencers and promoting transparency in product quality were also emphasized. These efforts are intended to foster greater consumer confidence and encourage more reliable purchasing behavior on TikTok Shop.

RECOMMENDED CITATION

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