

TIKTOK ONLINE SHOP: INFLUENCE OF CONTENT MARKETING ON CONSUMER PURCHASE INTENTION

ABSTRACT

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This study investigated how content marketing on TikTok affects consumer purchase intentions, emphasizing the platform's dynamic and user-centric content environment. Grounded in Self-Congruity Theory, The research explored how the alignment between a user's self-image and the marketing content they view drives their decision-making. The study highlights that when TikTok content resonates with a user's identity or values, it significantly increases the likelihood of purchasing behavior, underscoring the power of personalized and relatable content in digital marketing strategies. This study employed a descriptive quantitative research design to examine the influence of product quality, user feedback, and price affordability on consumer purchase decisions among TikTok users aged 18–35. data were collected from 50 respondents through a structured questionnaire. Statistical tools such as frequency distribution, ranking, and weighted mean were used to analyze the results. The findings aim to provide insights into how these key factors shape purchasing behavior in the context of content marketing on TikTok. The study revealed that TikTok content marketing plays a significant role in shaping consumer purchasing decisions. Key drivers include visually appealing product demonstrations, genuine user reviews, and affordable pricing. Notably, purchasing behavior varies across demographics: younger and frequent buyers prioritize price, while older and less frequent users place more importance on quality and user feedback. Despite its effectiveness, concerns persist around inconsistent product quality, delayed deliveries, and skepticism toward influencer authenticity, highlighting areas for improvement in platform-based marketing strategies. The study highlights TikTok's effectiveness as a marketing platform while exposing its susceptibility to misleading content. It recommends enhancing consumer awareness of content credibility, enforcing stricter advertising guidelines, and improving transparency to build trust. For marketers, success hinges on producing authentic, value-driven content that resonates with target audiences. These findings offer critical insights for brands, influencers, and platform developers aiming to refine their TikTok strategies while upholding ethical standards and protecting consumer interests.

RECOMMENDED CITATION

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