

## Effectiveness of TikTok Marketing on Students' Purchase Intention Towards Fashion Products

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**Abstract:** Social media platforms have a significant function in enabling marketers to engage with their audience in the current digital environment. TikTok has gained immense popularity, particularly among Generation Z, and has emerged as an effective marketing instrument. The objective of this study is to investigate the usefulness of TikTok marketing in influencing students' inclination to purchase fashion items. The researchers employed a quantitative methodology to administer a survey utilizing a questionnaire that evaluated three distinct factors, namely promotion, video quality, and time consumption, which have an impact on purchase intentions. This study employed a probability sampling method, namely simple random sampling, to target a group of final-year students. The sample size consisted of 120 respondents. The data were examined via SPSS, highlighting the reliability of both the independent and dependent variables. The study employed analytical approaches, including reliability analysis and multiple regression analysis. Based on the results of this study, two hypotheses, namely promotion and time consumption, were found to be accepted, whereas one hypothesis, video quality, was found to be rejected. This report is an essential resource for online retailers and marketers as the fashion industry goes through a digital transition. It assists them in selecting efficient channels for advertising their fashionable goods. Businesses looking to engage with this group in the ever-changing digital ecosystem may find it helpful to understand how TikTok marketing influences students' purchasing preferences.

**Keywords:** *TikTok marketing, purchase intention, fashion products, promotion, video quality, time consumption.*

### 1. Introduction

The rapid growth of TikTok is undeniably remarkable, particularly when compared with the well-established social media giants such as Facebook and Instagram. TikTok's success has also been enhanced by its enthusiastic adoption of user-generated material. The platform promotes ingenuity and uniqueness, cultivating a lively community of content creators that provides a diverse array of engaging and educational videos. TikTok's adoption of a user-centric approach has facilitated the development of a dedicated and actively involved user community. Currently, there is intense competition among firms, particularly in the fashion industry, when it comes to marketing their products. For firms, the expense of marketing can vary significantly based on their specific target market. Consequently, numerous firms shifted to social media marketing as a result of the growing number of social media users from diverse backgrounds. Currently, short video advertisements are highly popular marketing content due to the preference of modern customers for viewing videos rather than reading (Adyantari, 2023). This implies that the effectiveness of TikTok marketing is enhanced by certain elements that influence students' intentions to purchase fashion products.

The utilization of social media platforms has shown significant expansion. Chaffey (2022) states that social media is used by 59% of the global population. According to Amri et al. (2023), the average daily duration of social media usage is 2 hours and 29 minutes. Individuals utilize social media platforms for interpersonal communication, whereas prominent businesses employ these platforms for promotional purposes (Jamil et al., 2022). Consequently, firms perceive these platforms as important instruments for flourishing in the digital environment (Ebrahim, 2020). Social media marketing, as described by Jamil et al. (2022), is the use of social media platforms to promote items and engage with potential customers to generate commercial success. Many organizations employ online marketing strategies, such as leveraging blogger endorsements, advertising on social media platforms, and monitoring user-generated material, to promote brand recognition among customers (Jamil et al., 2022). According to Kaihatu (2020), there is a correlation between internet users who

purchase 57% of fashion-related products online and their intention to make online purchases. This intention is influenced by their positive perception of content, price, and quality.

TikTok has accumulated over three billion downloads, with a user base of more than one billion active users each month. It currently ranks as the sixth-most-used platform globally. According to TikTok Shop Statistics and Shopping Trends in 2023, 55% of TikTok users have purchased after seeing a brand or product on the platform. Additionally, 50% of TikTok users have purchased after watching a TikTok Live, and 49% of TikTok users believe that the platform has helped them in making purchasing decisions (TikTok Shop Statistics and Shopping Trends in 2023, 2023). Simultaneously, TikTok enables consumers to engage with sellers by sending messages and tracking them. TikTok has the ability to efficiently assess the preferences of customers based on the videos they like and the duration of time they spend watching specific videos. Fashion products encompass any items that relate to the apparel and style sector. This can include a broad spectrum of objects, ranging from fundamental necessities such as socks to costly luxury goods like designer handbags and jewellery. All of these things are available for purchase on the TikTok Shop, and they can be bought by students or individuals of various age groups.

TikTok has popularized fashion video trends like clothes hauls and fashion tips, bringing them into the mainstream and increasing their accessibility and popularity. Fashion brands have found this to be an important development, as it offers a robust platform for staying up-to-date, surpassing competitors, and reaching new audiences. This has been particularly valuable during the COVID-19 pandemic when there was a significant increase in social media engagement. TikTok has emerged as a crucial arena for the fashion industry, as evidenced by the immense popularity of the hashtag #FashionTikTok, which has accumulated over 7 billion views. The platform has fostered a robust and ever-growing community of fashion enthusiasts (Pangalila and Aprilianty, 2022). This research aims to assess the success of social media marketing. The study aims to determine the effectiveness of TikTok marketing in influencing students' attitudes and behaviors toward fashion products. The research aims of this study are to identify the attributes that contribute to students' purchase intentions toward fashion products, as outlined below:

RO1: To determine a relationship between promotion, video quality and time consumption, and purchase intention of students.

## 2. Literature Review

**Promotion:** As to the findings of Rochman and Kusumawati (2023), promotion can be described as severely advertising one's products or services to the entire community. Businesses use it to attract attention, communicate their offerings, and persuade customers to make immediate purchases. It is observed to ignite interest and generate excitement about the options that are accessible. Promotions are temporary strategies employed to stimulate an enormous rise in sales volume during a specific timeframe (Mustikasari et al., 2023). Product advertising on TikTok often entails the publishing of videos ranging from 15 to 60 seconds in duration, which provide information about the highlighted products. Furthermore, when businesses choose to sell their products on TikTok, the platform frequently provides discounts to customers, increasing the efficacy of promotional endeavors while maintaining the profitability of the firm. The research conducted by Anwar and Hasbi (2023) has shown that the combination of marketing and discounts on TikTok has a substantial influence on purchase intention. Another method for promoting products on TikTok is by collaborating with "influencers," who are people with a large number of followers. Research performed by Nofela and Saputri (2022) has shown that utilizing social media marketing and influencer endorsements on TikTok can have a combined and partial impact on purchase intention, especially in the TikTok Shop context. The promotion of items has a substantial and beneficial impact on purchase intention, as evidenced by studies conducted by Refasa et al. (2023), Segarwati et al. (2023), Anwar and Hasbi (2023) and Sanjaya et al. (2023).

**H1:** *Promotion has a significant relationship with students' purchase intention towards fashion products.*

**Video Quality:** As shown in Dirir's (2022) study, TikTok translates its content into micro-works of art. TikTok allocates resources into acquiring top-notch cameras, lighting equipment, and even drones to capture visually striking imagery that immediately attracts viewers. Imagine captivating wide-angle views of landscapes or

detailed close-up photos of products that captivate and fascinate viewers. The quality of TikTok videos comprises multiple factors, including high resolution, the material illustrated, the shared information, and other relevant characteristics. Videos that generate a significant number of likes and comments are frequently indicative of superior quality. The study conducted by Tee et al. (2023) found a significant relationship between the desire to make impulse purchases on TikTok and criteria such as perceived enjoyment, perceived usefulness, visual appeal, and product feasibility. The purchasing intention is strongly and positively influenced by higher video quality, as demonstrated by studies conducted by Kristi and Aruan (2023) and Sandrina and Dirbawanto (2022). The relationship between entertainment and the formation of perceived advertising value can be better explained by a recent study. This study found that there is a positive correlation between entertainment and the development of perceived advertising value. The respondents in the study reported feeling entertained and enjoying viewing TikTok video ads (Dwinanda et al., 2022).

**H2:** *Video quality has a significant relationship with students' purchase intention towards fashion products.*

**Time Consumption:** (Yang, 2020) observed that TikTok gained immense popularity in 2017, rapidly becoming one of the most widely downloaded applications worldwide. However, the influence is not limited to the entire globe. In the United States, it has particularly fascinated a specific demographic: Gen Z, aged 16–24, comprises 60% of the active user base. These users access the app a remarkable eight times every day, devoting an average of 46 minutes to engaging in the fascinating content of TikTok. A study conducted by Goel and Diwan (2022) found that social media has a substantial impact on consumer buying behavior, particularly due to the growth of online shopping and the rising amount of time individuals spend on social media platforms. TikTok, specifically, tends to need a greater amount of users' attention in comparison to other social media sites. With the heightened level of user interaction, there is a greater chance for TikTok users to encounter advertised products when exploring the platform. Moreover, a study performed by Qin et al. (2023) emphasized that TikTok addiction is determined by users' cognitive attention towards the platform and its content. There is a weak connection between time and the likelihood of making a purchase (Zhang et al., 2023). Based on this study, there is no direct and positive correlation between the amount of time spent and the intention to make a purchase. In contrast, a recent study conducted by Goel and Diwan (2022) found that social media has a significant impact on consumer purchasing behavior due to the rise in online shopping and the amount of time individuals spend on social media platforms.

**H3:** *Time consumption has a significant relationship with students' purchase intention towards fashion products.*

### 3. Methodology

The target population is undergraduate students located at public universities in Malaysia. The population of this study is unknown due to the lack of information regarding the users of TikTok among this targeted group. Hence, purposive sampling was selected, and 120 respondents were obtained, these respondents represent all-level business and management students at their universities. The current study comprises four main variables: promotion, video quality, time consumption, and the student's purchase intention towards fashion products. The items were adopted from the previous studies, especially those closely related to organizational contexts, and all the variables were measured using the five-point Likert scale. The data were examined via SPSS, employing analytical approaches including reliability analysis and multiple regression analysis to test the relationship between each variable.

### 4. Findings

Cronbach's alpha was carried out, and as shown in Table 1, the alpha value ( $\alpha$ ) for all items was above 0.6. Therefore, it can be concluded that the items applied in this study were valid and reliable. Due to the  $\alpha$  value being close to 1, it can be considered that the variables used have a high level of reliability. Next, Table 2 shows the breakdown of the respondents by gender, age group, main purpose for having a TikTok account, time spent on TikTok, and whether they purchased any products from TikTok. The majority of respondents were female, and mostly they were between 22 and 25 years old, with 78.3%. As for the main purpose of having a TikTok account, entertainment indicated a high percentage at 75%, followed by socializing at 20%. As for time

consumption, the majority of students spend about 2 to 5 hours, with 57.5% of students having experience buying products using TikTok.

**Table 1: Reliability Analysis**

Variable	Number of Items	Cronbach's Alpha
Promotion	6	0.804
Video quality	6	0.810
Time consumption	6	0.809
Student's purchase intention	6	0.872

**Table 2: Respondents Profile**

Criteria	Category	Number	Percentage
Gender	Male	28	23.3
	Female	92	76.7
Age Group	19-21	25	20.8
	22-25	94	78.3
	26-29	1	0.80
What is your main purpose for having a TikTok account?	Socialize	24	20.0
	Academic	3	2.5
	Business	3	2.5
	Entertainment	90	75.0
How much time do you spend on TikTok?	Less than 1 hour	28	23.3
	2 to 5 hours	69	57.5
	More than 5 hours	23	19.2
Have you ever purchased any products from TikTok?	Yes	120	100
	No	0	0

**Table 3: Result of Multiple Regression**

Dependent Variable: Student's purchase intention		
Independent Variables	Standardized Coefficient (BETA)	Sig.
(Constant)		
Promotion	0.296	0.001
Video quality	0.109	0.237
Time consumption	0.467	<0.001
F value	65.219	
R square	0.628	

## 5. Conclusion and Discussion

According to the information provided in Table 3, the variable that does not have a significant relationship is video quality. This is indicated by its significant value of 0.237, which is more than the threshold of 0.05. This finding aligns with the research conducted by Araujo et al. (2022), which revealed that video quality is not a key factor affecting people's purchase intentions. This demonstrates the considerable variability in individual tastes for video content. While certain clients may value superior visual elements, others may prioritize comprehensive product information or interactive functionalities. Furthermore, this could be related to the significance of the content. The significance of the content's alignment with the viewer's interests and requirements is crucial. Despite substandard video quality, if the material strikes an emotional connection with the viewer and highlights things that stimulate their interest, it can still have an impact on their intention to

make a purchase. Furthermore, the phenomenon of social proof, exemplified by the number of likes, comments, and shares, could have an impact on the desire to make a purchase.

A video that has high levels of engagement indicates to viewers that the product is appealing, which can influence their choice to purchase it without considering the quality of the video. Furthermore, the findings indicate an important relationship between promotional activities, the amount of time spent, and students' tendency to purchase fashion-related products. These relationships are statistically significant, with p-values of 0.001. This highlights the significance of innovative promotional strategies in shaping customer buying behavior in the digital age. Promoting products in TikTok shops can significantly impact consumers' intentions to make a purchase, particularly for fashion items, given various important factors. For instance, fashion products mainly depend on visual attractiveness, and TikTok is a predominantly visual medium. Promotional videos can exhibit apparel, accessories, and other fashion goods being used, enabling users to visually perceive their appearance and visualize how they might integrate into their personal style. Furthermore, TikTok is renowned for its influential culture, in which viewers frequently look for inspiration from producers regarding the most recent fashion trends.

Promotional content disseminated by influencers or businesses can rapidly gain popularity and establish trends within the TikTok community, gaining influence over the audience's spending habits as they attempt to remain up-to-date and stylish. Furthermore, when comparing the two predictors that showed significance, it is evident that time consumption is the main factor that affects a student's intention to purchase fashion products; hence, this finding could contribute to the existing body of knowledge. This is supported by the fact that this predictor has a greater beta value (0.467) in comparison to the other predictors. Additional proof of TikTok's efficacy in shaping consumer purchasing behavior arises from the relationship between the overall duration of content consumption and subsequent purchases. TikTok shops provide users with a smooth and effortless browsing experience, enabling them to rapidly navigate through a diverse range of stylish products. As users spend more time exploring various things, their chances of encountering items that attract their attention and generate interest increase, ultimately resulting in a greater desire to make a purchase. Another possible contributing element to this circumstance could be influencer endorsements. A wide range of influencers and content creators on TikTok engage in collaborations with brands to promote fashion products to viewers.

The impact of influencer endorsements can improve users' confidence in products and influence their intention to purchase when they spend time watching content from trustworthy influencers. Going forward, a longitudinal study would allow researchers to track variations in TikTok marketing efficacy over time. This approach can detect evolving trends while evaluating the practicality of marketing initiatives, providing insights into how these aspects will impact students' future purchasing intentions. In light of the ever-changing landscape of social media and fashion trends, researchers must employ real-time approaches for gathering information. This entails monitoring and evaluating existing marketing techniques and trends to ensure that the study remains relevant and current in a constantly changing market. Ultimately, additional investigation could assess the efficacy of marketing strategies on various social media platforms to enhance understanding of students' online behaviors. By comparing TikTok to different platforms, one can identify connections or variations in how promotional techniques impact the buying patterns of students.

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