

Analysis of Using Tiktok as Live Marketing in Attracting Consumers' Interest in Buying

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Abstract

Live streaming marketing is a new trend that is attracting more and more people around the world. This allows businesses to reach their customers directly and provide them with a personalized experience without leaving their homes. For a company, it makes sense to use a live streaming marketing platform like TikTok because it helps them connect with their audience easily. This study aims to examine the driving factors that cause consumers to make purchases through the TikTok Shop application. This study uses a quantitative approach and the respondents in this study are students who have made purchases through the TikTok Shop application. Respondents in this study were 100 respondents. Data was collected using a questionnaire which was distributed online to consumers via the Google form. The results of the study indicate that the variables in this study have a positive and significant influence on consumer buying interest. From this research, sellers get inspiration in an effort to increase consumer buying interest. This research also contributes to the marketing literature and consumer behavior.

Keywords: Purchase Interest; Product Information; Live Streaming; Marketing Communication

1. Introduction

Consumer buying interest experienced by the public as consumers through Tiktok social media is increasingly getting the attention of the general public, this is because Tiktok is one of the most popular social media as a platform, where Tiktok's advantages as social media provide various means of sharing content that vary greatly in terms of creativity, video challenges, lipsync, songs, dancing, singing and others (Dewa & Safitri, 2021). Tiktok as social media is part of the results of the development of information and communication technology which has now developed rapidly and has almost controlled a large part of human life. One manifestation of the development of information and communication technology is the existence of the internet. Based on a report from the Ministry of Communications and Informatics, internet users in Indonesia in 2021 will increase to 37 million new internet users, bringing the total internet users in Indonesia in 2021 to 202.6 million users with predictions that will continue to increase along with better technological developments. The latest survey conducted by Head of Trade Marketing Ninja Xpress Subarkah Dwipayana stated that the three platforms most used by business actors to conduct live selling were TikTok (27.5%) and Shopee (26.5%) being the most popular platform with Lazada (20.1%). MSMEs also experienced an increase in sales of 40% when selling through the Tiktok shop (Andriani, 2023).

The significant increase in the number of internet users from year to year has led to a paradigm shift in consumer behavior around the world and has shaped a changing trend in consumer readiness to seek information from new mass communication channels, such as social media (Spacejanases et al., 2021). As a result, use of the internet and social media tends to influence consumer buying behavior, because it allows consumers to interact with other consumers, and companies to interact with existing and potential customers. In developed countries like Germany, the results of a 2014 survey showed that information on social media has influenced the purchase decision of more than 6% of German customers (Do & Do, 2020). Despite social media's increasing importance, the scientific literature investigating how the information available on social media influences consumer buying behavior regarding sustainable products is scant. The perceived usefulness of the information and the credibility of the information creates a tendency for social media users to adopt positive and negative WO (Le-Hoang, 2020). Social media is a very vital part of today's business world,

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because it allows consumers to be more flexible in expressing their opinions regarding products. Knowledge about a product is the entire range of information that is accurate in the minds of consumers and their perceptions of product knowledge (Le-Hoang, 2020). Chen et al., (2016) emphasizes that product knowledge depends on consumer awareness, how consumers understand products, or consumer trust in products. According to research conducted by Ruangkanjanases et al., (2021) The informational use of online user-generated content is considered to be more effective than traditional marketer-generated content.

In highly competitive economic conditions, an organization must utilize integrated marketing communications in the most effective way, to ensure the creation and maintenance of long-term relationships with current and potential customers. Through the integrated marketing communications approach, companies "speak with one voice" and the impact of the message sent is one maximum (Mihaela, 2015). Marketing communications are a source of interest in enabling consumers to understand the value of goods and services. Communication messages that will be conveyed to target audiences have the ability to change consumer attitudes and maintain their interest in the products and/or services offered by a company (Alfred, 2013). In today's competitive environment, organizations must continuously communicate with current and potential stakeholders, provide quality products and/or services, charge attractive prices, and facilitate their access to customers. Therefore, marketing communications are the focus of all of these activities, bearing in mind that consumers' perceptions and attitudes towards certain products and/or services can be influenced through the communication messages conveyed, which play a role in convincing customers to buy their respective products and/or services (Philip Kotler, 2012).

Consumers turn to many sources of information, and the value of integrated marketing communications has grown rapidly. Highly targeted, integrated marketing communications are based on the power of existing communication tools to profitably influence the behavior of the target audience. Designing effective messages and choosing the most appropriate communication tools are important steps in creating and maintaining consumer preference for a product/brand or company. Integrated marketing communications are activities that enable the creation of profitable customer relationships and create product/brand or company value. It aims to ensure consistency of messages sent across a mix of communication tools such as advertising, sales promotion, direct marketing, public relations, online communications.

Live streaming has advantages when compared to other online shopping strategies. First, it is difficult for customers to rely on information derived from static images on traditional e-commerce websites (Lu et al., 2015). Second, live streaming can provide images, sound, and motion to convey product information (Lu et al., 2015). Local and international e-commerce are competing to adopt this feature on their respective platforms. For example, in 2021, TikTok penetrates the Indonesian market with an e-commerce TikTok Shop based on live streaming and short videos. TikTok has become one of the fastest growing short video platforms in the world (Endarwati & Ekawarti, 2021). Short videos usually start with 15 seconds to 1 minute and can be uploaded or shared together. Short videos allow users to easily capture memorable moments (Lu et al., 2015). According to research conducted by Endarwati & Ekawarti, (2021) daily active users of TikTok in Indonesia are number two globally after the United States. Data shows there are more than 22 million users in Indonesia. This shows how popular TikTok is among all Indonesian citizens. One of the reasons TikTok users in Indonesia have increased is because the platform itself is a new way to interact with followers, and they can easily go viral on the internet. There are many opportunities in the Indonesian TikTok market due to high daily active users. The development of TikTok in Indonesia and the large number of users have made TikTok adopt the TikTok Shop to the Indonesian market. There are two main sales activities: live streaming to short video streaming.

Marketing managers routinely use purchase intention data to make strategic decisions about new and existing products and the marketing programs that support them. For new products, purchase intention is used in concept testing to help managers determine whether a concept is worth developing further, and in product testing to direct attention to whether the new product is worth launching. Furthermore, in planning new product launches, purchase intention helps managers decide geographically in which markets and to which customer segments the product should be launched (Philip Kotler, 2011). For existing products, purchase intention is used to predict future demand (Alfred, 2013). These forecasts are useful input when making decisions, such as whether to increase or decrease production levels, whether to resize the sales force, and whether to initiate price changes. In addition, purchase intent is used to test ads and evaluate proposed promotions for new and existing products (Bauerová, 2018). Purchase intention is also widely used by academic researchers as a proxy measure for buying behavior (Buck et al., 2017).

Based on the description of the phenomena of using Tiktok as social media as well as a promotional tool for various business activities, it is increasingly directing the role of Tiktok as a promotional or marketing tool, while the research title is an analysis of the use of Tiktok as live marketing in attracting consumer buying interest. This study analyzes the

impact of using Tiktok as live marketing in attracting consumer buying interest, such as the influence of product information, marketing communications and live streaming.

2. Literature Review

2.1. Purchase Interest

Purchase intent can be used to test the implementation of new distribution channels to help managers determine whether the concept is worth further development and decide which geographic markets and consumer segments to target through these channels (Alfred, 2013). Its importance lies in the fact that intention is considered to be the main predictor of actual behavior (Alfred, 2013) therefore, their study is of utmost importance to the success of any online retailer. This study proposes purchase intention as the key variable to be studied. The construct takes place at the pre-purchase stage and captures the motivational aspects that influence customer behavior (Mihaela, 2015). To predict consumer behavior, it is necessary to know attitudes, judgments and internal factors that ultimately result in purchase intentions (Ajzen & Madden, 1986). In this study, in line with (Murillo et al., 2021), online purchase intention is understood as the extent to which consumers are willing to buy products through online stores.

Buying behavior has been studied in many areas of marketing beyond traditional physical store purchases, such as green marketing (Murillo et al., 2021), luxury brands and products (Luong et al., 2017), and finally, online purchases (Jiang & Benbasat, 2004). Follow Luong et al., (2017) In this investigation, online buying behavior is understood as the frequency with which consumers make purchases over the Internet. According to (Ajzen & Madden, 1986), consumer intention is an indicator of the extent to which people are willing to perform certain behaviors, which in this study will be translated as online buying behavior. It has been found that the lack of intention to buy online is one of the first obstacles to the development of e-commerce (Chen et al., 2016), and researchers like Bauerova, (2018) noted that online purchase intention and online purchase behavior need to be explored further. Based on the above, the first research hypothesis for this study explores the influence of online purchase intentions on consumer buying behavior. According to Kotler & Keller, (2016) Purchase intention can be identified through the following indicators: a) Transactional interest, b) Referential interest, c) Preferential interest, d) Explorative interest.

2.2. Product Information

Hurme, (2005) Defining information richness: as information that can help customers to make decisions in online shopping. This is very helpful for customers when they want to shop online. Increased information on the web has the potential to produce more informed customers who are able to make better decisions and will experience more satisfaction with their purchases. More detailed product or service information will result in better purchases. Information richness focuses on purchasing information and reduces search time. Information technology is critical to the success of any business. Information collected in any business is a resource as valuable as capital or human resources. Information may include: market trends, customer profits, purchasing performance. This information can be processed, and analyzed by computer before being used by managers for decision making. Information must be: correct, complete, and up-to-date. The usefulness of data is important for companies because they can sell ordered products via email so they need to update their list of customer names and addresses. This data is very valuable and can be sold to other companies (Salehi et al., 2012).

Product information is the main variable used by marketers to help consumers evaluate a product and make purchasing decisions (Khare & Rakesh, 2011). According to Hwang et al., (2018), product presentations can form emotional responses when consumers buy products online. An attractive visual image of a product can increase the positive intention of consumers to buy it (Khare & Rakesh, 2011). In addition, previous studies have shown that product types (Hwang et al., 2018), product price (Khare & Rakesh, 2011) and product image (Hwang et al., 2018) can lead to higher purchase intentions from potential consumers. It should be noted that the factors mentioned above are all related to the product description. Product descriptions are usually represented in the form of a product model, which is a synthesis of all the elements associated with a product description. A quality product description means that the intended description meets or exceeds consumer expectations (Kahn et al., 2002). In addition, product descriptions must comply with consumer specifications, and each consumer must be able to understand the meaning and content of all information. Product descriptions should also be useful and add value to the tasks performed by consumers. In other words, the description can eliminate consumer uncertainty about the product. The higher the quality of the product description, the better the psychological feelings of consumers towards the product. In this case consumers are more motivated to engage in all kinds of psychological activities related to the product, including purchasing indicators related to product

information according to Trust (2018) 1) Accuracy of Media, 2) Cost of consumers in finding information, 3) Clarity of information, 4) Effectiveness of information arrangement.

2.3. Live streaming

Live Streaming is part of online commerce and marketing sales. It involves instant orders, live product demonstrations, real-time Q&A, limited-time price promotions, real-time communications, and online streaming services hosted by the online store. (Song & Lee, 2020). Live streaming removes the communication barrier between brands and consumers and focuses on short-term sales promotion by combining brand marketing and performance marketing to improve corporate marketing efficiency. In particular, companies combine brand marketing and performance marketing to convey a comprehensive brand story to consumers, introduce emotional and cultural elements to products to receive immediate feedback, and create a ripple effect on new products through product demonstrations, ultimately increasing marketing efficiency in China (Feng et al., 2014). Through various types of live streaming, market segmentation and positioning can be tailored to specific needs, and brand loyalty can be derived by assigning individual features to consumers.

Compared to the first quarter of 2020, China's online short video e-commerce and live streaming e-commerce users increased by more than 4.9% in the second quarter. Meanwhile, the number of people using live streaming e-commerce reached 309 million, up 16.7% from the first quarter. In addition, the number of people using online commerce reached 749 million, accounting for 79.7% of all Internet users (Alfred, 2013). Therefore, live streaming e-commerce is the fastest growing trend in 2020. In the world market, China has ranked first for seven consecutive years and is expected to provide important support for new development. Live streaming e-commerce is growing rapidly, with the penetration rate of related applications continuously increasing, and product forms and characteristics diversifying. With the strengthening of online communication, the number of live streaming users continues to increase. This shows that live streaming can function as a window to provide product/service information, exchange emotions and opinions, and manage corporate brands, such as through social media, network services, and beyond channels that sell only products (Song & Lee, 2020). Indicators of shopping online by live streaming consist of: product details, interactivity, product visibility and product authenticity (Iswantoro Afiful Hudha, 2021).

2.4. Marketing Communications

Communication is the key to a business relationship. Research conducted by Cronin et al., (2000) explained that effective marketing communication is the result of coordination between organizational functions and strategies resulting from both the strategic objectives and the organization's business strategy. Research conducted by Pratonno, (2021) shows that implementing IMC (Integrated Marketing Communication) is closely related to better marketing in terms of sales, market share, and profits for an organization. Research conducted by Sharma and Lijuan regarding the factors that influence consumers to believe in e-commerce systems and adopt e-commerce is the performance of e-commerce sites. The level of consumer confidence to shop increases consumer commitment and loyalty in buying products online (Kim & Thapa, 2017). The presence of e-commerce has created convenience and innovation in human life (Jiang & Benbasat, 2004). In research Hwang et al., (2018) explained that the product recommendation system or the provision of personalized online services as a form of increasing online information and improving management relationships with customers. The advantage of e-commerce transactions can be carried out 24 hours a day, without the need for direct interaction and fast access to access information on the website. Research conducted by Bauerova, (2018) explained that online promotion strategies using the internet are suitable for promoting measurable and targeted products. According to Setyarko, (2016), marketing communication indicators, namely: 1) Accuracy of marketing communication objectives, 2) Accuracy in selecting target markets, 3. Accuracy in measuring marketing communication activities.

2.5. Framework of thinking

The thinking framework can be seen on Figure 1.

2.6. Research Hypothesis

Based on the description of the phenomenon and the background of the problems in this study, it is described as follows:

a) H1: Product information influences consumer buying interest in the TikTok Shop

- b) H2: live streaming has an effect on buying interest
- c) H3: Marketing communications have an effect on consumer buying interest in the TikTok Shop

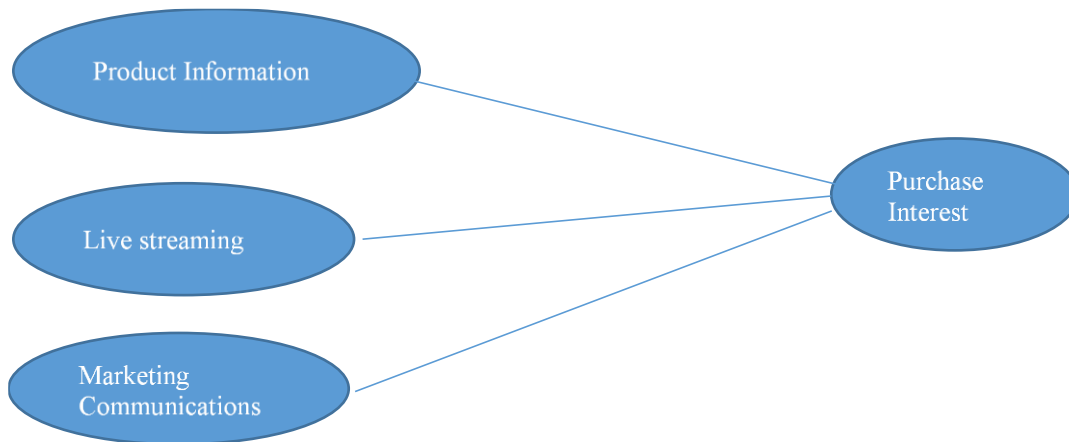


Figure 1. Thinking Framework

3. Methods

This type of research is a quantitative approach with a causality approach. The causality approach is a research approach to see the effect of one variable on another. This study uses a quantitative approach. Quantitative methods use population research and certain samples with statistical data analysis. This data analysis is intended to answer the problem formulation and test the truth of the hypothesis (Ghozali, 2016). This research shows that there is a causal relationship between exogenous variables and endogenous variables. The testing tool uses the SmartPLS application, the analysis used is path analysis. Questionnaires were circulated using Googleform during December 2021. The framework used in this study can be seen in Figure 1.

Population is a group element in which there are interesting objects, people, transactions, and events to study in a study (Mohammadi et al., 2017). In this study, the population is customers or consumers at the Tiktok shop. The sample is part or a number of the population. In this study, the number of samples used was 100 customers or consumers at the Tiktok shop based on the Wibisono formula (Dlamini & Chinje, 2019). The sampling method of this study uses Accidental Sampling, namely sampling by chance. This method is part of Non-Probability Sampling, that is, there are no specific criteria for taking it.

The sampling technique in this study refers to slovin sampling where the minimum sample is limited (limited population survey), with the aim of estimating the sample based on the population (Cooper & Schindler, 2014). In carrying out this research the activities carried out in it are: the exploration stage of the buyer's decision at the Tiktok shop by analyzing the existing problems, collecting data then processing and analyzing the data, the final conclusion from the results of the data analysis that has been carried out. The data analysis method used is multiple linear regression analysis and hypothesis testing (partial test, simultaneous test and coefficient of determination).

4. Result and Discussions

4.1. Results

The characteristics of respondents can be seen on Table 1.

4.1.1. Instrument Validity

The validity test in this study was carried out using a guide JF Hair et al., (2019) namely by testing convergent validity and discriminant validity. The results of the validity test can be seen in Tables 2 and 3.

4.1.1.1. *Converge Validity*

The validity test in this study used the Average Variance Extracted (AVE) value for each latent variable, while the reliability test used composite reliability. Composite reliability can be used to test the Structural Equation Model (SEM) (JF Hair et al., 2019). Testing the validity and reliability using the same data as the data to be analyzed next. It is known from the model test that the Composite Reliability and AVE values have met the minimum limits, so that all constructs are feasible to use as measuring instruments.

Table 1. Characteristics of Respondents

No	Characteristics of Respondents		Amount	Percentage
1	Gender	Man	47	47%
		Woman	53	53%
		Total	100	100%
2	Respondent Age	20-29 years	64	64%
		30-39 years	18	18%
		40-49 years	18	18%
		Total	100	100%
3	Social status	Already Family	23	23%
		Not yet married	77	77%
		Total	100	100%

Source: 2023 primary data

Table 2. Convergent Validity

ITEMS	Product Information	Marketing Communications	live streaming	Purchase Interest
IP1	0.868			
IP2	0.654			
IP3	0.853			
IP4	0.831			
KP1		0.850		
KP2		0.821		
KP3		0.832		
KP4		0.745		
LS1			0.838	
LS2			0.844	
LS3			0.774	
MB1				0.856
MB2				0.829
MB3				0.868
MB4				0.832

Source: primary data (2023).

To find out the relationship between latent variables and indicators in the SmartPLS application, it can be seen from the outer/weightloading values. Outer loading is the value of the relationship between indicators and latent variables (J. Hair et al., 2014). Reflective indicators are seen as a function of latent constructs, and changes in latent constructs are reflected in change indicator variables (manifest).

4.1.1.2. *Discriminant Validity*

Based on the table 3, it can be concluded that all variables in this study meet the requirements of discriminant validity.

Table 3. Discriminant Validity

	Product Information	Marketing Communications	live streaming	Purchase Interest
Product Information	0.806			
Marketing Communications	0.301	0.813		
live streaming	0.145	0.669	0.819	
Purchase Interest	0.329	0.694	0.697	0.846

Source: primary data (2023).

4.1.2. Reliability Tests

Table 4. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Product Information	0.817	0.84	0.88	0.65
Marketing Communications	0.828	0.831	0.886	0.661
live streaming	0.755	0.761	0.859	0.671
Purchase Interest	0.868	0.869	0.91	0.716

Source: primary data (2023).

The results of the reliability test showed that the variables used in the study had Cronbach's Alpha values > 0.6 , composite reliability values > 0.7 , and AVE values > 0.5 . It can be concluded that all research variables met the reliability requirements.

4.1.3. Path Analysis

This section is the second part of the PLS-SEM analysis where the first part focuses on the validity and reliability of constructs and items as measuring tools in this study, after all validity requirements are met, then the analysis of the next section is about path analysis, this section will analyze the relationship between independent variable to the dependent variable.

Table 5. Path Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Product Information \rightarrow Interest to Buy	0.159	0.156	0.065	2.46	0.014
Marketing Communications \rightarrow Purchase Intention	0.353	0.363	0.13	2,724	0.006
LS \rightarrow Interest to Buy	0.438	0.431	0.122	3,597	0.000

Source: primary data (2023).

The path coefficient table above shows all the relationships between the variables examined in this study. it can be seen that all relationship paths have a p-value of less than 0.05 so that it can be said that all relationships between variables have a significant relationship and the hypothesis in the study is supported.

Based on the model on Figure 2, it is known that all items used in this study have reached the lower limit of the loading value, so that it can be said that these items can be used as measuring instruments and can be tested further.

4.2. Discussion

In this section, research and hypothesis testing will be discussed and described in detail based on the analysis and relevant research references as follows:

H1: The product information variable has an effect on the purchase intention of the TikTok Shop. Based on table 4 and

figure 1 above contained in the path analysis section, it can be seen that product information has a coefficient of 2,460 which describes a positive relationship. Then in the p-values section there is a significance of 0.014 which illustrates that there is a significant influence in the relationship between product information and purchase intention. The results of this study are in line with previous research by appropriate information or messages that can build consumer trust that encourages buying interest (Hartawan et al., 2021). On the other hand, if consumers perceive product information to be complete and informative, it can generate interest and increase the probability of purchase. Product information can help consumers understand the value of a product and how it can meet their needs. Apart from that, it can also help consumers compare different products and make decisions based on their preferences (Raheni, 2018). Product information plays an important role in shaping consumer purchase intention. When consumers consider buying a product, they usually search for and evaluate information about the product before making a decision. Product information can come from a variety of sources such as advertisements, reviews, product specifications, and recommendations from friends and family.

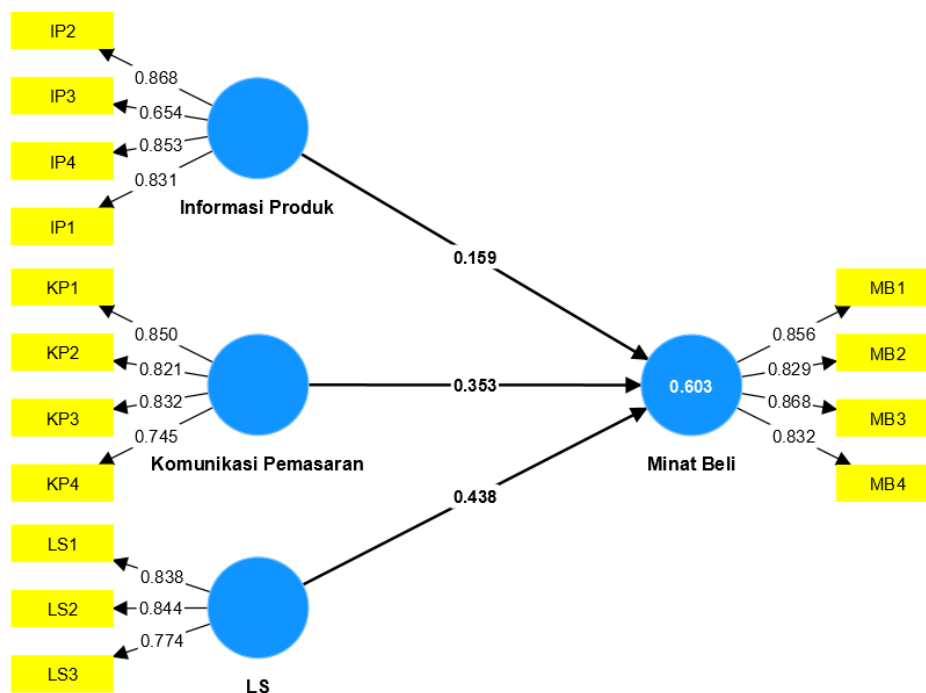


Figure 2. Path Analysis

H2: The Live Streaming variable has an effect on the purchase intention of the TikTok Shop. The next path relationship is between marketing communications and purchase intention. It can be seen that the coefficient value is 2,724 which indicates a positive relationship between marketing communications and purchase intention. In the p-values section, it can be seen that there is a significance of 0.006 which indicates a significant influence between marketing communications on purchase intention. Marketers can use marketing communications to influence consumer purchasing decisions and increase sales (Adella, 2022). To achieve marketing objectives, marketing communications must be properly designed to convey appropriate and relevant product information to consumers. Effective marketing communications can help producers to increase awareness, perception, trust, and consumer buying interest in products (Siregar, 2015). Effective marketing communications can help increase purchase intention by informing consumers about a product or service and its benefits, addressing their needs and concerns, and creating a positive brand image. For example, a well-crafted ad can create awareness of a new product, highlight its features and benefits, and convince consumers to consider buying it (Nurdiyanto & Purnomo, 2021). In addition, marketing communications can also help build trust and credibility with consumers, which in turn can increase purchase intentions. For example, a company that communicates a commitment to high-quality products and excellent customer service may be more likely to attract and retain loyal customers who are more likely to buy their products (Trust, 2018).

H3: Marketing communication variables have an impact on buying interest in TikTok Shop. The final path analysis is to see the effect of live streaming on purchase intention, based on table 4 it can be seen that the path coefficient is 3.507

and 0.000 which shows a positive and significant relationship between live streaming with purchase interest. Live streaming has become a popular marketing strategy in recent years, and can have a significant impact on consumer buying interest (Iswantoro Afiful Hudha, 2021). Live streaming is a form of interactive content that allows businesses to showcase their products or services in real-time via live video broadcasts. Consumers can watch streams and engage with Hosts, ask questions and receive immediate responses. Overall, live streaming can have a strong effect on consumer buying interest. It can create a sense of urgency and exclusivity, build trust and rapport, and showcase products or services in a more attractive way. As such, it can be an effective marketing tool for businesses looking to increase sales and reach new customers (Song & Lee, 2020).

5. Conclusions

Based on the statistical calculations that have been summarized above, it can be concluded that all the variables in this study have a positive and significant effect on consumer buying interest. This study contributes to the scientific literature on consumer behavior by developing and validating a research model that describes the relationship and influence of several predictive variables in the context of online marketing. More detailed relationships.

The results of the first hypothesis are accepted, this can be seen from testing using path analysis on the inner model that the P-value is less than 0.05, which illustrates the positive and significant influence of product information on purchase intention.

The results of the second hypothesis are accepted, this can be seen from testing using Smart PLS. This can be seen from testing using path analysis on the inner model that the P-value is less than 0.05, which illustrates the positive and significant influence of marketing communications on purchase intention.

The results of the third hypothesis are accepted, this can be seen from testing using Smart PLS. This can be seen from testing using path analysis on the inner model that the P-value is less than 0.05, which illustrates the positive and significant influence of live streaming on buying interest.

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