
THE INFLUENCE OF TIKTOK LIVE STREAMING AND CONTENT MARKETING ON INTENTION TO PURCHASE STREETWEAR PRODUCTS



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Abstract

This study analyzes the effect of TikTok live streaming and content marketing on purchase intention. Using a quantitative approach, data were collected through a survey of 150 consumers who actively watching content and live streams on TikTok. The results show that both TikTok live streaming and content marketing positively and significantly influence purchase intention. Live streaming fosters real-time interaction, enhancing consumer trust and engagement, while content marketing builds strong brand awareness through creative and informative content. Together, these strategies reinforce purchase decisions, indicating that social media is an effective marketing tool for boosting purchase intention in the fashion sector. The research recommends optimizing both strategies to increase sales and strengthen consumer loyalty.

Keywords: TikTok Live Streaming, Content Marketing, Purchase Interest

INTRODUCTION

The rapid development of social media platforms, especially TikTok, as an effective marketing channel for various types of products. In recent years, TikTok has grown rapidly as a platform that is not only used for entertainment, but also for commercial purposes, including product and brand promotion (Dewasanya & Amaly, 2024). Based on a report from We Are Social and Hootsuite, the number of TikTok users in Indonesia reached 106.52 million people in October 2023. This figure increased by 6.74% compared to the previous three months (Data Indonesia.id, 2023). This surge in user numbers also reflects changing patterns of digital media consumption, where more and more people are spending time on TikTok to find entertainment, information, and even shopping.

TikTok offers various features that support interactive marketing, one of which is live streaming, where sellers can interact directly with audiences in real-time (Sabila and Andni, 2023). According to previous research, live streaming has a significant impact on consumer purchasing decisions due to the more personalized and authentic experience it offers (Fakri and Indra Astuti, 2023). The use of live streaming as a marketing strategy has shown remarkable ability in increasing consumer buying interest, especially as it allows for live communication and product demonstration (Anindasari and Tranggono, 2023); (Rimbasari, Widjayanti and Thahira, 2023).

In addition, marketing content is an important component of modern digital marketing strategies. Informative, engaging, and relevant content can influence consumers' perception of a brand, which in turn increases purchase intention (Hollebeek and Macky, 2019; Toha & Supriyanto, 2023). Well-structured marketing content, for example, in the form of video tutorials, product reviews, or stories, has been proven effective in attracting attention and building brand awareness among consumers (Yunani and Kamilla, 2023); (Nguyen, 2021). Marketing through engaging content can also create stronger engagement with consumers than traditional advertising (Istiqomah, 2023; Hidayat et al, 2024). TikTok, with its short video format, offers a great opportunity for brands to deliver messages creatively and directly.

Although many studies discuss the influence of social media on consumer behavior, there is still a specific research gap regarding the effectiveness of live streaming on TikTok

as a marketing strategy in increasing product purchase intention. Most previous studies focus more on traditional advertising or static content without considering the live interaction offered by the live streaming feature. In addition, existing studies often do not examine the synergistic role of live streaming and content marketing together in the same context. In other words, no research comprehensively explores how the combination of these two strategies can influence purchase decisions.

Thus, the purpose of this study is to identify and analyze how TikTok live streaming and content marketing influence consumers' purchase intention for a product. The findings of this study are expected to provide useful guidance for businesses in maximizing the potential of digital marketing, as well as contribute to enriching the literature related to social media-based marketing in the modern era.

REVIEW OF LITERATURE

Live Streaming

Live streaming as an innovation in digital marketing has changed the way brands interact with consumers. The live streaming feature enables more direct and personalized communication between sellers and buyers, creating a more transparent and interactive experience. According to Fakri & Indra Astuti (2023), live streaming can increase consumer confidence because products can be displayed live, thus reducing consumer concerns about product quality. In live streaming, sellers can conduct product demonstrations, answer consumer questions in real-time, and offer special promotions that often attract spontaneous buying interest from the audience.

Live streaming also offers a unique experience for consumers that is different from traditional marketing methods. A study by Widiyaningsih & Nugroho (2024) showed that consumers tend to be more emotionally engaged during live streaming sessions than when they view statically uploaded content. This is due to the dynamics of live interaction and the opportunity to get products with special offers or discounted prices that are only available during the session.

In addition, live streaming can also give consumers a sense of urgency to make a purchase immediately. Research by Mada & Prabayanti (2024) shows that time-limited offers

or exclusive discounts offered during live streaming sessions can trigger purchase impulses among consumers. This is especially true on platforms like TikTok, where live streaming serves not only as a promotional tool, but also as a means to personally interact with the audience.

H1: Live streaming positively influences consumers' purchase intention.

Content Marketing

Content marketing is a marketing approach that focuses on developing and delivering useful and relevant information to attract and engage target audiences. According to research by (Yunani and Kamilla, 2023); (Putri, 2021), a good content strategy can increase brand awareness and encourage consumer buying interest. Content marketing plays an important role in shaping consumer perceptions of a product or brand, where the content presented must be able to fulfil the information and entertainment needs of the audience. This becomes even more important in the context of social media, especially platforms like TikTok that rely on short video formats as the main medium to attract attention.

Content that is engaging and in line with audience preferences can not only create brand awareness, but also directly increase consumer engagement. A study by Pratiwi et al. (2023) shows that consumers tend to be more interested in creative and interactive content, which ultimately affects their purchase intention. A content marketing strategy that prioritises visual quality, detailed product information, and strong storytelling can be a key driving factor that increases consumer interest in a product.

In addition, content marketing also has the ability to build long-term loyalty. Studies by Ustadriatul Mukarromah, Mirtan Sasmita, and Lilis Rosmiati (2022) show that consumers who are frequently exposed to consistent and relevant content tend to be more loyal to brands and are more likely to make repeat purchases. Therefore, this study will examine the extent to which content marketing affects consumer purchase intention by paying attention to elements such as content frequency, information quality, and the relevance of the content presented.

H2: Content marketing positively influences consumer purchase intention.

Purchase Intention

Consumer purchase intention is one of the important variables in consumer behaviour research. According to (Dwitya, 2023), purchase intention is defined as the tendency of consumers to buy a product or service after they are exposed to certain information or advertisements. Purchase intention is usually influenced by various factors, such as perceived product quality, brand image, and consumer experience with the brand (Rosyid et al, 2023). In the context of digital marketing, purchase intention is often influenced by consumers' interaction with marketing content and their direct experience during live streaming sessions (Adelia and Cahya, 2023).

Previous research shows that well-designed marketing content can significantly increase purchase intention. According to (Kamanda, 2023); (Aditya and Mahadewi, 2024), consumers are more likely to be interested in purchasing products that they frequently see through relevant and informative content. Similarly, the interactions that occur during live streaming sessions can strengthen consumers' desire to make a purchase. When consumers can see the product live and get answers to their questions in real-time, they feel more confident in the product (S Iswahyuni et al., 2024).

H3: Content marketing and live streaming simultaneously influence consumer purchase intention.

This research requires a conceptual framework to explain the interaction between the variables under study. In the conceptual framework image, the independent variables are content marketing and live streaming, while the dependent variable is consumer purchase intention. This model explains that the two independent variables have a direct influence on consumer purchase intention. Using a quantitative approach, this study will measure the extent to which marketing content and live streaming influence consumer buying interest.

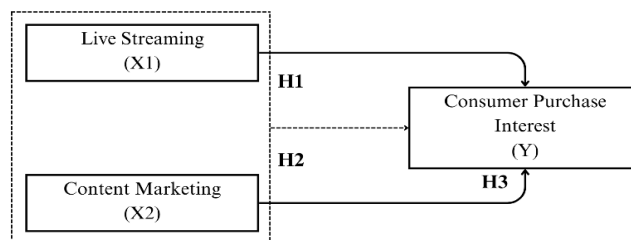


Figure 1.
Research Framework

RESEARCH METHOD

Research Design

This research uses a quantitative research design. The focus of the research is on the effect of TikTok live streaming and content marketing on product purchase intention. The dependent variable in this study is consumer purchase intention, while the independent variables are live streaming and content marketing.

Population and Sample

The population in this study is TikTok users who always see Live Streaming and Content Marketing on TikTok. The sampling technique used was purposive sampling to select respondents who met the following criteria: (1) have watched live streaming on TikTok, (2) have been exposed to marketing content through TikTok in the last 6 months, and (3) have an interest in buying products offered through Live Streaming and Content Marketing on TikTok. The sample of this study consisted of 150 respondents who were randomly selected according to these criteria.

Types and Sources of Data

This research uses primary data obtained through distributing questionnaires to consumers who meet the criteria. In addition, secondary data regarding digital marketing trends and the use of TikTok in promotions were taken from industry reports and academic literature.

Table 1.
Operational Definition of Variables

Variables	Definition	Indicator
Live Streaming (X1)	Live streaming can increase consumer confidence because the product can be shown live, thereby reducing consumer concerns about product quality.	<ol style="list-style-type: none"> 1. The attractiveness of the streamer. 2. Expertise of the streamer. 3. Availability of feedback/direct communication between the audience and streamer. 4. Timeliness of live streaming (Zami, 2023)
Content Marketing (X2)	Content marketing is a marketing strategy that focuses on creating and providing helpful and	<ol style="list-style-type: none"> 1. Relevance. 2. Accuracy 3. Value 4. Easy to understand

	relevant material to attract and engage the target audience.	5. Easy to find. 6. Consistent (Nurijayanti, Sukamdiani and Perdana, 2023)
Purchase Intention (Y)	Purchase intention is defined as the tendency of consumers to buy a product or service after they are exposed to certain information or advertisements.	1. Interest in information related to the product 2. Consideration of buying the product 3. Interest in trying the product 4. Desire to know and own a product (Pratama et al., 2023)

Source: Data Processed (2024)

Data Analysis Methods

The data collected was analyzed using descriptive statistical methods and multiple regression analysis to test the influence of live streaming and marketing content on purchasing interest. Data processing was carried out using SPSS, with instrument validity and reliability tests carried out to ensure data reliability. Multiple linear regression was used to test hypotheses and determine the importance of each independent variable's effect on buying interest.

RESULTS AND DISCUSSION

Determination Coefficient Test

The coefficient of determination (R Square) test determines how well the independent variables in the regression model explain fluctuations in the dependent variable. The R Square value goes from 0 to 1; a number closer to 1 implies that the model can explain most of the variation in the dependent variable; a value closer to 0 indicates that the model is less able to explain the variation.

Table 2.
Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888 ^a	.789	.786	1.069

a. Predictors: (Constant), Content Marketing, Live Streaming

Source: Data Processed by Researchers (2024)

Based on Table 1, the R value of 0.888 indicates a very strong correlation between content marketing and live streaming with the purchase intention. The R Square value of 0.789 indicates that 78.9% of the variation in purchase intention can be explained by the two predictor variables, namely content marketing and live streaming. Meanwhile, the remaining 21.1% are other factors outside this study.

T Test

The t-test is used to assess the significance of the independent variable's effect on the dependent variable in a regression model, specifically evaluating each independent variable's impact. The null hypothesis (H_0) of the t-test posits that the regression coefficient for an independent variable is zero, indicating no significant effect. If the t-statistic exceeds the t-critical value or if the significance value (Sig.) is less than 0.05, the null hypothesis is rejected, implying that the variable has a significant effect on the dependent variable. The t-test aids in identifying which variables truly influence the regression model and the extent of their impact on the dependent variable.

Table 3.
T Test Result

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.146	.667		3.216	.002
	Live Streaming	.380	.071	.407	5.340	.000
	Content Marketing	.336	.050	.512	6.724	.000

a. Dependent Variable: Purchase Interest

Source: Data Processed by Researchers (2024)

The results from the t-test in Table 2 show that with a constant value of 2.146 and a significance of 0.002, when both live streaming and content marketing are set to zero, the purchase intention stays at 2.146. For the live streaming variable, the regression coefficient of 0.380 and a significance level of 0.000, along with a t-statistic of 5.340 (which exceeds the critical value of 1.97), highlight that live streaming has a strong and statistically significant positive effect on purchase intention. This suggests that for every 1-unit increase in live streaming, purchase intention rises by 0.380. Likewise, the content marketing variable, with a regression coefficient of 0.336, a significance value of 0.000, and a t-statistic of 6.724

(which also exceeds the critical value of 1.97), shows a positive and significant influence on purchase intention. This means that a 1-unit increase in content marketing leads to a 0.336 increase in purchase intention.

F Test

The F test is used to assess whether the independent variables, when considered together, significantly influence the dependent variable in a regression model. This test is essential for evaluating the reliability of the regression model in predicting the dependent variable based on the independent variables. Significant F test results suggest that the model is effective in explaining the relationship between the variables.

Table 4.
F Test Result

ANOVA ^b						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	628.712	2	314.356	274.864	.000a
	Residual	168.121	147	1.144		
	Total	796.833	149			

a. Predictors: (Constant), Content Marketing, Live Streaming
 b. Dependent Variable: Purchase Interest

Source: Data Processed by Researchers (2024)

Based on the results of the F test in the ANOVA table, the F-count value of 274.864, which exceeds the f table (3.06) with a significance value of 0.000, indicates that the regression model consisting of content marketing and live streaming variables simultaneously has a significant effect on consumer buying interest.

The Effect of Live Streaming on Buying Intention

The results showed that Live Streaming has a positive and significant effect on product purchase intention. This finding is in line with the results of research from (Putri Nabila, Ismunandar Ismunandar and Ovriyadin Ovriyadin, 2024). Live streaming has proven to be one of the effective marketing strategies to increase consumer purchase intentions. On platforms like TikTok, live streaming allows sellers to interact directly with their audience in real-time, allowing potential buyers to view products in greater detail, ask questions, and receive immediate responses. With direct interaction between sellers and buyers, consumers'

trust in the product increases, which can significantly boost their purchase intention. According to research (Anggraeni, Savitri, and Faddila, 2024), the interactive experience provided by live streaming helps consumers feel more involved and confident about purchasing decisions.

In addition, live streaming also allows sellers to provide special offers such as exclusive discounts that are only valid during the live broadcast. This creates a sense of urgency among potential buyers, encouraging them to make an immediate purchase to take advantage of the promotion. Research (Juliana, 2023); (Ibrahim, Sudirman, and Anindita, 2024) shows that the use of promotional strategies in live streaming can significantly increase sales conversion rates, as consumers feel they are getting added value and a more engaging shopping experience compared to traditional marketing methods.

On the other hand, the positive effect of live streaming on product purchase intention can also be supported by the emotional factors generated during the session. The use of entertainment elements, such as music, fun interactions, and creative content, can create a pleasant atmosphere for the audience. When consumers feel entertained and engaged, they are more likely to associate that positive experience with the brand, which in turn can increase their desire to purchase the product. As such, live streaming serves not only as a promotional platform, but also as a tool to build loyalty and emotional attachment to a brand that ultimately contributes to increased purchase intent.

The Effect of Content Marketing on Consumer Purchase Intention

The results showed that content marketing has a positive and significant influence on consumer purchase intentions. Content that focuses on the needs or lifestyle and benefits of the product can help increase consumer awareness of the brand and make them more interested in buying. When consumers find content that is relevant to their needs or lifestyle, they are more likely to consider the product as their first choice when shopping. Research (Azizah and Elok Fitriani Rafikasari, 2022) shows that consumers are more likely to buy products after they get relevant and interesting information through quality content. In addition, consistent and targeted content marketing can also build credibility and consumer trust. When consumers feel they are benefiting from the content, they will have a more

positive perception of the brand, which directly contributes to an increase in their purchase intention.

In the long run, sustainable content marketing can also strengthen a brand's position in the market as an authentic and trusted brand. By continuously delivering relevant and quality content, it is able to maintain engagement with consumers. The presence of regular content, such as new product reviews or customer testimonials, will strengthen brand exposure in the minds of consumers. This creates a great opportunity to increase brand recall, which indirectly influences consumers' decisions when choosing products. Thus, a strong and consistent content marketing strategy is not only positive but also significant in driving consumer purchase intent.

The Effect of Live Streaming and Content Marketing on Purchase Intention

Live streaming and content marketing simultaneously have a very positive and significant influence on consumer purchase intentions. This finding is in line with the research results from (Rahmayanti and Dermawan, 2023); (Misbakhudin and Komaryatin, 2023); (Aryasa and Roosdhani, 2024). The combination of the two creates an effective synergy in strengthening brand awareness, building engagement, and encouraging consumers to make purchase decisions. Through live streaming, sellers can provide a more interactive and real-time shopping experience, while consistent content marketing helps keep the audience's attention on the product outside of the live streaming session. When consumers see compelling promotional content followed by an interactive live streaming session, they are likely to feel interested and highly engaged, which ultimately increases their purchase intent.

The significant impact of this combination is also seen in how live streaming and content marketing overcome psychological barriers in the buying process. Through content marketing, consumers get complete information about the product, ranging from quality, value to positive reviews from other consumers. This information is then reinforced by live streaming, which allows consumers to see the product live, ask questions, and get immediate answers. This increases consumer confidence in the product. Consumers who feel confident about a product tend to have a stronger purchase intention, which is then fuelled by a combination of informative content and live interaction.

In addition, the integration of live streaming and content marketing also increases consumers' urgency and motivation to buy. In a live streaming session, sellers can offer special discounts or time-limited promotions that are only valid during the broadcast, which encourages consumers to act quickly. On the other hand, pre-published content marketing, such as a viral product video or image on TikTok, already attracts consumers' initial interest before the live streaming session starts. This way, consumers who are already interested in the content can be triggered to make an immediate purchase when they watch the live streaming session. The combination of the two creates an effective marketing strategy, where live interaction and engaging content simultaneously reinforce consumer interest and purchase intent.

CONCLUSION

Based on the results of the study, it can be concluded that both marketing strategies have a positive and significant influence on consumer buying interest. Live streaming enables real-time interaction between sellers and buyers, increasing consumer trust and engagement through live product demonstrations and exclusive promotional offers. Meanwhile, content marketing consistently builds brand awareness and attracts consumers with creative content that is informative and relevant. The combination of live interaction through live streaming and strong content appeal strengthens purchase intent, demonstrating that this integrated digital marketing strategy is effective in driving product purchase decisions.

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