
THE INFLUENCE OF VIRAL MARKETING AND CONSUMER ENGAGEMENT ON PURCHASE INTENTION OF FASHION PRODUCTS ON TIKTOK SHOP



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Abstract

High expectations for TikTok Shop as an e-commerce platform that can increase sales, but in reality, an average of around 1.2% complete transactions, resulting in a relatively low conversion rate. The focus of this research study is whether viral marketing and consumer engagement affect the purchase intention of fashion products on TikTok Shop. This study was conducted in Cirebon City with the research period in May 2025. The research variables studied are viral marketing (X1), consumer engagement (X2), and purchase intention (Y). The population of the city of Cirebon aged 20 to 41 years is set as the research population with a size of 134,143 individuals, and the sample size used is 399 individuals. This research study is classified as a quantitative study and the analysis used is Partial Least Square Structural Equation Modeling (SEM-PLS) with analysis conducted using SmartPLS. The results of the study show that all indicators meet the validity and reliability requirements suitable for analysis. The direct effect of X1 on Y is 0.220, which means an increase of one unit in X1 can increase Y by 22%, and the direct effect of X2 on Y is 0.608, which means an increase of one unit in X2 can increase Y by 60.8%. The hypothesis testing accepted that there is an influence between X1 and X2 on Y. The proportion of influence is on the coefficient of determination, which is 0.581 or 58.1%, meaning that about 41.9% is influenced by other factors.

Keywords: Cirebon, Fashion, Engagement, Consumers, Viral

INTRODUCTION

The development of digital technology has revolutionized the way consumers interact with products, including in fashion shopping behavior (Tam & Lung, 2025). One of the prominent platforms in this ecosystem is TikTok, particularly through the TikTok Shop feature that integrates entertainment content with live shopping features. Indonesia is recorded as The nation leading in total TikTok users worldwide as of July 2024, reaching 157.6 million active users, outpacing the United States which has 120.5 million users (We Are Social & Meltwater, 2024). In fact, the monthly active users of TikTok Shop in Indonesia reached 125 million by February 2024, and the strategic collaboration with Tokopedia expanded the market reach to 143 million monthly active users (Databoks, 2024).

The dominance of TikTok in Indonesia's digital market is also reflected in the Gross Merchandise Value (GMV) reaching USD 6.198 billion, making Indonesia the second largest market for TikTok Shop globally after the United States (Goodstats, 2024). From a demographic perspective, the age group of 18–24 years dominates TikTok users (34.9%), followed by the age group of 25–34 years (28.2%), both age groups also have a higher likelihood of making purchases through TikTok Shop compared to other age groups (Databoks, 2024). More than 67% of TikTok users in Indonesia use this platform to search for product information before buying, making it one of the most influential digital marketing media in Indonesia (We Are Social & Meltwater, 2024).

One of the most sought-after product categories is fashion and accessories, which consistently ranks at the top in transactions on TikTok Shop (Ying et al., 2025). The growth of TikTok Shop transactions in Indonesia is even projected to reach 92% in 2024, with the best-selling categories including fashion, beauty, and gadgets (eCommerce Trends, 2024; Goodstats, 2024). This is inseparable from the viral marketing power offered by TikTok's short video content. The FOMO (fear of missing out) effect, endorsement strategies, and the mechanism of content dissemination through likes, shares, and comments make fashion products trend in a short time. Zuliensyah et al. (2025) stated that viral marketing on TikTok significantly increases exposure and purchase interest, showing that the perception of content virality is key in influencing purchase decisions.

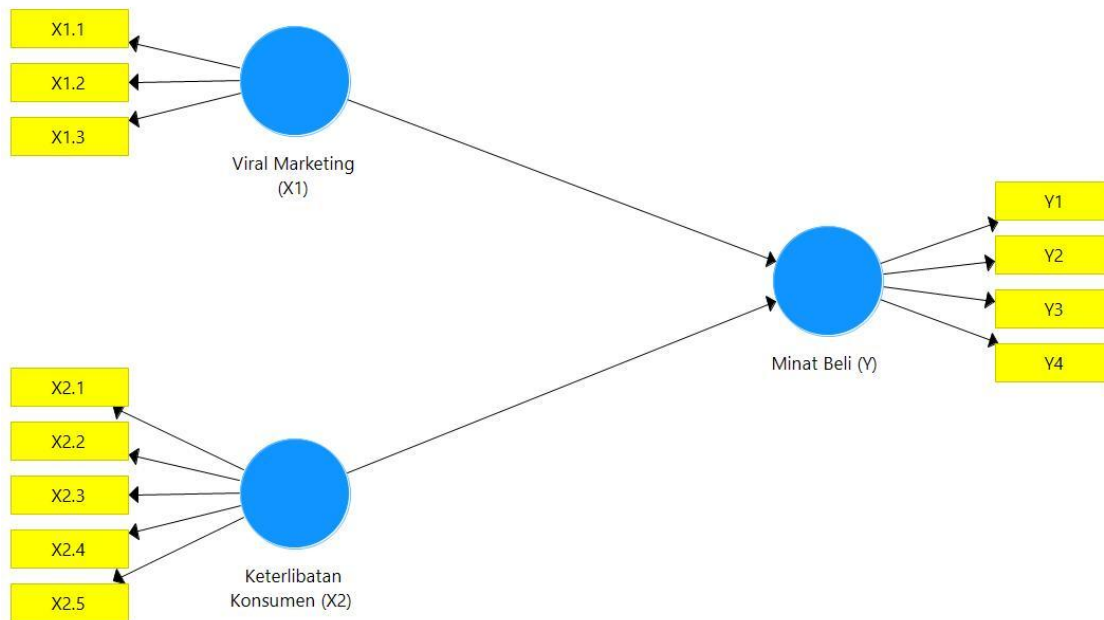
In addition to viral marketing, consumer engagement is also an important factor. TikTok allows users not only to be passive viewers but also to actively participate through comments, reviews, and even recreating content (duet or stitch) (Jamal, 2025). A study conducted by Kurniawan et al. (2025) stated that the higher the user engagement in fashion content, the greater its influence on purchase intention. Such interactions strengthen the emotional attachment between consumers and product brands, creating a more personal and engaging shopping experience.

However, amidst the high expectations regarding the potential of viral marketing and engagement in increasing fashion product purchases, a gap arises where many business actors experience high content exposure and interaction levels, but the resulting sales conversion is very low. Data Kalodata (2025) shows that although there are more than 22,680 active fashion stores on TikTok Shop, the average conversion rate is only about 0.5%. Even in general, the fashion e-commerce conversion rate in Indonesia is only 1.2%, even though 9.9% of users add products to their cart and 87.8% leave without purchasing. While 80% of TikTok Shop transactions come from live streaming features, only about 1 in 100 visitors actually complete a transaction. This phenomenon shows that although content is viral and interactive, it does not necessarily drive purchases.

The gap between the high expectations of the effectiveness of viral marketing and consumer engagement with reality of low purchase interest is the fundamental reason for conducting this research. Especially in the context of fashion products, which heavily rely on visual appeal and trends shaped through social media. Therefore, this research seek to explore the impact of promotional content that spread rapidly online and consumer engagement on users' interest in buying fashion item through TikTok Shop, thus providing a useful empirical foundation for business practitioners and the development of digital marketing strategies in the future. It is proposed that viral marketing with potential and user involvement may have an effect on individuals' interest in purchase apparel items through the TikTok Shop.

The conceptual framework underlying this study is illustrated in the Figure 1 below:

Figure 1.
Framework



Referring to the Figure 1 above, the model present two independent variable: viral marketing (X1) and consumer engagement (X2), while purchaseintention (Y) serves as the outcome variable.

REVIEW OF LITERATURE

Viral Marketing

Viral marketing refers to an approach that leverages social media platforms to rapidly boost public recognition of a brand by spreading content in a highly shareable manner (Mehdi, 2021). Furthermore, Mehdi (2021) explains viral marketing as a type of digital message dissemination driven by online word-of-mouth interactions using internet-based channels. The purpose of this viral marketing is to create a ripple effect in the dissemination of marketing messages that can reach a wide audience at relatively low costs (Hendrayati & Pamungkas, 2020). On the TikTok platform, promotional content with viral potential typically appears as brief and captivating videos designed for easy share, such as dance

trends, product testimonials, or humorous content that features the product, thus accelerating the dissemination of information related to the product.

Mulyaputri & Sanaji (2021) states that viral marketing can be measured by the following indicators:

1. Engagement with the product, which refers to how much consumers feel interested and involved with content related to the product.
2. Product knowledge, which is the level of knowledge or information that consumers have about the product after watching the marketed product content.
3. Discussing products, which is the tendency of consumers to spread information or recommend products to others through social media or direct communication.

Research by Shatnawi et al. (2024) found that viral marketing approaches integrating appealing content with shareability significantly influence purchase intention, particularly within the fashion sector, which is strongly driven by visual elements and evolving trends.

Consumer Involvement

Consumer engagement refers to the depth of emotional, cognitive, and behavioral interaction of consumers with a brand, product, or marketing activity (Dabbous et al., 2020). Consumer engagement on the TikTok platform is reflected in how consumers watch, like, comment, or even recreate content or stitch related to a product (Arya et al., 2022).

Hernaldi & Siahaan (2023) state that consumer engagement can be measured by the following indicators:

1. Enthusiasm, which is the feeling of excitement and interest when viewing content related to the product.
2. Identification, which is feeling aligned with the values or style of the product.
3. Attention, which is the level of focus or interest when viewing content related to the product.
4. Absorption, which is how deeply someone is immersed in the content to the point of losing track of time.
5. Interaction, which includes activities such as liking, commenting, sharing, and remaking content related to the product.

Research conducted by Arora & Sanni (2019) shows that active consumer involvement is a key factor in building purchase interest, especially on viral and interactive platforms.

Purchase Interest

The intention to make a future purchase reflects an individual's willingness or plan to acquire a specific item. This interest arises due to various influences, such as attraction to the product, recommendations from others, or content seen on social media (Meliawati et al., 2023). Purchase intention is an important initial process before someone makes a purchase (Astuti et al., 2024).

Hafizhoh et al. (2023) state that the level of purchase intention may be assessed using several key indicators as outlined below:

1. Transactional interest, referring to an individual's intention to make an immediate buying decision for the item.
2. Referential interest, referring to an individual's intention to encourage others to consider or try the item.

3. Preferential interest reflects a tendency to favor a particular item over alternative options within the same category.
4. Exploratory interest refers to an individual's intention to obtain further details regarding the item prior to making a purchase.

According to the finding of Dharma et al., (2022) consumers' willingness to make a purchase is strongly affected by the appeal and persuasiveness of content encountered on social media, as well as the level of interaction they have with it.

RESEARCH METHOD

The present study was carried out within the administrative region of Cirebon City. The selection of Cirebon City was done purposely with consideration of the high usage of social media among the younger generation in this city, making it a potential market for digital fashion products. In addition, the lack of similar studies in non-metropolitan cities allows for contributions to the development of digital marketing strategies. The research was conducted in May 2025.

The research variables are viral marketing (X1), consumer engagement (X2), and purchase intention (Y). To support clarity and consistency in evaluating these variables, it is essential to establish precise working definitions for each:

1. Viral marketing (X1) is a marketing strategy that leverages the power of rapid information dissemination through word of mouth via social media (Mulyaputri & Sanaji, 2021). This variable is measured by indicators of engagement with the product, product knowledge, and discussing the product.
2. Consumer involvement (X2) is the level of emotional, cognitive, and behavioral participation of consumers towards a particular brand, product, or platform (Hernaldi & Siahaan, 2023). This variable is measured by indicators of enthusiasm, identification, attention, absorption, and interaction.
3. Purchase intention (Y) denotes an individual's inclination or motivation to engage in the acquisition of goods or services, shaped by their perceptions, needs, and the information they have received (Hafizhoh et al., 2023). This variable is assessed using four main indicators: transactional interest, referential interest, preferential interest, and exploratory interest.

The population of this study is the residents of Cirebon City aged 20 to 41 years with a size of 134,143 people (BPS Kota Cirebon, 2024). Sample determination was done By applying Slovin's formula with a 5% error tolerance, the calculated sample size amounted to approximately 399 respondents. The sample in this study was selected through the accidental sampling approach, which involves choosing respondents who are readily encountered and available at the time of data collection. To measure the indicators of each latent variable, a five-point Likert scale was employed, structured as follows: a score of 5 indicates 'strongly agree' when the statement highly reflects the actual situation; 4 represents 'agree' when it reflects the facts; 3 stands for 'neutral' when it somewhat reflects the facts; 2 denotes 'disagree' when it does not reflect the facts; and 1 corresponds to 'strongly disagree' when the statement is highly inconsistent with reality.

This research is categorized as a quantitative study was carried out utilizing the Structural Equation Modeling with the Partial Least Squares (SEM-PLS) technique., which

is analyzed using SmartPLS. SEM-PLS is generally used in marketing research due to the difficulty of obtaining normally distributed data (Yusuf, 2022). SEM-PLS is a statistical method employed to assess models involving linear associations among variables that are typically latent or not directly measurable. In general, there are 2 model evaluations, namely: (Mardiana & Faqih, 2019)

1. The evaluation of the measurement model (outer model) is intended to demonstrate that the construct measurements are both valid and reliable. This evaluation involves three types of assessment: Convergent Validity, which is seen from the loading factor value expected to be > 0.7, Discriminant Validity, which is assessed with a cross-loading value > 0.7, and Internal consistency, which is seen from the composite reliability value that must be > 0.7, as measured by the Cronbach Alpha coefficient.
2. The structural model assessment (inner model) is conducted to estimate the relationships among latent constructs based on theoretical foundations. This is carried out using the R-squared value for endogenous variables and the t-statistics derived from path coefficient analysis. Several key indicators are considered in this evaluation, including: Coefficient of Determination (R²), Path Coefficients, T-Statistics, Predictive Relevance (Q²), and Effect Size (f²).

RESULTS AND DISCUSSION

Taking into account the questionnaire instrument data and the tested questionnaire instrument, the consumer involvement variable with 3 statement items, purchase interest with 5 statement items, and viral marketing with 4 statement items are demonstrated acceptable levels of validity and reliability because the r-count value > r-table value and the Cronbach alpha value > 0.6, thus the questionnaire can be distributed to the respondents that have been determined according to the specified characteristics.

The recap of the data obtained from the questionnaire was then used to form the main SEM-PLS model with 12 statement items, and the measurement model of the model was evaluated as shown in Figure 1. The PLS-Algorithm process was then carried out to obtain the Cronbach Alpha measurement scores, Composite Reliability, and Average Variance Extracted score. To obtain these values, several steps were needed, such as examining the outer loading to analyze the convergent validity of each statement where < 0.7 so that they are eliminated, subsequently, discriminant validity is assessed by examining the cross-loading scores (Mardiana & Faqih, 2019).

The Outer Loading values in Table 1 below:

Table 1.
Outer Loading Value

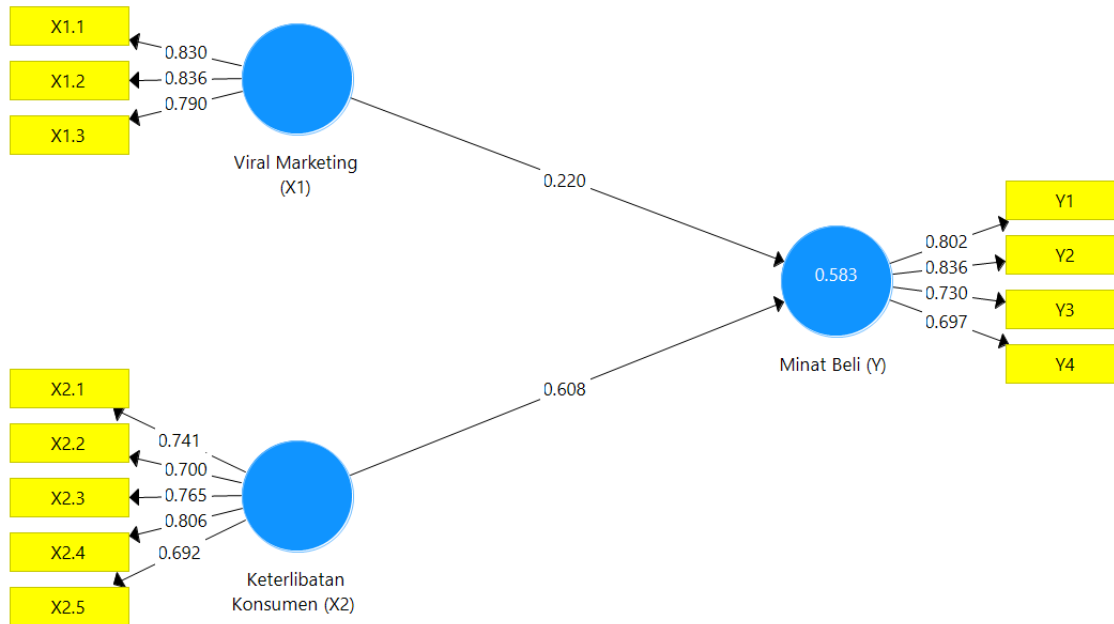
	Consumer involvement (X2)	Purchase intention (Y)	Viral Marketing (X1)
X1.1			0.830
X1.2			0.836
X1.3			0.790
X2.1	0.741		
X2.2	0.700		
X2.3	0.765		
X2.4	0.806		

X2.5	0.792
Y1	0.802
Y2	0.836
Y3	0.730
Y4	0.697

Data obtained from SmartPLS v.3.2.7 Output

The outer values in Table 1 can be modeled in Figure 2. below:

Figure 2.
PLS Model Diagram



Taking into account in the Table 1 and Figure 2, all items or each indicator shows an outer loading value exceeding 0.7, signifying that the items meet validity standards. An outer loading value above 0.5 can still be considered acceptable as long as the construct demonstrates adequate validity and reliability (Santoso & Indrajaya, 2023). Hence, considering the outer loading values, all items or indicators are confirmed to be valid in terms of convergent validity.

Multicollinearity analysis is conducted to evaluate the collinearity where there Refers to a condition where two or more independent variables exhibit a strong correlation with each other, leading to poor predictive capability of the model (Simarmata et al., 2021). The Variance Inflation Factor (VIF) value must be less than 10 to avoid indicating the existence of collinearity among independent variables. The multicollinearity analysis is shown in Table 3 below:

Table 3.
Multicollinearity Analysis

	Consumer involvement (X2)	Purchase intention (Y)	Viral Marketing (X1)
Consumer involvement (X2)			1.618

Purchase intention (Y)	
Viral Marketing (X1)	1.618

Data obtained from SmartPLS v.3.2.7 Output

Table 3 shows that VIF values below 10 indicate the absence of multicollinearity issues. This conclusion is further supported by the outer multicollinearity values presented in Table 4. below:

Table 4.
Outer Multicollinearity Values

	VIF
X1.1	1.653
X1.2	1.632
X1.3	1.376
X2.1	1.482
X2.2	1.438
X2.3	1.626
X2.4	1.809
X2.5	1.474
Y1	1.656
Y2	1.822
Y3	1.351
Y4	1.362

Data obtained from SmartPLS v.3.2.7 Output

Internal consistency reliability is evaluated to determine the degree to which indicators within a construct consistently measure the intended latent variable. This type of reliability is commonly assessed using Composite Reliability and Cronbach’s Alpha. A Composite Reliability score is considered sufficient if it falls within the range of 0.6 to 0.7 or higher, while a Cronbach’s Alpha value above 0.7 indicates good reliability (Mardiana & Faqih, 2019). To confirm the accuracy of construct measurement, a unidimensionality assessment is performed using both indicators, each with a threshold of 0.7. Furthermore, for constructs measured with reflective indicators, convergent validity is assessed through the Average Variance Extracted (AVE), which is considered valid if it reaches a minimum value of 0.5 (Santoso & Indrajaya, 2023).

The analysis of Construct Reliability in the following Table 5:

Table 5.
Construct Reliability

	Cronbach's Alpha	Rho A	Composite Reliability	Average Variance Extracted (AVE)
Consumer involvement (X2)	0.795	0.800	0.859	0.550
Purchase intention (Y)	0.766	0.773	0.851	0.590
Viral Marketing (X1)	0.754	0.754	0.859	0.671

Data obtained from SmartPLS v.3.2.7 Output

Referring to the values presented in Table 5 above, it can be concluded that the primary model satisfies the required criteria, as indicated by Cronbach’s Alpha values

exceeding 0.7 for all latent variables, Composite Reliability values above 0.7, and AVE values greater than 0.5.

Discriminant validity analysis seeks to determine the degree to which a latent construct is distinct from other constructs. A construct is considered valid when the square root of its AVE exceeds the correlation coefficients between that construct and other latent variables, in accordance with the Fornell-Larcker criterion (Mardiana & Faqih, 2019). The square root of the AVE for a latent construct should exceed the correlations it has with other latent constructs (Santoso & Indrajaya, 2023). Table 6 below presents the results of the discriminant validity analysis using the Fornell-Larcker Criterion.

Table 6.
Discriminant Validity

	Consumer involvement (X2)	Purchase intention (Y)	Viral Marketing (X1)
Consumer involvement (X2)	0.742		
Purchase intention (Y)	0.744	0.768	
Viral Marketing (X1)	0.618	0.595	0.819

Data obtained from SmartPLS v.3.2.7 Output

Based on Table 6, it shows that the Fornell-Larcker Criterion values for each construct are greater than the correlations with other variables, thus the discriminant validity requirement for this model has been met. All items or indicators have satisfied the indicators meet the standards for validity and reliability, and no multicollinearity issues are detected among them (Santoso & Indrajaya, 2023). Furthermore, an analysis of the model was conducted by measuring the path coefficients between constructs. This analysis is carried out to assess both the significance and the strength of the relationships, as well as to evaluate the proposed hypotheses. Path coefficient values fall within the range of -1 to +1, where values approaching +1 indicate a stronger positive relationship between constructs, and values nearing -1 suggest a weaker or negative association (Mardiana & Faqih, 2019).

The findings from the inner model analysis are illustrated in Figure 3 below:

Figure 3.
Bootstrap T-Value Model Diagram

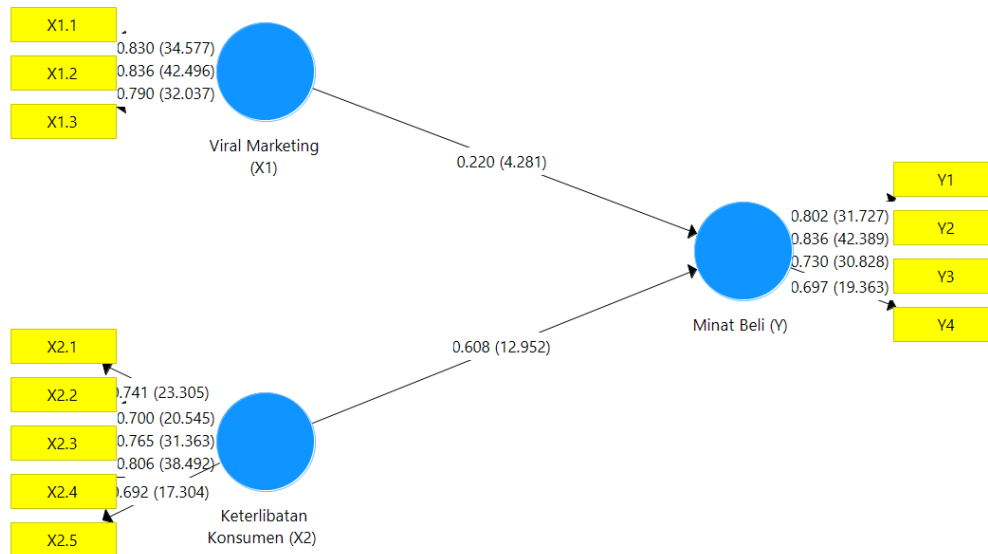
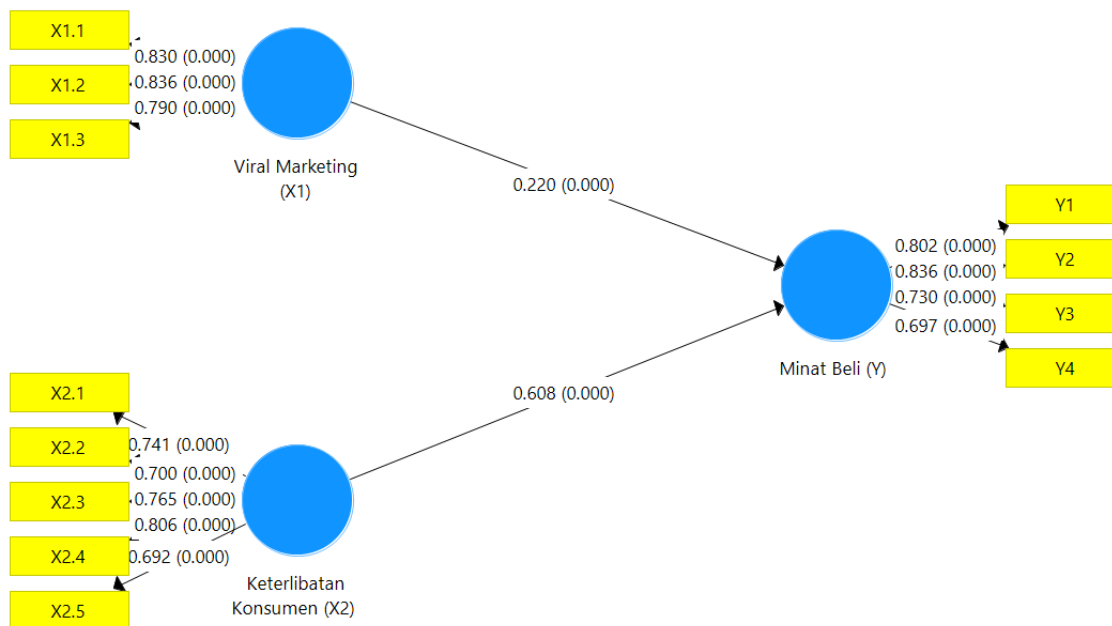


Figure 4 below illustrates the results of the inner model analysis, specifically the p-values of the direct effect path coefficients.

Figure 4.
Bootstrapping P-Value Model Diagram



Based on the two diagrams in Figure 3 and Figure 4, the direct effects of each independent variable construct on the dependent variable can be detailed in Table 7 below:

Table 7.
Direct Effects Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
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Consumer involvement (X2) -> Purchase intention (Y)	0.608	0.605	0.047	12.952	0.000	Accept (Significant)	H1
Viral Marketing (X1) -> Purchase intention (Y)	0.220	0.222	0.051	4.281	0.000	Accept (Significant)	H1

Data obtained from SmartPLS v.3.2.7 Output

Table 7 shows a positive influence of X1 and X2, where X1 is 0.220, meaning an increase of one unit in X1 can increase Y by 22%, and X2 is 0.608, meaning an increase of one unit in X2 can increase Y by 60.8%. Each variable X1 and X2 has a P-Value of 0.000, which is less than 0.050, indicating that the hypothesis is accepted.

Other testing outputs on the model were carried out by examining the R-square value serves as an indicator to assess the model's goodness of fit (Santoso & Indrajaya, 2023). The R-square evaluates the extent to which the dependent construct is accounted for by the independent constructs. The findings from the F-square analysis are presented in Table 8 below:

Table 8.
Examination of R-Square and Adjusted R-Square Values

	R Square	R Square Adjusted
Purchase intention (Y)	0.583	0.581

Data obtained from SmartPLS v.3.2.7 Output

Table 8 shows that together the independent variables collectively account for 0.581, or 58.1%, of the variance in the dependent variable. This R-Square value is greater than 33%, categorizing it as moderate.

Discussion

The findings of this research indicate that both viral marketing and consumer engagement exert a significant impact on consumers' intention to purchase fashion products via TikTok Shop. The phenomenon of the widespread use of TikTok as a sales platform based on visual content, particularly in the fashion sector, indicates a shift in marketing strategies from conventional to a digital content-based approach that is participatory (Meliawati et al., 2023). However, despite TikTok being known for effectively creating viral trends in the fashion industry, there still exists a gap between the expectations of marketers or producers and the realization of consumer purchase intentions.

The analysis results indicate that viral marketing positively and significantly affects purchase intention, with a contribution of 22%. This means that every increase in viral marketing activity is directly proportional to the increase in consumer purchase intention. These results support various previous studies, such as those conducted by Haryanto et al. (2022) and Syah & Salim (2024), which state that viral marketing strategies can create a buzz effect that exponentially expands the reach of promotional messages. Viral TikTok content, whether in the form of challenges, endorsements from influencers, or user testimonial videos, is capable of creating emotional connections and perceptions of product popularity, which ultimately influences purchase interest (Rolando & Ferdian, 2024). Theoretically, this aligns with the concept of viral marketing according to Kaur et al. (2025), which emphasizes that

content that evokes emotions, is easy to share, and is associated with social values will have a higher chance of spreading widely and exerting a real influence on audience behavior.

Furthermore, the viral phenomenon occurring with several fashion products on TikTok, such as everyday wear or clothing for personal needs, or types of clothing that become trending after being discussed by influencers, demonstrates the strong influence of viral content on purchase interest. The observation by Hendrayati & Pamungkas (2020) states that in many cases, these products become sold-out in a very short time after going viral, indicating that content-based marketing has a real impact on accelerating purchase decision-making. This results is further reinforced by the finding of Flecha et al. (2024) which states that modern consumers not only buy based on functional needs but also due to psychological impulses such as Fear of Missing Out (FOMO), triggered by content virality on social media.

Meanwhile, the most prominent result a key outcome of this research is the impact of consumer engagement on purchase intention, reaching 60.8%. This means that compared to viral marketing, active consumer engagement on TikTok Shop has a much greater contribution to shaping purchase intentions. This form of engagement includes interactions such as commenting, liking, sharing content, following live-streams, and creating one's own content related to products. This aligns with the Customer Engagement theory and Commitment Trust model by Żyminkowska et al. (2019), which states that consumer engagement not only reflects digital activity but also serves as a strong indicator of the emotional relationship formed between consumers and brands. Consumer engagement can be based on the trust that consumers have, prompting them to engage, and this is also driven by the satisfaction they feel when using online platforms for transactions (Fatimah, Purdianto, et al., 2021).

The results of this study are consistent with the findings reported by Retnosari & Nadlifatin (2024) which shows that live-streaming on TikTok can create an interactive experience that builds consumer trust toward products, although its influence on purchase intention is more mediated by the level of trust. In this context, TikTok Shop provides an ecosystem that facilitates two-way communication between sellers and consumers (Fatimah, Herdinadiatin, et al., 2021). Hoang et al. (2023) emphasize that consumers are not just passive viewers, but also act as actors in creating brand narratives. This condition is also reinforced by Fatimah et al. (2021) who state that the higher their engagement, the greater the likelihood of building loyalty and, ultimately, purchase intention.

The TikTok platform heavily relies on visual content and music, which also supports consumer engagement in a natural way. Gen Z, as the dominant TikTok users, tend to want a shopping experience that is not only practical but also enjoyable and socially connected. In this regard, 'haul' videos, real-time reviews during live streaming, and interactions with influencers serve as more persuasive promotional media compared to traditional advertisements. Therefore, consumer engagement is not just an indicator of attention, but also acts as a psychological bridge to purchasing decisions.

The R square value obtained in this study is 0.581, signifying that around 58.1% of the variance in purchase intention is accounted for by the variables viral marketing and consumer engagement. This figure suggests that these two variables have a strong contribution in influencing purchase intention, although there are still 41.9% of additional variables that were not incorporated into the model. Variables including the brand trust, perceived value, price, and demographic attributes of TikTok users such as age, gender, and

intensity of app usage should be considered in future research. Research by Safira & Prasetya (2024) and Yulianto & Prabowo (2024) shows that trust in the brand and perception of product quality are crucial determinants regarding consumers' buying intentions on social media-driven e-commerce platforms.

When compared to previous studies, the results of this research align with various recent studies. Trianita & Damayanti (2024) found that visual quality and promotional intensity on TikTok significantly influence purchase intention. Shadrina & Yoestini (2022) emphasized that content-based social media marketing and influencer credibility play an important role in shaping purchase intention. The study by Park et al. (2023) also highlighted the importance of flow experience, which is the emotional and psychological experience when interacting with digital content, as a driving factor for purchase intention on platforms like TikTok Shop. Moreover, from an industry perspective, viral content strategies and collaboration with influencers have proven to drastically boost sales. The success story of White Fox, for example, demonstrates that a community-based marketing approach and social engagement on TikTok yields significant revenue growth in the fast-moving fashion sector.

Theoretically, the finding of this research reinforces the concept that the combination of viral marketing and consumer engagement creates a synergistic effect in influencing purchase intention. This aligns with the Stimulus-Organism-Response (SOR) model, where viral content acts as a stimulus, engagement as a psychological response (organism), and purchase intention as the final reaction (response). The stimulus not only comes from the brand but also from fellow consumers who become prosumers (producer-consumer), making the shopping experience more interactive and personal on TikTok.

The outcomes of this study provide practical insights, including highly relevant for fashion entrepreneurs on TikTok Shop. First, it is important for brands to design campaigns that not only rely on virality but also encourage active consumer participation. Second, enjoyable and educational live-streaming strategies can significantly enhance engagement. Third, brands need to maintain product quality and build trust through positive consumer reviews to retain customers in the long term.

CONCLUSION

Drawing from the discussion, it can be inferred that both viral marketing and consumer engagement positively affect consumers' intention to purchase fashion products on the TikTok Shop platform. Marketing strategies that leverage massive content dissemination and active consumer engagement in the form of interaction and participation have proven to shape consumer perceptions and interests in fashion products. This reinforces the understanding that within the context of the digital age, social media holds significant power, especially TikTok, can significantly influence consumer behavior in making purchasing decisions.

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