

Online Purchases on Social Commerce TikTok: Within Content Marketing and Live Streaming Triggers

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Abstract

This study aims to analyze the influence of video content and live streaming on quick online purchasing decisions in social commerce. A quantitative method was used, involving 100 respondents who were purposively selected through an online questionnaire using Google Forms. The results of the study show that both variables have a positive and significant influence with a moderate level of influence on purchasing decisions. Video content serves as an entry point that helps consumers in the product consideration stage, while real-time interaction, such as live streaming, can directly address consumer doubts and accelerate decision-making through high responsiveness and interactivity. These findings emphasize the importance of sustained audience engagement and relationship building before, during, and after transactions. In conclusion, the success of marketing in social commerce does not only depend on product quality and brand reputation but also on adaptive and authentic communication strategies, with content that can communicate independently and hosts who are active and sincere in interacting with the audience. This study suggests that brands prioritize interactive experiences and relevant content to enhance instant purchasing decisions in a competitive e-commerce environment.

Keywords: *Live Streaming, Content Marketing, Purchase Decision*

INTRODUCTION

The current digital era makes the internet very dominant in shaping and directing consumer behavior. Major changes occur with the shift from online purchasing habits through e-commerce to social commerce. TikTok originally functioned as an entertainment medium, changing into a buying and selling platform similar to an online shop in the Social Commerce frame (Simanjuntak & Sari, 2023), the addition of shop features on TikTok help online marketers execute marketing communication with an affordable budget by utilize the potential wide reach of its users. TikTok Shop, launched in April 2021, integrates to short video content and live streaming, enabling direct interaction between online marketers and audience. This feature has driven powerfully their sales. TikTok's algorithmic adapts content to audience preferences, increasing product visibility and audience engagement, make it relevant supported online businesses growth. Compared to e-commerce, TikTok's interactive community-based approach builds speed and shortens online purchase process. Studies show that 83% of audiences browse related product's content video before make online decision. Product fashion, cosmetics, and electronics being the most impacted categories (TikTok & BCG, 2022).

Browsing TikTok is like an ocean that presents various types of fish. There are various choices of brands available. The audience face various brand alternatives with increasingly thin differences (Tulipa, 2015), this phenomenon is very confusing, competitive advantage over differentiation of various factors certainly requires extraordinary analytical sharpness and sensitivity from the audience, misleading information is caused by many influencers deliberately overpromise so as the audience's purchases seem careless. Besides, Audience faced various discounts and marketing gimmicks are presented every day in hours and even seconds. In this s-commerce, this marketing strategy is commonly used by marketers and has become something that is commonly encountered by the audience. The audience needs to pay attention to negligence at this information search stage so that there is no bias when evaluating brand alternatives. The information obtained is not immediately accepted easily because short online decisions face

various trigger, online purchase require audience to be selective in consuming marketing communications that appear on their page.

Content on TikTok identic with video or image. In relation to the duration of TikTok, both of them is suitable for this platform. Content marketing as Basic strategic approach that spans channels and is a type of marketing communication that is defined by the content of the communication (Hörner, 2023). These strategic principles and content of content marketing are then communicated on TikTok. Content is one way to direct traffic. Audience traffic encourages the audience immediately clicks on TikTok Shop, This online marketing communication media facilitate several features at once owned by this s-commerce, so content creators have a visual space to spill their ideas, a lot of content is created; spread and seen by the audience increases the opportunity for online purchases. the popularity of this platform has led to a lot of research being carried out to expand understanding of various aspects of social commerce, such as business applications, consumer online motivation and behaviour, and the value and benefits it offers (Zhang et al., 2022). In this social commerce, it is look likes the audience is 'bewitched' to see the content presented by TikTok, the random algorithm supports the FYP (For You Page) feature. The addition of hashtags, stitches, duets, reply comments enriches the audience journey in interacting so that marketing content comes alive by having many views and likes from the audience (Shabrina et al., 2024). Content marketing becomes the initial trigger for the audience to consider alternatives and compare brands quickly and decide on their online purchases.

Some audiences are triggered just by seeing the content, but for many it is not enough to trigger them to make an online purchase, need additional marketing communication to convince them one of them is Live streaming that make the trigger, considered most likely to direct the audience to "wrap" their online purchasing decision (Fadhilah Ummah, 2023). TikTok as a pioneer that integrates this feature with TikTok shop, strong support from algorithms and platform notification information systems has a big role in direct traffic inform audiences so that the spread of brand information; audience attention and their involvement tend to increase, it is not surprising that this s-commerce is one of the most sought by online marketers and creators (Simanjuntak & Sari, 2023). This feature is expected to provide an opportunity for both of them to reach a wider audience. This step is in line with their mission to provide audience's happiness by presenting an easy and practical online shopping experiences without leave the application. Certainly, live streaming session is an online hours which audiences have been waiting for, if they use relevant platform and live hours in accordance with audience schedule and their purchasing power it is possible for them to confidently make online purchases (Annisa Ismi R, 2022). In fact, any e-commerce recently provide the same feature, but TikTok still the winner live stream, real time content appears on the homepage of the relevant audience but on e-commerce audience requires effort to actively search and find the preferred brand on live hours, it is look likes that only new audiences who are truly curious and loyal product's users will carry out this action (Partners, 2024) because traffic is created separately. It can be shown that per December 2023, Shopee dominated Southeast Asia's e-commerce market with a 45.9% share (US\$63.8 billion / Rp 999 trillion), followed by Lazada at 17.5% (US\$24.3 billion / Rp 380 trillion), Tokopedia at 14.2% (US\$19.7 billion / Rp 308 trillion), (Lenny Septiani, 2024) and TikTok Shop closely behind at 13.9% (US\$19.3 billion / Rp 302 trillion) (Lenny Septiani, 2024). It can be said that TikTok Shop can compete with e-commerce which has had users for a long time.

The novelty of this study focuses on online purchasing decisions that are customized to the online environment (Gao, 2005). In this environment, a combination of continuous and connected online marketing communications is needed. Content and live streaming are the ideal trigger combination recommended by this study. In fact, TikTok audiences spend an average of 858 minutes per month enjoying content, including live streaming. This high audience usage duration provides a great opportunity for online marketers and creators to utilize both as

marketing communication recommendations that can solve the confusion of online audience decisions quickly and accurately. (Rahmayanti & Dermawan, 2023)

RESEARCH METHODS

This quantitative study uses multiple regression analysis method with SPSS tool. The population is all TikTok audiences who have made purchases in the TikTok shop either through content or real-time content. The sample was determined based on non-probability sampling with purposive technique obtained 100 respondents. Based on Roscoe's provisions, this number is included in the permitted range. Data collection through online questionnaires, consisting of 33 statement items as follows :

Table 1 Variable of Measurement

Variable	Dimension	Indicator	Statements
Content Marketing (Karr, 2016)	Reader Cognition	Content is easy to understand	X1.1 Video content on TikTok is easy to understand
		Memorable content	X1.2 Copywriting video content in TikTok is easy for the audience to remember
		Content diversity available	X1.3 The diversity of video content on TikTok reaches a diverse audience
	Sharing motivation.	Content can explain the product brand	X1.4 Content on TikTok clearly explains product quality
		Content has educational value	X1.5 Tutorial content educates the audience available on TikTok
		Content describes the brand identity of the product	X1.6 Visual content on TikTok makes the audience easy to recognize the product brand
		Informative content	X1.7 Content on TikTok informatively providing updates on the latest product trends
	Persuasion	Persuasive content	X1.8 Content in TikTok can create a desire for the audience to buy
		Content stimulates audience feed back	X1.9 Content available on TikTok can stimulate the audience to
		Has a reciprocal(Positive) effect	X1.10 Audience has the opportunity to earn reward points from purchases on TikTok.
	Decision-making	Content can convince the audience	X1.11 Product review content available on TikTok can convince the audience
		Content has relevance to the audience	X1.12 Content recommended by TikTok is relevant to audience preferences
		Content can help the audience make decisions	X1.13 Product demo video content available on TikTok helps the audience to make decisions
	Factors	Content in accordance with the code of ethics	X1.14 Product information conveyed through Content is as it should be
		Content evaluated publicly	X1.15 Product reviews in comments on content help the audience in describing the quality of the product
		Content available is useful for the audience	X1.16 Audience responds positively to quality content

Live Streaming (Y. Chen et al., 2020)	Products	Perceived quality product	X2.1 Products purchased on live TikTok are of good quality		
	Live Streaming Scenarios	Perceived Entertainment	X2.2 Shopping on live stream is fun X2.3 Time flies when watch favorite live streams is an awaited opportunity		
		Perceived Discount	X2.4 Live stream on TikTok offers attractive discounts X2.5 Getting a lot of discounts on TikTok live streams is an awaited opportunity		
Streamers/Live Hosts	Perceived Interactivity Perceived professionalism Perceived Similitude	Perceived Interactivity Perceived professionalism Perceived Similitude	X2.6 Live hosts are interactive with the audience during live events X2.7 Live Hosts have good product knowledge X2.8 Live hosts are able to recommend suitable products X2.9 Live Host style represents the products offered		
			Early research	Easy app access	Y1.1 When starting the TikTok application does not take a long loading time Y1.2 Detailed product descriptions available
			Further research	Product availability Search for comparative information	Y1.3 Products displayed on TikTok shop are always ready stock Y1.4 Read previous reviews on TikTok shop
Purchase	Easy purchase process Choice of payment method	Y1.5 Easy check out process Y1.6 Choice of payment methods available			
Order Fullfillment	Speed delivery products	Y1.7 The speed of delivery of goods makes us trust the online shop we go to			
Post Purchasing	Ease of return	Y1.8 Ease of return process			

Based on this research model :

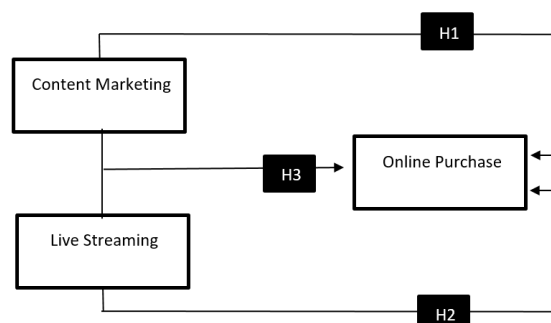


Figure 1 Research Model

The research hypothesis is :

H1 : Content Marketing has a positive effect on Online Purchase Decision

H2 : Live Streaming has a positive effect on Online Purchase Decision

H3 : Content Marketing and Live Streaming have a positive effect on Purchase Decision

The Effect of Content Marketing on Online Purchase

Content marketing bridges lasting relationships with consumers. Its role as a critical driver of success in digital commerce (Li et al., 2022) Content marketing can significantly trigger online purchasing decisions. (Sudarsono et al., 2020) conveys success based on trust, perceived value, and engagement through strategies that increase consumer cognition (awareness and education), utilize persuasive messages, and encourage social sharing, such as user reviews or testimonials. By providing relevant, authentic, and immersive content such as Mixed Reality (MR)-enabled product demonstrations or emotionally resonant storytelling, brands reduce consumer uncertainty, deepen emotional connections, and encourage actionable purchasing behaviour online. Furthermore, consistent, high-quality content, in addition to being an online decision

trigger, also fosters long-term loyalty, driving repeat online purchases and advocacy, especially when integrated with paid advertising in competitive markets.

The Effect of Live Streaming on Online Purchase

One of the recent key trends in s-commerce is live streaming (Nguyen et al., 2025). In a live environment, social interactions between the audience, sellers, and other buyers help the audience reduce their concerns about the product, its performance, and whether it fits their needs (Chandrruangphen et al., 2022). Hosts' live explanations of product usage and comparisons demonstrate their expertise, which can increase audience's trust in the product (A. Chen et al., 2017). additional factors are seller pacing or the speed at which seller moves from one item to the next, product personal appeal, price transparency, background ambiance, broadcast timing announcement and number of viewers on live streaming (Chandrruangphen et al., 2022) Live streaming and online purchase decision have a positive relationship that occurs in many research. (Agustin, 2023) the results have a positive effect. Meanwhile, (Febriyanti & Ratnasari, 2024) research stated that the research results only had a weak effect.

Effect of Content Marketing and Live Streaming on Online Purchase

S-commerce has a different customer connection and system interaction from e-commerce (Huang & Benyoucef, 2015). It has more social goals so that audiences who like to socialize and shop have a more interesting shopping experience. Because here collaborative interaction has been linked to several important benefits. Face it both of Content marketing and live streaming work together to drive online shopping. Both works to support each other if the audience "escapes" from the content, the purchase action can still be influenced by live streaming. However, the most effective is for both to be driven together to get a pleasant purchase action response. Many online purchase actions that are ultimately not realized by the audience have been excessive, all of which are due to smooth triggers from both of them According to (Lestari et al., 2025), content marketing on platforms like TikTok boosts live streaming's effectiveness, which then directly influences online decisions. Meanwhile, (Efendi et al., 2024). highlights that content marketing alone builds trust and reduces purchase doubts through helpful tutorials or reviews. When combined, live streaming adds real time interaction (e.g., answering questions or showcasing products) to turn interest into sales. However, too much low quality content can weaken its impact, and streams need to be engaging to succeed.

RESULT AND DISCUSSION

In all variables, the validity test results show that all instrument items have a significant relationship with the construct measured at a significance level of 5%, with a test value of 0.1654. Positive and significant correlation between items proves that this instrument is valid for measuring each variable. All variables have their respective test values above 0.7. This shows the good and strong consistency of the research instruments used.

Classical assumption test

Based on the Kolmogorov-Smirnov test, all variables (Content Marketing, Live streaming and Purchase Decision) show an Asymp.Sig. (2-tailed) value of 0.200. This value exceeds the significance level of 0.05, so it can be concluded that the residual data is normally distributed. With the fulfillment of the normality assumption in the three variables, the analysis can be continued to the linearity test stage to verify the relationship between variables.

Based on the linearity test through Deviation from Linearity, the values for variables Content Marketing and Live streaming against Purchase online Decision are 0,907 and 0,396 respectively. These results indicate a significant linear relationship between the two independent variables with the dependent variable. Furthermore, the calculated F value in the Deviation from Linearity output compared to the F table (1.53) shows:

- Content Marketing, F Calculated : $0.624 < 1.53$, which also confirms a significant linear relationship between content marketing to online purchase decision
- Live streaming, F Calculated : $1.071 < 1.53$, so it is concluded that the linear relationship between Live Streaming and Online Purchase decision is significant.

The results of the multicollinearity test show a tolerance value for the content marketing and live streaming variables of 0.456, higher than 0.10. In addition, the VIF (Variance Inflation Factor) value of both variables is 2.192, which is below 10.00. Based on these criteria, it can be concluded that there is no indication of multicollinearity in the regression model. With this assumption fulfilled, the analysis can be continued to the heteroscedasticity test stage to ensure the equality of error variances.

Based on the heteroscedasticity test, variable content marketing and Live streaming each shows a significance value of 0,563 and $0.471 > 0,05$ ($\alpha: 0.05$), so there is no indication of heteroscedasticity symptoms. Thus, this regression model meets the assumption of homoscedasticity, indicating that the residual variance is constant. These results prove that there is no pattern of error heterogeneity in the model, so that the regression analysis can be considered valid and feasible for multiple linear analysis.

Multiple Linear Regression Test

By using SPSS 26 for Windows, the results of the equation were obtained. Multiple linear regression analysis was carried out in this study to determine the direction and magnitude of the coefficient of the Content Marketing and live streaming variables on online purchasing decisions: $Y = 8.372 + 0.447X1 + 0.344X2 + e$

The constant value of 8.372 means that if the variables Content Marketing (X1) and Live Streaming (X2) are 0, it will increase online Purchasing Decisions by 8.372. The coefficient value of Content Marketing (X1) is 0.447, meaning that every increase in Content Marketing will increase Purchasing Decisions by 0.447. The coefficient value of Live Streaming (X2) is 0.344, meaning that every increase in Live Streaming will increase Purchasing Decisions by 0.344.

Next, hypothesis testing is carried out including the t-test, F-test and Determination Coefficient.

Table 2 Table -t

	T CALCULATED	T TABLE	DECISION
CONTENT MARKETING	3.437	1.988	Has a Significant Effect
LIVE STREAMING	6.762	1.988	Has a Significant Effect

Based on the t-test analysis, hypothesis accepted. Content Marketing has a significant effect on online purchasing decisions ($3.437 > 1.988$). One of the big triggers is content that has educational value, informative and relevant to the audience so that it can clarify the audience's views on the product, helps speed up the evaluation and execution stages of online decisions without hesitation and minimizes doubts. It turns out that interest in content is not always seen from quality and visually appealing content. The audience demands content that is clear, consistent and appropriate. Based on the coefficient of determination, it contributes to triggering by 63.5%.

Table 3. Coefficients Determination X1

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.635	.631	3.327
a. Predictors: (Constant), Content Marketing				
b. Dependent Variable: Online Purchase Decision				

Table 4. Coefficients Determination X2

Model Summary ^b				
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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 ^a	.521	.517	3.810
a. Predictors: (Constant), Live Streaming				
b. Dependent Variable: Online Purchase Decision				

Based on the t-test analysis before, live streaming has a significant effect on online purchasing decisions ($6.792 > 1.988$), so hypothesis accepted. Dominant triggers depend on host how they can present themselves be a good online personal selling have high knowledge of product and have skill to recommend suit product to the audience. Hosts is a key person who can determine the success of live streaming. If the host is not prominent, less enthusiastic and confusing, it will tend to reduce interaction and even audience decisions. Contributions of Live streaming independently only 52,1 %.

Table 4. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2006.037	2	1003.019	100.634	.000 ^b
	Residual	966.803	97	9.967		
	Total	2972.840	99			
a. Dependent Variable: Online Purchase Decision						
b. Predictors: (Constant), Live Streaming, Content Marketing						

Table 5. Coefficients Determination X1 and X2

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.675	.668	3.157
a. Predictors: (Constant), Live Streaming, Content Marketing				
b. Dependent Variable: Online Purchase Decision				

It turns out that the research results show if two triggers are combined, they will strongly influence online decisions, but if only each one contributes moderately, while based on the results of the F test, the hypothesis is accepted, meaning that if executed together, content marketing and live streaming will work more effectively to influence the audience's online purchasing decision. Especially on TikTok, the crucial role of Content Marketing as a supporting foundation. This phenomenon can be explained through the tendency of modern audiences to consume content first before making online purchasing decisions. In other words, Content Marketing functions as a "gateway" that builds consumer awareness and interest, while Live Streaming acts as the final trigger that converts that interest into purchasing action. In accordance with the objectives of s-commerce, this communication marketing strategy prioritizes visual and interactive content. The combination of these two strategies creates optimal synergy, namely interesting content (through the FYP feature or short videos) attracts the audience's attention, while the live streaming session takes advantage of the momentum by offering direct interaction complete with product demonstrations.

CONCLUSION

Overall, this study found that Content Marketing and Live Streaming independently and collectively significantly influence purchasing decisions for fashion products on TikTok. The contribution of both if done simultaneously will be stronger than the strategy running each. The results of this study reflect the latest conditions that occur in s-commerce, especially for fashion products. For now, the marketing communication design that is in accordance with this study is able to trigger its audience strongly. For further research, it is hoped that it can discuss online purchasing decisions more specifically and comprehensively exploring content marketing triggers from both the consumer and marketer sides. While live streaming in detail and in depth discusses the influence of the live time side, the overall host's ability, props, products and marketing gimmicks that are in accordance with fashion products.

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