

THE INFLUENCE OF CONTENT MARKETING, LIFESTYLE, AND CONSUMER TRUST ON PURCHASE DECISIONS FOR ONLINE SHOPPING VIA TIKTOK SHOP

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Abstract – Currently, advances in the internet have significantly changed the way humans live. Individuals who previously needed to transact in person can now do so easily via their mobile devices. Generation Z uses digital media more in their daily activities and likes content called micro-storytelling, which consists of short sentences and usually contains videos, such as those found on the Tiktok application. Several factors that can influence consumer purchasing decisions are content marketing, lifestyle and consumer trust. The aim of this research is to evaluate the influence of advertising content, lifestyle and customer beliefs on their decisions to purchase goods online at the TikTok Shop. The results of this research show that elements such as advertising content, lifestyle, and customer trust significantly influence the decisions buyers make when purchasing goods in the TikTok online store. It is hoped that the results of this research can help online businesses increase their sales targets through TikTok Shop

Keywords: Marketing Content; Lifestyle; Consumer Trust; TikTok Shop

I. INTRODUCTION

In this modern era, technology continues to develop to meet human needs. Nowadays, we can access a variety of information with just one touch. Various media such as television, internet and social media compete to provide a variety of entertainment and information to the public. Therefore, a person's lifestyle is influenced by the various information they consume. A person's lifestyle influences their lifestyle, as well as how they spend their money and time. (Assah & Nurlailah 2022). According to Solihin et al. (2020), lifestyle can influence consumer behavior when purchasing goods, changes in habits, tastes and the way they make purchases. Information obtained from the internet is one of the components that shapes the lifestyle of modern society. The more features the internet has, it can connect people from all over the world without time or distance limitations. Due to the ability to access the internet, potential buyers have many options to choose from, which correspond to changes in buyer behavior before deciding to purchase something. According to data collected by We Are Social (2022), 63.8% of people around the world actively use the internet as a way to fulfill their needs, including buying daily necessities.

With the advent of the internet, human life has undergone major changes. People who previously had to make transactions physically can now make transactions with their mobile phones. In the digital era, especially among young consumers, social media has a big impact on their purchasing decisions. Generation Z, born between 1996 and 2010, or 10 to 24 years old in 2020, has different social media consumption patterns than previous generations. A study conducted by (Saputra & Fadhilah 2021) shows that Generation Z has the highest level of internet consumption compared to other generations, which makes them called the mobile generation. Umstead (2017) states that Generation Z not only

Karet Kuningan, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta constitutes a significant portion of the population, but also has significant power in terms of purchasing influence.

Generation Z uses digital media more in their daily activities and likes content called micro-storytelling, which consists of short sentences and usually contains videos, such as those found on the Tiktok application. Social media is a media platform that is centered on the lives of its users, enabling participation and collaboration between users. Thus, social media can be considered as an online platform that strengthens social engagement and builds relationships. Social media can be used to communicate and promote products. The presence of social media has a significant impact on humans. Nowadays, social media has eliminated a number of social, geographical and temporal boundaries for humans. The ability to communicate anytime and anywhere has become possible through social media. Currently, society cannot be separated from the influence of social media. This is one of the forces driving the current growth of digital marketing through social media platforms



Figure 1. Essential Digital Headlines (Source: We Are Social)

The figures shown in the research above show that as technology develops, the number of internet users throughout the world will continue to increase every year. According to We Are Social research, in July 2022, 5.3 billion people worldwide use the internet; This shows that 63% of people in the world use the internet every day. This shows that the number of internet users has increased significantly as a result of the COVID-19 pandemic. This is due to the implementation of new regulations during the pandemic, such as working from home, and the issuance of Large-Scale Social Restrictions (PSBB) regulations.

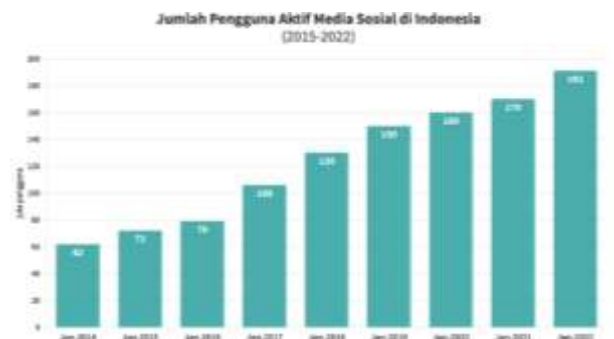


Figure 2. Number of Active Social Media Users in Indonesia

The number of social media users in Indonesia continues to increase every year as a result of the increase in internet users. In January 2022, there were 191 million people in Indonesia who actively

used social media, according to the We Are Social report. Compared with 170 million people in previous years, this number has increased by 12.35%. Taking into account current trends, the number of Indonesian social media users continues to increase every year. Nonetheless, the growth changed from 2014 to 2022. Almost everyone around the world has shopped online to meet their needs.

A survey conducted by the Katadata Insight Center (KIC) and the Ministry of Communication and Information (KOMINFO) collected data from 10 thousand people spread across 34 provinces and found that 37.9% of people who answered had shopped online once every few months, and around 27% people who answered had shopped online every month. At a sharper level, about 14% of participants admitted to shopping online two to three times a month. Underneath, around 8% of respondents admitted to shopping online every week. In addition, at least two percent of those who answered admitted to doing it every day. The COVID-19 pandemic has limited people's ability to travel, changing their online shopping habits.

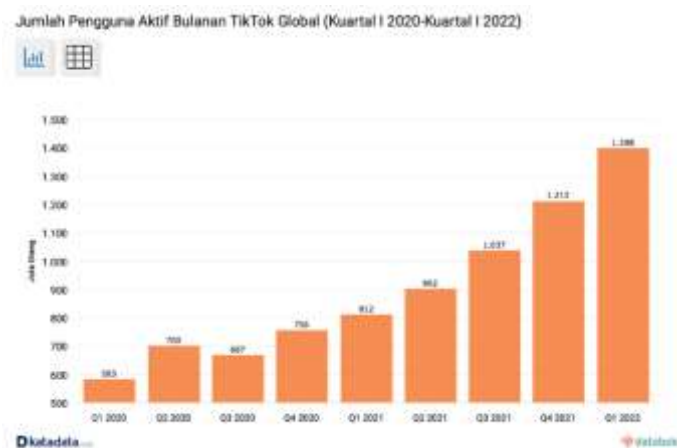


Figure 3. Number of Global Tiktok Monthly Active Users

TikTok, a social media application that has become popular since the start of the COVID-19 pandemic, allows users to create and share short videos in vertical format that can be played by moving the screen up or down. TikTok continues to become more popular all over the world. As of the first quarter of 2022, TikTok has 1.39 billion active global users, according to application business. This number increased 72.17% compared to the previous year. The number of monthly active users is still 812 million in the first quarter of 2021. According to a Populix survey, 46% of the 880 people surveyed had tried shopping via social media platforms, especially WhatsApp and TikTok Shop. They spend an average of IDR 274,034 every month on beauty items, food and drinks, followed by clothing. Business people must always think of new ways to market their business because it is easy to get information on the internet. Several factors that can influence consumer purchasing decisions are content marketing, lifestyle and consumer trust. According to Kotler & Armstrong (2018), content marketing is a marketing activity that includes content creation, selection, sharing and development of content that is interesting, relevant and useful for certain audience groups with the aim of creating interaction with current content. Kulikovskaja et al. (2023) stated that increasing customer engagement is the main goal of implementing content marketing. Because content marketing is very important to convey useful information to consumers so that it can increase consumer engagement, the concept of creating content marketing starts with understanding consumer needs. According to Saputri and Rivai (2022), consumer trust can be defined as all consumer knowledge and the conclusions they make about objects, attributes and benefits. Consumer trust is very important for the sustainability of a

Karet Kuningan, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta company; if a product or company does not have consumer trust, it will be difficult to develop. On the other hand, if a product or company already has the trust of consumers, they will have the ability to continue to grow in the market. According to research conducted by du Plessis (2022), content marketing does not significantly influence purchasing decisions. However, in research conducted by Rachmi et al. (2022) Content marketing has a major influence on purchasing decisions. In the research of Ayu et al. (2022) Lifestyle has a positive and significant impact on purchasing decisions. However, research conducted by Nurudin (2023) found that lifestyle does not influence a person's purchasing decisions. In addition, research by Budhiartini & Yulianthini (2022) found that customer trust influences customer purchasing decisions. Based on the business phenomena and research gaps above, the author wants to re-investigate the influence of advertising content, lifestyle and customer beliefs on their decision to buy goods online through the Tiktok shop.

Framework

Seeing the phenomenon of gaps and research gaps that occur, as well as the many theories and research that have previously existed which are very diverse and inconsistent, made the author want to research this further. Various factors can influence purchasing decisions, but in this research the factors that will be discussed are Content Marketing, Lifestyle and Consumer Trust.

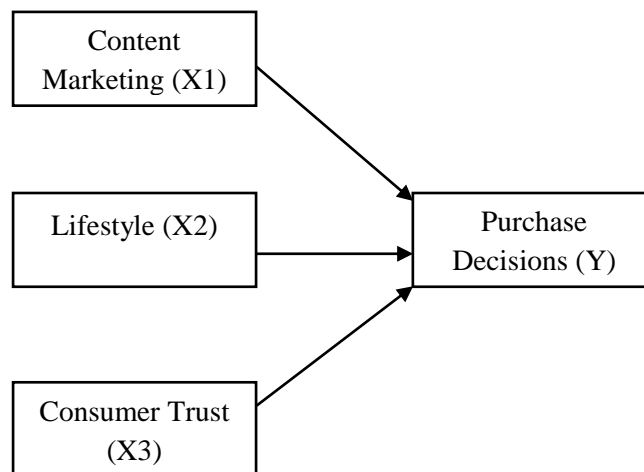


Figure 4. Research Model

The hypotheses in this research are:

H1: There is an influence between Content Marketing and purchasing decisions online shopping through TikTok shop.

H2: There is an influence between Lifestyle and purchasing decisions online shopping through TikTok shop.

H3: There is an influence between consumer trust and purchasing decisions when shopping online via the TikTok shop.

II. METHODS

This study uses a quantitative approach. In this research, an associative research strategy is used to determine how much influence variable X (independent variable), content marketing (X1), lifestyle

(X2), and consumer confidence (X3) have on variable Y (dependent variable). buying decision. To determine how accurate and valid the measuring instruments used in this research are, the author will use validity and reliability tests. Data will be collected through a survey method that provides questionnaires to respondents. The aim of this research is individuals who use the social media application TikTok, have made online transactions at the TikTok shop, are aged between 18 and 24 years, and live in the Jabodetabek area. Next, the information will be processed using statistical models using smart PLS and structural equation models (SEM). In this research, data was collected through the use of a questionnaire

III. RESULTS AND DISCUSSION

Validity test

The convergent validity test using the PLS-SEM model meets convergent validity and can be said to be valid if the loading factor value is ≥ 0.7 and the AVE value is ≥ 0.5 . The following are the results of the convergent validity test. Based on the convergent validity test in Figure 5, it shows that the indicators for the variables Content Marketing (X1), Lifestyle (X2) and Consumer Trust (X3) all statements in the questionnaire are declared valid. This result is measured from a loading factor ≥ 0.7

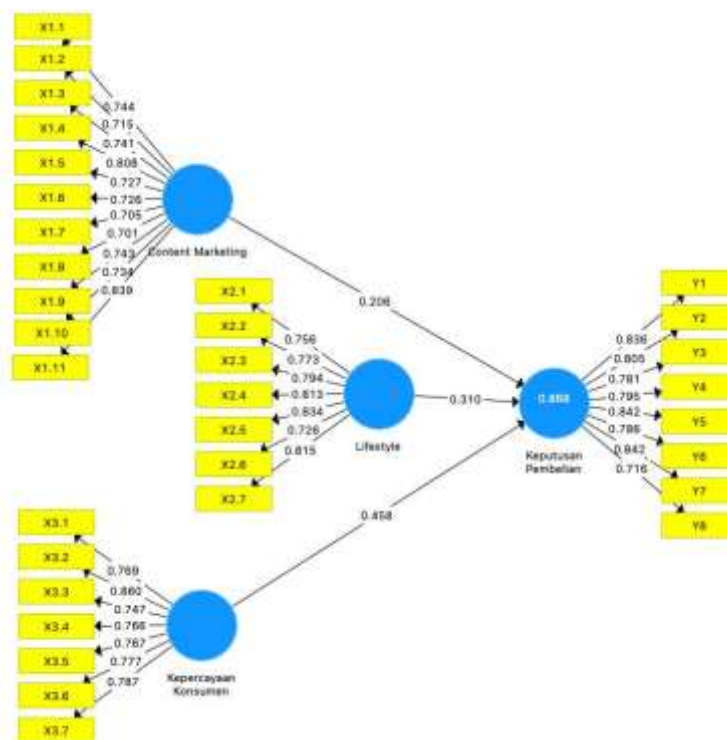


Figure 5. Structural Equation Model (SEM) results

The variable indicators Content Marketing (X1), Lifestyle (X2), and Consumer Trust (X3) show that all statements in the questionnaire are valid, according to the convergent validity test carried out in Figure 4. These results are calculated with a loading factor of at least 0.7.

Table 1. Convergent Validity Test

Variabel	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
X1	0,920	0,924	0,932	0,555
X2	0,894	0,896	0,917	0,612
X3	0,920	0,921	0,935	0,642
Y	0,898	0,900	0,920	0,621

The AVE value, based on the convergent validity test shown in Table 1, shows that the indicators for the Content Marketing (X1), Lifestyle (X2), Consumer Trust (X3) and Purchase Decision (Y) variables are valid. This result is measured with a minimum AVE value of 0.5.

Reliability Test

If the composite reliability and Cronbach alpha values are more than 0.60, the interpretation of the variable's reliability is considered reliable. The results of the reliability test are as follows:

Table 2. Reliability Test

Variabel	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
X1	0,920	0,924	0,932	0,555
X2	0,894	0,896	0,917	0,612
X3	0,920	0,921	0,935	0,642
Y	0,898	0,900	0,920	0,621

With Cronbach's Alpha and Composite Reliability values of more than 0.70, the research variables are considered to have a good level of reliability, according to the reliability test results shown in Table 2.

Hypothesis testing

Probability values and t-statistic values are calculated to carry out hypothesis testing. The p-value with an alpha of 5% is less than 0.05 for the probability value. For an alpha of 5%, the t-table value is 1.96, which indicates that the hypothesis acceptance criterion is when the t-statistic value is greater than the t-table value.

Table 3. Hypothesis Testing

	<i>Original Sample</i>	<i>Sample Mean</i>	<i>Standard Deviation</i>	<i>T Statistics</i>	<i>P Value</i>
X1 -> Y	0,206	0,212	0,087	2,368	0,018
X2 -> Y	0,310	0,306	0,134	2,318	0,021
X3 -> T	0,458	0,457	0,090	5,088	0,000

Table 3 shows the results of the hypothesis test, which shows the p values for the three independent variables compared to the dependent variable. The Marketing Content variable (X1) has a p value of 0.018. There is a possibility that Content Marketing (X1) has a significant influence on purchasing decisions (Y), because the p value is smaller than 0.05.

The lifestyle variable (X2) has a p value of 0.0021. Lifestyle (X2) has a significant effect on purchasing decisions (Y), because the p value is smaller than 0.05. Finally, the Customer Trust variable (X3) has a p value of 0.000. Consumer Confidence (X3) has a significant effect on Purchasing Decisions (Y), because the p value is smaller than 0.05.

The results of the structural model evaluation, namely the significant value of the relationship between variables to determine acceptance or rejection of the hypothesis, determine the interpretation. A variable can influence other variables if the p value is less than 0.05. There is no influence between two variables, if the p value is greater than 0.05.

Testing the Effect of Content Marketing on Purchasing Decisions

"There is a positive influence between content marketing and purchasing decisions to shop online through the TikTok Shop." According to Huda et al (2021), content marketing is a marketing strategy that includes planning, distribution and creation of content with the aim of attracting the attention of the appropriate audience and encouraging them to become customers. Content marketing can attract customers to buy something. Because content marketing can increase customer demand by providing visual, audio, and video content that can be accessed anywhere and building relationships with audiences seeking information, it influences customers' decisions to purchase goods on TikTok's online store. to make it easier for customers to buy. Testing the content marketing variable on purchasing decisions produces a t statistical value > 1.96 , namely 2.368, and a p value < 0.05 , namely 0.018. So the conclusion is that Content Marketing has a significant positive effect on consumers' decisions to buy goods at the TikTok online shop. Previous research by Prasetya et al. (2021) found that content marketing greatly influences purchasing decisions. Apart from that, other research by Situmeang (2021) supports this research, which found that purchasing choices are also influenced by content marketing. Previous research by Abdjul et al. (2019), which found that content marketing did not have a significant impact on purchasing decisions, is not in line with the findings of this study.

Testing the Influence of Lifestyle on Purchasing Decisions

"There is a positive influence between lifestyle and purchasing decisions to shop online through the TikTok Shop" is the second hypothesis proposed. Lifestyle, as explained by Mowen and Minor (2002), reflects the way a person lives their life, spends money, and manages their time. Lifestyles continue to experience constant changes, as seen in the development of social media, which now makes it easier for consumers to shop online. This shows that if online shopping becomes a lifestyle, people will be willing to spend money and allocate time to shop through TikTok Shop which supports their lifestyle. Apart from the various products offered by the store, as well as the algorithms used by TikTok to promote these products, they will support customers' lifestyles when they decide to buy these products. Testing lifestyle variables on purchasing decisions produces a t statistical value of 2.318, which is greater than 1.96, and a p value of 0.021, which is lower than 0.05. Tests show that lifestyle influences consumers' choice to shop at TikTok's online store. The results of this research are in line with previous research by Sari (2019), which found that lifestyle influences purchasing decisions. Apart from that, another study by Arif et al. (2021) supports this research, finding that lifestyle also influences purchasing decisions. Previous studies by Mongisidi et al. (2019) found that lifestyle did not have a significant impact on purchasing decisions. The results of this study contradict these findings.

Testing the Influence of Consumer Trust on Purchasing Decisions

"There is a positive influence between consumer trust and purchasing decisions when shopping online via TikTok Shop," according to the third theory. According to Mowen and Minor (2013), consumer

Karet Kuningan, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta trust includes all the information they have as well as their opinions about the objects, characteristics and benefits they obtain. If potential customers trust a company, they will be more inclined to shop.

Consumer trust is very important during the online purchasing decision process because there are risks that can occur during the process, such as fraud or inappropriate goods that can harm the buyer. Therefore, in the purchasing decision process, there needs to be trust between the seller and the buyer so that the transaction benefits more than one party.

Testing the Consumer Confidence variable on Purchasing Decisions produces a t statistical value of 5.088, which is greater than 1.96, and a p value of 0.000, which is lower than 0.05. This test shows that customer trust influences customers' choices to purchase goods on the TikTok online store. Previous research conducted by Safitri (2019) indicated that consumer trust has an influence on purchasing decisions. This finding also receives support from other research conducted by Mahliza (2020), which confirms that customer trust also influences purchasing decisions. Previous studies by Sari et al. (2020), which found that customer confusion does not have a significant influence on purchasing decisions, is not in line with the findings of this study.

IV. CONCLUSION

According to research results, advertising content, lifestyle and customer beliefs influence customers' decisions to buy goods in the TikTok online store. It can be concluded that all variables have a significant influence on the decision to buy goods at the Tiktok online shop. The most dominant variable is consumer trust. The level of customer trust is proportional to the customer's interest in buying. Positive trust can greatly influence buyers' interest in shopping online because they trust and believe that sellers can do their business correctly and can be trusted by sending products to customers in the hope that they will be able to consistently increase buyers' interest. The second variable is Marketing Content. The level of purchasing interest can increase with marketing content and a better brand image. And the final variable is lifestyle. Lifestyle can influence their choices regarding the decision to shop online.

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