



Utilization of TikTok Shop Interactive Features and Their Impact on Consumer Purchasing Decisions

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ABSTRACT

TikTok, a widely used social media platform, recently introduced the TikTok Shop interactive feature, enabling users to shop directly from videos. This study, employing a quantitative descriptive method, gathered data through surveys and questionnaires, focusing on consumers who accessed TikTok Shop. The findings reveal a significant positive impact of TikTok Shop's interactive features on consumer purchasing decisions. Users frequently engaging with products showcased in TikTok Shop videos are more likely to make purchases. Additionally, recommendations and reviews from other users on the platform significantly influence consumer purchase decisions

INTRODUCTION

The use of social media in a business context has experienced rapid development in the last decade (Almazrouei et al., 2021; Dwivedi et al., 2023; Nguyen et al., 2022). One platform that dominates users' attention is TikTok, which was originally known as a short video-sharing app (K. Liu et al., 2023; Sichach, 2023; Q. Yang & Lee, 2022), but over time has developed interactive features such as TikTok Shop (Ren et al., 2021; Sichach, 2023). This phenomenon raises questions about how the utilization of TikTok Shop's interactive features affects consumers' purchasing decisions. In this research article, we'll explore the impact of using TikTok Shop on consumer behavior, dig into insights into changes in purchase behavior that may occur, and identify factors that influence purchase decisions through the platform. The pandemic that has been ongoing in recent years has had a significant impact (Long et al., 2022; Ran et al., 2022), which in turn contributed to TikTok's growth (Shaengchart et al., 2023; Wu, 2023), a social media app that allows sharing short videos (Sichach, 2023). With the rapid growth of users worldwide, TikTok saw an opportunity to expand its user base by integrating social commerce or s-commerce features into their mobile app (Kim & Park, 2013; Ming et al., 2021), called TikTok Shop. TikTok's launch in 2016 has made it the mobile app that earned the highest number of downloads in 2022, surpassing even other social media apps, including Facebook and Instagram (Kim & Park, 2013; Ming et al., 2021).

TikTok Shop is a social commerce feature (Shin et al., 2020; Wang & Xie, 2020) which provides an opportunity for users and creators to market and sell their products through the TikTok platform (Kim & Park, 2013). This feature offers various benefits for sellers, such as ease in promoting products, a broad target market, and affordable costs (Berg et al., 2023; L. Chen et al., 2023). For consumers, TikTok Shop offers an engaging and interactive shopping experience (K. Liu et al., 2023).

One of the interactive features offered by TikTok Shop is live streaming (Lumbangaol & Marbun, 2023; Peng & He, 2021; Zhang et al., 2022). Live streaming allows sellers to interact directly with consumers and provide more detailed information about the products they sell (Kim & Park, 2013; Luo et al., 2021). This feature can also be used to hold giveaways or special promotions (Berg et al., 2023; Dabbous & Boustani, 2023; Lumbangaol & Marbun, 2023).

Another interactive feature offered by TikTok Shop is AR (augmented reality) (Carmigniani et al., 2011; Rauschnabel et al., 2022). AR allows consumers to try products virtually before purchasing them (Carmigniani et al., 2011; Ramallal & Belda, 2022; Rauschnabel et al., 2022). The existence of this feature has the potential to increase consumer confidence in the products they buy (Rauschnabel et al., 2022). The significant increase in the number of internet users from year to year has led to a paradigm shift in consumer behavior around the world and shaped a trend of changing consumer readiness to seek information from new mass communication channels, such as social media (Berg et al., 2023; K. Liu et al., 2023). As a result, the use of the internet and social media is likely to influence consumer buying behavior (Salazar & Duque-Rengel, 2023), as it allows

consumers to interact with other consumers, and companies to interact with existing and prospective customers. In developed countries such as Germany, the results of a 2014 survey show that information on social media has influenced the purchasing decisions of more than 6% of German customers (Do & Do, 2020). Although social media is growing in importance, scientific literature investigating how information available on social media influences consumer buying behavior regarding sustainable products is scant. The usefulness of information and the credibility of information create a tendency for social media users to adopt both positive and negative things (Le-Hoang, 2020).

Social media is a very vital part of today's business world, because it allows consumers more freedom in expressing their opinions about products (Gao & Chen, 2021; Magasi, 2022; Peng & He, 2021; Su, 2023). Knowledge about a product is a whole set of accurate information in the minds of consumers and their perception of product knowledge (Le-Hoang, 2020). (K. H. Chen et al., 2016) highlights that consumers' understanding of a product depends on the extent of consumer awareness of the product or the level of consumer confidence in the product. According to research conducted by (Ruangkanjanases et al., 2021) the use of information from online user-generated content is considered more effective than content created by traditional marketers (Gao & Chen, 2021; W. Liu et al., 2021; Noori et al., 2023; Reiter et al., 2021; Salazar & Duque-Rengel, 2023).

(Ruangkanjanases et al., 2021) TikTok that shares videos and social interactions, where people can communicate with each other, The other is only through social media or online, namely the E-WOM process, namely Electronic word of mouth is an online information channel that can be utilized by companies to market and introduce their products through social media platforms. (Vahdati & Nejad, 2016) also emphasizes that searching for information on the Internet increases the level of satisfaction and excitement in making purchases of products and services. Nonetheless, the effects include a tendency for repeat purchases by consumers, repeat visits to digital platforms, as well as an increase in providing positive recommendations and reviews of promoted products (Le-Hoang, 2020; Q. Yang & Lee, 2022). In their research on digital marketing (Dehghani & Tumer, 2015) states that branding efforts increase purchase intent, given that trends change over time, consumers tend to refer to product reviews online before making an informative purchase decision (Cai et al., 2022; Cui, 2022; Grizane & Jurgelane, 2016; Yongchao, 2023).

LITERATURE REVIEW

Tik Tok is one of the most popular social media platforms today, especially among the younger generation. Tik Tok allows users to create and share short videos that are engaging, creative, and entertaining (Chew et al., 2024; Jennings et al., 2024; Sichach, 2023; Y. Zhao, 2023). Tik Tok also has interactive features that can increase user engagement, such as duets, challenges, and live streaming (J. Q. Zhao & Li, 2022). These features are not only used for fun, but also as a means of marketing and selling products or services (Akimov et al., 2023; Crittenden & Crittenden, 2015; Khan et al., 2023; Shaengchart et al., 2023). Tik Tok Shop is one of the features that allows sellers and buyers to interact directly

through video, and make transactions easily and quickly (L. Chen et al., 2023; T. Chen, 2022). Tik Tok Shop also offers a wide range of products and categories, ranging from fashion, beauty, electronics, to food (Le-Hoang, 2020; Moussaoui & Varela, 2010; X. Yang, 2021; Yu et al., 2022; J. Q. Zhao & Li, 2022).

METHODOLOGY

This study used Quantitative Descriptive research method. This research utilizes a qualitative descriptive approach to analyze, explain, and summarize various related conditions and situations. These data are related to problems that are the focus of research and occur in the field (Bhandari, 2022; Köhler, 2022). With independent variables in the form of TikTok features and dependent variables of consumer purchase decisions. This method is used to describe and interpret the data obtained from the results of the questionnaire (Cleff, 2014). The subjects of this study are consumers who have used the interactive features of Tiktok Shop. The population in this study is Makassar State University students as TikTok Shop users. The sample of this study was taken using purposive sampling technique. This technique is used to select samples that are suitable for the purpose of the study.

The data collection technique in this study involves the use of questionnaires, where questions are presented to respondents in the form of forms. The questions are designed to dig deep information about the influence of Tiktok Shop interactive features and their impact on consumer purchasing decisions. The research instrument applied in this study is in the form of an interview guide. The data used comes from two sources, namely primary data and secondary data. The primary data used in this study was obtained from a questionnaire with a population of 100 Makassar State University Students and secondary data was obtained from previous research.

RESULT AND DISCUSSION

Characteristics of Respondents

The respondent profile reflects specific characteristics that describe the unit of analysis that is the focus of the study, focusing on two aspects, namely the use of TikTok Shop interactive features, and their impact on product purchase decisions. In this study respondents were grouped based on characteristics, based on age, gender and type of goods purchased.

Table 1. Characteristics of Respondents by Age, Gender, and Item Type

Age	Percentage	Gender	Percentage	Item Type	Presentase
18	7	Female	90	Clothing/Fashion Products	59
19	27	Male	10	Skincare	24
20	19			<u>Elektronics</u>	1
21	40			Food	3
22	7			Makeup	6
				Household Appliances	4
				Outdoor Equipment	1
				Motorbike Accessories	2
100		100		100	

In terms of age characteristics, the majority of respondents are 21 years old, making up 40% of the total respondents. This is followed by respondents aged 19, constituting 27%, while those aged 20 make up 19%. Additionally, the group of respondents in the age range of 18 to 19 years has an equal percentage, each accounting for 7%. Moving on to gender characteristics, the majority of respondents are female, reaching 90%, whereas male respondents make up 10% of the total. Based on the type of goods purchased, the majority of respondents decided to buy clothes/fashion products to support their appearance as much as 59%, then followed by respondents who chose Skincare as much as 24%, and also because the majority of respondents are women, of course Makeup is an item that does not escape to become a favorite item of women.

Table 2. Shopping Experience on TikTok Shop

Age	Total	Always (%)	Often (%)	Sometimes (%)	Rarely (%)
18	7	(43.86%)	(28.57%)	(14.29%)	(14.29%)
19	27	(37.04%)	(29.63%)	(22.22%)	(11.11%)
20	19	(26.32%)	(21.05%)	(26.32%)	(26.32%)
21	40	(30%)	(25%)	(20%)	(25%)
22	7	(28.57%)	(14.29%)	(0%)	(57.14%)

Based on the shopping experience of respondents on the TikTok Shop application, we can see that respondents aged 18 years old top the highest percentage, with a total of 7 respondents, and the majority of them often shop on the online shopping application, accounting for 43.86%. This is followed by respondents aged 19, with a total of 37.04%, and respondents aged 21, with a total of 40 respondents, where the majority of them often shop, accounting for 30%.

Validity and Reliability Testing of Instruments

In the validity and reliability test, the calculation results showed that the use of features in the TikTok Shop application consisting of 7 questions, the results were obtained that the 7 questions were included in the valid category. Thus the 7 points are declared worthy of being statements in the instrument.

The next stage involves reliability testing to evaluate the extent to which the instruments used in the study are reliable. Reliability tests are carried out using the Cronbach Alpha method, with reliability values considered adequate if they exceed 0.6. From the results of Table 3, it can be seen that the four aspects measured in this study all show an adequate level of reliability (Taherdoost, 2018).

Table 3. Summary of Instrument Reliability Test

NO	VARIABEL	Cronbach's Alpha	Conclusion
1	Utilization of Interactive Features on TikTok Shop	0.8	Reliabel
2	Impact of Features on Purchase Decisions	0.8	Realibel

Analysis of TikTok Shop Interactive Feature Utilization and Its Impact on Consumer Purchasing Decisions

In this study, the use of TikTok Shop interactive features and their impact on consumer purchasing decisions. The perception possessed by each individual will certainly be different towards the use of features and their purchase decisions on the TikTok application.

Table 4. Utilization of Interactive Features on TikTok Shop

No	Indicators	Alternative				Actual Score	Ideal Score	%
		Answers						
		4	3	2	1			
1	Interactive features of TikTok Shop have a positive impact	89	11	0	0	389	400	97.25
2	The purchasing process is more enjoyable	82	17	1	0	379	400	94.75
3	Satisfied with the interactive features of TikTok Shop	76	24	0	0	376	400	94.00
Score						1.144	1.200	95.33

Based on Table 4, showing that they have a positive opinion of TikTok's interactive features with a percentage of 95.33%, this also means that TikTok's interactive features make the purchase process more enjoyable, as well as the level of consumer satisfaction using TikTok's interactive features so that many of the respondents think that these features encourage them to also use or shop through TikTok Shop.

Table 5. Impact on Purchase Decisions

No	Indicators	Alternative				Actual Score	Ideal Score	%
		Answers						
		4	3	2	1			
1	The interactive features of TikTok Shop influence purchasing decisions	69	30	1	0	368	400	92.69
2	Comfortable to use compared to other e-commerce platforms	65	33	1	1	362	400	102.65
3	More interested in products promoted through TikTok Shop compared to conventional product advertisements	56	44	0	0	356	400	89.00
4	User reviews content from TikTok Shop	84	15	1	0	383	400	47.84
Score						1.469	1.600	83.05

Based on Table 5, it is shown that 83.05% of respondents believe that the interactive features of TikTok Shop influence their purchasing decisions on a product. Furthermore, respondents feel more comfortable using TikTok Shop for shopping compared to other e-commerce platforms. Not only that, respondents also express a greater interest in products promoted through TikTok Shop compared to conventional product advertisements. This is in line with respondents who believe that user review content on TikTok Shop plays a role in influencing purchasing decisions, even though the percentage is relatively lower. This indicates that while user review content is appreciated, there may still be some room for improvement. It can be concluded that TikTok Shop's interactive features have a significant positive influence on consumer purchasing decisions (Berg et al., 2023; Kim & Park, 2013; Shin et al., 2020).

TikTok Shop's interactive feature makes it easier for consumers to find out information about products, so they become more confident to buy the products offered (Ren et al., 2021). Consumers also regret the closure of the TikTok shop that is happening now because they are used to using the platform. They consider that tiktok shop is a tiktok shop is an innovative and interesting online shopping platform (Benitez et al., 2022; Li et al., 2024; Sun, 2023).

CONCLUSION AND RECOMMENDATION

Based on this research involving 100 students from Universitas Negeri Makassar, it is found that the interactive features of TikTok Shop have a significant influence on consumer purchasing decisions. This feature is considered beneficial as it provides support to consumers in making more accurate purchase decisions and encourages them to make transactions. The high growth of internet users from year to year, especially in seeking information through social media like TikTok Shop, has also transformed consumer behavior in shopping. Interaction between

consumers and products through TikTok Shop videos, as well as recommendations and reviews from other users, plays a crucial role in influencing consumer purchasing decisions.

Recommendations from this study include, first, companies can optimize the interactive features of TikTok Shop as an effective marketing tool, considering its positive influence on consumer purchasing decisions. Second, efforts can be made to enhance the quality of user recommendations and reviews on this platform, thereby strengthening consumer trust in products. Furthermore, companies are advised to gain a deeper understanding of consumer behavior in the digital era and focus on utilizing social media strategies to optimize positive influences on purchasing decisions.

FUTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic Utilization Of Tik Tok Shop Interactive Features And Their Impact On Consumer Purchasing Decisions in order to perfect this research and increase readers' insight.

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