

Factors Influencing Purchase Decision: A Case Study of Tiktok Video Streaming Platform

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Abstract:

Purpose – This study examines TikTok purchasing choice factors. It examines how influencer and celebrity marketing, product quality and price, individual and social attitudes, and brand image affect TikTok consumer behavior. The study polls 355 TikTok users using a quantitative research design. Influencers, product perceptions, attitudes, brand image, and purchasing decisions are examined using multiple linear regression. The study uses descriptive and inferential analytics to examine TikTok's buying decisions. This study found that influencer and celebrity marketing strongly influence TikTok purchases. Popular influencers and celebrities affect platform users. Consumer decisions are also influenced by product quality and price. The study also found that TikTok purchase behavior is influenced by individual and social opinions. Brand image—reliability, trustworthiness, innovation, social responsibility, and uniqueness—also affects consumer impressions and purchases. This study's single platform emphasis and self-reported bias are drawbacks. For a complete understanding, future studies could use many platforms and complementing methods. Originality/value - This study adds to the field by examining TikTok purchase decision criteria. The research shows that influencer marketing, product quality and pricing, individual and social views, and brand image influence consumer behavior. The insights can help marketers optimize their TikTok and other social media marketing tactics.

Key words: Influencer and celebrity marketing, Perceived quality product and price, Individual and social attitudes, Brand image, Purchase Decision

1. Introduction

1.1 Background of the study

The rapid growth and popularity of video streaming platforms have significantly transformed the way individuals consume media and make purchasing decisions. Among these platforms, TikTok has emerged as a dominant player in the digital landscape. TikTok is a social media platform that allows users to create, share, and discover short-form videos, attracting millions of users worldwide. Understanding the factors that influence purchase decisions on TikTok is crucial for marketers and platform owners to optimize their marketing strategies and engage with their target audience effectively.

According to recent statistics, TikTok has experienced explosive growth and has become a cultural phenomenon. As of 2021, TikTok has surpassed 2 billion downloads globally, making it one of the most downloaded apps in history (Warwick, 2021). The platform's user base is diverse, with a significant presence in various regions around the world. For instance, in the United States, TikTok had over 100 million monthly active users as of 2020 (Sherman, 2021). Moreover, TikTok has demonstrated impressive user engagement, with users spending an average of 52 minutes per day on the platform (Lashbrook, 2021).

Research on factors influencing purchase decisions in the context of social media platforms has gained attention in recent years. Various studies have examined the impact of social media platforms on consumer behavior and decision-making processes. For example, a study by Chen and Xie (2008) found that social media platforms, such as Facebook and Twitter, significantly influence consumers' purchase decisions through social interactions, recommendations, and reviews from peers. Additionally, research by Sriram et al. (2019) highlighted the importance of social proof and influencers in shaping consumer behavior and purchase decisions on social media platforms.

However, despite the significant impact of TikTok on consumer behavior, there is a lack of research specifically investigating the factors that influence purchase decisions on the platform. This study aims to fill this gap in the literature by focusing on TikTok as a case study and examining the unique characteristics of the platform and its user base.

By conducting a comprehensive investigation into the factors influencing purchase decisions on TikTok, this study aims to provide valuable insights for marketers, platform owners, and content creators. The findings of this study can inform the development of effective marketing strategies, enhance user engagement, and ultimately drive revenue growth on the TikTok platform.

1.2 Problem statements

Despite the rapid growth and popularity of TikTok as a video streaming platform, there is a lack of research specifically investigating the factors that influence purchase decisions on the platform. This knowledge gap hinders marketers, platform owners, and content creators from effectively understanding and leveraging the unique characteristics of TikTok to optimize their marketing strategies and drive revenue growth. Supporting Data and Information:

- 1) Several factors support the importance of conducting this study on the factors influencing purchase decisions on TikTok.
- 2) Lack of Research on TikTok Purchase Decisions: While there is extensive research on consumer behavior and purchase decisions on social media platforms like Facebook and Instagram, limited research has been conducted specifically on TikTok. This gap in the literature underscores the need for a dedicated study to understand the factors influencing purchase decisions on this rapidly growing platform.
- 3) TikTok's Massive User Base: TikTok has experienced exponential growth and amassed a significant user base globally. As of 2021, TikTok has surpassed 2 billion downloads worldwide (*Sensor Tower, 2021*). Understanding the factors that drive purchase decisions on TikTok is vital for marketers to effectively target and engage with this large and diverse user base.
- 4) Increasing Influence of social media on Consumer Behavior: Social media platforms have emerged as influential sources of information and recommendations for consumers. Research conducted in the 2000s highlights the impact of social media platforms, such as Facebook and Twitter, on consumer behavior and purchase decisions (*Grover et al., 2022*). Given the significant influence of social media on purchase decisions, it is essential to investigate how TikTok, as a unique video streaming platform, influences consumer behavior and purchase decisions.

By addressing this problem statement and conducting a comprehensive study on the factors influencing purchase decisions on TikTok, this research aims to bridge the knowledge gap, provide valuable insights for marketers and platform owners, and contribute to the understanding of consumer behavior in the context of video streaming platforms and social media.

1.3 Objectives of the study

The objectives of this study are as follows:

- 1) To explain influencers and celebrities marketing have a significant influence on purchase decision in TikTok video streaming platform.
- 2) To explain perceived product quality and price have a significant influence on purchase decision in TikTok video streaming platform.
- 3) To explain individual and social attitudes have a significant influence on purchase decision in TikTok video streaming platform.
- 4) To explain brand image has a significant influence on purchase decision in TikTok video streaming platform.

1.4 Research Questions

- 1) Does influencers and celebrities marketing have a significant influence on purchase decision in TikTok video streaming platform?
- 2) Does perceived product quality and price have a significant influence on purchase decision in TikTok video streaming platform?
- 3) Do individual and social attitudes have a significant influence on purchase decision in TikTok video streaming platform?
- 4) Does brand image have a significant influence on purchase decision in TikTok video streaming platform?

1.5 The Significance of the study

This study holds significant importance for both academia and industry. Firstly, by investigating the factors influencing purchase decisions on TikTok, this research contributes to the existing body of knowledge in the fields of consumer behavior, social media marketing, and digital platforms. The findings of this study can provide valuable insights into consumer behavior within the TikTok ecosystem and offer practical implications for businesses seeking to optimize their marketing strategies on this platform.

Furthermore, this research will specifically focus on the role of influencer and celebrity marketing, perceived product quality and price, individual and social attitudes, and brand image in shaping consumers' purchase decisions on TikTok. By understanding these factors, businesses can develop more effective marketing campaigns, enhance their product offerings, and establish a strong brand presence on TikTok.

2. Literature Review and Hypotheses Development

2.1 Theories of Each Variable

2.1.1 Influence and Celebrity Marketing

Social influence theory suggests that individuals are influenced by the actions and opinions of others, including influential individuals or celebrities. Source credibility theory posits that the credibility of the influencer affects consumer behavior.

According to a study by [Vahid and Muhammad \(2021\)](#), celebrity endorsements on social media platforms like TikTok have a significant impact on consumer attitudes and purchase intentions. The study found that influencer endorsements positively influenced consumers' perception of product quality and credibility, leading to increased purchase intentions.

This refers to the use of popular individuals, known as influencers and celebrities, to promote products or services on the TikTok video streaming platform. These individuals have a large following and are influential in shaping consumer purchase decisions ([Brooks, Drenten and Piskorski \(2021\)](#)).

2.1.2 Perceived Product Quality and Price

Expectancy-disconfirmation theory suggests that consumers compare their expectations of a product's performance with their actual experience, influencing their perception of product quality. The economic theory of consumer behavior states that consumers evaluate products based on their perceived value and utility, which includes considering the price.

A study by [Lin et al. \(2021\)](#) examined the factors influencing consumers' purchase decisions on TikTok. The findings revealed that perceived product quality significantly influenced consumers' purchase intentions. Additionally, consumers' perception of value for money, which includes the consideration of price, played a crucial role in their purchase decisions ([Li & Nuangjamnong, 2022a, 2022b](#)).

In sum up, perceived product quality refers to the subjective evaluation of the overall quality and performance of products showcased on TikTok. Price perception, on the other hand, refers to how consumers perceive the affordability and value for money of these products ([Stylydisa et al., 2019](#)).

2.1.3 Individual and Social Attitudes

The theory of planned behavior suggests that attitudes, subjective norms, and perceived behavioral control influence individuals' intentions and behaviors. Social identity theory posits that individuals' self-concept and group identities shape their attitudes and behaviors, including their consumption choices.

In a study by [Apasrawirote and Yawised. \(2022\)](#), investigating consumer behavior on TikTok, it was found that both individual attitudes and subjective norms significantly influenced consumers' purchase intentions. The study also highlighted the role of social identity in shaping consumer attitudes and behaviors on the platform.

Individual attitudes refer to an individual's personal opinions and beliefs towards purchasing products based on TikTok recommendations. Social attitudes, on the other hand, pertain to the influence of others' opinions and recommendations on TikTok in shaping consumer purchase decisions.

2.1.4 Brand Image

Brand equity theory suggests that a positive brand image enhances brand equity and influences consumer decision-making. Signaling theory proposes that consumers interpret brand signals and cues to infer product quality, leading to brand image influencing purchase decisions.

Research conducted by [Voorveld \(2019\)](#) on brand communication strategies in social media marketing found that a strong brand image positively affected consumers' trust, attitudes, and purchase intentions on TikTok. The study highlighted the significance of brand image in building consumer loyalty and driving purchase decisions.

Brand image refers to the overall perception and reputation of brands that are advertised or promoted on TikTok. It encompasses factors such as reliability, trustworthiness, innovation, social responsibility, and uniqueness ([Kogan, 2022](#)).

2.1.5 Purchase decision

Purchase decision refers to the process of evaluating various options, considering factors such as price, quality, brand reputation, and personal preferences, and ultimately selecting and purchasing a product or service.

2.2 Related Literature Review

2.2.1 Influence and Celebrity Marketing and purchase decision in TikTok video streaming platform

Influence and celebrity marketing play a significant role in shaping purchase decisions on the TikTok platform. Celebrities and influencers with large followings and engaging content have the ability to impact consumer preferences and influence their purchasing behavior ([Liu, 2022](#)). Their endorsements, product recommendations, and collaborations are perceived as credible and trustworthy by users, leading to increased purchase intentions and conversions ([Cabeza-Ramírez et al., 2022; Lin & Nuangjamnong, 2022](#)). The power of influence and celebrity marketing lies in the ability to create aspirational associations, social proof, and emotional connections with the audience ([Brook et al., 2020](#)). Therefore, the hypothesis has been proposed.

***Hypothesis 1 (H1):** Influencers and celebrity marketing have a significant influence on purchase decisions in the TikTok video streaming platform.*

2.2.2 Perceived Product Quality and Price and purchase decision in TikTok video streaming platform

Perceived product quality and price are critical factors influencing purchase decisions on TikTok. Users evaluate the quality of products based on available information, including product descriptions, reviews, and user-generated content (Albari, 2020). The perception of quality is influenced by factors such as brand reputation, visual presentation, and user experiences shared on the platform (Kumar & Sathish, 2021; Lin & Nuangjamnong, 2022). Additionally, users consider the price of products and their perceived value to make informed purchase decisions. The balance between perceived quality and price determines the attractiveness of the product and influences users' willingness to make a purchase (Kurz et al., 2023). Therefore, the hypothesis has been proposed.

Hypothesis 2 (H2): Perceived product quality and price have a significant influence on purchase decisions in the TikTok video streaming platform.

2.2.3 Individual and Social Attitudes and purchase decision in TikTok video streaming platform

Individual and social attitudes play a significant role in purchase decisions on TikTok. Individual attitudes reflect personal preferences, needs, and beliefs about products and brands. Users' personal values, lifestyle choices, and interests influence their inclination toward certain products and brands promoted on TikTok (DecisionMarketing, 2021). Social attitudes, on the other hand, are shaped by the opinions, behaviors, and recommendations of the TikTok community. Users are influenced by the collective judgment and social validation provided by others, leading to conformity and adoption of certain products or brands (Bailey et al., 2020; Wang & Nuangjamnong, 2023). Therefore, the hypothesis has been proposed.

Hypothesis 3 (H3): Individual and social attitudes have a significant influence on purchase decisions in the TikTok video streaming platform.

2.2.4 Brand Image and purchase decision in TikTok video streaming platform

Brand image has a substantial impact on purchase decisions on TikTok. A strong and positive brand image can enhance trust, credibility, and desirability among users. Users perceive brands with a favorable image as reliable, authentic, and aligned with their values, making them more likely to consider and purchase products from those brands (Wijaya., 2023). Brand image is shaped by various factors, including brand reputation, brand personality, perceived innovation, and social responsibility (Kogan, 2022). Brands that effectively communicate and maintain a positive image on TikTok can influence purchase decisions and foster brand loyalty (Potrel, 2022).

Hypothesis 4 (H4): Brand image has no significant influence on purchase decisions in the TikTok video streaming platform.

2.3 Conceptual Framework

There are four theoretical frameworks employed to construct the conceptual framework in this study. The first theoretical framework from “The Behavioral and Purchase Intention on Live-streaming Shopping” by Apasrawirote and Yawised (2022). “The Influence of Price on Purchase Intentions: Comparative Study between Cognitive, Sensory, and Neurophysiological Experiments” by Monroe and Krishnan (1985) is the second theoretical framework. The third theoretical framework is titled “Purchase Intention and Purchase Behavior Online: A cross-cultural Approach” by Nathalie et al. (2020). Last, the fourth theoretical framework is titled “The Influence of Brand Image, and Product Quality on Purchase Decision” by Rihayana et al. (2021). Figure 1 shows the conceptual framework of “Factors Influencing Purchase Decision: A Case Study of TikTok Video Streaming Platform”.

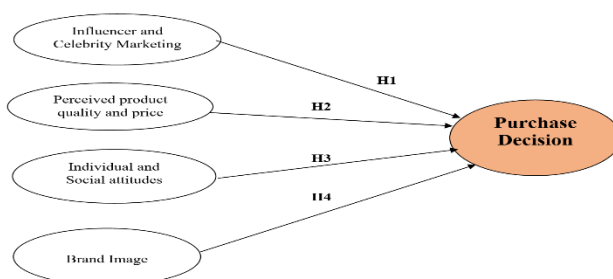


Figure 1. The conceptual framework of factors influencing purchase decision: A Case Study of TikTok Video Streaming Platform

3. Research Methodology

3.1 Research Design

The goal aim of this research is to examine the several factors that influence purchasing choices made on the TikTok platform, with a specific focus on influencer and celebrity marketing, perceived product quality and cost, individual and social attitudes, and brand image. Furthermore, the objective of this study is to measure the specific impacts of each of these variables on consumer purchasing behavior within the specific setting of the TikTok video streaming platform. The study adopts a quantitative methodology, employing several analytical techniques such as descriptive statistics, Cronbach's Alpha, and Multiple Linear Regression.

The survey questionnaire has been organized into three distinct sections, encompassing a total of 32 items that are relevant to the five variables outlined in the research model. The aforementioned portions consist of three initial screening questions, 22 inquiries

pertaining to the measurement of variables, and seven inquiries regarding demographic information. The assessment of the questionnaire's reliability was conducted through the utilization of Cronbach's Alpha, which aimed to ascertain the clarity and consistency of the measuring questions. A preliminary study was undertaken to assess the efficacy of the questionnaire, using a limited sample size of 46 participants. The participants' perceptions and levels of agreement were assessed using a Likert Scale consisting of five points. The scale ranged from 1, representing "Strongly Disagree," to 5, indicating "Strongly Agree."

The study's target population encompasses persons who are presently utilizing or have the potential to utilize the TikTok video streaming platform. The primary objective of this research is to have a comprehensive understanding of the elements that influence consumers' purchasing decisions inside the ecosystem of the platform. This involves a variety of decisions, such as the acquisition of premium features, virtual goods, and stuff relating to TikTok, and other products and services. The research aims to incorporate a diverse range of participants in the sample, considering several criteria including age, gender, geographical region, and consumption behaviors. The objective of this technique is to acquire a thorough comprehension of the buying decision-making process that is specific to the given situation.

The calculation of the sample size of participants was determined by employing Cochran's (1977) algorithm, which is specifically developed for populations with unknown sizes. The sample size required to achieve a 95% confidence level, with a standard deviation of 50% and a margin of error of 5%, was determined to be 385 people. The researchers utilized a non-probability sampling technique that incorporated convenience and snowball sampling concepts. The decision was motivated by the necessity to synchronize participants with the objectives and limitations of the study, while also guaranteeing practical viability. Given several considerations such as temporal constraints, spatial limitations, and the influence of the ongoing epidemic, it was determined that a non-probability sampling approach would be the most suitable within this particular context.

The research utilized two distinct Multiple Linear Regression (MLR) methods to examine the variables that impact buying decisions. The scope of these assessments included the examination of influencer and celebrity marketing, the perception of product quality and pricing, individual and social attitudes, and the establishment of brand image.

Additionally, secondary data served as a complementary component in this study. To augment the depth and contextual understanding of the research, reliable sources such as publications, journals, and previous studies were employed.

3.2 Validity and Reliability Test

3.2.1 Content validity with the index of item-objective congruence

In assessing the content validity of the questionnaire, the researchers employed the Item Objective Congruence (IOC) Index to evaluate the alignment between each question and its intended objective. The evaluation involved seeking input from three subject matter experts to ascertain the content validity score. The IOC values obtained ranged from 0.67 to 1 for each item, all of which exceeded the threshold of 0.5, indicating a strong congruence between the items and their intended objectives as shown in Table 1.

3.2.2 Reliability with pilot test

The researcher pilot-tested 46 respondents to uncover questionnaire variable discrepancies. Questionnaire reliability is assessed using Cronbach's Alpha. According to Peter (1979), Cronbach's Alpha is a popular research reliability indicator. The researcher can trust Cronbach's Alpha up to 0.6 (Sekaran, 1992). Table 1 shows Cronbach's level from this study, each variable's Cronbach's Alpha is Purchase decision reliability is .913, brand image $\alpha = .888$, influencers and celebrity marketing $\alpha = .886$, individual and social attitudes $\alpha = .873$, and perceived product quality and price $\alpha = .825$. All factors above 0.6 are credible. Variable reliability is reliable.

Table 1. Cronbach's Alpha of pilot test

(n = 46)

Variables	Cronbach's Alpha	Number of Items	Strength of Association	Range of IOC Weight Results
Influencers and celebrities marketing	.886	5	Reliable	0.67 – 1.00
Perceived product quality and price	.825	4	Reliable	0.67 – 1.00
Individual and social attitudes	.873	4	Reliable	0.67 – 1.00
Brand Image	.888	4	Reliable	0.67 – 1.00
Purchase Decision	.913	5	Reliable	0.67 – 1.00

4. Data Analysis

4.1 Reliability Testing

To ensure the questionnaire's consistency and accuracy across all 355 respondents, the researcher conducted a thorough reliability assessment of the variables. The reliability of the questionnaire was analyzed using Cronbach's Alpha test, a well-established method for evaluating questionnaire reliability. As depicted in Table 2, the results of Cronbach's Alpha indicate the following variable reliabilities. Purchase decision ($\alpha = .887$), signifying a high level of reliability. Influencers and celebrities marketing ($\alpha =$

.882), indicating a strong level of reliability. Brand image ($\alpha = .832$), demonstrating a substantial level of reliability. Perceived product quality and price ($\alpha = .822$), denoting a noteworthy level of reliability. Individual and social attitudes ($\alpha = .711$), suggest an acceptable level of reliability.

All these factors surpass the 0.7 thresholds, affirming their sustained reliability and enabling the application of inferential statistical analyses.

Table 2. Cronbach's Alpha (n=355)

Variables	Cronbach's Alpha	Number of Items	Results
Influencers and celebrities marketing	.882	5	Reliable
Perceived product quality and price	.822	4	Reliable
Individual and social attitudes	.711	4	Reliable
Brand Image	.832	4	Reliable
Purchase Decision	.887	5	Reliable

4.2 Descriptive Analysis of Demographic Data

The researcher conducted a descriptive analysis to learn about TikTok app buyers' demographics. These social characteristics include gender, age, and others. This information helps the researcher analyze the study outcomes more thoroughly using descriptive analysis. Three screening questions were used to discover good and skilled study participants. These questions were meant to discover persons with the necessary experiences and knowledge to aid the research. The screening questions inquired if participants knew about TikTok. The following questions were asked: do you currently use the TikTok video streaming app, have you ever bought something from a TikTok streaming video, do you regularly change your mind about buying things on TikTok.

After data collection, 363 online poll respondents met these screening questions. Eight survey respondents couldn't participate in the study; thus, they were excluded. The final sample size of 355 respondents was sufficient for evaluating and interpreting the research results. This rigorous screening method ensures that respondents with digital marketing and hotel service experience provide the data. The study's outcomes are more relevant and accurate.

Table 3 provides an in-depth exploration of demographic factors, employing frequency distribution and corresponding percentages derived from a survey encompassing 355 participants. This comprehensive demographic breakdown offers valuable insights into the respondent characteristics.

Gender distribution unveils a noticeable asymmetry, with 130 respondents (36.6%) identifying as male and 225 (63.4%) as female. The age distribution showcases diversity, predominantly featuring the 18 to 28 years age bracket, which constitutes 253 respondents (66.2%). Participants aged 29 to 39 years make up 68 individuals (19.2%), while those falling within the 40 to 59 years range comprise 41 participants (11.8%). Respondents aged over 59 years account for 14 individuals (3.9%).

A comprehensive analysis of TikTok usage frequency underscores varying levels of engagement. A substantial proportion of participants utilize TikTok multiple times per day (125 respondents or 35.2%) and on a daily basis (87 respondents or 24.5%), reflecting active usage patterns. Moreover, 37 individuals (10.4%) engage with the platform several times a week, 14 (3.9%) use it once a week, and 15 (4.2%) utilize it several times a month. Notably, 47 participants (13.2%) use TikTok infrequently, while 30 (8.5%) have never used it.

The duration of TikTok usage further accentuates diverse engagement experiences. Participants who have been using the platform for less than 6 months amount to 105 individuals (29.6%), while those engaged for 6 months to 1-year total 64 participants (18.0%). An extended usage span of 1 to 2 years is observed among 123 individuals (34.6%), with 38 respondents (10.7%) using TikTok for 2 to 3 years, and 25 (7.0%) for more than 3 years.

Occupational categories reveal the respondents' roles in the economy. The largest representation comes from students, comprising 134 participants (37.7%), followed by private employees at 116 (32.7%) and business owners at 83 (23.4%). Government employees, the unemployed, and other categories collectively constitute a smaller portion.

Income distribution underscores a range of financial contexts. A significant portion of respondents (41.4%) earn between 20,001 and 45,000 Baht. Those earning less than 15,001 Baht constitute 56 individuals (15.8%), while 30 participants (8.5%) fall within the 15,001 to 20,000 Baht range. Additionally, 23 respondents (6.5%) earn between 45,001 and 60,000 Baht, while 60 participants (16.9%) earn more than 60,001 Baht.

Regarding the primary language spoken by respondents, Thai prevails, with 280 individuals (78.9%) identifying it as their primary language. English serves as the primary language for 60 participants (16.9%), while 15 individuals (4.2%) indicate other languages.

Table 3. The analysis of demographic factors using frequency distribution and percentage.

Demographic Factors	Frequency	Percentage
Gender		
Male	130	36.6%

Female	225	63.4%
Total	355	100%
Age		
from 18 - 28 years old	253	66.2%
29 - 39 years old	68	19.2%
40 – 49 years old	8	2.3%
50 – 59 years old	30	8.5%
Over 59 years old	14	3.9%
Total	355	100
Frequently use TikTok		
Multiple times per day	125	35.2%
Daily	87	24.5%
Several times a week	37	10.4%
Once a week	14	3.9%
Several times a month	15	4.2%
Once a month	0	0%
Rarely	47	13.2%
Never used TikTok	30	8.5%
Total	355	100%
How long have you been using TikTok?		
Less than 6 months	105	29.6%
6 months to 1 year	64	18.0%
1 year to 2 years	123	34.6%
2 years to 3 years	38	10.7%
More than 3 years	25	7.0%
Total	355	100%
Occupation		
Student	134	37.7%
Government Employee	7	2.0%
Private Employee	116	32.7%
Business Owners	83	23.4%
Unemployed	7	2.0%
Other	8	2.3%
Total	355	100%
Income		
Less than 15,001 Baht	56	15.8%
15,001 – 20,000 Baht	30	8.5%
20,001 – 45,000 Baht	147	41.4%
45,001 – 60,000 Baht	23	6.5%
More than 60,001 Baht	60	16.9%
Total	355	100%
Primary Language		
Thai	280	78.9%
English	60	16.9%
Chinese	0	0%
Other	15	4.2%
Total	355	100%

4.3 Descriptive Analysis with Mean and Standard Deviation

In influencers and celebrities marketing (ICM) (Table 4), participants indicated that suggestions from celebrities and influential users on TikTok significantly influence their purchasing decisions ($\bar{x} = 3.55$), they are open to sharing product information endorsed by influencers or celebrities ($\bar{x} = 3.25$), they often investigate products or brands mentioned by influencers or celebrities ($\bar{x} = 3.71$), exciting promotions endorsed by influencers impact their decision to follow them ($\bar{x} = 3.39$), and they find it enjoyable to see celebrities using TikTok to promote various companies and services ($\bar{x} = 3.59$).

Perceived product quality and price (PQP) (Table 4), participants expressed that they use TikTok to find sales or discounts ($\bar{x} = 3.13$), perceive a positive impact of TikTok on perceived product quality ($\bar{x} = 3.59$), agree that showcased products are of high quality ($\bar{x} = 3.25$), and generally concur that the prices of products advertised on TikTok are reasonable (Mean: 3.40).

Individual and social attitudes (ISA) (Table 4), participants indicated that their purchase decisions are influenced by TikTok recommendations ($\bar{x} = 3.24$), they trust their own judgment for purchases impacted by TikTok ($\bar{x} = 3.45$), social validation from TikTok users significantly influences their purchase choices ($\bar{x} = 3.39$), and they find information from TikTok credible for supporting their purchase decisions ($\bar{x} = 3.36$).

Brand image (BI) (Table 4), participants noted that the reputation and legitimacy of brands on TikTok impact their decision-making ($\bar{x} = 3.37$), they believe that brands advertised on TikTok have a positive image ($\bar{x} = 3.38$), evaluate the overall appeal of brand images on TikTok ($\bar{x} = 3.25$), and concur that brands on TikTok are known for quality and affordability ($\bar{x} = 3.49$).

In purchase decision (Table 4), participants indicated that TikTok has influenced their purchase judgments ($\bar{x} = 3.36$), they occasionally base purchasing decisions on TikTok recommendations ($\bar{x} = 3.44$), reviews and testimonies on TikTok impact their purchases ($\bar{x} = 3.45$), the decisions of other TikTok users influence their own purchases ($\bar{x} = 3.26$), and they frequently use TikTok to research and compare prices before making purchase decisions ($\bar{x} = 3.45$).

Table 4. The result of Mean and Standard Deviation

(n=355)

	Mean	S.D.
Influencers and celebrities marketing (ICM)		
ICM1: The suggestions of celebrities and other influential users on the TikTok Live Streaming platform are the primary factor driving my purchasing decisions.	3.55	.988
ICM2: The possibility of the user sharing their information of product that was endorsed by an influencer or celebrity with other users via the TikTok Live Streaming platform	3.25	1.061
ICM3: I investigate a product or brand that has been referenced on the TikTok Live Streaming platform by an influencer or a celebrity.	3.71	1.033
ICM4: The exciting promotion and advertising that influencers and celebrities promote are one of the reasons that I continue to follow them.	3.39	1.069
ICM5: I find it interesting and enjoyable to see celebrities and other influential people use the TikTok platform to live stream promotions of various companies and services.	3.59	1.028
Perceived product quality and price (PQP)		
PQP1: I utilize the TikTok Live Streaming platform in order to locate sales or discounts on the products and services that I am interested in purchasing.	3.13	.998
PQP2: I am willing to concede that the TikTok Live Streaming platform has a positive impact on the perceived quality of the products and services that are marketed or advertised on the platform.	3.59	.983
PQP3: The assertion that "Products showcased on the TikTok Live Streaming platform are of high quality" is one with which I more likely than not agree.	3.25	.974
PQP4: The assertion that "The prices of products advertised on the TikTok Live Streaming platform are reasonable and fair" is one with which I more likely than not concur.	3.40	1.038
Individual and social attitudes (ISA)		
ISA1: My own attitude towards making purchase decisions is based on the recommendations made by the TikTok Live Streaming platform.	3.24	1.07
ISA2: When it comes to making buying selections that are impacted by the TikTok Live Streaming platform, I put my faith in my own judgment.	3.45	1.22
ISA3: The social validation and approval that I receive from other users of the TikTok Live Streaming platform have a significant impact on the products that I ultimately decide to purchase	3.39	1.07
ISA4: I feel that the information provided by the TikTok Live Streaming platform is credible and accurate, which helps support the decisions I make regarding my purchases.	3.36	1.08
Brand Image (BI)		
BI1: The general reputation and legitimacy of the brand on the TikTok Live Streaming platform have an effect on my decision-making when it comes to making purchases.	3.37	1.007

BI2: I believe that the statement that "Brands advertised on the TikTok Live Streaming platform have a positive and appealing image that resonates with my preferences and lifestyle" is accurate.	3.38	.997
BI3: I evaluate the overarching appeal and attractiveness of the brand image of the products and services that are presented by brands on the TikTok Live Streaming platform.	3.25	.928
BI4: I concur with you that the brands of their products and services that are marketed on the TikTok Live Streaming platform are well-known for the great quality they provide at a price that is affordable.	3.49	.993
Purchase Decision (PD)		
PD1: The TikTok Live Streaming platform has influenced the judgments I've made regarding my purchases.	3.36	1.04
PD2: I do, on occasion, base my purchasing decisions on product recommendations or advertising that I come across when using the TikTok Live Streaming platform	3.44	1.09
PD3: The reviews of products or testimonies that can be found on the TikTok Live Streaming platform have an impact on the purchases that I make.	3.45	1.08
PD4: The decisions that other users of the TikTok Live Streaming platform make regarding their purchases have an impact on mine.	3.26	1.09
PD5: Before making a purchase decision, I will frequently use the TikTok Live Streaming site to research and contrast the pricing of several comparable goods and services.	3.45	1.13

4.4 Hypothesis Testing Results

4.4.1 Summary of Multiple Linear Regression

In the first part, multiple linear regression was used as a statistical analysis approach to determine the level of influence between variables such as influencers and celebrities marketing, perceived product quality and price, individual and social attitudes and brand image that influence on purchase decision in TikTok video streaming platform.

It should be calculated when using multiple linear regression since it can indicate which extraneous variable needs to be removed. Akinwande et al. (2015) contend that it is preferable to display overlapping variables when the variance inflation factor (VIF) is less than or equal to 5. The R-square value, which displays the percentage of variance in the dependent variable that is based on the independent variable, can also be used to explain the variable.

H₁ in Table 5; the results of the multiple linear regression analysis indicate that Influencers and Celebrities marketing (IV) has a significant impact on the Purchase Decision (DV) in the context of the TikTok video streaming platform. The beta coefficient ($\beta = 0.179$) suggests that a unit increase in the Influencers and Celebrities marketing variable corresponds to a 0.179 standard deviation increase in the Purchase Decision. The t-value ($t = 2.63$) is statistically significant at the $p < .05$ level ($p = 0.009$), lending strong support for the alternative hypothesis (H_{1a}). The relatively low Variance Inflation Factor ($VIF = 2.16$) indicates acceptable multicollinearity. Therefore, it can be concluded that Influencers and Celebrities marketing has a significant positive influence on the purchase decision within the TikTok video streaming platform.

H₂ in Table 5; the results suggest that Perceived product quality and price (IV) do not have a statistically significant impact on Purchase Decision (DV) within the TikTok video streaming platform. The beta coefficient ($\beta = 0.100$) is relatively small, and the t-value ($t = 1.69$) is not statistically significant ($p = 0.092$) at conventional levels. Therefore, the null hypothesis (H_{2o}) cannot be rejected, suggesting that Perceived product quality and price may not be strong determinants of the purchase decision in this context.

H₃ in Table 5; the results show that Individual and social attitudes (IV) significantly influence the Purchase Decision (DV) within the TikTok video streaming platform. The beta coefficient ($\beta = 0.227$) indicates a notable positive effect, and the t-value ($t = 3.28$) is statistically significant ($p = 0.001$) at a high level of confidence. Additionally, the VIF value ($VIF = 2.25$) suggests acceptable multicollinearity. Therefore, the alternative hypothesis (H_{3a}) is supported, indicating that Individual and social attitudes have a significant positive impact on the purchase decision.

H₄ in Table 5; the analysis suggests that Brand Image (IV) has a significant influence on the Purchase Decision (DV) in the TikTok video streaming platform. The beta coefficient ($\beta = 0.122$) indicates a positive effect, and the t-value ($t = 2.09$) is statistically significant ($p = 0.038$) at the $p < .05$ level. The VIF value ($VIF = 1.61$) is acceptable. This provides evidence to reject the null hypothesis (H_{4o}) and support the notion that Brand Image has a significant positive impact on the purchase decision within the TikTok video streaming platform.

Table 5. Summary of Multiple Linear Regression Analysis for Variable

Variable	B	SE B	β	t	p	VIF
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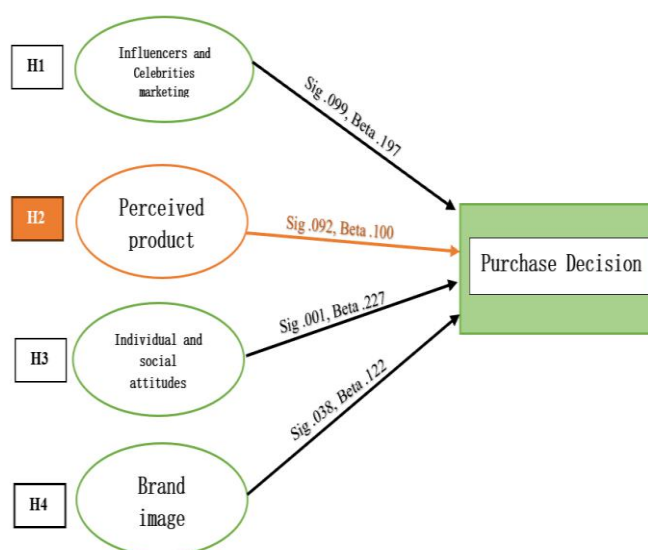
(Intercept)	1.041	.2286		4.55	<.001	
H1: Influencers and Celebrities marketing	.188	.0715	.179	2.63	.009*	2.16
H2: Perceived product quality and price	.112	.0660	.100	1.69	.092	1.64
H3: Individual and social attitudes	.251	.0765	.227	3.28	.001*	2.25
H4: Brand Image	.137	.0659	.122	2.09	.038*	1.61

Note. $R^2 = .256$, $Adjusted R^2 = .247$, $*p < 0.05$ Dependent Variable = Purchase Decision

B: the unstandardized beta; **SE B**: the standard error for the unstandardized beta; β = the standardized beta; **t**: test statistic; **p** = p-value; **VIF**: Variance Inflation Factor

In summary, the findings from the multiple linear regression analysis support the alternative hypotheses (H_{1a}, H_{3a}, H_{4a}) for Influencers and Celebrities marketing, Individual and Social Attitudes, and Brand Image, indicating that these factors have a significant influence on the purchase decision within the TikTok video streaming platform. However, the evidence does not strongly support the influence of Perceived Product Quality and Price (H_{2a}) on the purchase decision as shown in Figure 2.

Figure 2. The result of structural model



Source. Authors.

5. Conclusion and Recommendation

5.1 Discussion and Conclusion

5.1.1 H1; Influence and Celebrity Marketing and purchase decision in TikTok video streaming platform

The multiple linear regression analysis results reveal a significant positive influence of influencers and celebrity marketing on purchase decision within the TikTok video streaming platform. The beta coefficient of 0.179 signifies that a unit increase in the variable corresponds to a 0.179 standard deviation increase in purchase decision. The t-value (t = 2.63) is statistically significant (p < 0.01), providing robust support for the hypothesis. This indicates that users' purchase decisions are significantly influenced by the recommendations and promotions of celebrities and influencers on TikTok.

5.1.2 H2; Perceived Product Quality and Price and purchase decision in TikTok video streaming platform

Contrary to expectations, the multiple linear regression results do not show a statistically significant influence of perceived product quality and price on purchase decision in the TikTok platform.

5.1.3 H3; Individual and Social Attitudes and purchase decision in TikTok video streaming platform

The multiple linear regression analysis provides evidence of a significant positive influence of individual and social attitudes on purchase decision in the TikTok platform. The beta coefficient ($\beta = 0.227$) indicates a notable effect, and the t-value (t = 3.28) is statistically significant (p = 0.001), supporting the hypothesis. This implies that users' own attitudes, beliefs, and social validation from other TikTok users significantly impact their purchase decisions.

5.1.4 H4; Brand Image and purchase decision in TikTok video streaming platform

The results indicate a significant positive influence of brand image on purchase decision in the TikTok platform. The beta coefficient ($\beta = 0.122$) is positive, and the t-value ($t = 2.09$) is statistically significant ($p = 0.038$) at the $p < 0.05$ level. This suggests that the general reputation, appeal, and legitimacy of brands on TikTok have a notable impact on users' purchase decisions.

In conclusion, the findings from the data analysis highlight the varying degrees of influence of different factors on users' purchase decisions in the TikTok video streaming platform. While influencers and celebrity marketing, individual and social attitudes, and brand image were found to significantly impact purchase decisions, perceived product quality and Price did not exhibit a significant influence. These insights provide valuable implications for marketers and businesses aiming to leverage TikTok as a platform for influencing consumer behaviors and purchase decisions.

5.3 Recommendation

The findings of your investigation support your recommendations. The following are suggestions:

Modern marketing methods sometimes use influencer and celebrity relationships. The results prove that TikTok users' shopping decisions are heavily influenced by influencers and celebrity marketing. This suggests that corporations should carefully collaborate with industry-relevant influencers and celebrities to sell their products and services. Companies can better engage with and captivate their target audience by strategically using these prominent people's trust and credibility, increasing their chances of influencing consumer purchases.

Individual and societal attitudes strongly impact purchasing decisions, highlighting the importance of social approval and peer influence. Brands may encourage user-generated content, reviews, and testimonials to build trust and community. Emphasizing other users' positive experiences and opinions may help prospective buyers make purchases.

The research shows that Brand Image strongly influences consumer purchases. Brands must prioritize creating a positive and appealing image that matches their target audience's interests and lifestyles. Branding, narrative, and emphasizing product and service value propositions help achieve this goal. Brand perception can be improved by emphasizing inexpensive, high-quality products.

The study found that people are influenced by captivating influencer-approved promos and advertising efforts. Brands may use TikTok's interactive capabilities to create engaging promotional campaigns. Interactive challenges, contests, and unique marketing can engage individuals, increasing brand familiarity and purchase likelihood.

Content and product customization: Although perceived product quality and price did not statistically affect consumers' buying decisions, enterprises must provide accurate and clear information about their products. Brands must give users complete and relevant information, including price, features, and benefits. Communication is crucial to building trust and improving consumer perceptions.

Segmentation and targeting are key in marketing. These tactics segment a market by demographics, psychographics, and behavior. A detailed demographic analysis that sheds light on TikTok users' unique qualities. Brands can improve segmentation and targeting with this data. By understanding demographic data including users' age, usage behaviors, occupation, income, and major language, firms may tailor their marketing messages and services to consumers' needs.

Constant monitoring and adjustment: Companies must stay aware and adapt their strategy as TikTok and user behavior change. User engagement, trends, and comments can provide valuable data to improve marketing campaigns and stay relevant on TikTok.

Companies may maximize their TikTok video streaming presence and influence consumer purchase behavior by incorporating these tips into marketing campaigns. Companies may build a strong presence on TikTok's vast user base by strategically aligning with user tastes, building influencer relationships, and creating engaging content.

5.4 Future Study

Future studies could examine how AR and VR affect the TikTok ecology. As AR and VR technologies grow in popularity, studying how they affect TikTok user engagement, brand impression, and purchase decisions might be fascinating.

A prospective study might examine how TikTok videos with interactive AR filters or VR material improve user interaction and emotional resonance. This study could examine if immersive experiences deepen brand connections and purchase intentions. Gamified features in AR and VR content, such as virtual try-ons or product simulations, may also be examined for their effects on consumer trust and buy hesitancy.

A mixed-methods strategy could thoroughly examine this area. Quantitative analysis might evaluate engagement metrics and buying patterns, while qualitative interviews or focus groups could reveal users' emotional responses to AR and VR content.

By exploring this unknown terrain, researchers could reveal how AR and VR technology can change TikTok user behavior and digital marketing techniques. This study could enable marketers to employ the whole range of immersive technology to generate captivating, tailored, and persuasive content that engages TikTok users and influences purchase decisions.

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