

## Study of Consumer Behavior on TikTok: Motivations, Preferences, and their Impact on Marketing Trends

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### Abstract

This study seeks to investigate the impact of fashion content, content inventiveness, and user interaction on consumer behavior, as well as the moderating role of consumer motivation in enhancing these interactions. Data was obtained from active social media users who were exposed to fashion content. Statistical tests were used in the analysis, as well as Moderated Regression Analysis (MRA). The study found that fashion content (X1) had a significant positive impact on customer behavior (Y), with a significance value of 0.000 ( $p < 0.05$ ). Content inventiveness (X2) has a considerable beneficial impact on consumer behavior (Y) with a significance level of 0.000 ( $p < 0.05$ ). Furthermore, user interaction (X3) has a considerable beneficial impact on customer behavior (Y) with a significance value of 0.000 ( $p < 0.05$ ). Furthermore, the MRA results suggest that consumer motivation (M1) moderates the effect of fashion content on customer behavior, with a p-value of 0.01. Customer motivation, with a significance value of 0.00, likewise moderates the effect of content innovation on customer behavior, as does user interaction. Thus, consumer motivation enhances the link between the independent factors (fashion content, content creativity, and user engagement) and the dependent variable (consumer behavior). This study emphasizes the importance of customer motivation in enhancing the efficiency of marketing tactics using fashion content on social media. The findings have practical implications for marketers and content providers in the fashion sector to pay more attention to customer motivation factors in order to promote favorable consumer behavior toward their brands.

**Keywords:** Fashion Content, Content Creativity, User Interaction, Consumer Behavior, Consumer Motivation.

### Introduction

TikTok has evolved as a significant platform that is influencing consumer behavior and marketing techniques, particularly in dynamic industries like fashion and style (Nor Sheena Andon, 2023). With over 800 million monthly active users in 2020, TikTok has a significant impact on impulse buying behavior, driven by characteristics such as visual attractiveness, perceived enjoyment, and usability. The platform's distinct qualities, such as entertainment, engagement, and e-WOM, have established it as a key arena for social media marketing activities, affecting user behavior and purchasing decisions (Di Gao, 2023). Furthermore,

TikTok content qualities such as informativeness, amusement, and empathy have a direct impact on customer trust and purchase intentions, particularly for Korean products aimed at Chinese consumers, emphasizing the platform's significance in driving purchasing decisions. Overall, TikTok's combination of originality, virality, and engagement has cemented its place as a crucial player in changing consumer behavior and marketing dynamics in the digital age. TikTok's creative marketing strategy is made possible by its user-friendly video creation tools and quick content sharing capabilities (Weihao Wu,2023). The platform's powerful algorithms play a vital role in tailoring material to user preferences and boosting engaging content to attain viral status (P Peres,2023). TikTok's unique combination makes it a major influencer of consumer trends and preferences, particularly in the marketing of fashion products and businesses. Businesses can benefit from TikTok's vast user base, which includes many young people and teenagers, by utilizing its capabilities (Nor Sheena Andon, 2023). Furthermore, TikTok's growth and impact on social commerce, as proven by the debut of TikTok Shop, demonstrates its potential as a platform to drive customer behavior and affect market trends. TikTok users' motivations for using the platform are diverse, including enjoyment, information consumption, and social connection. According to Nguyen (2020), TikTok users frequently seek for enjoyable and inspiring material, indicating a strong interest in fashion, lifestyle, and staying up to date on the current trends. This is consistent with Cheng's research, which reveals that TikTok has evolved beyond dancing and lip-syncing to become a news source for users, particularly among the younger demographic (Zicheng Cheng,2023). Wu's research also investigates the addictive characteristics of TikTok, focusing on how its algorithmic suggestions and interactive features lead to user engagement and happiness, thereby meeting their social requirements (Weihao Wu,2023). Sun's study expands on the collective actions of young users on TikTok, demonstrating how the site impacts cultural involvement and online presence among teenagers (Xin Sun,2023).

TikTok consumers, particularly millennials and Generation Z, have a strong appreciation for unique fashion material that incorporates creative features, visually appealing styles, and allows for direct participation via hashtag challenges or trends (Mohammad Nabeel Ibrahim Almrafee, 2023). The platform's distinct logic, affordances, and memetics shape the consciousness of generations of users, allowing them to co-create their identities through dialogical memes and trends (Wan Hartini Wan Zainodin, 2023). Furthermore, TikTok's architecture for active involvement and two-way communication, as well as its concentration on distinctive and entertaining material, impact the types of content that receive the most interaction, with tutorial content cited as particularly effective (Citra Wiguna, 2022). TikTok

users prefer visually appealing and interactive fashion content, which aligns with the platform's role in influencing consumer behavior, especially impulse purchases, through perceived enjoyment and usefulness (Nadia Rahim,2023).

Marketing on TikTok does more than just increase brand visibility; it also influences consumer trends. TikTok has emerged as a prominent advertising tool, with brands such as Maybelline and OnlyBio generating impressive results through successful campaigns (Julia Gradowska,2023). TikTok influencers balance content and advertising, with French and Spanish users including the most commercials in their videos (Rebeca Suárez-Álvarez, 2023). Furthermore, TikTok accounts like @mbolangjatim employ a variety of digital marketing strategies, including storytelling and comedy, to impact consumer attitudes, hence increasing audience engagement and trust (Marianne Agustina Putri, 2023).

Furthermore, study on TikTok's impact on customer behavior in Malaysia shows that the site favorably promotes impulse buying behavior through perceived enjoyment and usefulness, proving its effectiveness in influencing purchasing decisions (Aulia Permatasari, 2023). Furthermore, a Camille Beauty study in Indonesia found that social media marketing and TikTok product quality had a substantial impact on purchasing decisions, emphasizing the platform's importance in changing customer preferences (Made Putri Ariasih, 2022). According to research, successful TikTok ads can spark important trends in the fashion sector, influencing consumer perceptions and preferences for specific brands and styles (Brown & Hayes, 2020). Consumer behavior on TikTok, particularly in the fashion business, is influenced by several aspects. According to research, perceived ease of use, perceived utility, and sales promotions all have a substantial impact on TikTokShop consumers' impulse purchase behavior (Herman, 2023). Furthermore, the visual attractiveness and applicability of TikTok products have a beneficial impact on perceived enjoyment and usefulness, leading to spontaneous purchases (Di Gao, 2023). Furthermore, TikTok content qualities such as information, empathy, and entertainment have a significant impact on consumer trust and buy intentions for Korean products advertised on TikTok (Amir Zaib Abbasi, 2023).

Furthermore, hedonic consuming experiences such as escapism, role projection, and enjoyment influence users' intents to use TikTok and their actual usage behavior, offering marketers with insights to better entertainment sector tactics (Pristiyono Pristiyono, 2023). These findings illustrate TikTok's relevance in driving consumer behavior and marketing trends in the fashion industry, underlining the need for creative and engaging content to pique consumer interest and drive purchases. Understanding these patterns is likely to help marketers

and researchers with significant insights into developing more effective, data-driven TikTok marketing tactics.

TikTok's impact on marketing trends and consumer perceptions of fashion businesses has been studied extensively. According to research, TikTok has a significant impact on customer behavior, with elements such as product-related visual appeal and suitability having a positive impact on perceived enjoyment and utility, ultimately leading to impulse buying (Ziyu Liu, 2022). Furthermore, TikTok's live streaming capability has been shown to have a favorable and significant impact on customers' purchase interest in clothing products, showing its potential as a promotional platform for clothing producers (Jingli Liu, 2023). Furthermore, the rise of TikTok live commerce during the COVID-19 pandemic has highlighted the impact of influencer and platform characteristics on consumers' likelihood of impulse buying, emphasizing the importance of factors like attractiveness, expertise, and interactivity in driving impulse buying (Congyi Sheng, 2022). These findings lead to a better understanding of how TikTok affects marketing trends and consumer perceptions in the fashion industry.

## **Literature Review**

### **The Impact of Social Media on Marketing**

Social media is significant in modern marketing strategies because it allows brands to interact directly with customers and develop stronger relationships (Ifeanyi E. Okonkwo, 2023). This enables two-way communication, allowing marketers to not only distribute messages but also receive direct response from their target audience (Akshat Shah -,2022). Social media platforms like Facebook, Twitter, and Instagram have become valuable tools for marketers to engage with their target audiences, influence customer behavior, and change preferences through a personalized and interactive marketing approach. Businesses that use social media may boost their visibility, communicate with customers, and change their strategy to match changing consumer wants and preferences in the digital world. Overall, social media has a significant impact on marketing, allowing firms to listen, connect, and develop long-term relationships with their customers.

### **TikTok Development for Digital Marketing**

TikTok has swiftly become a leading social media site, gaining a large user base with its emphasis on short-form video content. According to Kaur and Dhir (2020), TikTok plays an important role in boosting creativity and active user involvement through content creation and sharing (P Peres, 2023). Wu discusses the platform's unique algorithm, which drives rapid content virality, allowing brands to quickly reach a larger audience (Weihao Wu,2023). Leone

also mentions TikTok's appeal to young users, which has led to its adoption as an innovative tool for learning and teaching practices, increasing student engagement and understanding through the creation of interactive videos. Furthermore, Fiallos and Figueroa underline TikTok's exponential expansion, citing a projected increase in monthly active users as evidence of high audience engagement and information dissemination effectiveness (Angel Fiallos, 2023).

### **TikTok User Motivation for Content Consumption**

TikTok users have a variety of reasons for consuming content on the network. According to Pennington (2020), the key motives are entertainment, learning, and social interaction. Users in the fashion and lifestyle categories seek content that inspires them with the most recent trends and preferred lifestyle choices. Female influencers have a significant impact on structuring online discursive fields, influencing views of gender agendas and lifestyle choices, which then influence offline realities (M. V. Nikolaeva, 2023). Micro-influencers, particularly on platforms such as Instagram, have emerged as powerful information sources, creating valuable content that engages consumers and drives brand evangelism, emphasizing the importance of content topicality, novelty, and authenticity in driving consumer engagement and brand loyalty (Warinrampai Rungruangjit, 2022). Social motivation factors such as social responsibility, inspiration from others, and emotional connection to the brand drive the creation and exchange of brand-related content on social media platforms, influencing consumer purchasing decisions and social engagement (Muhammad Naeem, 2020). Furthermore, bloggers have been shown to influence their followers' purchasing decisions through specific publications, proving the impact of influencers on consumer behavior and preferences (Raquel Cardoso, 2019).

### **Four Consumer Preferences for Fashion Content on TikTok**

Brown and Hayes (2020) found that innovative content and direct user interaction play an important role in determining consumer choices on TikTok. Content that creatively presents fashion products, such as challenges or product demos in everyday circumstances, does actually attract greater attention and has a big impact on purchasing decisions. According to studies, the dissemination of innovation has a significant impact on customer behavior, with new features and designs in online fashion products being particularly appealing. Furthermore, social media advertising has a significant impact on fashion product purchasing decisions, with images and promotions on sites such as Instagram and TikTok being especially powerful (Andre Harlis Prasetyo, 2023).

Furthermore, research on the impact of fashion innovation on customer behavioral intentions demonstrates that innovative fashion has a direct influence on consumer decisions, as mediated by brand image and brand love, resulting in increased brand loyalty and customer satisfaction (Nina Deskartika Miwa, 2023). Furthermore, the rise of User Generated Content (UGC) on platforms such as YouTube, as well as the relationships between fashion YouTube influencers and customers, can have a substantial impact on purchase behavior, underlining the importance of good communication methods in marketing (Sukyung Seo, 2022). Finally, the hedonic and symbolic values connected with apparel shopping, particularly among young customers, lead to impulse buying tendencies, which are moderated by various online product display strategies (Jessie H. Chen-Yu, 2022).

### **Marketing's Impact on TikTok and Consumer Trends**

TikTok marketing is about more than just brand promotion; it also influences consumer patterns. According to studies, TikTok has evolved into a potent marketing tool for worldwide corporations, with successful campaigns yielding better-than-expected results and enhanced brand recognition (Julia Gradowska, 2023). TikTok influencers employ various ad forms according to gender and ethnicity to influence consumer behavior while adhering to the platform's restrictions (Rebeca Suárez-Álvarez, 2023). Furthermore, TikTok has an impact on consumers' impulse buying behavior, with elements such as visual appeal and product compatibility favorably influencing perceived enjoyment and utility, ultimately driving impulse buying decisions among Malaysian users (SC Teo, 2023).

Furthermore, the usage of TikTok as a marketing platform, when combined with product quality, has a considerable impact on purchasing decisions, suggesting the platform's broader impact on consumer behavior and trends (Marianne Agustina Putri 2023). Successful TikTok commercials can spark new fashion and lifestyle trends, influencing consumer perceptions and preferences for specific companies and items (Nguyen, 2020). This demonstrates that TikTok has the potential to become a big player in the fashion business.

### **Benefits of TikTok in Fashion Marketing**

TikTok provides fashion firms with a competitive advantage by enabling original content development, worldwide exposure, and a favorable algorithm for content virality. Luxury brands like Louis Vuitton, Ralph Lauren, Gucci, and Burberry successfully engage Gen Z consumers on TikTok by offering functional, hedonic, and relational benefits (Carmen Cristófol-Rodríguez, 2023). Furthermore, TikTok's e-commerce model, paired with live

streaming capabilities, attracts users and businesses, simplifying product sales and brand marketing (Yanbo Zhang, 2023). The platform's attractiveness stems from its capacity to encourage participation and innovation, making it an invaluable tool for businesses such as Zara to communicate effectively and establish strong engagement with their audience (Binqiong Gu, 2023). TikTok's impact on the entertainment sector highlights its importance in marketing content, including cooperation with streaming platforms like Netflix (LP Felício, 2023). Despite its capabilities, TikTok, an e-commerce platform, continues to face obstacles such as algorithm suggestions and page view issues. With a focus on direct connections and engaging user experiences, these platforms help brands increase brand awareness and sales conversions (Kaur & Dhir, 2020).

## Methods

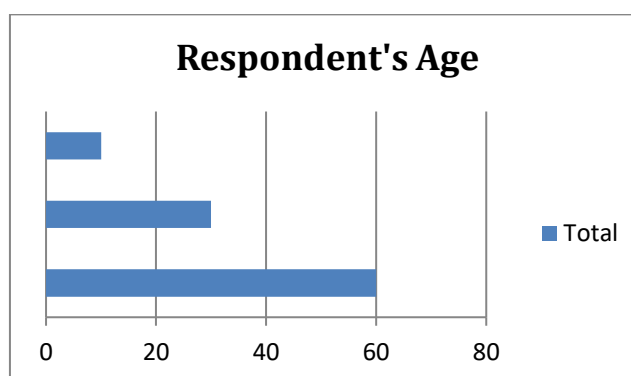
This study employs a quantitative way to evaluate customer behavior on the TikTok application related to fashion content. A qualitative method was employed to gain a thorough understanding of users' motives and preferences for consuming fashion material on TikTok. Meanwhile, a quantitative technique is employed to assess how ingested content influences changes in consumer trends and preferences. The survey included 100 active TikTok users who were interested in fashion material.

## Results and Discussion

### Analysis Description

#### Age of Respondents

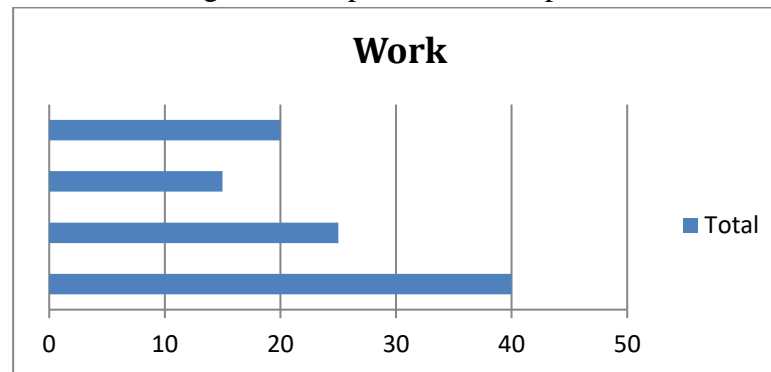
Figure 1. Age of respondents



The age of respondents in this study was 18 - 24 years as much as 60%, while the age range between 25-34 was 25%, while 35 - 44 years was 15%, so in this study the dominant age group who carried out product purchasing activities was between 18 - 24 year.

## Work

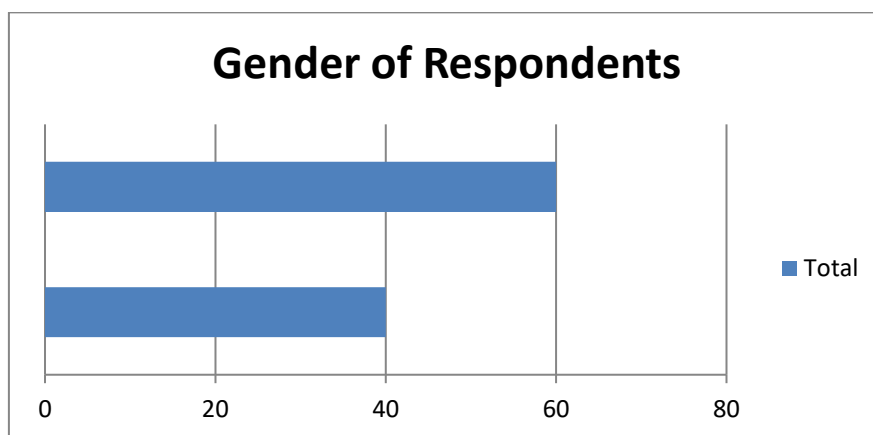
Figure 2. Respondent's Occupation



Meanwhile, the type of work of respondents is dominated by students at 40%, while young professionals are at 25%, the rest are ordinary workers and entrepreneurs at 35%.

## Gender of Respondents

Figure 3. Gender of Respondents



Based on the results of data processing, it is known that the female gender distribution dominates product purchases on the TikTok application, namely 60%, and the remaining 40% are male.

## Data Analysis

### Validity and Reliability

Test the Validity of Fashion Content Variables, Content Creativity and User Interaction, Consumer Behavior

Coefficients <sup>a</sup>				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.



		B	Std. Error	Beta		
1	(Constant)	9,260	1,144		8,093	,000
	Content Creativity	,995	,112	,685	8,912	,000
	Consumer Motivation	,928	,130	,537	7,119	,000
	X3	-1,017	,110	-,681	-9,271	,000

Based on the results of the validity test, it can be seen that all the variables tested have a significance value of 0.000, thus all variables are declared valid because they have a value <0.05.

### Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
,841	4

Based on the results of the reliability test, it can be seen that the Cronbach's Alpha value was 0.841, thus overall all the variables tested were reliable because they had a Cronbach's Alpha value of >0.600.

### Hypothesis testing

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,260	1,144		8,093	,000
	Fashion Content	,928	,130	,537	7,119	,000
	Content Creativity	,995	,112	,685	8,912	,000
	X3	-1,017	,110	-,681	-9,271	,000

1. **H1:** Fashion Content (X1) has a positive influence with a sign value of 0.000 on Consumer Behavior (Y) at <0.05
2. **H2:** Content Creativity (X2) has a positive influence with a sign value of 0.000 on Consumer Behavior (Y). at <0.05
3. **H3:** User Interaction (X3) has a positive influence with a sign value of 0.000 on Consumer Behavior (Y). at <0.05

**Moderated Regression Analysis (MRA) Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,933	1,619		6,755	,000
	Fashion Content	1,136	,190	,658	5,978	,000
	Content Creativity	1,430	,159	,984	8,963	,000
	X3	-1,983	,041	-1,328	-48,567	,000
	X1M	-,061	,018	-,607	-3,325	,001
	X2M	-,082	,015	-1,082	-5,462	,000
	X3M	,196	,006	2,059	33,207	,000
	Consumer Motivation	-,291	,157	-,166	-1,851	,067

Based on the MRA Test table above, it can be concluded that the hypothesis in this study is

1. **H4:** Consumer Motivation (M1) moderates the influence of Fashion Content (X1) on Consumer Behavior (Y). with a significance value of 0.01.
2. **H5:** Consumer Motivation (M1) moderates the influence of Content Creativity (X2) on Consumer Behavior (Y). with a significance value of 0.00.
3. **H6:** Consumer Motivation (M1) moderates the influence of User Interaction (X3) on Consumer Behavior (Y). with a significance value of 0.00.

With the MRA test results above, it can be stated that the moderating variable Consumer Motivation can be stated to strengthen the relationship between the independent variable and the defending variable.

## TikTok Content Analysis

The results of TikTok content analysis for fashion product sellers are known with the following data

Number of Followers is 1.2 Million

Number of Likes = Average 50,000 likes per video

Comments = Average 1,500 comments per video

Shares = Average 2,000 shares per video

Views = 500,000

$$\text{Engagement Rate} = \frac{\text{Like} + \text{Comment} + \text{Share}}{\text{View}} \times 100$$
$$= 10,7 \%$$

The engagement rate for videos with 500,000 views, 50,000 likes, 1,500 comments and 2,000 shares is 10.7%. This is a very high engagement rate, indicating that the content is very interesting and interacts well with its audience.

## Conclusion

Based on these results, several implications and recommendations suggested are:

1. **Advanced Content Strategy.** Fashion brands can optimize their content strategy on TikTok by considering users' preferences and key motivations.
2. **Increased Interaction,** Using insights from research to increase user interaction with fashion content, such as through greater creativity or integration with ongoing trends.
3. **Brand Development,** Brands can take advantage of this research to strengthen their brand image on the TikTok platform, focusing on the product quality and brand value desired by consumers.

**Algorithm Optimization:** Understanding more deeply how the TikTok algorithm operates can help brands optimize their content exposure and maximize marketing impact.

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