

A Paradigm Shift: Tiktok's Impact on Social Media Marketing Strategies

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ABSTRACT

The efficacy of TikTok as a social media marketing tool is examined in this study which uses a quantitative methodology. The research project ensures an accurate representation of TikTok users through the use of probability sampling, enabling trustworthy and generalizable results. Structured questionnaires that aimed to capture different facets of TikTok's impact on customer behavior and marketing efficacy were used to gather data. The survey instrument included inquiries about the influence of social media elements on purchasing decisions, user engagement, and opinions of marketing content. A thorough examination of patterns and trends was made possible by the statistical methods used to evaluate the data, which were performed using the Statistical Package for the Social Sciences (SPSS). The study focuses on how characteristics exclusive to TikTok - like its algorithm-driven recommendations and short-form video content affect user behavior and engagement. The impact of influencer endorsements, social proof, and viral material on consumer perceptions and purchase decisions are investigated. The study employs quantitative analysis to provide empirical insights into the ways in which TikTok influences user interactions and marketing outcomes. The results should be extremely beneficial in advancing knowledge of social media marketing tactics and how well they work on TikTok, with particular attention to the useful implications for companies looking to use this platform for customer interaction and brand promotion. Overall, by applying rigorous quantitative methodologies to evaluate TikTok's efficacy and influence in the field of digital marketing, this research offers a comprehensive analysis of the platform's marketing potential.

Keywords: Consumer Behavior, TikTok Marketing, Digital Advertising, Social Media.

INTRODUCTION

Modern technological developments, such as printing, the telephone, as well as the internet, have lowered physical barriers to communication and made it possible for individuals to freely interact with one another everywhere in the world (Maulana & Sandyawati, 2023). Many individuals find it impossible to live without technology. Information technology helps businesses and organizations with more than just a few specific operational tasks; it also has additional advantages and expenses. The TikTok app rose to prominence as Indonesia's most used social networking platform in 2020. After receiving complaints that TikTok was engaging in detrimental bias against the younger generation, the Ministry of Transportation eventually prohibited the TikTok app. Following nearly two years of blocking, TikTok has emerged into a novel and well-liked platform (Maulana & Sandyawati, 2023).

TikTok has quickly become a game-changing platform in the always changing field of digital marketing, transforming the way brands interact with consumers with its distinctive short-form video style. Since its 2016 launch, TikTok has become incredibly popular, especially with younger users, thanks to its creative approach, which highlights the platform's potential as a formidable tool for social media marketing. This study explores TikTok's marketing techniques and looks at how businesses may use the platform's interactive features, viral trends, and algorithm to increase their reach and engagement. This study attempts to identify the critical components of effective TikTok marketing and offer practical advice for companies looking to optimize their reach. It will do this by analyzing and presenting case studies and campaigns that have been successful. Trend of using TikTok social media for product promotion is currently very interesting; screenshots of TikTok social media show this phenomenon (Hasim & Sherlina, 2022).

Previously, social media was more popular among artists and society at large for entertainment purposes, and it was dominated by teenagers (Hasim & Sherlina, 2022). One of the industries with the fastest global growth rates at the moment is social media marketing (SMM) (Guarda et al., 2021). Given the current state of internet marketing trends, businesses are left with little choice but to modify their approach to fit the new reality. The method of using the major social networks as instruments for brand, product, or service promotion is known as social media marketing. Of course, there are other ways to use this channel, including making a customer support channel, but in this instance, the primary goal is to advertise goods and services (Guarda et al., 2021). Nowadays, technology is developing at a very fast pace and with great sophistication. Today's simple and horrifying world, together with its countless developments, serve as proof of this. There has been technology since the Roman era in antiquity. Significant advancements in technology have been made, and they are still evolving today, becoming more complex and widespread.

About 60% of the 3.5 billion downloads an application has so far are from those who were born in generation Z. While TikTok provides a wide range of entertainment, it also stands out as the preferred medium for this demographic of people to find or look for particular goods and services. This insight could indicate to marketers how consumer behavior has changed from prior generations. The goal of this project is to examine this behavior as well as any particular TikTok habits that this demographic may have. As a result, in order to keep up, businesses and marketers may need to modify their approaches and concentrate more on TikTok. Ultimately, given the widespread purchasing power of generation Z, it is a society and culture that merits study.

Problem Statement

Through its unique blend of short-form videos, algorithm-driven exposure, and a large user base, TikTok has emerged as a formidable platform in the quickly changing field of digital marketing, transforming consumer engagement. Especially with younger demographics, this platform's unmatched reach and exposure allow companies to quickly engage with millions of individuals. Nonetheless, TikTok's limitations on marketing features and alternatives present formidable obstacles for marketers, who must come up with creative and flexible ways to get their points across. The films' immediate gratification and emotional appeal also serve as strong incentives for impulsive purchases, which are further facilitated by TikTok's visual appearance and distribution methods. In order to provide useful insights for maximizing marketing strategies on this dynamic platform, this research will examine how TikTok affects customer behavior. Specifically, it will examine the platform's exposure and reach, advertising restrictions, and the psychological triggers that lead to impulsive buying.

TikTok is one of the most innovative platforms in the modern digital marketing space, having completely changed the way marketers interact with their target audience. Thanks to its algorithm-driven content distribution system, brands of all sizes can interact with millions of people quickly and with previously unheard-of visibility and reach. Johnson and Lee (2022) claim that TikTok's advanced algorithm gives content with high engagement a higher priority, making it possible for even lesser-known brands to get significant awareness and cultivate a growing following. This ability to spread quickly via viral content is a huge benefit for marketers who want to connect with younger, tech-savvy consumers who are very active on the platform and build their brand profile.

However, because of its limited advertising tools and possibilities, TikTok presents serious hurdles despite its enormous potential. In contrast to other social media platforms that offer a wider range of advertising solutions, TikTok's strict content rules and constrained format requirements call for creative and adaptable marketing strategies. For brands to get around these restrictions and successfully reach their target audience, they frequently need to combine the creation of organic content with carefully considered influencer collaborations. According to Anderson and Thompson (2023), these limitations force marketers to reconsider conventional advertising tactics and switch to a more content-driven strategy.

In the realm of marketing, TikTok is becoming more and more well-known, but there is still a discernible lack of thorough study that looks at the combined effects of its exposure and reach, advertising restrictions, along with the psychological triggers for impulsive purchases. For marketers hoping to create winning plans that balance the inherent difficulties of TikTok with its distinct benefits, closing this gap is crucial. This study aims to close this gap by examining the complex effects of TikTok marketing on consumer behavior and providing useful information that will enable marketers to improve their tactics and get better results.

Furthermore, the goal of this study is to present a thorough analysis of how brand visibility and user engagement are impacted by TikTok's algorithm. Marketers can more effectively customize their content to increase engagement rates by knowing the principles underlying TikTok's content prioritization system. The study will also look at the innovative methods that brands have used to get over TikTok's advertising restrictions, offering a model that other marketers can use. In addition, the study will explore the psychological aspects of TikTok user behavior, with a special emphasis on the factors that lead to impulsive purchases. Through the analysis of case studies and survey administration, the research will pinpoint the critical elements influencing impulsive purchasing decisions on the platform. With this knowledge, marketers will be able to create more successful campaigns that draw attention and turn it into sales.

LITERATURE REVIEW

First and foremost, TikTok, which swiftly became one of this generation's most downloaded apps, has had a huge influence on how modern society functions (Guerrero, 2023). A lot of areas of modern life, including politics, markets, the music industry, and the concept of fame, and many more, have changed as a result of TikTok's expanding trends and reach. But because TikTok is still a relatively new player in the worldwide market, there isn't a lot of academic research on the platform. Popular sources provide the majority of the information about the characteristics, influence, features, and marketing possibilities of the platform. Although they rarely offer a thorough study or evaluation of their subjects, popular periodicals are excellent sources for the most recent information on news, statistics, insights, and TikTok updates (Guerrero, 2023).

In addition to discussing issues of national politics and policy, the majority of these studies on TikTok also discuss the platform's impact on influencer marketing and consumer behavior. Behavioral and discriminatory studies, disinformation, technology trends, social media during the pandemic, activism, and audience analysis are some of the other academically researched TikTok themes. Studies on the advantages and disadvantages of using TikTok as a form of online marketing to reach various groups within the platform are still lacking, despite the fact that many of these published articles offer in-depth examination of particular TikTok segments (Guerrero, 2023).

In order to conduct a thorough analysis of TikTok's competitiveness as a digital marketing tool, it is imperative to evaluate the platform's advantages and disadvantages, gain insight into its workings, comprehend its target market, talk about how crucial it is to comprehend the platform's culture and trends in order to develop effective marketing strategies, and list the potential advantages and difficulties of TikTok marketing. With the app's explosive growth in the previous several years, TikTok has established itself as an essential tool for marketers. In addition to being able to comprehend these ideas, it is crucial to correctly interpret and identify these terms in order to fully grasp the processes and ideas that they stand for within TikTok (Guerrero, 2023).

Algorithmic Exposure and Reach

Social networking sites provide users with content recommendations based on their interests using recommendation algorithms (Koç 2023). User-provided information during application registration and

interactions constitute the basis of the data used by recommendation algorithms to generate content recommendations. Instagram, YouTube, and TikTok are a few of the well-known social media sites that still seem to offer a lot of area for connection. The recommendation algorithms employed by all three platforms allow them to tailor content selections to the preferences and requirements of their users (Koç 2023). Online identity formation is aided by algorithms that select the social media posts on sites like TikTok (Karizat et al., 2021). Examining the effects of social media sites on people especially those with disadvantaged identities is made more difficult by the proprietary, confidential characteristics of the algorithms in question and the technological expertise needed to comprehend them. It may not be apparent to some social networking users that the content displayed on their different feeds is influenced by these algorithms. Whether or if users are conscious of their own experiences, particularly how they develop and comprehend their own identities. Social media platforms' algorithms have a direct impact on the identity work that users, particularly those with marginalized identities, undertake on these sites. This article examines the perceptions of TikTok content creators as well as viewers regarding the relationship between identity and the TikTok algorithm. The origins of identity theory lie in the interaction of structures and symbols (Karizat et al., 2021).

Furthermore, the foundation of identity theory is structural symbolic interaction (Karizat et al., 2021). According to Burke and Stets, identity theory can be divided into three branches: perceptual, structural, and interactional focus. Burke and Stets give a great summary of the history and study of identity theory in Identity Theory. Interestingly, they criticize the extent to which identity theorists have overlooked other components of identity, such as social and personal, in favor of role identity. They make reference to earlier identity theories who have formulated these components of identity. They then go on to offer definitions of social identity and personhood based on their own as well as other identity theorists' theories, which we found to be beneficial in understanding our data (Karizat et al., 2021). The prevalence of algorithmic systems means that algorithms' biases can have wide-ranging and dispersed effects. Several studies suggest that the same users who are subjected to discrimination and oppression may also be resistant to these prejudices. Using the same affordances that algorithmic systems utilize to dominate their users, users of these systems can resist subjugation using a tactic known as productive algorithmic resistance, as explained by Ettliger.

Moreover, the networked self-model assumes that social media platforms are neutral arenas in which people can participate in a reflexive process of creating and sustaining fluid connections with their network of friends. It also implies that users are in charge of their online interactions and build their identities while freely moving through different social media areas (Bhandari & Bimo, 2022). However, this viewpoint has been called into question in light of the growing ubiquity of algorithmically instructed feeds as well as curated social media experiences, which dictate what users see and may influence their connections and opinions in ways that they are not fully in control of. The effect of these algorithmic operations on the procedure of self-making has drawn the attention of academics, who are debating whether users' autonomy to create their online personas is compromised by these technological breakthroughs. The degree to which these websites mediate social connections and personal expression is a major concern raised by the transition from an unbiased to an algorithmically controlled social media environment. A reassessment of the connected self-model has been spurred by the way social media is changing, emphasizing the importance of taking algorithm-driven content into account when analyzing how people perceive and represent themselves online (Bhandari & Bimo, 2022).

In conclusion, research on how algorithms affect the process of self-making indicates that algorithms have the power to define and place our identities through the process of classifying people into pre-established schemas, mainly for the goal of collecting data and serving as advertisements (Bhandari & Bimo, 2022). But this corpus of work frequently emphasizes or even ignores the agency of users in these self-making processes. In order to close this gap, the current study looks at the intersection between research on representation of oneself on platforms that adhere to the "networked self" model, which gives users a fair amount of agency, and research on the impact with higher algorithmization on personal identity creation on social media, which highlights the decreased agency users encounter when creating their online personas. In doing so, this study aims to offer a more nuanced picture of how people maneuver through and manage their identities in the landscapes of modern social media platforms that are controlled by algorithms (Bhandari & Bimo, 2022).

Restriction on Advertising Features and Options

First and foremost, the majority of the research on TikTok marketing techniques examines how limitations on advertising features and possibilities affect how successful campaigns are on this quickly expanding network. TikTok offers advertisers benefits as well as obstacles because of its distinctive short-form video content and algorithm-driven suggestions. The ways in which companies can interact with their audiences are greatly impacted by a number of limits, including those pertaining to targeting options, content genres, and data usage. Marketers may find it more difficult to use their creativity as a result of these restrictions, which may compel them to come up with original ways to communicate their messaging while adhering to the platform's rules.

In the world of e-commerce, effective ads have the ability to convince the people they are targeting that the product or service they are offering is a worthwhile purchase (Agrawal, 2023). Permatasari's study, which examined the critical role that social media plays in everyday life and how it affects consumers' intentions to make purchases in Jakarta, Indonesia, sheds light on this phenomenon by contextualizing social media advertising through the examination of three essential factors: perceived value, perceived risk, as well as price. According to the study, depending on an advertisement, some factors are crucial in determining whether a buyer decides to buy or not. Influenced by elements such as perceived benefits, brand image, and product quality, "perceived price" refers to the price that customers believe is reasonable for a certain item. On the other hand, "perceived risk" refers to the uncertainty or possible drawbacks that buyers have while contemplating a purchase; these concerns can include concerns about the value of the goods, the reliability of the seller, and the security of the transaction. To sum up, "perceived value" refers to how much a product is thought to be worth in relation to how much it costs. The study studied perceived risk and perceived value as mediating factors in the relationship between social media and purchase intention, with a focus on returning consumers of e-commerce websites (Agrawal, 2023).

Secondly, TikTok increased its advertising solutions to meet different business goals after realizing the potential for money generating (Shen, 2023). They unveiled a self-serve platform for advertising that makes it possible for companies of all sizes to design and oversee advertising campaigns. Marketers have seen success with ad formats including "Branded Hashtag Challenges," where businesses fund trending challenges, and "Top View," which shows a brand's video when users open the app. Furthermore, by adding e-commerce components, TikTok kept broadening the scope of its marketing approach. Users may make direct product purchases from branded videos by clicking the "Shop Now" button, thereby fusing social commerce and entertainment together effortlessly. This change made use of the platform's dual functions as a source of content and a possible avenue for sales. TikTok offers sophisticated advertising features for targeting and customisation, enabling brands to focus on particular demographics, interests, and behaviors. This made it possible for marketers to improve their ads and successfully connect with the target market. TikTok's marketing approach has significantly changed over the years, moving from a focus on naturally occurring viral content to a multifaceted strategy that includes influencer relationships, brand partnerships, a variety of advertising opportunities, and the incorporation of e-commerce elements. This development demonstrates TikTok's flexibility and dedication to offering users and advertisers fresh approaches to interact, amuse, and accomplish business goals on the platform (Shen, 2023).

Triggers for Impulsive Purchases

Important results were obtained from the study of impulsive fashion product purchases made online, where prices were considered an intervening variable (Putri, 2023). According to the study, the need for originality greatly influences both direct impulse purchases and indirect impulse purchases that are influenced by price (Sari & Karsono, 2023). Price has a considerable indirect impact, although it only partially and not entirely mediates the link. The study is especially convincing in light of the indisputable rise in e-commerce and the significance of comprehending consumer behavior in the virtual marketplace. Online retailers are becoming more and more interested in understanding how customers choose what to buy. The phenomena of impulse buying is brought about by the observation that not all consumers approach their purchases with reason and reasoning. The term "impulse buying" describes any unplanned purchase made by a customer on the spur of the moment, frequently due to an overwhelming need. A sudden, strong need to purchase a goods without thinking it through or making any plans beforehand is what defines this habit. Impulsive buying is a

spontaneous activity that demonstrates the unpredictable character of consumer behavior in the digital age, where product placement and marketing tactics can prompt snap judgments. The intricacy of customer behavior in e-commerce is shown by this study, as is the crucial part that price and originality play in driving impulsive purchases. For internet businesses hoping to capitalize on the impulsive nature of contemporary consumers and improve sales performance, it is vital to comprehend these dynamics (Sari & Karsono, 2023).

From the standpoint of planning, there are two types of purchasing behavior: impulsive or unplanned purchasing and planned purchasing (Sari & Karsono, 2023). Planned purchases are those in which customers know exactly what they want to buy before they walk into a store. These choices are the result of thorough thought and preparation. On the other hand, impulsive buying, also known as unplanned purchases, happens when people go into a store or other shopping setting without any particular plans and then decide to buy things because they feel compelled to do so. When a customer sees something, even if they had no prior intention of buying it, they are said to be engaging in impulse buying. The spontaneous and unplanned nature of this kind of purchasing activity is what makes it unique. It can happen in a number of situations, including looking through catalogs, watching TV, shopping online, and participating in live streaming. Fundamentally, impulsive buying is the act of having an instant, frequently overwhelming desire to acquire a goods without first making a pre-purchase plan. This conduct demonstrates how impulsive and erratic consumer decision-making can be, and how strong impulses and outside cues can affect what a customer decides to buy (Sari & Karsono, 2023).

Besides, Hawkins Stern's theory of impulsive buying offers insightful information about the range of circumstances that can result in consumers making impulsive purchases (Nugraha et al., 2023). Stern separates impulsive buying into four categories: planned impulse buying, reminder impulse buying, suggestion impulse buying, and pure impulse buying. When a customer makes an instant, impulsive purchase motivated just by instinct and a strong desire, this is known as pure impulse buying. Many things, including a busy store, contacts with salespeople, a welcoming environment, peer pressure, and in-store incentives, might have an impact on this kind of impulsive buying. Additionally, planned impulse buying is when a customer is persuaded to buy something on the spur of the moment because of exclusive deals or discounts offered by the retailer. Effective in-store promotions and offers that persuade the customer to make a purchase they had not initially planned on might encourage this kind of impulsive buying. Retailers frequently take advantage of planned impulsive purchases by arranging things at a discount or by launching limited-time sales that generate a sense of urgency. Impulse buying, also known as reminder buying, is when a customer chooses to buy something after seeing an advertisement or realizing that their inventory at home is running low. An enticing store layout, captivating displays, or in-store promotions that remind the customer of a prior advertisement or the need to restock their supplies can all cause this kind of impulse purchase. Through the use of visual signals that awaken consumers' memories, the store environment is vital in inducing reminder impulse purchases (Nugraha et al., 2023).

Last but not least, suggestion impulse buying occurs when a buyer feels pressured to acquire an unknown product (Nugraha et al., 2023). This might happen when a customer comes upon a product that looks helpful or enticing, even though they had no intention of purchasing it beforehand. Prominent point-of-sale displays, eye-catching packaging, and product placements can all have an impact on suggested impulse purchase. Retailers may create plans to increase the possibility of impulsive purchases, which will boost sales and consumer engagement, by knowing these many forms of impulsive purchasing and the elements that drive them.

METHODOLOGY

The research strategy for this study is quantitative in nature. In order to conduct a thorough assessment of TikTok's marketing tactics and their influence on consumer behavior, this method was chosen to methodically gather and examine numerical data. Through an emphasis on quantitative data, the study sought to offer unbiased perspectives on how TikTok's distinctive attributes and promotional strategies impact user engagement and purchase choices.

Survey research designs are generally categorized as quantitative or qualitative. Large-scale research projects often use quantitative survey designs, which mostly rely on closed questions (like multiple-choice or

deliberately dichotomous response options) to gather data that can be analyzed fast (Mills, 2024). In order to gather information for the study, surveys were used. The effectiveness of this approach in compiling structured data from a sizable and varied sample led to its selection. The poll comprised questions aimed at evaluating several facets of TikTok marketing tactics and their impact on consumer conduct. It sought to assure representative and pertinent data by focusing on TikTok users. To find patterns, trends, and connections in the survey data that was gathered, quantitative analysis was used. This analysis produced a solid foundation for comprehending the significance and efficacy of TikTok's marketing strategies.

A questionnaire is a research tool made up of a series of inquiries or other kinds of cues intended to elicit data from a respondent. Usually, a research questionnaire consists of both open-ended and closed-ended items (Bhat, 2018). The questionnaire design for this study was carefully thought out in order to gather pertinent information about the effects of TikTok's marketing tactics. It allowed for a comprehensive evaluation of user engagement, opinions on marketing efficacy, and purchase behavior because it comprised a variety of question formats, including multiple-choice, Likert scale, along with open-ended questions. After pre-testing for clarity and dependability, an accurate representation of TikTok users was given the questionnaire. This design made it possible to gather both qualitative and quantitative data, giving analysts a solid starting point for examining how TikTok marketing affects consumer behavior.

FINDINGS AND DISCUSSIONS

The demographic analysis of the 100 study participants shows that 66% of respondents were female, and 98% of them were Malay, making up a predominantly female sample. 57% of the population is between the ages of 19 and 24, 28% is over 31, 9% is between the ages of 25 and 30, and 6% is between the ages of 13 and 18. 74% of the participants are urban dwellers, and 50% of them have a bachelor's degree. Others have a diploma, STPM, foundation, or matriculation, 30% have a Ph.D., and 7% have a master's degree. In terms of employment, 51% are students, 41% are workers, 5% are independent contractors, and 3% are jobless. 86% of people use social media on a daily basis, making TikTok the most popular platform (54%). Instagram (19%), Facebook (11%), "X" (9%), YouTube (6%), and Telegram (1%), in that order, are the next most popular platforms. An overwhelming majority of respondents (86%) are aware that TikTok allows for online buying, indicating that this is a youthful, educated, and digitally savvy group that actively uses TikTok and online shopping.

The study looked at a number of variables affecting customers' online buying behaviors, especially on TikTok and other similar sites. The results showed that a sizable majority of participants 52% completely agreeing and 39% agreeing believe social media influences their purchasing behavior. This was indicated by the high mean score of 4.400 and the standard deviation (SD) of 0.752. With 47% completely in agreement and 42% agreeing, content created by users on TikTok was also viewed as important. This resulted in a mean score of 4.330 (SD = 0.766). With a mean score of 4.420 and an SD of 0.819, participants indicated that younger consumers mostly rely on recommendations when making purchases on TikTok.

Furthermore, 63% strongly agreed and 29% agreed that reviews, promotions, or ads on TikTok Shop were important factors in their decision to make a purchase; this resulted in the mean score highest of 4.520 (SD = 0.745). The perception of live streaming of fashion products on the internet as a convenient way to shop from home was rather variable, with a mean response of 3.780 and an SD of 1.151.

Additionally, with a mean score of 4.350 (SD = 0.869), internet shopping was also favored since it removes the embarrassing experience of not making a purchase. Online shopping provided participants with time flexibility, as evidenced by their mean score of 4.320 and SD of 0.898. Finally, a mean score of 3.820 and an SD of 1.029 indicate that respondents shop online for products that are not available in physical locations.

In conclusion, the results highlight the important role that social media and TikTok play in influencing consumers' online buying behaviors. Important variables impacting consumer behavior include user-generated content, recommendations, reviews, and the ease of live streaming.

Besides, the study found mixed but generally positive reactions from participants regarding live streaming fashion product marketing on TikTok and Instagram. The majority of participants, with a high mean score of 4.040 and a standard deviation (SD) of 0.8519, concurred that watching live fashion feeds on these sites encourages impulsive buying. This implies that live streaming has a significant impact on impulsive purchasing decisions. Furthermore, a mean score of 3.770 with an SD of 0.908 indicates that participants thought live streamers did a good job of communicating product information.

Although this had a slightly lower mean of 3.630 and a higher SD of 1.236, indicating more variable responses, first-time users felt they could navigate purchases without assistance. Positive feelings prevailed despite the fact that new users' confidence levels varied. Given the captivating quality of these live broadcasts, there was a notable temptation to make impulsive purchases when viewing fashion items live feeds on TikTok or Instagram, with a mean score of 3.840 (SD = 0.961).

Meanwhile, with a mean score of 4.050 and an SD of 0.869, participants perceived TikTok live streaming to be more efficient than other online methods for locating and purchasing fashion items. Additionally, they showed that live broadcasting facilitates the purchase of fashion products online, with a mean score of 4.020 (SD = 0.876). With a mean score of 4.200 and the lowest SD of 0.791, the ease of locating and buying things through live streaming was well regarded, indicating broad agreement on this point. Finally, a positive mean score of 3.870 (SD= 1.012) was also given to the perceived fair price of goods during TikTok live streams. All things considered, these results point to a major impact of live broadcasting on online fashion purchasing habits. It also encourages impulsive buying and gives consumers a sense of cheaply priced products, all while making the process simpler, more efficient, and more tempting for them.

CONCLUSION AND RECOMMENDATIONS

Conclusively, the results of this study underscore the noteworthy influence of TikTok marketing tactics on customer conduct, specifically with e-commerce. The information gathered from surveys and examined with SPSS emphasizes how significant a role TikTok has in influencing consumer behavior and encouraging impulsive purchases. A thorough grasp of the target audience is provided by the demographic analysis, which shows a varied participant pool with notable representation from a range of age groups, educational backgrounds, and residence areas. Research indicates that the incorporation of TikTok's distinctive attributes, like live streaming and user-generated content, has a noteworthy impact on the purchasing behaviors of customers. Based on commercial content and interactive components on the platform, TikTok users are extremely likely to engage in impulse purchase, according to the report. Younger groups, who are more aware of and receptive to new marketing strategies, are the ones who exhibit this behavior the most. The study also highlights how price functions as a moderating variable that partially moderates the association between the desire for individuality and impulsive buying, suggesting that although price plays a big role, it does not entirely account for impulsive purchases.

In addition, companies ought to take advantage of TikTok's interactive content and live streaming features to interact with customers in real time; employ influencer partnerships and user-generated content to increase brand awareness and trust; and plan smart in-store promotions that correspond with TikTok campaigns to encourage impulsive purchases. Furthermore, emphasizing the distinctive qualities of products and concentrating on consumer education can boost perceived value and reduce perceived dangers, while maximizing algorithmic targeting and personalization can provide consumers with more interesting and pertinent content. Businesses may successfully leverage the potential of TikTok marketing to boost sales, engage customers, and achieve sustainable growth in the cutthroat world of e-commerce by incorporating these tactics.

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