THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE BEHAVIOR - A CASE STUDY OF TIKTOK PLATFORMS

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AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION GRADUATE SCHOOL OF BUSINESS SIAM UNIVERSITY 2024

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ABSTRACT

Social media marketing plays an important role in today's consumer purchase behavior. The purpose of this study was to examine the impact of social media marketing on consumer purchase behavior on the TikTok platform. The overall objective of this study were: 1) To explore the factors influencing TikTok consumer purchase behavior. 2) To examine the influence of social media marketing on consumer purchase behavior on TikTok.

The study used the quantitative research methodology, collected data from 156 respondents through questionnaire, processed and analyzed the data by using descriptive statistical analysis, correlation analysis, and linear analysis to explore the influence of social media marketing on consumer purchase behavior. The study found that:1) TikTok' s perceived usefulness and perceived usability significantly influence consumer purchase behavior; 2) Social media marketing has a significant positive influence on purchase behavior. Recommendations:1) Improve the interactivity and attractiveness of social media ads to increase user engagement and brand stickiness; 2) Strengthen the perceived ease of use of TikTok platform, use data analysis and A/B testing and other methods to continuously improve advertising strategies, creative content and user-generated content (UGC) to enhance brand communication in order to improve the advertising effect and the consumer purchase experience.

Keywords: social media marketing, consumer purchase behavior, TikTok, influencing factors

ACKNOWLEDGMENTS

DECLARATION

I, Zhang KaiRui, hereby certify that the work embodied in this independent study entitled "The Impact of Social Media Marketing on Consumer Purchase Behavior - A Case Study of TIKTOK" is result of original research and has not been submitted for a higher degree to any other university or institution.
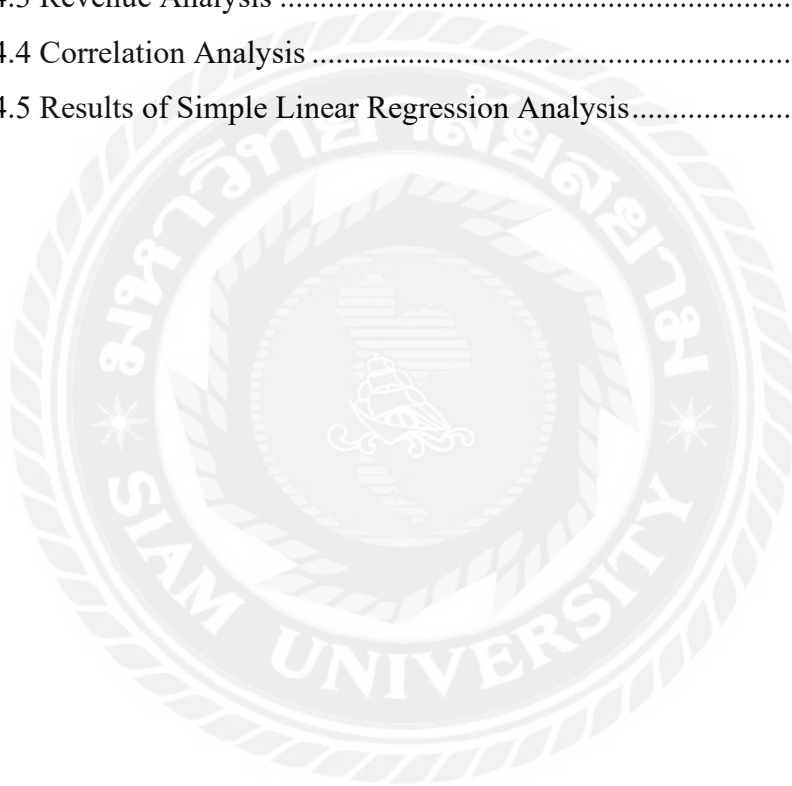
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Chapter1 Introduction

1.1 Background of the Study

With the rapid development of social media and mobile Internet technology, social media marketing has become one of the important marketing strategies for enterprises to contact and interact with target audiences (Adlan & Indahingwati, 2020). Among various social media platforms, TikTok has gained tremendous popularity among young users worldwide, providing a unique creative space for content consumption and interaction. TikTok is one of the popular social media platforms among Internet users. The TikTok application is known as a leading mobile short video destination. In fact, there are already over 3.7 million active users in the UK. TikTok was launched in September 2016 in the social media field and quickly gained huge popularity in social sharing (Adlan & Indahingwati, 2020). TikTok is a social networking platform that allows users to create, share, and discover short videos. With the TikTok application, we can also see different ways young people express themselves today. In addition, TikTok is a video sharing platform where users can create videos ranging from 15 to 60 seconds. In addition, TikTok is simple and easy to use due to its user-friendly features. Users can express themselves by imitating singing, dancing, and performing. As can be seen, popular topics frequently appearing on TikTok FYP include fashion, clothing matching, cooking recipe videos, beauty, and popular locations. However, the most popular method currently is to sell and promote products through TikTok live streaming and TikTok stores (Shukri & Mustaffa, 2023).

By 2020, people's daily lives must undergo significant changes, as COVID-19 has had extremely harmful impacts on society. TikTok has gained exceptionally high popularity among the public, which is unusual in short video applications. The popularity of online purchases has also increased. The significant increase in short video consumers has significantly enhanced TikTok's marketing value. With the advancement of technology, live streaming has become the main purchasing method for users (Dendi et al., 2023). However, TikTok has introduced TikTok stores to its users. TikTok Store is TikTok's latest e-commerce solution, currently launched in Malaysia. According to a statement, the company's goal is to promote small businesses in the community and provide a platform to bring online merchants, shoppers, and creators together, including TikTok stores (Choudhary, Gautam, & Arya, 2020). The TikTok store is a shopping feature that can be accessed directly from the TikTok platform. It enables merchants, brands, and creators to directly display and sell products through dynamic videos, live broadcasts, and product display tabs (Adlan & Indahingwati, 2020). Therefore, many companies have begun to use TikTok's advertising capabilities to promote their products or services, influencing consumer purchase behavior.

The widely used social media nowadays makes merchants more inclined to

promote through online media rather than traditional promotional methods, such as posting banners on the roadside. The rapid development of social media is undeniable, and the existence of the Internet is now very necessary. Using the Internet has many benefits, including being a source of knowledge, entertainment, more effective use of time, communication media, and playing an important role in business success. When it comes to business, of course, marketing media is a symbol of the success of every individual's business. Nowadays, the widespread use of TikTok applications as marketing media is becoming a trend among the public (Santosa, 2023). TikTok application itself is a short video platform launched by Zhang Yiming in 2016 and owned by ByteDance Company. This platform is a place where real, inspiring, and interesting experiences are created through videos. TikTok allows users to create short videos using music, filters, and other creative features. This makes TikTok stand out among its competitors. This entertainment application allows everyone to become a video creator because it is simple and easy to use. Especially after nearly five years since its launch in September 2021, TikTok's popularity has rapidly increased.

Social media marketing has the potential to influence consumer purchase behavior by creating awareness, stimulating interest, and encouraging action. The purpose of marketing is to attract public attention to the content we want to sell or provide. Marketing itself has multiple methods, both direct and indirect. With the development of technology today, marketing is also divided into two types: traditional marketing and digital marketing. The increasingly complex technological developments today have impacted various perspectives from workers, employers, to global business people. One of the marketing media urgently needed by the public at present is digital marketing, as this type of marketing can be conducted anywhere and has a relatively wide coverage range (Abbas & Mehmood, 2021).

Social media platforms provide brands with unprecedented opportunities to directly interact with consumers, completely transforming digital marketing (Amaly & Hudrasyah, 2012). Among these platforms, TikTok has become an important participant, especially among young people, as it focuses on short video content and viral transmission trends (Tran et al., 2023). Moreover, TikTok's user base is diverse in terms of demographics and interests, making it difficult to effectively customize marketing strategies for different segmented markets. Understanding how social media marketing, especially on TikTok, affects consumer purchasing behavior is crucial for businesses aimed at effectively utilizing digital channels.

Therefore, this study focuses on analyzing, and solving problems of TikTok. By addressing these background considerations and challenges, researchers and marketers can develop insights and strategies, using TikTok's potential as a powerful tool to influence consumer purchase behavior in the digital age for specific analysis. From the above phenomena and explained theories, it has been found that TikTok is a form of reflecting ideas in promotion. Other studies have explained that TikTok can serve as a pioneer in new advertising by observing the usage of TikTok, which is popular in modern society today. Therefore, the aim of this study is to determine the impact of social media marketing on TikTok's consumer purchase behavior, and to investigate it has certain practical significance. This is the media promotion trend of consumer

purchase interest in the current society, and to obtain inspiration and ideas from related marketing, providing experience and reference for other similar industries.

1.2 Questions of the Study

This study mainly focuses on exploring the impact of social media marketing on consumer purchase behavior on TikTok platform. Specifically, research questions include:

1) What factors influence consumer purchase behavior on TikTok?
2) Does social media marketing affect consumer purchase behavior on TikTok?

1.3 Objectives of the Study

By answering the above research questions, this study aims to gain a deeper understanding of the role of social media marketing in shaping consumer purchase behavior on the TikTok, and provide practical suggestions for TikTok and related marketing personnel to improve their strategies.

Specifically divided into two aspects:

1) To explore the factors influencing TikTok consumer purchase behavior.
2) To examine the influence of social media marketing on consumer purchase behavior on TikTok.

1.4 Significance of the Study

This study explores the impact of social media marketing on consumer purchase behavior from both theoretical and practical perspectives, using TikTok as a case to analyze the roles of perceived usefulness and perceived ease of use. This not only enriches the theoretical research of social media marketing, but also provides useful guidance and reference for the actual marketing activities of the TikTok platform.

1.4.1 Theoretical Significance

Existing social media marketing research mostly focuses on platforms such as Facebook and Instagram, with relatively little research on emerging short video platforms like TikTok. By exploring the impact of social media marketing on consumer purchasing behavior on the TikTok platform, we can enrich and improve the theory of social media marketing, providing reference and inspiration for subsequent research. By validating the Technology Acceptance Model (TAM) and analyzing the impact of TikTok social media marketing on consumer purchasing behavior, we further validate

the applicability and explanatory power of the TAM on social media platforms. This helps to deepen the understanding of the TAM model and provides a theoretical basis for its application on other social media platforms.

1.4.2 Practical Significance

The practical significance of this study is to provide guidance for enterprises to develop more accurate and effective marketing strategies by analyzing the impact of social media marketing on consumer purchasing behavior on the TikTok platform. Based on research results, enterprises can optimize marketing content and delivery methods, improve advertising effectiveness and conversion rates, understand consumer behavior habits and preferences on the TikTok platform, and help improve user experience and satisfaction. By providing content that is more in line with user needs and interests, enterprises can enhance user engagement and loyalty, further expand brand influence, and play a certain reference role.

1.5 Scope of the Study

This study aims to explore in depth the impact of social media marketing on consumer purchase behavior on TikTok. TikTok, as an emerging social media platform, is becoming increasingly popular among users due to its unique way of creating and disseminating video content. This study analyzed the characteristics of TikTok and its application in marketing from multiple perspectives, as well as the impact of perceived usefulness and perceived ease of use on user acceptance and use of TikTok platform.

Secondly, this study introduced the Technology Acceptance Model (TAM) to analyze the impact of perceived usefulness and perceived ease of use on user acceptance and usage on TikTok. Perceived usefulness refers to the degree to which users believe that using the technology or platform can improve work performance or achieve goals. In this section, this study explored the diversity and fun of marketing content on the TikTok platform, as well as how these contents affect user purchase behavior. In particular, this study analyzed the operational mechanism of precise content recommendation algorithms on the TikTok platform, as well as the promoting effect of User Generated Content (UGC) on brand communication and user purchase behavior. Perceived ease of use focuses on the user's perception and experience of the technology or platform usage process, mainly evaluating the simplicity and friendliness of TikTok interface design and its impact on user engagement. At the same time, this study analyzed how the usability of content creation tools affects the effectiveness of user generated content and brand communication, as well as how the platform's technical support and data analysis capabilities improve advertising effectiveness and user satisfaction.

Finally, this study introduced research methods, including the implementation of questionnaire surveys and user interviews, as well as verifying the impact of perceived

usefulness and perceived ease of use on user purchase behavior through data analysis methods. Based on the research results, this study proposed specific suggestions to improve the marketing effectiveness of TikTok, providing guidance for enterprises to formulate social media marketing strategies, such as optimizing content creativity, enhancing user interaction, and precise advertising placement, in order to enhance the brand's influence and competitive advantage on the TikTok platform.

This study investigated the impact of perceived usefulness and perceived ease of use of social media marketing on TikTok on consumer purchase behavior. Data were collected online in the first half of 2024 using a random sampling method, achieving a 100% collection efficiency with a total of 165 completed questionnaires. The sample size was deemed sufficient for robust analysis.

1.6 Definition of Key Terms

Social Media Marketing (SMM): The use of social media platforms and websites to promote a product or service. In this study, it specifically refers to marketing activities conducted on TikTok to influence consumer behavior. A form of social media marketing involving endorsements and product placements from influencers, individuals, or organizations who have purported expert knowledge or social influence in their field.

Consumer Purchase Behavior: Consumer purchase behavior refers to the actions and decision-making processes of individuals when they select, buy, use, and dispose of products and services. This behavior is influenced by various factors, including personal preferences, social influences, cultural norms, and marketing strategies. This includes all steps from recognizing a need, seeking information, evaluating alternatives, making the purchase, and post-purchase behavior.

TikTok: A popular social media platform known for its short-form videos. In this study, TikTok serves as the primary platform for analyzing the impact of social media marketing on consumer purchase behavior.

Perceived Usefulness: The degree to which a consumer believes that using a particular system or platform would enhance their purchase experience or decision-making process. It reflects the functional benefits perceived by the users.

Perceived Ease of Use: The degree to which a consumer believes that using a particular system or platform would be free from effort. It reflects the ease with which users can navigate and interact with the platform.

Technology Acceptance Model (TAM): A theoretical model that explains how users come to accept and use a technology. The model suggests that perceived usefulness and perceived ease of use are fundamental determinants of user acceptance and usage behavior.

Chapter 2 Literature Review

2.1 Introduction

This chapter presents a comprehensive review of the relevant literature to provide a foundation for understanding the dynamics between social media marketing and consumer purchase behavior. It explores existing research on social media marketing strategy and their effectiveness, delves into theories of consumer purchasing behavior, and examines key theoretical frameworks that underpin this study.

2.2 Social Media Marketing

Social media marketing refers to the use of social media platforms to promote products or services to target audiences (Rosmika, 2023). It includes various forms such as display ads, video ads, sponsored posts, and influencer collaborations. Compared with traditional marketing methods, social media marketing has the characteristics of strong interactivity, fast dissemination speed, and wide coverage. Due to its ability to reach a large and actively engaged audience, target specific audiences, and measure advertising campaign performance, social media marketing has become increasingly popular in enterprises (Michelle & Kiger, 2020). The rapid evolution of digital and social media has significantly transformed consumer behavior and marketing practices. This chapter reviews relevant literature to understand the impact of digital and social media marketing on consumer behavior, drawing from a range of recent studies and theoretical frameworks. The focus is on identifying key insights and trends that illuminate how social media marketing influences consumer decision-making processes.

Social media marketing has become a critical area of research due to its profound impact on consumer behavior. Alves et al. (2016) provided a comprehensive review of social media marketing activities, highlighting its role in branding, market research, and customer relationship management. Their research underscores the importance of social media as a dynamic tool for engaging consumers and shaping brand perceptions. Similarly, the work of Dwivedi et al. (2021) offered a forward-looking perspective on digital and social media marketing, suggesting that ongoing research should address emerging trends and technological advancements.

Keegan and Rowley (2017) discussed the evaluation and decision-making processes in social media marketing, emphasizing the need for continued research to address the challenges and opportunities that arise as social media marketing practices evolve. Tafesse and Wien (2018) further contributed to this discussion by empirically assessing the strategic implementation of social media marketing, revealing insights into its effectiveness and the factors that influence its success.

Research has shown that social media marketing may have a significant impact on consumer purchasing behavior. For example, a study by Marcellino and Pardede (2023) found that social media marketing can increase brand awareness, influence purchasing

behavior, and promote conversion. Similarly, Mussa's (2023) study suggested that social media marketing can enhance customer engagement, trust, and loyalty. Marketing helps people identify their unmet needs and desires. The size and revenue potential of the chosen market are described, quantified, and measured (Michelle & Kiger, 2020). TikTok provides marketers with an excellent opportunity to connect with young consumers worldwide in an innovative and enjoyable environment. TikTok is the starting point for many social media memes, and by keeping up with these trends, brands can enhance their credibility. In addition, TikTok does not require a significant investment in the development of video content, as randomly shot videos in daily environments can also be successful.

TikTok also provides advertisers with a fair competitive environment in terms of dissemination and engagement. Unlike social media platforms like YouTube or Instagram, TikTok accounts do not require fans, and new videos can receive millions of views due to the viral nature of algorithms. If the audience finds the information interesting, they will actively participate (Pieter et al., 2021). The best performing brands on TikTok include Gucci, Starbucks, E.L.F. cosmetics, etc. The TikTok platform, as a new type of social media, has greatly enhanced user engagement and stickiness through its short video format and content recommendation algorithm, making it an important platform for enterprises to carry out marketing and promotion.

2.3 Consumer Purchase Behavior

Consumer purchase behavior is a complex process influenced by personal, social, cultural, and psychological factors (Wei, 2023). The consumer decision-making process typically involves several stages, including demand identification, information search, evaluation of alternatives, purchase behavior, and post purchase evaluation. Social media marketing can influence consumer purchase behavior at different stages of the decision-making process (Adlan & Indahingwati, 2020). For example, social media marketing can trigger a need or desire for a product, provide information and feedback, create a sense of urgency or scarcity, and facilitate the purchasing process (Michelle & Kiger, 2020). Consumer purchase behavior refers to the behavior exhibited by consumers when seeking, purchasing, using, evaluating, and processing products and services that are expected to meet their needs (Abbas & Mehmood, 2021). Consumer purchase behavior research is the study of how consumers make decisions about spending their disposable resources (time, money, energy) and related consumer goods. This decision mainly includes the following six issues (also known as the "5W+H" architecture).
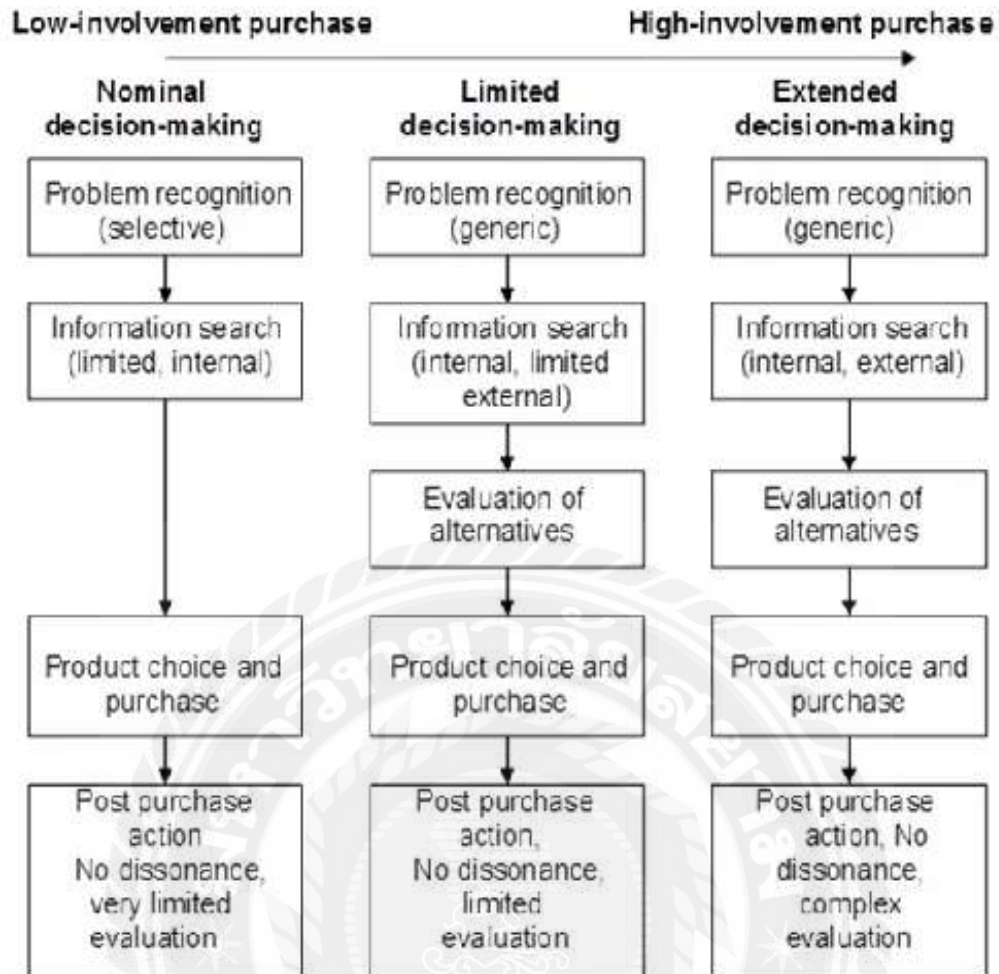
Figure 2.1 Consumer Purchase Behavior Process (Sasmita & Achmadi, 2022)

On short video platforms such as Tiktok, enterprises need to use this theory to deeply analyze consumers' needs and behavioral characteristics, design targeted short video marketing strategies, improve consumers' purchase intention and satisfaction, and achieve marketing goals (Tran et al., 2023). At the same time, enterprises also need to pay attention to consumer post purchase behavior, continuously optimize short video content and marketing strategies, enhance consumer loyalty and word-of-mouth communication effectiveness.

2.4 Theory Reviews

2.4.1 Consumer Behavior Theory

The consumer behavior theory studies the psychological and behavioral patterns exhibited by consumers during the purchasing process (Yuan et al., 2022). In the field of short video marketing, this theory plays an important role in understanding how consumers are influenced by short video content and how to enhance consumer purchase intention through short video marketing strategies (Akbar & BMB, 2019).

Firstly, consumer behavior theory emphasizes the stages of demand identification, information search, evaluation and selection, and purchasing behavior during the purchasing process (Dewi, 2021). Understanding consumer purchase behavior in the context of digital and social media is crucial for developing effective marketing strategies. The literature indicates that social media platforms influence consumer behavior through various mechanisms, including brand awareness, engagement, and electronic word-of-mouth (Parsons & Lepkowska-White, 2018). These platforms facilitate direct interactions between consumers and brands, which can significantly impact purchasing decisions. In short video marketing, companies need to attract consumer attention, stimulate their needs, guide consumers to search and evaluate information, and encourage them to make purchasing decisions through creative content (Adlan & Indahingwati, 2020). Secondly, consumer behavior theory suggests that various factors such as personal characteristics, psychological factors, and social environment can influence consumer purchasing behavior (Dendi et al., 2023).

In short video marketing, enterprises should have a deep understanding of the characteristics and needs of target consumers, design marketing strategies that are in line with consumer psychology, and utilize the dissemination effect of social media to expand the influence of short videos and enhance consumer purchasing intention (Abdulrahim et al., 2019). In addition, consumer behavior theory also focuses on post purchase behavior, such as satisfaction evaluation and word-of-mouth dissemination. In short video marketing, enterprises need to pay attention to consumer purchase feedback, timely collect and analyze consumer satisfaction and word-of-mouth information, continuously optimize short video content and marketing strategies, and improve consumer loyalty and repurchase rate (Yahya, 2023). Overall, consumer behavior theory provides theoretical guidance and analytical framework for short video marketing.

2.4.2 Technology Acceptance Model (TAM)

The technology acceptance model (TAM) is one of the classic theories that explains the degree of individual acceptance of new technologies (Adlan & Indahingwati, 2020). The literature on social media marketing and consumer behavior reveals a broad spectrum of studies applying various theoretical frameworks to understand the dynamics of digital marketing. The Technology acceptance model (TAM) has been a significant framework in this domain, examining how perceived usefulness and ease of use influence technology adoption and user behavior.

Aghdaie et al. (2012) investigated the impact of consumer trust on the acceptance of viral marketing, applying TAM to understand how trust affects consumers' willingness to engage with viral marketing campaigns. Their study highlighted the importance of trust as a crucial factor in the effectiveness of viral marketing strategies. Ritz et al. (2019) integrated TAM with the do-it-yourself (DIY) behavior model to analyze the adoption of digital marketing strategies by small business owners. Their research provided insights into how perceptions of technology influence the success of digital marketing efforts in small enterprises. Lala (2014) discussed the evolution of the

TAM framework, including its extensions like TAM2, TAM3, and the Unified Theory of Acceptance and Use of Technology (UTAUT). This review underscored the ongoing development of TAM and its application to various technological contexts. Musa et al. (2024) reviewed research trends using TAM in marketing, classifying studies by year, research area, and country. This comprehensive review highlights the widespread application of TAM across different marketing contexts and its relevance in understanding consumer behavior.

Lin et al. (2007) proposed an integrated Technology Readiness and Acceptance Model (TRAM) by combining TAM with technology readiness. Their study emphasized the role of technology readiness in influencing the acceptance of new technologies. Fedorko et al. (2018) applied TAM to the e-commerce sector, focusing on how users' perceptions of technology influence their online purchase behavior. This research provides insights into the factors affecting technology acceptance in the context of online shopping. Abbas and Mehmood (2021) used TAM and the Theory of Planned Behavior (TPB) to study digital marketing adoption among start-up companies in India. Their study highlights the integration of TAM with other behavioral theories to understand digital marketing practices. Alzubi, Al-Dubai, & Farea (2018) explored the acceptance of mobile marketing (m-marketing) among Jordanian citizens using TAM. Their research integrates trust with TAM to assess factors influencing mobile marketing adoption. Matikiti and Mpinganjira (2018) applied TAM alongside the Technology-Organization-Environment (TOE) model to examine the adoption of social media marketing in South Africa. Their study provides a broader perspective on social media marketing adoption in different regional contexts. Jokar et al. (2017) applied TAM to understand consumer acceptance of medicinal herbs. This study demonstrates the versatility of TAM in different consumer product contexts.

In the context of social media marketing, TAM can help understand how consumers respond to advertising technology platforms on TikTok. TAM believes that an individual's willingness to accept and use new technologies is mainly influenced by their perceived usefulness and perceived ease of use (Sugiyono, 2016). On TikTok, advertisers can enhance consumer acceptance of advertising platforms by designing user-friendly interfaces, providing personalized recommendations, and facilitating purchases, thereby promoting their purchasing behavior (Tran et al., 2023).

Next, these two theories can be elaborated separately, and combined with specific cases, data, and empirical research to analyze how social media marketing affects consumer purchase behavior on TikTok. It should be noted that the analysis should include the principles of the theory, the current status of related research, the application and limitations of the theory in practical scenarios, as well as possible future research directions and promotion value. In summary, the literature underscores the significant role of TAM in analyzing technology and marketing adoption. The application of TAM to social media marketing, including platforms like TikTok, offers valuable insights into consumer behavior and marketing effectiveness.

2.5 Research Framework

The analysis of the TAM theoretical model is helpful for this study which combines the independent and dependent variables in this framework to ultimately determine the relationship between the variables, as shown in Figure 2.2:
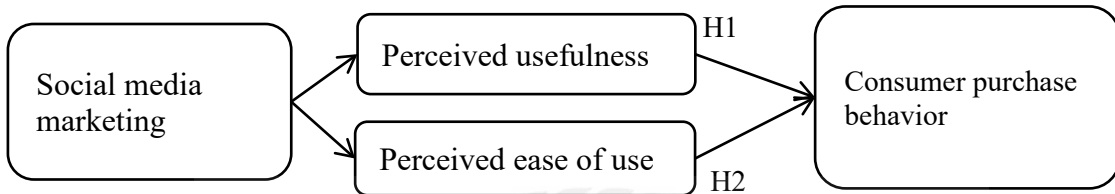

Figure 2.2 Research Framework

Chapter 3 Research Methodology

3.1 Introduction

The methodology used in this study is quantitative research. The quantitative research method is based on the philosophy of positivism and aim to validate hypotheses through research on specific population or sample. Random sampling techniques are usually used for data collection, and research tools are used for quantitative (statistical) analysis. The data type is quantitative data, which exists in numerical form and can be used for mathematical operations. The research data include two types of sources: first, raw data obtained directly from respondents, the second is secondary information, which is obtained indirectly from books, printed or electronic media, journals, and other literature, which contain data related to the research question. The research sample of this study was 165 shoppers using the TikTok application. The study involved a literature review of existing social media marketing and consumer purchase behavior, as well as an empirical analysis of TikTok users' attitudes, preferences, and behavior related to social media marketing.

3.2 Research Design

3.2.1 Design of Research Variables

This study analyzes two types of research variables, namely the independent variable and the dependent variable. As shown in the table below, social media marketing and consumer purchase behavior are both measured using the Likert scale:

Table 3.1 Independent and Dependent Variables

Variable	Gauge
Social media marketing	Likert scale
Consumer purchase behavior	Likert scale

3.2.2 Questionnaire Design

A survey questionnaire completed by participants themselves is one of the main tools for collecting social data (Adlan & Indahingwati, 2020). This study used a questionnaire survey and the 5 Likert scale as the main measurement tool. The questionnaire designed for this study consists of two parts. The first part collects the background and personal information of the respondents, and the second part is based on the 5 Likert scale to display consumption and purchase behavior. The 5 Likert scale

is a commonly used psychological measurement tool that asks respondents to rate a series of statements to show their attitudes, feelings, and behavioral intentions. The questionnaire structure in Table 3.2 consists of two variables: Social media marketing and consumer purchase behavior, using the 5 Likert scale.

Table 3.2 Questionnaire Structure

Social media marketing	Perceived Usefulness	The information provided through TikTok marketing helps me make informed purchasing decisions.	Q1
		I find the product recommendations on TikTok to be useful for my shopping needs.	Q2
		The design and visual effects of social media marketing have left a deep impression on me.	Q3
		I think the information from social media marketing is very useful to me.	Q4
		TikTok provides valuable content that influences my purchasing decisions."	Q5
		I find TikTok to be a useful platform for discovering new products and brands.	Q6
		TikTok helps me find new products that I might not have discovered through other channels.	Q7
		I often use TikTok to learn about new trends and products.	Q8
		TikTok marketing has influenced my decision to purchase products.	Q9
		I am more likely to buy products that are advertised on TikTok.	Q10
	Perceived Ease of Use	It is easy to navigate through TikTok advertisements and product promotions.	Q11
		The process of engaging with TikTok marketing content is straightforward.	Q12
		It is easy to navigate through TikTok advertisements and product promotions.	Q13
		The loading speed and functionality of TikTok contribute to a positive user experience.	Q14
		The interface of TikTok makes it easy to access and interact with marketing content.	Q15
		I find it simple to use TikTok's features to explore products and offers.	Q16
		The interface of TikTok makes it easy to access and interact with marketing content.	Q17

		Social media marketing can effectively convey brand values and concepts.	Q18
		Social media marketing can affect my perception and attitude towards a certain brand.	Q19
		After seeing social media marketing, I am more inclined to purchase products from this brand.	Q20
Consumer purchase behavior		Social media marketing will increase my interest in branded products.	Q21
		The promotional activities of social media marketing will motivate me to make purchases.	Q22
		Social media marketing allows me to have a better understanding of brands, which in turn affects my purchasing decisions.	Q23

3.3 Population and Sampling

The study's target audience comprised consumers aged 18 and above who are experienced in online shopping. A sample size of 165 TikTok users was determined, with efforts made to ensure a balanced distribution across various demographics, including gender, age, occupation, and income levels. This approach is intended to provide a comprehensive understanding of diverse consumer reactions to social media marketing. In summary, the study analyzed data from 165 completed questionnaires to evaluate how social media marketing influences TikTok users' purchase behavior and experiences.

3.4 Data Collection

The data of this study were collected through online questionnaires. To achieve the purpose of the study, the survey time of this study was three weeks. Online surveys can elicit positive responses from respondents, as Chinese researchers tend to obtain information online (Adlan & Indahingwati, 2020). In addition, online surveys can save time and cover more people. This questionnaire of this study was published on commonly used free online websites in China: https://www.wjx.cn/. Then, the questionnaire links were sent through popular WeChat and QQ applications in China. After clicking on the link, respondents directly filled out the questionnaire online and submitted it. The questionnaire data were collected online and ended in the first half of 2024. The collection efficiency of the questionnaire was 100%. The 165-questionnaire data collected were conducive to better analysis and discussion.

3.5 Data Analysis

The data processing and analysis process of this study first involved collecting questionnaire data and inputting it into data processing software such as Excel or SPSS. Then, the questionnaire data was preliminarily organized and invalid or incomplete questionnaires were deleted. Then, based on the theoretical framework of the study, descriptive statistical analysis, correlation analysis, and linear regression analysis were used to analyze the social media marketing and consumer purchase behavior, exploring the degree and mechanism of the impact of social media marketing on consumer purchase behavior. Finally, based on the analysis results, the meaning and trends behind the data were summarized and research conclusions were drawn.

3.6 Reliability and Validity Analysis of The Scale

Due to the self-designed questionnaire questions for this study, reliability and validity analysis is required to ensure that the questionnaire can be used. Reliability and validity analysis is applicable to attitude and opinion surveys of respondents, usually distributed and designed in the form of scales. Generally speaking, the final obtained confidence factors need to be higher than 0.8, 0.7, and 0.8 respectively, with sub scale confidence factors all higher than 0.7. Generally, reliability analysis needs to ensure that the values are concentrated within an acceptable numerical range of 0.6 to 0.7 (Hoi &Yin, 2023). If the factor is less than 0.6, a new investigation should be considered; Table 3.3 provides a detailed indication of the reliability values, as follows:

Table 3.3 Reliability Analysis

Variable	Cronbach α Coefficient
Perceived usefulness of social media marketing	0.734
Perceived ease of use of social media marketing tools	0.769
Consumer purchase behavior	0.802

From the above Table 3.3 presents the reliability analysis for various variables related to social media marketing and consumer behavior. The first variable, which is the perceived usefulness of social media marketing, has a Cronbach α coefficient of 0.734. This indicates that respondents generally view social media marketing as beneficial. The second variable, which is the perceived ease of use of social media marketing tools, shows a higher reliability with a Cronbach α coefficient of 0.769. This

suggests that consumers find these tools easy to use. Finally, the consumer purchase behavior has the highest reliability score at 0.802, meaning that there is a strong consistency in how consumers behave when making purchases influenced by social media marketing. Overall, these coefficients demonstrate that the measures used for these variables are reliable and indicate strong internal consistency.

Validity analysis is an important component of empirical analysis, and KMO and Bartlett's tests are used to verify validity: the KMO value is 0.763, ranging from 0.7 to 0.8. This research data is applicable for information extraction.

Table 3.4 Validity Analysis

Sample a sufficient Kaiser-Meyer-Olkin metric.		0.763
The sphericity test of the Bartlett	Approximate chi square	529.782
	df	120
	Sig.	0.000

3.7 Hypothesis

H1: Perceived usefulness of social media marketing on TikTok positively influences consumer purchase behavior.

H2: Perceived ease of use of social media marketing tools on TikTok positively influences consumer purchase behavior.

Chapter 4 Findings

4.1 Introduction

This chapter explores in detail the impact of social media marketing on consumer purchase behavior through descriptive statistical analysis, correlation analysis, and linear analysis. The results indicate that social media marketing has a significant positive impact on consumer purchase behavior. By enhancing the interactivity and attractiveness of social media marketing, and strengthening the monitoring and optimization of advertising effectiveness, brands can more effectively influence consumer purchase behavior and increase the return on investment of advertising.

4.2 Descriptive Statistical Analysis

The descriptive statistical analysis of sample can be found from Tables 4.1 to 4.3.

Table 4.1 Age Analysis

		Frequency	%
	Under 25 years old	17	10.90%
	26-30 years old	26	16.67%
Age	31-35 years old	64	41.03%
	36-40 years old	38	24.36%
	Over 40 years old	11	7.05%
	Total	156	100

In Table 4.1, the frequency and percentage of age distribution are shown. The highest age range of respondents in the distribution is between 31 and 35 years old, with 64 respondents accounting for 41.03% of the total respondents, followed by 38 respondents aged 36 to 40, accounting for 24.36% of the total respondents. There are 17 respondents under the age of 25, accounting for 10.90% of the total respondents. There are 26 respondents aged 26 to 30, accounting for 16.67% of the total respondents. There are 11 respondents aged 40 and above, accounting for 7.05% of the total

respondents. From the data, it can be seen that the proportion of respondents aged 31 to 35 is the highest, indicating a higher level of consumer participation in this age group.

Table 4.2 Occupation Analysis

		Frequency	%
	Student	54	34.62%
	Enterprise unit	36	23.08%
Occupation	Government-affiliated institutions	11	7.05%
	Liberal professions	49	31.41%
	Total	156	100

According to the data in Table 4.2, the occupational distribution is as follows: students: a total of 54 respondents, accounting for 34.62% of the total respondents.

This indicates that the student population accounts for a significant proportion in this survey. Enterprise unit: There are 36 respondents, accounting for 23.08% of the total respondents. This shows that a considerable proportion of respondents work in corporate units. Public institutions: There are a total of 11 respondents, accounting for 7.05% of the total respondents. In this survey, the proportion of respondents from public institutions was relatively small.

Freelancing: There are 49 respondents, accounting for 31.41% of the total respondents. The participation of freelancers is also relatively high, second only to students. From the data, it can be seen that students and freelancers are the main respondents in this survey, while the proportion of respondents in public institutions is relatively low. The proportion of respondents from corporate units is moderate.

Table 4.3 Revenue Analysis

		Frequency	%
	Below 2000 yuan	33	21.15%
	2000-3000 yuan	32	20.51%
Income	3001-5000 yuan	69	44.23%
	5000 yuan	22	14.10%
	Total	156	100

According to the data in Table 4.3, these income level data show the distribution of different income groups in the sample.

There are 33 respondents below 2000-yuan, accounting for 21.15% of the total respondents. The income of this group of respondents is relatively low.

2000-3000 yuan: There are 32 respondents, accounting for 20.51% of the total respondents. The income of this group ranges from 2000 to 3000 yuan.

3001-5000 yuan: A total of 69 respondents, accounting for 44.23% of the total respondents. This is the income range with the highest proportion among the respondents, indicating that most respondents have an income between 3001-5000 yuan.

Over 5000 yuan: There are 22 people, accounting for 14.10% of the total respondents. This group has a higher income, above 5000 yuan.

From the data, the proportion of respondents with incomes between 3001-5000 yuan is the highest, accounting for 44.23% of the total, indicating that this income group accounts for a large proportion in this survey. The proportion of respondents with an income of over 5000 yuan is the smallest, only 14.10%.

4.3 Correlation Analysis

The validity test of research results is used to determine the accuracy of measurement tools on the measured factors. In order to measure the effectiveness of the tool, researchers compared the product moment correlation coefficient with the r table. For degrees of freedom (df) = n-2, in this case, n is the number of samples. In this case, df can be calculated as 165-2 or df = 163. If the statement proves what needs to be measured, it can be said that the questionnaire is valid. By comparing the r count with the r table, one can see if the tool is effective and compare it with the relevant index as its critical value. If r count > r table, the statement can be classified as valid and can be used for further testing. The effectiveness test results processed by the researchers are shown in Table 4.4:

Table 4.4 Correlation Analysis

Variable	Items	R Count	R Table (df=N-2) Significant Level 0.005%	Information
Social media marketing	X1	0.545	0.151	Valid
	X2	0.623	0.151	Valid
	X3	0.621	0.151	Valid
	X4	0.634	0.151	Valid
	X5	0.699	0.151	Valid

Consumer	Y1	0.751	0.151	Valid
purchasing	Y2	0.683	0.151	Valid
behavior	Y3	0.711	0.151	Valid
	Y4	0.799	0.151	Valid
	Y5	0.625	0.151	Valid

According to Table 4.4, all statements for each variable are valid, where r-count>r-table=0.151. Therefore, the results obtained from each statement of each variable are declared valid and can be used for the next test.

4.4 Linear Regression Analysis

Table 4.5 The Results of Simple Linear Regression Analysis

	Unstandardized Coefficients		Standardize d Coefficients
Model	B	std.Error	Betas
1 Constant	6,742	1,650	
x	.710	038	.827

According to Table 4.5 above, the estimated model can be analyzed as follows:

$$Y=a+bXY=6742+710$$

Explanation: Y=dependent variable X=independent variable a=constant b=regression coefficient

According to Table 4.5, it can be explained that the consistency value of variable X is 710.

Therefore, it can be said that the increase in social media marketing (X) and purchase behavior (Y) increases the coefficient, which is positive. Therefore, the impact direction of variable X on variable Y is positive. Based on the t-test value of=18.881>t-table=1.75356, it can be concluded that the hypothesis is accepted. This means that promotional activities on social media influence purchase behavior (Y).

The results of the analysis indicate that social media marketing has a positive and significant impact on purchase behavior, that is, the improvement of promotional strategies increases sales volume. Promoting through social media does indeed help the sales of business operations, as it is an action to increase sales volume, and promotion is an activity that needs to be carried out to provide information about products and encourage consumers to make purchases. Promotion is also one of the efforts to persuade consumers to accept products, concepts, and ideas, which will affect buyers.

4.5 Discussion

4.5.1 Perceived Usefulness Analysis of TikTok Platform

On the one hand, the diversity and fun of content. The content on the TikTok platform is diverse in form, including music, dance, comedy, tourism, food, etc., which can meet the needs and interests of different users. This diversity and fun not only increase user retention time, but also provide rich creative space for the marketing content of enterprises. For example, some brands collaborate with TikTok influencers to create creative and interesting short video advertisements, making the advertising content more easily accepted and shared by users, thereby increasing brand exposure and awareness. On the other hand, precise content recommendation algorithms (Mustafa et al., 2023). The TikTok platform adopts advanced content recommendation algorithms to accurately recommend content that users may be interested in based on their browsing history, likes, comments, and sharing behaviors. This algorithm greatly enhances the user experience and satisfaction, and also provides the possibility for precise marketing for enterprises. By analyzing user behavior data, enterprises can understand the preferences and needs of target users, thereby formulating more effective marketing strategies. For example, some brands have found through data analysis that their target users have a high interest in a certain type of product, so they create relevant short video advertisements and place them in the target user group, significantly improving the conversion rate of advertisements. In addition, the social interaction function and User Generated Content (UGC) of the TikTok platform greatly enhance user engagement and loyalty. Users can interact with the content on the platform through likes, comments, shares, and other means. They can also create and publish short videos themselves to communicate and interact with other users. This interactivity not only increases user stickiness to the platform, but also provides more opportunities for enterprise brand communication. For example, some brands encourage users to participate and generate relevant content by launching challenge competitions, lottery activities, and other means, thereby expanding the brand's influence and user base.

4.5.2 Perceived Usability Analysis of TikTok Platform

Firstly, the interface design of the TikTok platform is simple and user-friendly, allowing users to easily browse, search, and watch content. The concise interface and intuitive operation enable users to quickly get started, reducing confusion and obstacles during use. This ease of use not only enhances user satisfaction, but also provides a better platform for enterprise marketing activities. For example, some brands carry out marketing activities on the TikTok platform, which, through simple interface design and easy-to-use interactive links, enable users to easily participate and have a pleasant experience, thereby improving the effectiveness of marketing activities. Moreover, the TikTok platform provides a wealth of shooting and editing tools, allowing users to easily create and publish short videos. This low threshold content production method not only attracts a large

number of ordinary users to participate, but also provides more creativity and possibilities for enterprise marketing activities (Sasmita & Achmadi, 2022). For example, some brands use simple and easy-to-use tools to create creative and interesting short video advertisements, which quickly spread and achieve significant marketing results. In addition, the TikTok platform has strong technical support and data analysis capabilities, which can provide comprehensive support for enterprise marketing activities. Through data analysis, enterprises can understand the behavioral habits and preferences of target users, thereby formulating more accurate marketing strategies. At the same time, the technical support of the platform also ensures the smooth progress of marketing activities, improves user participation and satisfaction. For example, some brands have found through data analysis that their target users are more active during a specific time period, so they choose to publish advertising content during that time period, significantly improving the exposure and conversion rate of the advertisement.

4.5.3 Overview of Findings

Social media marketing plays an important role in today's consumer purchase behavior. This study aims to explore the impact of social media marketing on consumer purchase behavior on the TikTok platform. Based on the research results, it can be concluded that social media promotions have a positive and significant impact on TikTok's consumer purchase behavior. Based on t-count = 18.881> t-table=1.75356, it is assumed that all are accepted. This means that promotions conducted through social media will affect consumer purchasing behavior (Y). This indicates that social media marketing on the TikTok platform can stimulate consumer purchasing intentions and behaviors due to its unique user base and content presentation methods.

To provide valuable insights for businesses and marketers to improve advertising strategies, increase consumer engagement, and conversion rates by conducting in-depth research on the impact of social media marketing on the TikTok platform. Based on the research results, suggestions can be provided for enterprises hoping to use TikTok as an advertising platform. These suggestions may include suggestions for creating eye-catching and relevant content, targeting the right audience, and measuring the impact of their advertising campaigns. By providing practical suggestions for improving its social media marketing strategy, we can help the company maximize the effectiveness of promoting products on TikTok.

Overall, this study reveals the impact of social media marketing on consumer purchase behavior on TikTok and provide valuable insights for businesses hoping to use the platform to promote their products. Through in-depth research and practical recommendations, social media platforms such as TikTok have become powerful tools for promoting and marketing products to consumers. Therefore, understanding the impact of social media marketing on consumer purchase behavior is crucial for companies that wish to effectively promote their products.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study investigates the role of social media marketing in shaping consumer purchase behavior on the TikTok platform. The research aims to provide a comprehensive understanding of how social media marketing influences consumer decisions and to offer practical recommendations for improving advertising strategies on TikTok.

The study is structured around two objectives:

Analyzing Factors Influencing TikTok Consumer Purchase Behavior: This objective focuses on identifying and examining the various factors that affect consumer purchasing decisions on TikTok. This aspect examines the various elements that affect how consumers make purchasing decisions on TikTok. The study highlights that both the perceived usefulness and perceived usability of the TikTok platform significantly influence consumer purchasing behavior. This suggests that when consumers find TikTok to be valuable and easy to use, they are more likely to engage in purchasing activities driven by the content and advertisements they encounter on the platform. By identifying and analyzing these factors, the study aims to uncover key drivers behind consumer behavior on the platform.

Validating the Influence of Social Media Marketing: This objective examines the impact of social media marketing on consumer purchase behavior on TikTok. The study also demonstrates that social media marketing has a significant positive effect on consumer purchase behavior. This indicates that effective marketing strategies on TikTok can enhance consumer engagement and drive purchase decisions. This component evaluates whether social media marketing have a measurable impact on consumer purchase behavior on TikTok. The study will assess the effectiveness of these advertisements in shaping consumer actions and decisions.

By addressing these objectives, the study aims to contribute valuable insights into how social media marketing can be optimized on TikTok to better engage users and influence their purchasing behavior. The findings are expected to provide practical suggestions for TikTok and marketing professionals to refine their advertising strategies, ultimately enhancing the platform's effectiveness in driving consumer engagement and sales. Overall, these findings underscore the importance of optimizing both the perceived usefulness and usability of TikTok while leveraging social media marketing to influence consumer purchase behavior effectively.

5.2 Recommendation

5.2.1 Improving the Perceived Usefulness of Content

By collaborating with TikTok influencers, this study have created some creative

short video advertisements and utilized TikTok's content recommendation algorithm to accurately target user groups, significantly improving the exposure and conversion rates of the advertisements. Moreover, brands should focus on improving the quality and relevance of advertising content, and adopt innovative content strategies and interactive designs to enhance the practicality and attractiveness of advertising, making it more valuable and influential. Only through careful planning and high-quality content release can a brand gain more attention and recognition. The advertising content should meet the needs and interests of the target audience, so as to create resonance and emotional connection (Adlan & Indahingwati, 2020). At the same time, brands should constantly innovate, utilize new technologies and media forms, enhance the creativity and uniqueness of advertising, and attract more target customers. Only by continuously improving content quality can brands stand out in fierce market competition, win more market share and customer loyalty. In modern digital marketing, content quality management is a very important part (Susanti & Adha, 2023). Brands should focus on improving the quality and relevance of advertising content to ensure that it can attract the attention of the target audience and stimulate their interest. By adopting innovative content strategies and interactive design, advertising can enhance its practicality and attractiveness, making it more valuable and influential. In addition, the brand has launched some challenge competitions and lottery activities to encourage users to participate and generate relevant content, further expanding the brand's influence and user base. As a result, companies can add more positive and suggestive language to social media marketing, enabling consumers to associate it with advertising products and enhancing the entertainment value of advertising content.

5.2.2 Improving the Perceived Ease of Use of Content

Optimizing user experience design is important. By optimizing interface design, operating procedures, and improving technical support and customer service quality, users can improve their perceived ease of use and user experience (Sasmita & Achmadi, 2022). Enterprises should increase more specialized information in social media marketing, allowing consumers to learn more practical skills through advertising. They should use a large amount of data-driven language to make consumers feel that the content is true and reliable. Through multiple experiments, the accuracy of product advertising should be confirmed without exaggeration; Through big data, it is shown that a large number of other consumers have also purchased and responded positively to this product, with a wide coverage, which will increase consumer purchasing behavior and ultimately form a competitive advantage (Adlan & Indahingwati, 2020). At the same time, timely response to user feedback and needs, reducing the threshold for use, using data analysis tools and intelligent algorithms to accurately locate the target audience, optimizing advertising strategies, improving advertising effectiveness and ROI, and ultimately improving user satisfaction and consumption behavior. Secondly, incorporating more vivid and exaggerated language to influence consumer emotional fluctuations and increase the interactivity of the content. Finally, in terms of interpersonal influence, increase the influence of communicators and try to choose well-

known and highly influential individuals to spread advertising content.

5.3 Further Research

By gaining a deeper understanding of TikTok as an emerging social media platform, its unique content format and extensive user base provide rich creative space and enormous potential for enterprise marketing activities. By improving the perceived usefulness and perceived ease of use of content, enterprises can better utilize the TikTok platform, increase brand exposure and awareness, enhance user engagement and loyalty, and achieve better marketing results. In future development, enterprises should continue to explore and utilize the advantages of the TikTok, continuously innovate and optimize marketing strategies, and further enhance user experience and brand value. Currently, this study is limited to the influence of various factors such as one's own level, and it is not yet mature. Further research in the future needs to be conducted on a larger scale.

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Appendix

Survey Questionnaire Design

Hello!

The results of this survey will only be used for my master's thesis research and will not involve any commercial purposes. This is a survey questionnaire based on the Likert scale, aimed at studying the impact of social media marketing on consumer purchase behavior. The questionnaire is divided into two variables: Social media marketing and consumer purchase behavior. Please fill in truthfully based on your own actual situation and feelings. Thank you for your support and assistance!

Part 1: Personal Situation

1. May I ask your gender
A Male
B Female

2. May I ask your age
A Under 25 years old
B 26 to 30 years old
C 31 to 35 years old
D 36 to 40 years old
E Above 40

3. What is your profession?
A Student
B Enterprise Unit
C Public institution
D Freelance
E Other

4. What is your income?
A Below A2000 yuan
B 2000-3000 yuan
C 3001-5000 yuan
D Above 5000 yuan

5. Have you ever purchased products from TikTok?
A Yes

B No

6. Does the opening of TikTok online store bring convenience to your product purchases?
A Yes
B No

7. How often do you purchase TikTok products
A One week
B January
C Is greater than one month
D Every day
E Other

Part 2: The impact of social media marketing on consumer purchase behavior

Explanation: This questionnaire aims to understand the impact of social media marketing on your purchase behavior. Please answer the following questions based on your actual feelings, using the Likert scale (1 to 5 points) to rate each question, where:

1=strongly disagree 2=disagree 3=neutral 4=agree 5=strongly agree

Social media marketing	1	2	3	4	5
The information provided through TikTok marketing helps me make informed purchasing decisions.	○	○	○	○	○
I find the product recommendations on TikTok to be useful for my shopping needs.	○	○	○	○	○
The design and visual effects of social media marketing have left a deep impression on me.	○	○	○	○	○
I think the information from social media marketing is very useful to me.	○	○	○	○	○
TikTok provides valuable content that influences my purchasing decisions."	○	○	○	○	○
I find TikTok to be a useful platform for discovering new products and brands.	○	○	○	○	○
TikTok helps me find new products that I might not have discovered through other channels.	○	○	○	○	○

	1	2	3	4	5
I often use TikTok to learn about new trends and products.	○	○	○	○	○
TikTok marketing has influenced my decision to purchase products.	○	○	○	○	○
I am more likely to buy products that are advertised on TikTok.	○	○	○	○	○
It is easy to navigate through TikTok advertisements and product promotions.	○	○	○	○	○
The process of engaging with TikTok marketing content is straightforward.	○	○	○	○	○
It is easy to navigate through TikTok advertisements and product promotions.	○	○	○	○	○
The loading speed and functionality of TikTok contribute to a positive user experience.	○	○	○	○	○
The interface of TikTok makes it easy to access and interact with marketing content.	○	○	○	○	○
I find it simple to use TikTok's features to explore products and offers.	○	○	○	○	○
The interface of TikTok makes it easy to access and interact with marketing content.	○	○	○	○	○
The information provided through TikTok marketing helps me make informed purchasing decisions.	○	○	○	○	○

Consumer purchasing behavior	1	2	3	4	5
Social media marketing can affect my perception and attitude towards a certain brand.	○	○	○	○	○
After seeing social media marketing, I am more inclined to purchase products from this brand.	○	○	○	○	○
Social media marketing will increase my interest in branded products.	○	○	○	○	○
The promotional activities of social media marketing will motivate me to make purchases.	○	○	○	○	○
Social media marketing allows me to have a better understanding of brands, which in turn affects my purchasing decisions.	○	○	○	○	○

Thank you for taking the time to participate in this survey questionnaire! Your answer is very important for our research.

Thank you for your answer!