



The Interplay of Content Marketing and Brand Awareness in Driving TikTok Shop Purchases

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Abstract *Objective* This study aims to analyze the effect of content marketing and brand awareness of TikTok Shop on purchase intention. *Methodology* This research uses quantitative methods with a quantitative descriptive analysis approach. The type of research is explanatory research which aims to explain the relationship between research variables. The research population is all TikTok Shop users in DKI Jakarta aged 17-30. Samples were taken randomly from the population. Data collection was carried out through an online survey using Google Forms. *Findings* The findings demonstrated that purchase intention is positively and significantly impacted by content marketing and brand awareness. Given that brand recognition has a higher coefficient value than content marketing, it has to be given greater priority. *Novelty* The study examines the combined effect of content marketing and brand awareness on purchase intention. This combination of variables provides a more comprehensive understanding of how these factors interact to influence consumer behavior.

Keywords: Content Marketing, Brand Awareness, Tiktok Shop, Purchase Intention, Quantitative Analysis

I. INTRODUCTION

We have now reached the era of information technology and communication, which has several benefits, including improved selling (Kramer & Krafft, 2023). The TikTok app is one of the digital platforms that has been quite popular throughout the epidemic. Affandi and Wijayani (2022) claim that Tik Tok is an app that lets users produce short films with amazing effects and offers distinctive and fascinating special effects that are simple to use. With the abundance of music accompaniment offered by this brief social video app, users may showcase their creativity by engaging in freestyle dancing and other acts, which can help them develop into content creators. TikTok can provide better offers and increase demand by knowing what consumers want and do most of the time thanks to the smart technology business ByteDance (Kang & Lou, 2022).

TikTok unveiled Tiktok Shop, a cutting-edge e-commerce platform that connects artists, consumers, and sellers to offer a seamless and pleasurable purchasing experience, in September 2021 (Dahniar et al., 2023). The TikTok Shop feature, which is backed by a special ecosystem on the platform, allows brands and sellers to grow their company by distributing brief films and offering live shopping options on their TikTok account or by working with TikTok artists. According to Zhao and Nurcahyani (2021), this feature allows users to purchase directly with a variety of promotions and has the chance to win tempting prizes. It shows items from various brands and SMEs on TikTok. The feature is held live on TikTok. This is a great chance for business people to provide content for TikTok. The benefit of this app above others is that, unlike other platforms, TikTok does not consider the quantity of followers; instead,

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users are simply encouraged to provide engaging and regular content. Therefore, everyone has the chance to go viral, which is when material spreads to a larger audience's homepages and is commonly referred to as an FYP (For You Page) (Abidin, 2021). In addition to being a platform for sharing material, TikTok allows users to upload connections to websites, which is particularly helpful for company owners. It also has sections for Instagram, YouTube, and Twitter, which are intended for individuals to showcase their own branding (Bhandari & Bimo, 2022).

Due to the way its algorithm sorts over material based on user preferences, the TikTok app and content marketing are tightly intertwined (Indrawati et al., 2023). Content that engages viewers includes that which piques their curiosity, keeps them watching through to the finish or even revisits the video, and invites participation from them through likes, comments, shares, and saves (Wismiarsi et al., 2024). According to Wardani et al. (2024), content marketing is a marketing approach that centers on producing and disseminating relevant, engaging, and useful material while involving the target audience to motivate them to meet the marketer's objectives. For TikTok videos to be featured in FYP, the material must hold the attention of viewers for at least the first eight seconds. If it succeeds, force the audience to stay through to the very finish. The intention is for the shared material to raise awareness and maybe even encourage purchases and sales. The study specifically looks at how TikTok's special features and algorithms—in particular, its method of content distribution and potential for viral content—affect user behavior and purchase choices. Though TikTok Shop is becoming more and more popular, little is known about how content marketing tactics affect buy intention on this platform. The purpose of this study is to investigate the link between customer purchase intention and the relevancy and quality of content marketing on TikTok Shop.

2. LITERATURE REVIEW

Brand Awareness

According to Kotler and Keller (2016), brand awareness is the capacity of consumers to recognize brands under various circumstances, as evidenced by their recall or brand recognition scores. Aaker defines brand awareness as the capacity of customers to identify or recall a brand's affiliation with a certain product category (Siahaan & Yuliati, 2016). customers' ability to identify or recall a brand in a certain category is measured by brand awareness, and the more a brand's recognition among customers, the simpler it is for them to make judgments about what to buy. At the very least, in terms of brand recognition, anything

that draws customers' attention to and observation of a brand can raise brand awareness (Hussin & Hishan, 2022).

Brand awareness is defined as the ability of a potential buyer to recognize or remember that a brand is part of a certain product category (Sucahyo, 2017). Brand awareness is the ability of potential customers to recognize and remember a brand in a certain category (Aaker, 2016). Brand awareness, as related to the strength of the brand in memory, can be measured as the consumer's ability to identify the brand under different conditions (Kotler & Keller, 2016). Meanwhile, Aaker (2016) stated that brand awareness is the ability of potential buyers to remember the brand, both the product class and the brands involved. Brand awareness is a very important equity element for companies because brand awareness can directly influence brand equity (Oktiani & Khadafi, 2018). Consumer awareness of brands can be used by companies as a means to provide consumers with a deeper understanding of a brand. This awareness is in the form of consumers' tendency to buy a brand that is already known, because by buying a brand that is already known, they feel safe and avoid various risks of use. Brand awareness is defined as the ability of potential customers to recognize or remember the brand which is part of the product category (Oktiani & Khadafi, 2018). Based on several definitions that have been explained, it can be concluded that brand awareness is awareness of a brand, either recognizing or remembering the existence of a brand.

Content Marketing

According to Kee and Yazdanifard (2015), content marketing is a set of business practices that include creating and disseminating relevant and quality information with the goal of drawing in and interacting with target customers. Vinerean (2017) defines content marketing as a marketing approach in which a business organizes, creates, and disseminates material to potential consumers that is relevant to the items the business is selling in an effort to persuade them to buy. According to Steimle (2014), content marketing is a marketing strategy that involves creating and disseminating relevant and useful material regularly in order to draw in targeted potential clients.

Creating content marketing has many benefits. This strategy can of course be used as a tool to attract more consumers by utilizing the right media. The attractiveness of content marketing can be seen from the concept built by the content marketing itself. The benefits of creating content marketing are (Ansari et al., 2019): (1) Building Brand Awareness; a form of consistency in content marketing publications, uniqueness, and choosing the right media can build consumer awareness of the business actor's brand. New opportunities will emerge if we can utilize this strategy as a way to introduce or remind the public of our products; (2) Increase

visitor traffic; The offers contained in content marketing can be a solution for consumers when they need a product/service. Consumers will be interested if the content created can serve the needs or interests they are looking for; (3) Increase Sales; and (4) Increase Engagement; Interesting content will increase consumer engagement with your product.

Purchase Intention

Purchase Intention is a sequence of actions taken by consumers prior to making a purchase. The company's efforts and other stimuli are covered at the outset of this series before moving on to consumer psychology and traits. The choice to buy happens via a selection process involving consumer traits and psychology (Kotler & Keller, 2009). Intensity, according to Schiffman and Kanuk (2007), has to do with a person's propensity to act or behave in accordance with particular attitudes. Before a customer ever makes a purchase, the evaluation's findings eventually lead to the intention or desire to buy. Ondang (2015) also highlighted the fact that conduct has a greater influence on purchasing intention than attitude. The consumer's attitude toward the goods and sense of trust in its quality lead to their intention to purchase.

While there are numerous factors that might affect purchase intention, a study by Arberdeen et al. (2016) found that three variables—brand awareness, brand image, and perceived quality—were shown to be significant influences. Wherever these three factors have a greater effect, customer buying intention will likewise be higher.

The conclusion from several theories and research frameworks is that the initial process for shaping consumer behavior begins with company stimulus in the form of communication, where this communication process has various ways for information to reach consumers. This communication contains product knowledge, after the consumer receives the message conveyed. In the minds of consumers, awareness of the product/brand appears, which is followed by the image of the product. Then consumers subjectively perceive the quality, value and risk of the product/brand in mind. After this process, the consumer's intention to buy the product/brand they are thinking about appears. Then the next process is deciding to buy the product/brand.

A hypothesis is a temporary answer to a research problem formulation, where the problem formulation is stated in the form of a question sentence (Sugiyono, 2015). Hypotheses provide temporary explanations of phenomena and facilitate the expansion of knowledge in a field. The hypothesis in this research is as follows:

H1: Content Marketing has a positive influence on Purchase Intention.

H2: Brand Awareness has a positive influence on Purchase Intention.

3. METHODOLOGY

All of the participants in this study were users who had made purchases through TikTok Shop. Furthermore, users of TikTok Shop between the ages of 17 and 30 who are interested in buying products from a known brand on the platform are the target audience for this research. The link between marketing content and TikTok Shop brand awareness, which affects the rise of user purchase interest, is the focus of this study. Quantitative methodologies are used in the data collecting process. Quantitative descriptive analysis is the method employed, and the research is explanatory in nature. A survey is the approach used in this study to collect data.

The criteria for respondents are Jakarta residents aged 17 years and over and who have used the TikTok Shop application to shop online. The minimum age criterion was set because researchers wanted respondents who gave answers to really know why they were shopping, so that the answers they got were the correct answers.

Respondents get access to the online survey on Google Forms through a link in the questionnaire. This study's data gathering method is seen to be appropriate as it can quickly and affordably reach remote respondents. We employ random sampling, which involves selecting samples at random from a predefined population.

Determining the minimum sample size for the Structural Equation Model (SEM), according to Hair et al. (2019), is: $(\text{Number of indicators} + \text{number of latent variables}) \times (5 \text{ to } 10 \text{ times})$. Based on these guidelines, the maximum sample size for this research is: $(9 \text{ indicator} \times 6) = 54$ respondents. Based on this formula, the number of samples in this study was 54 respondents who were Tiktok Shop users.

4. RESULTS AND DISCUSSION

Profile of the Survey Participants

The frequency test findings of the respondent data demonstrate that, out of the total number of respondents who were sampled for the study, the characteristics of respondents based on gender are dominated by respondents with gender, or 35 people, and male respondents, or 23 people.

Based on age, the frequency test findings indicate that the characteristics of respondents are as follows: 43 individuals are between the ages of 17 and 20, 14 people are between the ages of 21 and 25, and 1 person is between the ages of 26 and 30. It is possible to draw the conclusion that, among the 58 respondents sampled for this study, 43 were between the ages of 17 and 20. These respondents dominated the study's age-based features.

According to the frequency test findings, respondents' characteristics according to their employment are as follows: 48% of respondents are students, 7% are private employees, and 3% are entrepreneurs. It is possible to draw the conclusion that, out of the 58 respondents in the sample, 48 of them were students, and that these respondents' characteristics were dominated by them.

Validity

The researchers initially gave respondents access to 58 questionnaires in order to verify the validity of the instrument's criteria. This was done in an effort to reduce the findings of the validity tests conducted on the dependent variable, work motivation (Y), as well as the independent variables, compensation (X1) and career development (X2).

The results of the tests conducted by the researchers revealed that all significance values were smaller than alpha (0.05) and the calculated r value was greater than the value in the r table (0.2542), where the highest r value is 0.850 in survey item number 2 and the lowest statement is 0.626 in item number 9. These results are based on the data in Table 1. After analyzing the responses to the questionnaire provided by the respondents, it can be determined that the information gathered is connected to the Content Marketing variable (X1); thus, out of the nine questions, the statement is deemed valid and appropriate for use in gathering data for this study.

Table 1 Validity/Reliability

Construct	Items	Loadings	Alpha	Mean	Std. Dev.
Content Marketing	CM1	0.681	0.894	29.98	4.076
	CM2	0.850			
	CM3	0.782			
	CM4	0.781			
	CM5	0.769			
	CM6	0.805			
	CM7	0.706			
	CM8	0.660			
	CM9	0.626			
Brand Awareness	BA1	0.585	0.839	25.90	4.595
	BA2	0.377			
	BA3	0.534			
	BA4	0.408			
	BA5	0.724			
	BA6	0.779			
	BA7	0.774			

Construct	Items	Loadings	Alpha	Mean	Std. Dev.
	BA8	0.794			
	BA9	0.842			
Purchase Intention	PI1	0.757	0.910	24.16	4.731
	PI2	0.749			
	PI3	0.837			
	PI4	0.844			
	PI5	0.912			
	PI6	0.725			
	PI7	0.766			
	PI8	0.672			

The findings of data validity tests for the Purchase Intention (Y) variable were based on the information in Table 1. All significance values were less than alpha (0.05), according to the results of the tests the researchers conducted. The r count value was also higher than the value r table (0.2542), where the lowest is 0.672 in survey item number 8 and the highest is 0.912 in item number 5. The information gleaned from respondents' questionnaire responses is connected to variables, it may be deduced. With respect to the Purchase Intention (Y) variable, all nine survey questions are deemed valid and appropriate for utilization in the gathering of data for this study.

Table 1 shows the results of the data validity test relating to the Brand Awareness variable (X2), showing that all significance values were smaller than alpha (0.05), and the calculated r value was greater than the value r table (0.2542), where the highest r value is 0.842 in survey item number 9, and the lowest statement is 0.377 in item number 2. It can be concluded that the data obtained from the respondent's questionnaire answers are related to factors regarding the Brand Awareness variable (X2), that all 9 items are said to be valid and suitable for use for data collection in this research.

Reliability Test

Reliability testing shows an understanding that the instrument can be trusted to be used as a data collection tool, because the instrument is good, the Cronbach's alpha formula is used for reliability testing by consulting the alpha value or interpretation value of the r value as in the previous chapter. Based on the results of the values obtained for each independent variable, namely Content Marketing (X1) and Brand Awareness (X2). And the dependent variable is Purchase Intention (Y), testing was carried out using the help of SPSS.

Table 1 shows the results of the reliability test for each variable, because the Cronbach's Alpha value for the Compensation variable (X1) is 0.894, the Career Development

variable (X2) is 0.839, and the Work Motivation variable (Y) is 0.910. It can be concluded that the data obtained from the entire instrument, the questionnaire statements on each variable, have met the instrument reliability requirements.

Multicollinearity

A perfect link or a strong association between some or all of the explanatory variables indicates that there is no multicollinearity among the explanatory variables in the model, which is required for this test. Aside from this approach, the VIF (Variance Inflation Factor) value may also be used to identify multicollinearity symptoms. Multicollinearity symptoms occur when the VIF value exceeds 10, and when the element $(1-R^2)$ represents Collinearity Tolerance, multicollinearity symptoms occur when the collinearity tolerance value is less than 0.1.

Table 2 shows that the Coefficient test calculations yielded a VIF value of $1.391 < 10$ or a Collinierrity Tolerance value of $0.719 > 0.1$ for the Content Marketing variable (X1) and a VIF value of $1.391 < 10$ or a Collinearity value Tolerance of $0.719 > 0.1$ for the Brand Awareness variable (X2). According to the information gathered from 58 questionnaire responses provided by participants who were included in the research, there were no signs of multicollinearity in the dependent variable for any of the independent factors.

Hypothesis Testing

The computed t value of the independent variable Content Marketing (X1) on the dependent variable Purchase Intention (Y) is 4.454, as can be seen from the computation results in Table 2 of the t test findings. As a result, H_0 is rejected since the t count is $4.454 > t$ table 2.004 and the significant value $(0.000) < 0.05$. Thus, it can be said that Purchase Intention (Y) is significantly influenced by the Content Marketing (X1).

From Table 2, it is evident that the dependent variable Purchase Intention (Y) has a computed t value of 7.009 for the independent variable Brand Awareness (X2). As a result, H_0 is rejected since the t count is $7.009 > t$ table 2.004 and the significant value $(0.000) < 0.05$. Thus, it can be said that Purchase Intention (Y) is significantly influenced by the Brand Awareness variable (X2).

Table 2 Hypothesis Testing

Path	Tolerance	VIF	β	t Statistics	P Value	Result
Content Marketing → Purchase Intention	0.719	1.391	0.241	4.454	0.000	Accepted
Brand Awareness → Purchase Intention	0.719	1.391	0.591	7.009	0.000	Accepted

5. CONCLUSION

The purpose of this study is to investigate the connection between brand recognition and purchase intention on the TikTok Shop and content marketing. At the TikTok Shop, the content marketing variable significantly and favorably affects consumers' intentions to make purchases. At the TikTok Shop, purchase intention is positively and significantly influenced by brand awareness as well. Higher brand recognition and content marketing with these two factors will affect transactional interest.

It was the objective of this study to expand our understanding of brand awareness, purchase intention, and content marketing in the TikTok shop. It is necessary to change the independent variables by adding variables or data, especially for individuals conducting research who are interested in learning more about Purchase Interest in the TikTok Shop. Research will thus be conducted with greater objectivity and variety. In the future, the number of study respondents can be increased by those who wish to conduct more studies on the impact of brand awareness, content marketing, and purchase intention on TikTok Shop.

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