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MARKETING | RESEARCH ARTICLE

The Influence of Content Marketing and Live Shopping on Purchasing Decisions via TikTok Shop: A Quantitative Study of @UneilHijab Consumers in Indonesia

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ABSTRACT
This study employs a quantitative methodology to examine how content marketing and live shopping features on TikTok Shop influence purchasing decisions for Uneil Hijab products in Indonesia. A structured questionnaire was administered to 100 respondents, comprising Uneil Hijab customers on the TikTok Shop. The findings demonstrate that content marketing and live shopping significantly and positively affect consumer purchase decisions. These factors explain 71.4% of the purchase decision variance, indicating their substantial role in shaping consumer behavior. The results suggest that strategically leveraging engaging content and interactive live shopping sessions can enhance customer engagement and boost sales. This study offers actionable insights for fashion brands aiming to optimize their marketing strategies on TikTok Shop.

Keywords: Content Marketing, Live Shopping, TikTok Shop, Purchase Decision.
JEL Code: M31, M37, D12, L81, L86

I. Introduction

The evolution of digital technology has transformed commerce and marketing, with an increasing number of consumers turning to online platforms for shopping. TikTok, a social media platform particularly popular among younger demographics, has emerged as one of the most widely used digital platforms. Its expanding features, notably TikTok Shop, have positioned it as a leading platform for interactive, real-time online shopping in Indonesia (Ajizah & Nugroho, 2023). As Uneil Hijab is among the hijab brands leveraging TikTok Shop to sell its products, it is critical to understand effective marketing strategies to capture consumer attention and encourage purchases on the platform. According to Databoks (2024), TikTok Shop ranked third among the most popular platforms during Ramadan 2024. Further reinforcing its marketing potential, a study by Ajizah and Nugroho (2023) found that 51% of survey respondents expressed openness to using TikTok Shop for purchases, highlighting its viability as a marketing channel.

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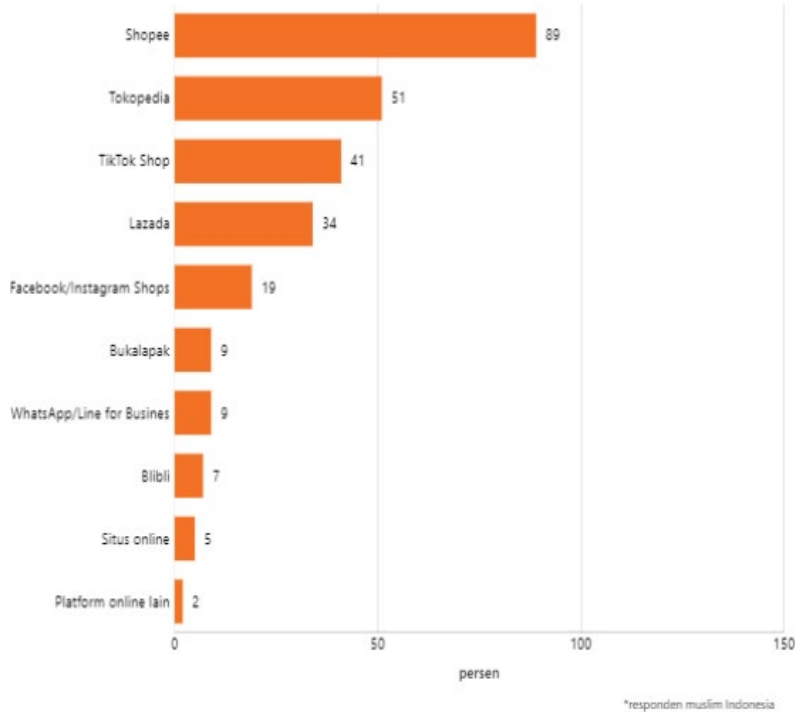

Figure 1. Most Observed Online Shopping Platforms
Source: Databoks.katadata.co.id

Hijab sellers are adopting engaging strategies to attract customers by creating content that aligns with their product themes. One of the most effective tools they utilize is TikTok Shop's live shopping feature, which allows consumers to view products in real-time, interact with hosts, and participate in live Q&A sessions. Content marketing is a strategic approach that involves creating and distributing valuable, relevant, and consistent content to engage a target audience. On platforms like TikTok, this includes short videos, product showcases, tutorials, and behind-the-scenes footage tailored to users' preferences. Research has shown that content marketing increases brand awareness and significantly influences online purchasing behavior (Yunita et al., 2021).

Social commerce refers to commercial transactions through social media platforms, facilitating direct and real-time interactions between buyers and sellers (Arora et al., 2019; Lee & Chen, 2021). TikTok Live Streaming has become a key medium for social commerce, evolving from a short-video platform into a powerful marketing tool that enables real-time engagement between businesses and consumers (Liu et al., 2022; Chairil Abbrar & Sumarlan, 2025). Live shopping, a feature that combines live streaming and e-commerce through TikTok Shop, enables creators to promote products virtually and engage directly with their audience to boost sales (Farhan et al., 2023). This feature is commonly used for a wide range of products, especially those trending among TikTok users, and is characterized by 24-hour availability, real-time updates, promotional offers, and live chat functions (Pandrianto et al., 2023; Wongkitrungrueng & Assarut, 2020).

As Kotler and Armstrong (2012) defined, purchase decisions involve selecting solutions to meet consumer needs and initiating a decision-making process to determine the most suitable purchase. This process is part of broader consumer behavior, including finding, evaluating, and acquiring goods or services (Tjiptono, 2016). Assauri (2015) further explains that habits such as the timing, location, and frequency of purchases also influence decision-making (Br Marbun et al., 2022). In the growing hijab fashion industry, brands compete to capture consumer attention by highlighting their unique identities. For example, Lozy Hijab is known for its casual and straightforward style, which is favored by younger audiences. At the same time, Uneil Hijab offers modern and elegant designs for consumers seeking sophistication on various occasions.

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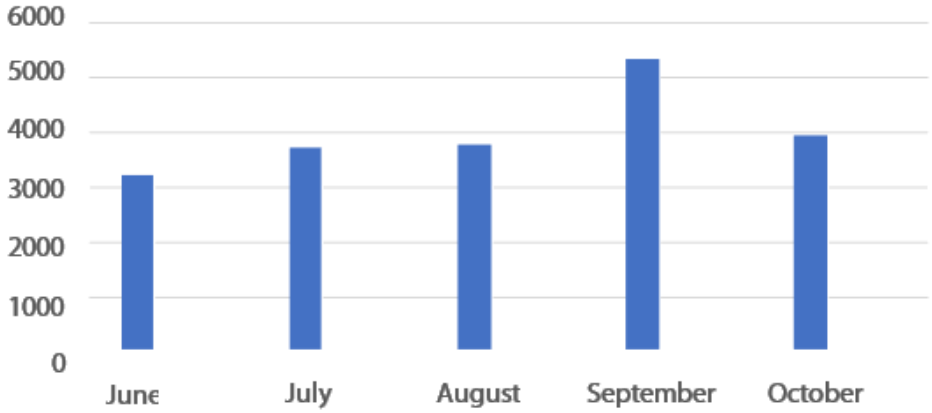

Figure 2. Uneil Hijab Sales Data on TikTok Shop from June to October
Source: Uneil Hijab Company Data (2024)

The author collected sales data for Uneil Hijab on the TikTok Shop platform from June to October. The data reveals a notable surge in sales during September, peaking at 5,285 hijabs—the highest volume recorded in the observed period. Outside of September, sales remained relatively stable, fluctuating between 3,199 and 3,922 hijabs, reflecting consistent demand albeit at a lower magnitude. Although sales slightly declined to 3,922 in October, they remained higher than those recorded in June, July, and August. Based on the phenomena discussed earlier, it is plausible that live shopping and content marketing influence customers' purchasing choices on TikTok Shop. Consequently, Uneil Hijab must recognize these factors' significant role in driving consumer preference toward TikTok Shop retailers, which offer competitively priced products crafted from premium materials (Manzil & Vania, 2023). Despite TikTok Shop's growing prominence, empirical evidence explaining how its marketing features—particularly content marketing and live shopping—affect purchasing behavior in Indonesia's hijab fashion market remains limited. This study addresses this research gap by analyzing the influence of these strategies on the purchase decisions of Uneil Hijab consumers on TikTok Shop.

II. Literature Review and Hypothesis Development

2.1 Management Library

Digital marketing, as defined by Lucianoro and Rachmansyah (2017), utilizes online technologies and information systems to enhance traditional marketing strategies. However, this definition overly emphasizes conventional marketing frameworks. Safitri and Komaryatin (2025) expand on this concept by highlighting digital marketing's potential to unlock new markets previously constrained by temporal, geographic, and communication barriers. Kotler and Keller position marketing management as an art and a scientific discipline. They emphasize the importance of strategic communication methods—such as storytelling, emotional appeals, visual branding, and influencer marketing—to attract, retain, and grow a target audience by delivering superior customer value (as cited in Mujiyanto, 2023).

2.2 Content Marketing

Content marketing is a critical driver of purchasing decisions in the digital era. Its significance lies in its ability to directly impact business success by engaging consumers through compelling narratives and multimedia. Businesses that fail to leverage high-quality content on digital platforms risk losing market reach, and tiny enterprises that lack the resources to compete effectively (Ustadriatul Mukarromah et al., 2022). Effective content marketing requires innovation in formats such as articles, visuals, and videos to capture

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consumer interest and influence purchasing behavior. For instance, poorly executed or generic content may fail to resonate with audiences, leading to diminished brand loyalty and sales (Ustadriatul Mukarromah et al., 2022).

2.3 Live Shopping

Live shopping is an online experience integrating live streaming with real-time purchasing capabilities, enabling direct interaction between buyers, sellers, and showcased products. This format allows sellers to present products interactively, while consumers can ask questions, receive immediate responses, and complete purchases instantly, fostering a seamless and engaging shopping experience. Research indicates that when the experiential benefits of live shopping—such as convenience and social interaction—outweigh conventional shopping, consumers are more likely to adopt it as a preferred method. Furthermore, these benefits influence consumers' propensity to revisit live shopping sessions, whether for purchasing necessities or engaging with hosts (Aditya & Wardhanai, 2016, as cited in Budhaye & Oktavia, 2023).

2.4 Purchase Decision

Purchase decisions are influenced by perceived product quality, brand trust, and customer experience during the purchasing process (Irnando & Irwansyah, 2021). On TikTok Shop, these decisions are further shaped by content marketing and live shopping strategies. These strategies enhance consumer perception of products and increase purchase likelihood by emphasizing visual appeal and real-time interaction. For instance, live shopping sessions on TikTok Shop create a dynamic environment where immediate feedback and demonstrations address consumer concerns, thereby reducing hesitation and driving conversions (Irnando & Irwansyah, 2021).

2.5 TikTok Social Media as a Marketing Platform

Social media has transformed communication into an interactive dialogue, enabling users to share information, ideas, and opinions instantly. This shift is exemplified by platforms such as Facebook, Instagram, YouTube, Twitter, WhatsApp, and TikTok. Among these, TikTok has emerged as one of the most popular social media networks since its launch in 2018, owing to its cost-effective advertising options and accessibility. The platform supports diverse content formats, including lip-syncing videos, creative challenges, and short-form videos, fostering widespread user engagement. With its massive user base, TikTok offers significant promotional opportunities for brands (Dewa & Safitri, 2021). A theoretical framework is a foundational structure to guide research design and predict outcomes (Fitriani, 2023). In this study, the framework integrates social media marketing theories and consumer behavior to analyze TikTok's role in shaping purchasing decisions.

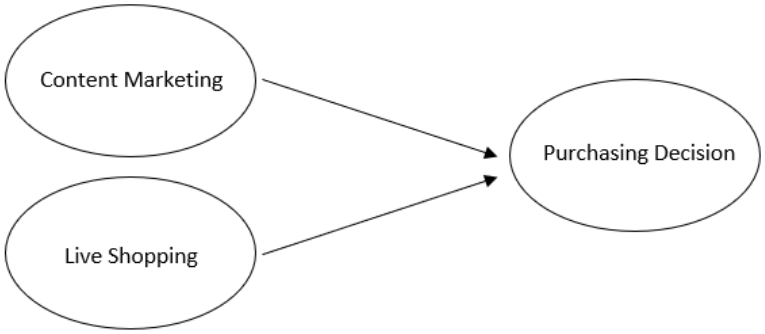

Figure 3. Research Framework

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A hypothesis is a provisional answer to a formulated problem (Anshori & Iswati, 2019). The hypotheses in this study are developed based on the aforementioned framework, as follows:

H1: Content marketing positively influences the purchasing decisions of Uneil Hijab products.
H2: Live shopping positively influences the purchasing decisions of Uneil Hijab products.
H3: Content marketing and live shopping together positively influence the purchasing decisions of Uneil Hijab products.

III. Research Method

This study employs a quantitative approach using a survey method to examine the influence of content marketing and live shopping on the purchase decisions of Uneil Hijab consumers on TikTok Shop. Data were collected through an online questionnaire distributed between November 21, 2024, and December 7, 2024. A purposive sampling technique targeted individuals who had purchased Uneil Hijab products via the TikTok Shop. The total number of valid respondents was 100. The Cochran formula was applied to determine the appropriate sample size. This method calculates the required sample size with an error tolerance of 10% (e = 0.1) and a maximum variability of 50% (p = 0.5), as shown below (Maryana & Permatasari, 2021):

$$n = \frac{Z^2 . p . q}{e^2}$$

Description :

- Z = 95% confidence= 1,96
- P maximum variability (0,5)
- q = 1−p
- e = error rate (0.1)

$$n = \frac{(1.96)^2 \times 0.5 \times (1 - 0.5)}{(0.1)^2}$$

$$n = \frac{(1.96)^2 \times 0.5 \times (1 - 0.5)}{(0.1)^2}$$

$$n = 96.04$$

Therefore, based on the formula, the required number of samples was 96 respondents; however, it was rounded up to 100 respondents. These 100 respondents, who have used TikTok Shop to purchase Uneil Hijab products, were selected to complete the questionnaire. The variables used in this study include:

a. Content Marketing (X1): measured by indicators such as content quality, consistency, relevance, and attractiveness.
b. Shopping (X2): measured by direct interaction, product information, purchase experience, and promotional offers.
c. Purchase Decision (Y): measured by purchase intention, satisfaction, loyalty, and recommendations.

There are four indicators for the live shopping variable: direct interaction, product information, purchase experience, and promotional offers. The purchase decision variable includes four indicators: purchase intention, satisfaction, customer loyalty, and recommendations. Data were collected through a structured questionnaire, in which respondents rated each item using a 4-point Likert scale ranging from 1 (Strongly Disagree) to 4 (Strongly Agree). The researcher conducted the survey online by distributing the questionnaire via barcodes and digital links to Uneil Hijab followers who had previously purchased through

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the TikTok Shop. The questionnaire was the primary instrument for collecting data on how content marketing and live shopping influence customer purchasing decisions on the TikTok Shop platform. A specific set of indicators represented each research variable to assess its impact effectively.

The data analysis techniques used in this study included multiple linear regression analysis, validity and reliability tests, the Kolmogorov-Smirnov normality test, classical assumption tests (multicollinearity and heteroscedasticity), t-test, F-test, and the coefficient of determination (R^2). All data were processed using SPSS version 26, with a 95% confidence level ($\alpha = 0.05$). According to Sugiyono (2018), a research instrument is a tool used to measure observed phenomena. In this study, the researcher employed a Likert scale, part of the ordinal scale category, to measure responses. A closed-ended questionnaire was used, as presented in the following table.

Table 1. Formulation of Questionnaire Variables, Dimensions, Indicators, and Questions

Variable	Dimension	Indicator	Question
Content Marketing	Content Quality	Visually appealing, clear product information	1. Do you feel that the content shared by Uneil Hijab on TikTok is visually appealing and provides clear product information?
	Content Consistency	Post frequency, timeliness	2. How important do you think the consistency and frequency of Uneil Hijab's posts are in attracting your attention?
	Content Relevance	Alignment with audience needs	3. Do you find that the content posted by Uneil Hijab is relevant to your daily hijab fashion needs?
	Content Appeal	Product Information Presented	4. Do you feel that the product information presented by Uneil Hijab on TikTok Shop is complete and easy to understand?
Live Shopping	Live Interaction	Direct interaction with the seller, responsiveness	5. Does the live shopping session with Uneil Hijab on TikTok allow you to interact directly with the seller?
	Product Information	Clarity during the live session	6. How clear is the product information delivered during Uneil Hijab's live shopping sessions?
	Buying Experience	Comfort and convenience during purchase	7. Do you feel comfortable purchasing during Uneil Hijab's live shopping sessions on TikTok?
	Offers	Special promotions	8. Do special offers during the live shopping session influence your purchasing decisions?
Purchase Decision	Purchase Intent	Interest after exposure to content	9. Do the content marketing and live shopping sessions you watch increase your intention to purchase Uneil Hijab products?
	Purchase Satisfaction	Satisfaction with the product purchased	10. Are you satisfied with the product you purchased after watching Uneil Hijab's live shopping session or TikTok content?
	Customer Loyalty	Willingness to repurchase	11. Do you plan to repurchase Uneil Hijab products in the future based on your shopping experience on TikTok?
	Recommendations	Plan recommend products	12. Would you recommend Uneil Hijab products to a friend or family member?

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Table 2. Likert Scale Score

Response	Score
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

3.1 Validity Test Results

The validity test ensures that the research instrument accurately measures the intended variables. The test is based on the Pearson product-moment correlation. The question item is valid if the calculated r-value r-count > r-table. If r-count < r-table, the item is considered invalid.

Table 3. Validity Test Results

Variable	Item No.	r_{count}	r_{table}	Description
Content Marketing (X1)	X1	0.796	0.195	Valid
	X2	0.748		
	X3	0.804		
	X4	0.856		
Live Shopping (X2)	X5	0.819		
	X6	0.828		
	X7	0.838		
	X8	0.780		
Purchase Decision (Y)	Y9	0.758		
	Y10	0.835		
	Y11	0.852		
	Y12	0.836		

Validity testing was performed using SPSS version 26 at a significance level of 5%. According to Sugiyono (in Dewi & Sudaryanto, 2020), the validity of research instruments is based on a scientific perspective that includes facts, conclusions, and numerical data (Rosita et al., 2021). The critical value of the r-table at the 5% significance level is 0.195. Therefore, any item where r-count > 0.195 is considered valid.

3.2 Reliability Test Results

The reliability test was conducted to determine the consistency and accuracy of the respondents' answers related to the study variables. Reliability refers to the extent to which a measuring instrument yields consistent results when the same phenomenon is measured under similar conditions. According to Sujarweni (2019), the instrument's reliability is assessed using Cronbach's Alpha.

Table 4. Reliability Test Results

No	Variable	Cronbach's Alpha	Description
1	Content Marketing	0.814	Reliabel
2	Live Shopping	0.833	
3	Purchase Decision	0.839	

Reliability is an index that indicates how trustworthy or dependable a measuring instrument is. The instrument is considered reliable if a symptom or variable is measured two or more times using the same instrument and produces consistent results (Kendra, 2012). Additionally, the instrument is deemed highly reliable if the same data are administered to different respondents at different times and still yield consistent

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results. Therefore, a good instrument should be accurate and consistent (Sugiono et al., 2020). In this study, each variable—Content Marketing (X1), Live Shopping (X2), and Purchase Decision (Y)—had a Cronbach's Alpha value greater than 0.6, specifically 0.814, 0.833, and 0.839, respectively. Since all values exceed the minimum threshold of 0.6, it can be concluded that the questionnaire items for these variables are reliable.

3.3 Normality Test

A normality test was conducted to determine whether the residuals of the regression model were normally distributed, as Riyanto & Hatmawan (2020) suggested. A normally distributed residual indicates that the regression model is of good quality. The Kolmogorov-Smirnov non-parametric statistical test assessed whether the data points were distributed along and around the diagonal line. In this test, if the significance value (p-value) is greater than 0.05, the residuals are considered to be normally distributed. Conversely, the residuals are considered not normally distributed if the significance value is less than 0.05.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters a,b	Mean	.0000000
	Std. Deviation	1.18965868
Most Extreme Differences	Absolute	.112
	Positive	.112
	Negative	.102
Test Statistic		.112
Asymp. Sig. (2-tailed)		.004[c]

The data are not normally distributed, as indicated by the Asymp. Sig. (2-tailed) value of 0.004, less than 0.05 ($p < 0.05$). This result confirms that the residual data do not follow a normal distribution.

3.4 Multicollinearity Test

The multicollinearity test aims to determine whether the independent variables in the multiple linear regression model are highly correlated. Multicollinearity is absent when the tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) is less than 10.00. Conversely, multicollinearity is present if the tolerance value is less than 0.10 or the VIF exceeds 10.00.

Table 6. Multicollinearity Test Results

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	1.581	.779		2.029	.045		
	Content Marketing	.255	.092	.249	2.774	.007	.357	2.800
	Live Shopping	.617	.087	.635	7.070	.000	.357	2.800
a. Dependent Variable: Purchase Decision								

Multicollinearity testing is part of the classical assumption tests in regression analysis. The aim is to ensure no strong correlation among the independent variables, which would otherwise distort the regression

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results. The presence of multicollinearity can be identified using tolerance values and VIF scores. According to Yuliza et al. (2022) and Nada et al. (2023), multicollinearity does not exist when the VIF is less than 10 and the tolerance value is greater than 0.1. Based on the results processed using SPSS version 26, the content marketing variable (X1) and the live shopping variable (X2) both have VIF values of 2.800 and tolerance values of 0.357. Since the VIF values are less than 10 and the tolerance values are greater than 0.1, it can be concluded that multicollinearity is not present in this regression model. Therefore, multicollinearity is not a concern for the regression analysis in this study.

3.5 Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is a difference in the variance of the residuals across observations. If such a difference exists, the regression model may exhibit heteroscedasticity (Ghozali, 2018).

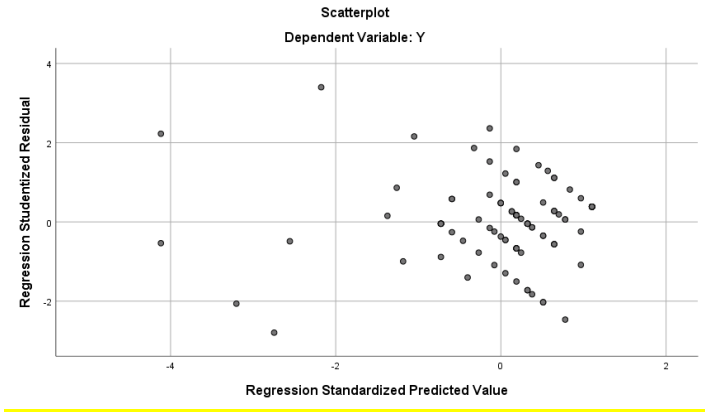

Figure 4. Heteroscedasticity Test Results

The heteroscedasticity test is used in regression models to identify whether variances and residuals are comparable. This is part of the traditional assumption test. Refer to the scatterplot graph for the results of the heteroscedasticity test. Heteroscedasticity does not exist if there is no discernible pattern and no point spreading above or below 0. (Yuliza et al., 2022) in. Therefore, it can be said that there is no evidence of heteroscedasticity in the findings of this study. Multicollinearity is also tested with classical assumption tests. The goal is to ascertain whether the independent variables are correlated. The test showed multicollinearity if a good regression model indicated the absence of association. The findings of inflation variation factors and tolerance can be used to determine whether multicollinearity exists. (Nada et al., 2023).

3.6 Multiple Linear Regression Analysis

Multiple linear regression analysis was applied in this study to assess the extent to which multiple independent variables affect the dependent variable (Sujarweni, 2019). The regression model used is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

- Y = Purchase Decision
- α = Constant
- β_1, β_2 = Regression Coefficient
- X_1 = Content Marketing
- X_2 = Live Shopping

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- e = Error Term

Table 7. Multiple Linear Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.581	.779		2.029	.045
	Content Marketing	.255	.092	.249	2.774	.007
	Live Shopping	.617	.087	.635	7.070	.000
a. Dependent Variable: Purchase Decision						

The research data were analyzed using multiple linear regression to determine the influence of the independent variables on the dependent variable. Based on the regression output, the regression equation can be written as follows:

$$Y = 1.581 + 0.255X_1 + 0.671X_2 + e$$

The regression results indicate that the constant (α = 1.581) suggests a baseline purchase decision value of 1.581 when both independent variables are zero. The coefficient for Content Marketing ($\beta_1 = 0.255$) implies that a one-unit increase in content marketing leads to a 0.255 increase in purchase decisions, assuming live shopping remains constant. Similarly, the coefficient for Live Shopping ($\beta_2 = 0.617$) indicates that a one-unit increase in live shopping results in a 0.617 increase in purchase decisions, assuming content marketing remains unchanged. Therefore, content marketing and live shopping positively and significantly affect consumers' purchase decisions.

3.7 Coefficient of Determination Test (R^2)

This analysis aims to determine how much of the variation in the dependent variable can be explained by the independent variables. The R^2 value ranges between 0 and 1, with the following interpretations:

a. If $R^2 = 0$, there is no correlation between the independent and dependent variables.
b. A higher R^2 value indicates that the model better explains the variation in the dependent variable.

Table 8. Coefficient of Determination Test

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.849[a]	.720	.714	1.202	2.284
a. Predictors: (Constant), Live Shopping, Content Marketing					
b. Dependent Variable: Purchase Decision					

The coefficient of determination, denoted as R^2, is the square of the multiple correlation coefficient (R). It reflects the proportion of the variance in the dependent variable that is predictable from the independent variables. In this study, the adjusted R^2 value is 0.714, which means that 71.4% of the variation in purchase decisions can be explained by the independent variables: live shopping and content marketing. The remaining 28.6% (100% - 71.4%) is influenced by other factors not included in the regression model. Therefore, the model demonstrates a strong explanatory power for the purchase decision of Uneil Hijab products through the TikTok Store.

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3.8 Partial Regression Test (t-Test)

The t-test evaluates each independent variable's individual (partial) effect on the dependent variable. The following criteria are used to interpret the results:

a. If the t-value is greater than the t-table value and the significance (Sig.) value is less than 0.05, the independent variable significantly affects the dependent variable.
b. If the t-value is less than the t-table value and the Sig. Value is greater than 0.05, the independent variable does not significantly affect the dependent variable.

Table 9. t-Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.581	.779		2.029	.045
	Content Marketing	.255	.092	.249	2.774	.007
	Live Shopping	.617	.087	.635	7.070	.000

Based on the table above, Content Marketing has a t-value of 2.774 with a significance level of 0.007, while Live Shopping has a t-value of 7.070 with a significance level of 0.000. Since both significance values are less than 0.05, it can be concluded that content marketing and live shopping each have a statistically significant partial effect on consumer purchase decisions.

3.9 Simultaneous Regression Test (Test- F)

The F-test evaluates the simultaneous effect of all independent variables on the dependent variable. The decision-making criteria are as follows:

a. If the F-count exceeds the F-table value, the independent variables significantly affect the dependent variable.
b. If the F-count is less than the F-table value, the independent variables do not have a significant combined effect on the dependent variable.

Table 10. F-Test Results

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	360.527	2	180.263	124.796	.000[b]
Residual	140.113	97	1.444		
Total	500.640	99			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Live Shopping, Content Marketing					

The F-test is used to determine whether the independent variables (X_1 and X_2) simultaneously influence the dependent variable (Y). Based on the results, the calculated F-value is 124.796 with a significance value (Sig.) of 0.000. Since Sig. If the value is less than 0.05, it can be concluded that the regression model significantly affects purchase decisions. This indicates that Live Shopping and Content Marketing statistically influence consumers' purchasing decisions (Priyanto, 2022).

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IV. Results and Discussion

This study's results demonstrate that content marketing and live shopping significantly influence consumers' purchasing decisions on TikTok Shop. Based on the multiple linear regression analysis, content marketing ($t = 2.774$, $p = 0.007$) and live shopping ($t = 7.070$, $p = 0.000$) each have a statistically significant positive effect. This indicates that customers are more likely to purchase Uneil Hijab products when exposed to consistent, appealing content and engaging live shopping sessions. Furthermore, the high adjusted R^2 value of 0.714 suggests that these two variables account for 71.4% of the purchase decision variance, confirming that TikTok-based marketing strategies influence a substantial portion of purchase intent. These findings are consistent with previous research. For example, Tanuwijaya and Oktavia (2023) found that digital collaboration and CRM quality significantly affect customer switching behavior among millennials in digital banking. They also emphasized the importance of perceived ease of use in supporting digital platform adoption. These similarities imply that comparable psychological and functional factors drive consumer decisions across different sectors, including banking and retail. The findings of this study have practical implications for digital marketers, particularly in the fashion and hijab industry. Brands can leverage TikTok's algorithm and features—such as live shopping—to create interactive, personalized, and engaging experiences that drive traffic and conversions.

V. Conclusion

This study concludes that content marketing and live shopping significantly influence purchasing decisions for Uneil Hijab products on TikTok Shop. The regression analysis revealed that both variables exhibit a strong positive relationship with consumer purchasing behavior, collectively explaining 71.4% of the variance. These results suggest that TikTok's interactive features—such as engaging short-form content and live sessions—serve as powerful tools for shaping purchasing behavior, especially among young consumers in Indonesia. For brands, these findings underscore the importance of investing in consistent, visually appealing, and interactive digital content to enhance customer engagement and drive conversions. From a theoretical perspective, this study contributes to the growing literature on digital marketing and consumer behavior within social commerce. It supports existing frameworks that highlight the influence of emotional and experiential factors in consumer decision-making processes. Future research is encouraged to build on these findings by examining additional factors influencing purchasing decisions, such as influence credibility, social proof, and user-generated content. Comparative studies across different product categories or social media platforms may also provide further insights into the dynamics of consumer behavior in the digital age.

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