The Impact Of Tiktok Platform Towards Improving Consumer Purchase Decision Making Of Miniso, Indonesia

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Abstract - With the unceasing development of information technology, it seems that social media emerged as an online platform that all marketers have used as their "marketing channel" to connect with consumers. This study seeks to discover TikTok, a growing social media platform with the ability to bring impact towards consumer purchase decisions. To guide the research on specific objectives, this study will evaluate the effectiveness of TikTok in Miniso Indonesia, retail industry who have been utilizing the platform. The aim of this research paper is the systematization of knowledge about the roles of TikTok and the position of its independent variables such as user-generated content, advertisements, and influencers towards the intensity of their impact on intriguing consumers to make purchases.

This research is conducted based on the comparison of knowledge from the results of quantitative surveys and the qualitative research study processed by the author. The primary data were collected by quantitative survey questionnaires using convenient sampling, a sample size of 392 respondents which were analyzed by using statistical techniques such as correlation analysis and regression analysis. It was also supported by qualitative data from interview results with the practitioners in Miniso Indonesia translated using descriptive analysis. Through this study, it indicates that the TikTok platform is effective in impacting consumer purchase decisions in the Miniso of Indonesia. Thus, researchers hope that marketers can understand how TikTok can shape consumer purchase decisions to be applied in their marketing strategies.

Index Terms - TikTok, Social Media Marketing Strategy, User-generated Content, Advertisement, Influencers, Consumer Behavior, Indonesian Consumer.

I. INTRODUCTION

In today's world, there's a lot of hype and trends surrounding social media, not surprisingly, it is considered as the media that can create the concept of going viral. The emergence of new platforms has accelerated the way individuals communicate and share consumption experiences regardless of geographic location ultimately changes the way consumers interact with brands (Dahl, 2018). Social media is no longer limited to communicating and interacting with friends or family, many businesses have utilized social media as part of their marketing strategies. One such strategy includes collaborating with influencers to promote their products and increase their customer reach. Statista findings published by Hanadian Nurhayati-Wolff (2024) revealed that approximately 68 percent of Indonesian social media users have purchased an item because they are being convinced by the endorsed products from influencer promotions. Those influencers appear and promote the brands on several social media platforms, including video content that has been a trend these days. Data from We Are Social and Hootsuite (2021) also show that 98.6 percent of internet users in Indonesia are connoisseurs of various online video content, which makes short video platforms increasingly popular in Indonesia. No wonder, TikTok, the fastest growing short video platform in Indonesia has 92.1 million active users aged 18 and above and had the second largest user base during this period.

Therefore, knowing the growth of TikTok platform, this study aims to bring together collective insights to discuss significant opportunities, challenges and future research agendas related to key aspects of its platform for marketing purposes. Researchers would like to analyze the concept of how TikTok matures and takes its position as a crucial component from an organization's strategy, which will be conducted for Miniso Indonesia. The study aims to evaluate the effectiveness of TikTok platform in growing the consumer purchase decisions along with the discussion of the effect from some variables such as user generated content, advertisements, and influencers.

Conceptual Framework

Consumer purchase decisions can be defined as a behavioral orientation that characterizes a consumer's approach to making choices. To facilitate the data collection and to help structure the thesis results, researcher developed a conceptual framework as follow:
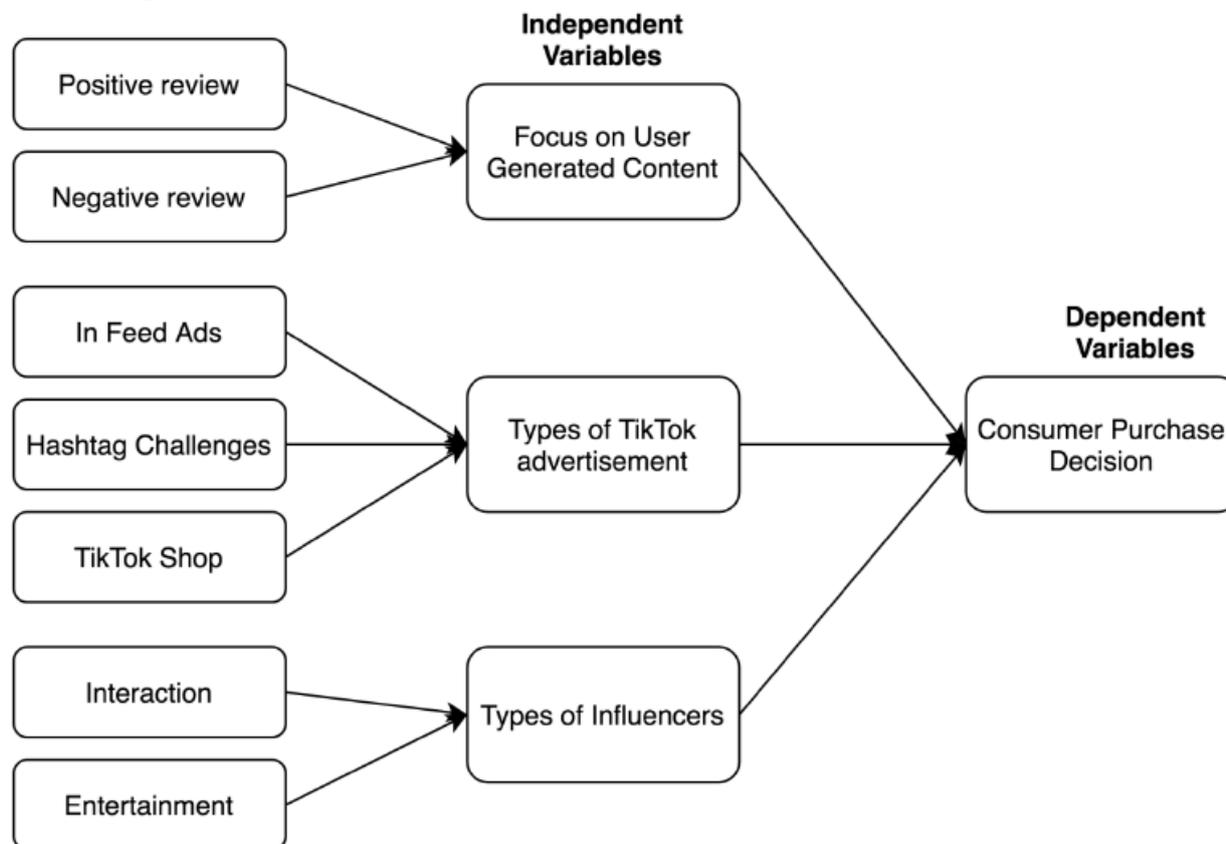

Fig.1 Conceptual Framework

The above framework has been developed based on previous research that reveals how social media marketing can influence purchasing decisions (Yogesh and Yesha, 2014). Their study concluded that social media is the most widely used source of information for perceived convenience, effectiveness and perceived credibility. In addition, social media reviews and opinions influence the buying decision process. Therefore, to expand on previous research, this research focuses specifically on the growing social media platform, TikTok, with three independent variables selected based on the capabilities and features in the TikTok platform. TikTok is rich in UGC (User-Generated Content) and has monetized through several types of Ads that can be optimized by brands, as well as their network of influencers within the platform.

II. LITERATURE SURVEY

From year-to-year internet users in Indonesia are increasing along with the increase in accessing social media, which in turn causes entrepreneurs to start using social media as a promotional channel to market their products (Pirdaus, et al., 2020). If you look at the development of consumer behavior in the current digital era, the company can transform or add new strategies in carrying out its business activities through social media. When young generations are interested in authenticity, TikTok can be an instrumental platform to engage user relations capitalized on new audiences and promote branded content (Su et al., n.d).

Consumer Purchase Decision

According to Keller and Kotler (2016), the consumer's purchase decision refers to how consumers buy the most preferred product from the various alternatives, but two factors can be between purchase intention and purchase decision. They believes there are 5 steps in consumer purchase decision as follows:

- Problem recognition:
  This is the first stage where consumers recognize their need for a service or product. Therefore, it is important for brands to be able to increase their brand awareness and recognition where consumers can find your products that might be their needs.
- Information search:
  When researching the information, consumers will rely on internal and external factors, as well as past interactions with the product or brand, either positive or negative. Hence, it is important to utilize word

of mouth strategy since consumers trust each other more, one of the ways is to include user-generated content.

- Alternatives evaluation:
  At this point in the consumer decision-making process, potential customers have developed criteria for what they want in a product. They are now weighing their prospective options against comparable alternatives.

- Purchase decision:
  After they have gathered all the information needed, including reviews and others, at this stage consumers have come to a logical conclusion about the product or service they will buy.

- Post-purchase evaluation:
  Once customers have purchased, the next step is evaluation that involves reflection from both sides, sellers and customers. Therefore, to entice the customer to make an additional purchase, the brand must maintain its post-purchase engagement.

Keller and Kotler (2016) also added that consumer's purchase behavior is affected by factors including cultural, social, and personal. These elements potentially influence consumers to buy or consume goods and services, most importantly by cultural factors that can push the deepest influence. Before consumers make a purchase decision, consumers will try to associate or relate something that consumers remember after being exposed to a stimulus from their online advertising. The TikTok application is currently often used to entertain and seek information since it gives many interesting features. Hence, TikTok also became a tool for users to gain new information about brands, products, and services.

User Generated Content

Krumm, Davies, and Narayanaswami (2008) believe that user-generated content originates from ordinary people who voluntarily contribute data, information, or media which then appears to others in a useful or entertaining way, usually on a digital platform. This form of communication is redefining the relationship between audience and brand because user-generated content (UGC) formats have given individuals the opportunity to create and share experiences, which is why influencer and content marketing on social media platforms is such a powerful marketing tool. Users have an opportunity to share their opinions on brands, products, and services through their own contents, therefore, UGC becomes a connector between brand and its customers as the audience now takes informed purchase decisions by reviewing products online (Gather Voices, n.d).

Moreover, the evolution of network technology, along with the accessibility and acquisition of smartphone devices has exponentially increased user-generated content (UGC) and these photos and videos are made to be uploaded for sharing on social media platforms such as Facebook, YouTube, and TikTok (Li et al., 2020). The main strength of social media is the ability to gain visibility and share information which helps many content creators around the world with the opportunity to interact with the general population.

Role of Influencers

Influence can be defined as the power to influence a person, thing, or course of events (Brown and Hayes, 2008). Baker (2020) further defines the modern version of influencers on social media as users on social networking platforms such as Instagram, YouTube, Facebook, or Twitter, who have thousands or even millions of followers. Freberg et al, (2010) also believe that social media influencers are content creators who represent a new type of independent third-party advocate who is able to shape audience attitudes and preferences through posts, blogs, tweets, and other uses of social media. On the other hand, advocate refers to individuals with strong brand associations who are renowned for their consistency and their support for the goals they believe in. It could also determine the spokespersons for the brands they believe in along with their products, campaigns, and messages. They have a strong willingness to motivate others with their involvement to show the brand's value they believe in (Leland, 2016).

In this new digital era, influencer marketing could be explained when brands collaborate with influential people on the internet to put their brand across to the consumers. Influencer Marketing Hub (2020) defines it as the power to influence the purchasing decisions of others because of their authority, knowledge, position, or relationship with their audience. Influencers can choose to post sponsored content and earn a substantial income. The amount can fluctuate based on engagement rates and the reach the influencers have. Similar to all other social networking channels, several brands on TikTok also collaborate with influential people who have their own traffic so that their product content is directed to a larger audience (Fleming, 2020). Hence, establishing relationships with influencers can help brands to reach more because viral videos on TikTok attract many engagements either in views, comments, likes, and others (Mediakix, 2020).

Based on Wielki (2020) the categorization of macro and micro-influencers is based on the number of followers on a particular communication platform along with their motivation to act, and active or passive activity. Macro-influencers are famous people with more than 500,000 to millions of followers (Hatton, 2018). Meanwhile, micro-influencers have between 10,000 and 500,000 highly dedicated social media followers (Wissman, 2018). When it comes to disruptive marketing, micro-influencers cater to a very niche audience because their content is curated specifically for an audience, as a result in effective pairing with brands and followers that fit a specific niche. Meanwhile, macro-influencers start working in a certain wider market, brands can take the opportunity to move into a different market area to increase their brand awareness. This move allows macro-influencers to create content for markets with large existing followers. Macro-influencers guarantee a large audience and diverse followers while expanding the brand's social media exposure. Whereas micro-influencers provide a high return on investment while increasing breadth and depth, making them a low-cost marketing strategy (Insider Intelligence, 2021).

The influencers on TikTok are relatively low-risk, affordable, and effective entry points for brands into the platform; the application algorithms can cause an unpredictable virality since the trends can take up to a week or more (Horowitz, 2020). As a result, there are many brands partnering with micro-influencers on TikTok to market themselves to a more focused specific audience which can ultimately increase brand awareness or sales, and to increase authenticity (Digital Marketing Institute, n.d).

TikTok Advertisement

With the introduction of TikTok for Business, TikTok can provide brands with marketing solutions to reach and get more engagement from the generation z and millennial demographics. The company positions this as a place where brands and advertisers can create content and thrive to become part of the TikTok community. The video format itself is a powerful approach for companies to stand out, from funny videos to educational, inspirational, or motivational ones. Walter and Gioglio (2014) strongly suggest that video can offer a personal touch, grab attention, and resonate with viewers in a way that other media cannot.

TikTok in Indonesia

In January 2024, research from Data Reportal shows that the number of social media users in Indonesia reached 139.0 million. For comparison, the total population in Indonesia in January reaches 278.7 million as of January 2024, so that number is equivalent to 49.9 percent of the total population of Indonesia.

Based on data from ByteDance Advertising (2024), the number of TikTok users in Indonesia reached 126.8 million users aged 18 years old and above in early 2024. Even though at the beginning of the pandemic, precisely in April 2020, TikTok users only reached 37 million users. Based on the available data, the potential of TikTok on social media is skyrocketing. In addition, TikTok advertisements also reached 68.5 percent of all adults aged 18 and above in Indonesia at the start of 2024. Data published in ByteDance's own ad planning tools shows that TikTok's potential ad reach in Indonesia increased by 17 million (+15.4 percent) between that start of 2023 and early 2024.

In Feed Ads

The uniqueness of this social media app is the ability to browse and watch content without registering it, allowing users to consume content as soon as they install the app. Video feeds appear instantly when users open TikTok which allows them to consume video after video with just a swipe up. Because of this, research has found that many users consume this media only as snoopers, meaning that they are passive users who only watch, share and browse without producing or participating in it (Omar and Dequan, 2020). However, this allows brands to utilize the opportunity to gain more awareness from wider audiences. By having in-feed ads, brands can put their video between users' videos in the TikTok feed and can be scrolled past or skipped. These advertisements support multiple call-to-actions like clicks and app downloads (TikTok, 2020).

Hashtag challenges

There are various challenges that can be featured regularly in the TikTok trending hashtags (Rajgor, 2018) and TikTok videos are starting to go viral not only on the platform itself, but has highly possibility surpassed it, garnering millions of views on other social media platforms, such as Twitter and Instagram (Lorenz, 2018). TikTok challenges can be sponsored and organic and are mostly an amalgamation of three elements: text, sound, and motion or dance, usually it starts from a TikTok influencer with a large follower, or by a brand that has invested in TikTok advertising (Paul, 2020). Hashtag challenges on TikTok play an integral part in its community appeal and popularity because the users will encourage each other to participate in hashtag-named 'challenges' (Mediakix, 2020).

TikTok Shop

Yu and Ma's (2021) previous research determined that compared to other shopping platforms, which are just like a channel for commerce, e-commerce on TikTok tends to incorporate its products into real-life scenarios (scene shopping) and intelligently recommends these promotions videos to users who may be interested in them. People can come here just for fun and entertainment, but they can find things they want to buy while relaxing.

Research Synthesis

Year	Author	Title
2021	Siwei and Jianyu	The Future Development of E-commerce in Tiktok
Findings		**Opinion**
The future development of e-commerce in TikTok that tends to show the brand's products into real-life scenarios and intelligently recommends these promotions to brand's products into real-life scenarios and intelligently recommends these promotions to the users in an attractive way compared to other e-commerce.		To support previous research, this study will discuss real practice from an existing brand, Miniso Indonesia, and how the organization utilizes TikTok shop as an alternative online store compared to others e-commerce.
Year	**Author**	**Title**
2016	Keller and Kotler	Model of consumer's behavior on marketing management
Findings		**Opinion**
Studies reveal the relationship of social media platforms in consumer purchase decisions. The process consists of five stages namely: Problem Definition, Information Search, Alternative Evaluation, Purchase Decision and Post-Purchase Behavior.		Every brand has its own consumer purchase journey since it depends on the product value and characteristics. This study wants to determine whether certain social media, the TikTok platform, has any involvement in the consumer purchase decision process.
Year	**Author**	**Title**
2010	Freberg et al.	Who are the social media influencers?
Findings		**Opinion**
Social media influencers are content creators who represent brand advocacy and can shape audience attitudes and preferences through posts, blogs, tweets, and other uses of social media.		For brand perspectives, this research will focus more about the importance in choosing the right influencer along with ensuring that their content is aligned with the brand message and able to reach the right target personas.
Year	**Author**	**Title**
2008	Krumm and Davies	User-Generated Content
Findings		**Opinion**
User-generated content is a powerful marketing tool that can influence consumer purchase decisions since it comes voluntarily from the users who create the content in a digital platform to represent the brands or product, they believe in.		To complete the previous research, this study will show how TikTok that has been known as the leading platform with original content from users could affect the marketing practices for a brand and how to utilize those users generated content to increase brand recognition.

Table 1 Research Synthesis

Research Methodology

This research uses triangle data from multiple sources and approaches to analyze the data to enhance the credibility of the research. It consists of both qualitative and quantitative methods to reveal the study objectives. The primary data will be gained from interviews with the three marketing practitioners in Miniso Indonesia and conducting survey questionnaires among TikTok users. While the secondary data gathered from analysis of other institutions and previous researchers.

The study used exploratory research design. It consists of the discussion of the topic, ascertaining how or why certain phenomena occur, and predicting future events corresponding with the research objectives through in-depth interviews, literature studies, and surveys.

For this study, non-probability sampling was used to select respondents. Two sampling techniques have been used to obtain information rich data; intentional samples where the premise of this sampling is to find the best subject according to research and produce the best data. While the second one is the application of snowball sampling, it refers to an 'informal' method to reach the target population with the aim of bringing practical advantages to the study. This research has been conducted among 385 sample size of group aged 15 - 64 years old, with 95% confidence level.

The purpose of the questionnaire was to elicit the basic information and characteristics of users, the popularity level of TikTok, and the relationship between consumer purchase decisions with their user generated content, influencer positioning, and the advertisement on TikTok as the perceived popularity.

III. CONCLUSIONS

The purpose of this research was to examine the impact of the TikTok platform towards improving the consumer purchase decision of Miniso Indonesia. Based on the findings of this research, the following conclusions of each independent variables can be obtained:

1. User-generated content has a significant impact on consumer purchase decisions. When companies gain positive review content organically from users, it exerts a significant influence on Miniso Indonesia, as it provokes consumers' word of mouth behaviour, brand engagement and eventually potential brand sales.
2. Users tend to seek information before making a purchase decision which can be gained from previous customer's feedback. Therefore, negative reviews can give a negative impact towards the brand and its products or services offered.
3. TikTok In-Feed Ads has the most correlation and probability on impacting Miniso's consumer purchase decisions because it provides information regarding the product, such as product qualities, place of availability of its products, etc. It also targeted potential customers with the segmented interest to improve their purchase intention.
4. Hashtag Challenge ranks the lowest of TikTok Ads which can carry a tendency to entice users to buy Miniso products because this type of Ad creates activation for businesses to prompt users to create their own videos completing certain actions which are not directly affecting the decision in making purchase.
5. TikTok Shop gives strong interest to enhance consumer cognition by providing a suite of solutions and features that empowers brands in having meaningfully engage with their customers by providing products they need directly in the platform as well as increase the purchase decisions.
6. Based on the statistical data, types of influencers have no significant effect on consumer purchasing decisions for Miniso Indonesia. However, from the qualitative study, education types of influencers who focus on providing information are proven to increase potential customers to gain more product knowledge and increase purchases.
7. Entertainment type of influencer can not only increase the virality of a brand or product being offered but also convince consumers to make a purchase. Therefore, choosing the right influencers that match the brand's target persona is very important.

This study determines that the alternative hypothesis is accepted because most of the independent variables show positive significance and correlation. In addition, the qualitative report reveals that all three variables have an impact on consumers' purchasing decisions. Thus, companies must evaluate and measure the effectiveness of TikTok, depending on the combination of user-generated content, TikTok Ads, and type of influencers towards their brand personality.

Recommendations

The results from this research and interpretation of the data collected have led to the following recommendations:

1. It is important for companies to recognize the value of their customers and build relationships with them who can indirectly engage with the company's potential customers through user-generated content. Positive reviews from current customers can increase brand credibility, improve consumer purchase decisions, and create long-term customer relationships.
2. Marketers must be aware that today's customers are influenced by social media because they have many opportunities to gather information about the products they intend to buy. As such, marketers should do social media listening to track mentions and conversations related to the brand, then analyze them for insights to find what action to take.
3. Marketers should conduct market research to understand customer behavior to establish more specific and accurate targeting methods for In-Feed Ads, for example by surveys and A/B tests on content

variations or customer target interests. Also, measure and analyze performance through SMART metrics, such as impression rate, engagement rate, conversion rate, etc.

4. Since different forms of advertising can have different impacts, companies can take advantage of Hashtag challenges for specific events such as launching a new product or store as this type of Ad is more focused on building awareness and virality as opposed to increasing in-person purchases.

5. Maintaining TikTok Shop as one of the potential e-commerce platforms. Although Miniso Indonesia is still dominated by offline store sales, the company is showing rapid growth in online commerce. Therefore, TikTok Shop has the greatest opportunity in encouraging users to make purchases directly on the platform.

6. Companies should remember that engaging with influencers in the promotional process does not automatically influence purchasing decisions. However, it can increase brand advocacy and trust, therefore, marketers must ensure the right selection of influencers who can increase interaction and interpret product knowledge to users.

7. To be more persuasive, influencers need to be entertaining, especially in video content to ensure whether users watch the content to the end or skip. Entertainment that arises after consumers see an increased purchase intention of a brand. In this case, entertainment has the same effect as brand persuasion.

For a successful marketing campaign, a combination of several factors is important, which involves a quality product, price, and effective promotion. By following consumer digital footprints and data, companies can strategize their marketing campaigns and maximize company performance.

In addition, the implications of future research, research findings indicate that this study should be expanded with more independent variables and by determining the product to get specific results. Furthermore, this research can be carried out on the actual buyers of a product who spend money to buy and use or consume the product. Bigger sample sizes and different sampling techniques can be used for further research. This study can be extended to other countries, and specific backgrounds can be taken for future research.

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