TikTok Content Marketing and Live Shopping as Economic Drivers of Consumer Purchase Intention (Case of Artasedana Supermarket, Singaraja)

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Abstract:

This study aims to analyze the economic influence of TikTok-based content marketing and live shopping on consumer purchase intention for products at PT Artasedana Singaraja. In response to the rapid advancement of information technology and the widespread use of social media—particularly TikTok—businesses encounter both new opportunities and challenges in attracting and retaining consumers. TikTok's e-commerce features have transformed the platform into an effective digital marketing tool, enabling companies to promote products and engage directly with potential buyers. By implementing creative content marketing and interactive live shopping strategies, PT Artasedana strives to boost consumer purchase intention and improve its mkarket performance. This research employs a quantitative approach to measure the impact of these marketing techniques on consumer behavior. The findings are expected to offer practical insights for businesses in optimizing digital marketing efforts and enhancing economic outcomes in a highly competitive retail environment. Additionally, this study contributes to the growing body of marketing literature, particularly in the context of Indonesia's retail sector.

Keywords: Content Marketing; Live Shopping; Purchase Intention; TikTok Marketing; Digital Economy

1. Introduction

In recent years, the rapid advancement of information technology has given rise to numerous new digital life phenomena. These developments have significantly influenced consumer behavior by introducing sophisticated features that encourage continuous purchasing activity. One notable outcome of this trend is the increase in consumptive behavior—defined as the purchase of non-essential goods driven by excessive and irrational desires (Fadhillah & Ediyono, 2023). The widespread phenomenon of viral products offers valuable insights into the evolving consumption patterns of modern society.

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A major innovation in this context is TikTok Shop, an e-commerce feature embedded within the popular social media platform TikTok. As of April 2023, TikTok's global user base had reached 1.09 billion, marking a 12.6% increase from the previous year (We Are Social, 2023). This integration has transformed TikTok from a mere entertainment application into a powerful marketing tool. It particularly impacts adolescents and young adults whose purchasing behavior is increasingly shaped by online content and social trends (Reysita, 2023).

Social media platforms—especially TikTok—play a vital role in influencing individual purchase intention. Businesses are increasingly utilizing the platform to engage consumers through creative and persuasive content (Japarianto & Adelia, 2020). The unique algorithm of TikTok allows even small businesses to reach a large audience, creating vast opportunities for increasing market reach and sales. Indonesia, ranking second globally in the number of TikTok users, presents a highly competitive landscape for content-driven marketing.

Rahmatillah and Saefuloh (2022) emphasize that TikTok's popularity is rooted in its short-form video format (15 seconds to 3 minutes), which is well-received by global users. Entrepreneurs exploit this format to create compelling content, allowing for efficient communication with target audiences (Triyanti et al., 2022). Content marketing on TikTok not only raises product awareness but also fosters engagement, which can convert views into purchase decisions (Febrianti et al., 2024; Prasetya & Susilo, 2022).

One local business actively utilizing TikTok for promotional purposes is PT Artasedana Singaraja, a supermarket chain. Through a combination of content marketing and TikTok live shopping, the company seeks to enhance consumer purchase intention and sustain sales amid growing competition from online platforms. Artasedana recently opened its sixth branch to serve families in Singaraja by offering a comprehensive shopping experience (Bali Post, 2024). As consumers increasingly favor online shopping for its convenience, traditional retailers like Artasedana must adopt innovative strategies to remain relevant.

The choice to focus on PT Artasedana Singaraja is based on its consistent use of live shopping events that have successfully attracted local shoppers and even tourists in the region. These events are designed to strengthen customer relationships and offer real-time product interaction, addressing the challenge of declining physical store visits. This shift highlights the need for retail businesses to blend digital and traditional approaches to sustain competitiveness (Putri & Dermawan, 2023; Bahri & Dwita, 2025).

Although numerous studies have explored the influence of content marketing and social media on purchase intention, research specifically examining the combination of content marketing and TikTok live shopping in the retail supermarket context remains limited—especially within smaller urban centers like Singaraja. This presents a clear research gap. Most existing studies focus on fashion or beauty products (Mahmud et al., 2023; Kaniati et al., 2024; Mustikasari et al., 2023), whereas the

supermarket industry—which deals with essential daily goods—has received relatively little academic attention.

Given the unique integration of digital marketing and in-store services at PT Artasedana Singaraja, this study offers novelty by analyzing how content marketing and live shopping on TikTok influence consumer purchase intention for supermarket products. The urgency of this research lies in its relevance to retail business sustainability in the face of digital transformation. Therefore, this study aims to examine the effect of content marketing and TikTok live shopping on purchase intention, contributing to both theoretical understanding and practical strategies in retail marketing.

2. Theoretical Background

Purchase Intention : Purchase intention refers to a consumer's willingness to buy a product after evaluating relevant information, perceived quality, and trust. According to Kotler (as cited in Anastasiei et al., 2025), customers are more inclined to purchase when they are confident in the quality and benefits of a product. Intrinsic motivation, or an internal drive to pay attention and make decisions, also plays a crucial role. Research by Saputra et al. (2024) and Indrawati et al. (2023) highlights that e-WOM and social media marketing strategies significantly influence purchase intention, especially on platforms like TikTok. Meliawati et al. (2023) found that product quality combined with social media marketing effectively enhances purchase intention.

Content Marketing : Content marketing is a strategy that involves creating and distributing relevant and valuable content to attract and retain a clearly defined audience, ultimately driving profitable customer action. According to Nurfebiaraning (as cited in Febrianti et al., 2024), content marketing is a form of advertising that involves crafting and sharing information to attract an audience, ideally converting them into paying customers. Studies by Febrianti et al. (2024) and Prasetya & Susilo (2022) found that content marketing has a significant influence on purchase intention, particularly when mediated by customer engagement. Putri & Dermawan (2023) observed that educational and creative content on TikTok increased Gen Z's intention to purchase cosmetic products. Likewise, Salsabila & Lestari (2024) demonstrated that content marketing combined with electronic word-of-mouth (e-WOM) positively affects purchase intention.
H1: Content marketing has a positive and significant effect on the purchase intention of supermarket products at Artasedana Singaraja.

TikTok Live Shopping : TikTok Live Shopping is a promotional method through live streaming that enables real-time interaction between sellers and consumers. According to TikTok Shop (as cited in Kaniati et al., 2024), live shopping features real-time product displays, promotions, and live chat functions. Bahri & Dwita (2025) found that influencer exposure through TikTok Live significantly influences purchase intention, particularly among Gen Z consumers who are prone to FOMO (Fear of Missing Out). Mustikasari et al. (2023) emphasized that flash sales and real-time promotions on TikTok Shop Live significantly impact Gen Z's purchase intentions. Similarly, Mahmud et al. (2023) found that engaging and visually appealing live shopping sessions enhance purchase intention, especially for fashion products.

H2: TikTok Live Shopping has a positive and significant effect on the purchase intention of supermarket products at Artasedana Singaraja.

3. Methodology

The population in this study includes all consumers who shop at Artasedana Singaraja. Since the total number of these consumers is unknown, the sample size was determined using the Lemeshow formula, which is appropriate for populations of unknown size. Based on the calculation, the minimum sample size required was approximately 96 respondents, which was rounded up to 100 for convenience and to ensure more reliable data. The sampling technique used in this study is purposive sampling, a non-probability sampling method. The sample was selected based on specific criteria: respondents had to be at least 17 years old, know about Artasedana Singaraja, be a member of the store, and be an active user of TikTok.

Data for this study were collected through an online questionnaire distributed using Google Forms. The questionnaire was designed using a Likert scale, allowing respondents to express their level of agreement with a series of statements. The scale used consisted of five options: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. A total of 100 respondents participated in the survey. The questionnaire also included demographic questions to identify the respondents' age, gender, and highest level of education.

The data obtained were analyzed through several stages. First, the data were tested for validity and reliability to ensure that the measurement tools used were consistent and accurate. Classical assumption tests were then conducted, including normality, multicollinearity, and heteroscedasticity tests, to confirm that the data met the requirements for regression analysis. Multiple linear regression analysis was used to examine the influence of content marketing and TikTok live shopping on purchase intention. Furthermore, t-tests were used to evaluate the significance of each independent variable, while the F-test assessed the overall significance of the model. The coefficient of determination (R^2) was calculated to determine the proportion of variation in purchase intention that could be explained by the independent variables.

4. Empirical Findings/Result

Instrument Testing and Classical Assumption Test Results

The validity test results demonstrate that all item statements for the variables of content marketing, TikTok live shopping, and purchase intention have correlation coefficients (r-count) greater than the critical r-value of 0.195. This indicates that all questionnaire items used in this study are valid and suitable for measuring the respective variables. With r-count values ranging from 0.466 to 0.691, each item meets the required criteria for construct validity, ensuring that the questions reflect the concepts being studied accurately.

The reliability test was conducted using the Cronbach's alpha method. The results show that all constructs in the questionnaire have Cronbach's alpha values above 0.70, which indicates a high level of internal consistency. Specifically, the Cronbach's alpha values ranged from 0.877 to 0.888 for all observed items. Therefore, the instrument used in this study is considered reliable and consistent in measuring content marketing, TikTok live shopping, and consumer purchase intention.

For the classical assumption tests, several procedures were undertaken. First, the normality test using the Kolmogorov-Smirnov (K-S) method resulted in a significance value of 0.082, which exceeds the 0.05 threshold. This confirms that the data are normally distributed. Next, the multicollinearity test results show tolerance values of 0.616 and VIF values of 1.623 for both independent variables, indicating no multicollinearity between them. Lastly, the Glejser test for heteroscedasticity revealed significance values above 0.05 for all predictors, confirming that the regression model does not suffer from heteroscedasticity. Collectively, these findings validate that the dataset meets the classical assumptions required for regression analysis.

Regression Analysis Results

Table 1. Multiple Linear Regression Results

Model	Unstandardized Coefficients (B)	Std. Error	t	Sig.
(Constant)	2.971	1.326	2.240	0.027
Content Marketing TikTok (X_1)	0.466	0.086	5.441	0.000
Live Shopping TikTok (X_2)	0.373	0.094	3.956	0.000

From the table above, the multiple linear regression equation can be written as: Y = **2.971 + 0.466X₁ + 0.373X₂**

$$Y = 2.971 + 0.466X_1 + 0.373X_2$$

1. The **constant value (2.971)** means that if both independent variables (X_1 and X_2) are zero, the purchase intention score is 2.971.
2. The **coefficient for Content Marketing TikTok (X_1)** is 0.466, which indicates that for every one-unit increase in content marketing, purchase intention increases by 0.466 units, assuming the other variable is held constant.

3. The **coefficient for Live Shopping TikTok (X_2)** is 0.373, suggesting that a one-unit increase in live shopping contributes to a 0.373 increase in purchase intention, with other variables constant.

Coefficient of Determination (R^2)

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.739	0.546	0.537	1.444

The **R Square value is 0.546**, which means that 54.6% of the variation in purchase intention can be explained by the two independent variables: content marketing and live shopping. The remaining 45.4% is influenced by other variables not examined in this study.

Hypothesis Testing

T-Test Results (Partial Test)

Based on Table 2, the t-test results for both independent variables are as follows:

1. **Content Marketing (X_1)**: The t-value is 5.441 with a significance of $0.000 < 0.05$, indicating a **positive and significant** effect on purchase intention.
2. **Live Shopping (X_2)**: The t-value is 3.956 with a significance of $0.000 < 0.05$, also showing a **positive and significant** influence on purchase intention.
3. Thus, both hypotheses regarding the individual impact of TikTok content marketing and live shopping on purchase intention are supported.

F-Test Results (Simultaneous Test)

Table 3. ANOVA (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	243.238	2	121.619	58.366	0.000
Residual	202.122	97	2.084		
Total	445.360	99			

The F-test value is 58.366 with a significance level of 0.000, which is less than 0.05. This result implies that content marketing and TikTok live shopping jointly have a significant influence on purchase intention. Therefore, the regression model is valid and can be used to predict consumers' purchase intention for supermarket products promoted via TikTok at Artasedana Singaraja.

5.Discussion

The Influence of TikTok Content Marketing on Purchase Intention for Products at Artasedana

The findings reveal that TikTok content marketing has a significant and positive influence on consumers' purchase intention at Artasedana Singaraja. This indicates that digital content marketing strategies are effective in shaping consumer behavior and encouraging purchase decisions. By creating engaging, relevant, and informative content tailored to the target audience, brands can foster interest and drive purchasing intentions.

Content marketing plays a crucial role in overcoming consumer hesitation, especially in digital spaces where face-to-face interaction is absent. As explained by Shadrina and Sulistyanto (2022), informative content helps address consumer concerns, reduces uncertainty, and delivers persuasive reasons to consider a product or service. These findings are supported by Febrianti et al. (2024), who highlight the mediating role of customer engagement in enhancing the effectiveness of content marketing on purchase intention. Similarly, Prasetya and Susilo (2022) found that content marketing significantly boosts purchase intention when it actively involves customers.

Additional studies have confirmed this trend. Salsabila and Lestari (2024) emphasize that content marketing on platforms like TikTok, when combined with electronic word-of-mouth (e-WOM), can build credibility and trust, leading to increased purchase intention. This aligns with insights from Indrawati et al. (2023), who found that the e-WOM aspect of TikTok significantly affects consumers' interest in cosmetic products, further demonstrating how content marketing facilitates decision-making.

The Influence of TikTok Live Shopping on Purchase Intention at Artasedana

This study also finds that TikTok Live Shopping has a significant positive effect on consumers' purchase intention in Artasedana. Live shopping offers an interactive and immersive experience, allowing consumers to see product demonstrations in real time, which reduces ambiguity and enhances consumer confidence in their choices.

One of the key aspects of live shopping is its ability to simulate in-person engagement through dynamic presentations and real-time interaction. Hosts can attract and retain consumer attention by delivering captivating narratives and visually demonstrating product benefits. As noted by Bahri and Dwita

(2025), TikTok influencers can significantly impact purchase intention through emotional and visual appeal, especially among younger consumers.

Research by Kaniati et al. (2024) shows that impulse buying behavior during TikTok Live events is often triggered by the host's communication style, the immediacy of the experience, and time-limited offers. Moreover, Anastasiei et al. (2025) explain that both emotional and cognitive responses to live shopping experiences serve as mediators between digital promotions and consumer intention.

Live shopping also offers the advantage of real-time communication between consumers and sellers. This fosters a sense of trust and satisfaction, as viewers can ask questions and receive immediate answers. According to Saputra et al. (2024), such interaction can enhance social media marketing effectiveness and e-WOM influence, leading to stronger purchasing intention.

These findings are consistent with studies by Mustikasari et al. (2023) and Pane et al. (2023), who concluded that promotional strategies employed during live broadcasts are highly influential in shaping both emotional engagement and immediate purchase actions. Wu et al. (2021) further explain that while some livestream strategies may raise ethical concerns, authentic and value-driven content can increase consumer confidence and reduce hesitation.

5. Conclusions

Based on the findings and discussion, it can be concluded that both TikTok content marketing and TikTok Live Shopping significantly and positively influence consumers' purchase intentions at Artasedana Singaraja. Content marketing on TikTok effectively engages the audience through relevant, informative, and visually appealing material, which shapes consumer preferences and boosts confidence in purchasing decisions. Similarly, TikTok Live Shopping enhances consumer intention by offering real-time interaction, clear product demonstrations, and persuasive communication, which reduces uncertainty and builds trust.

For future research, scholars are encouraged to explore other digital platforms beyond TikTok to determine whether similar effects occur across different social media channels. Additionally, further studies could include moderating variables such as consumer trust, brand loyalty, or product type to better understand the dynamics between digital marketing strategies and purchase intention. A comparative study between generational segments (e.g., Gen Z vs. Millennials) may also yield valuable insights into how different audiences respond to content marketing and live shopping features.

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