Tiktok Impact: Decoding Fashion Purchase Choices In Generation Z Through Social Media Strategies and Product Innovation

Dampak Tiktok: Dekoding Pilihan Pembelian Fashion pada Generasi Z Melalui Generasi Strategi Media Sosial dan Inovasi Produk

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Abstract– This research investigates the impact of TikTok marketing strategies on brand image and purchasing decisions among Generation Z consumers in Indonesia, with a specific focus on the mediating role of product innovation. Utilizing a quantitative approach through an online survey spanning three months, the study collected data from diverse regions without geographical limitations. The sample consisted of 150 Generation Z consumers actively using TikTok and expressing interest in fashion products. Structural Equation Modeling (SEM) analysis using Amos software was employed for data analysis. The results revealed that TikTok marketing strategies significantly influence brand image, supporting hypothesis 1. Similarly, product innovation has a significant positive effect on brand image, confirming hypothesis 2. However, TikTok marketing strategies were found not to significantly impact purchasing decisions (hypothesis 3 rejected), while product innovation significantly influences purchasing decisions among Generation Z consumers (hypothesis 4 accepted). Additionally, brand image was identified as a significant factor affecting purchasing decisions (hypothesis 5 accepted). The study concludes that a positive brand image is shaped by effective TikTok marketing and innovative product presentation, influencing the preferences of Generation Z consumers. Despite TikTok marketing's limited impact on purchasing decisions, product innovation plays a crucial role in shaping consumer choices. Practical implications for the fashion industry targeting Generation Z are discussed, emphasizing the need for integrated marketing strategies aligning with innovative product offerings. Recommendations for future research include exploring additional factors and deeper analyses of consumer preferences on the TikTok platform, incorporating demographic and psychographic elements.

Keywords: TikTok marketing, brand image, product innovation, purchasing decisions, Generation Z, fashion industry, structural equation modeling, consumer behavior.

Abstrak – Penelitian ini meneliti dampak strategi pemasaran TikTok terhadap citra merek dan keputusan pembelian di kalangan konsumen Generasi Z di Indonesia, dengan fokus khusus pada peran mediasi inovasi produk. Dengan pendekatan kuantitatif melalui survei online selama tiga bulan, penelitian mengumpulkan data dari berbagai wilayah tanpa batasan geografis. Sampel terdiri dari 150 konsumen Generasi Z yang aktif menggunakan TikTok dan menunjukkan minat pada produk fashion. Analisis Structural Equation Modeling (SEM) menggunakan perangkat lunak Amos digunakan untuk analisis data. Hasil penelitian menunjukkan bahwa strategi pemasaran TikTok secara signifikan memengaruhi citra merek, mendukung Hipotesis 1. Demikian pula, inovasi produk memiliki efek positif yang signifikan terhadap citra merek, mengkonfirmasi hipotesis 2. Namun, strategi pemasaran TikTok tidak ditemukan memiliki dampak signifikan pada keputusan pembelian (hipotesis 3 ditolak), sementara inovasi produk secara signifikan memengaruhi keputusan pembelian di kalangan konsumen Generasi Z (hipotesis 4 diterima). Selain itu, citra merek diidentifikasi sebagai faktor signifikan yang memengaruhi keputusan pembelian (hipotesis 5 diterima). Penelitian ini menyimpulkan bahwa citra merek positif dibentuk oleh pemasaran TikTok yang efektif dan presentasi produk inovatif, memengaruhi preferensi konsumen Generasi Z. Meskipun dampak pemasaran TikTok terbatas pada keputusan pembelian, inovasi produk memainkan peran penting dalam membentuk pilihan konsumen. Implikasi praktis untuk industri fashion yang menargetkan Generasi Z dibahas, menekankan perlunya strategi pemasaran terintegrasi yang sejalan dengan penawaran produk inovatif. Rekomendasi untuk penelitian masa depan mencakup eksplorasi faktor tambahan dan analisis lebih mendalam terhadap preferensi konsumen di platform TikTok, dengan memasukkan elemen demografis dan psikografis.

INTRODUCTION

This The advancement of information and communication technology has opened new horizons in the field of marketing, particularly in digital marketing (Priatama et al., 2021). In the context of the evolving digital era, the utilization of social media stands out as one of the most dominant and effective marketing elements (Mustika & Maulidah, 2023). TikTok, as a popular social media platform, especially among Generation Z, offers various unique features and advantages that can be harnessed for promoting fashion products (Widyasari et al., 2022). Therefore, understanding how social media platforms like TikTok can influence the purchasing decisions of Generation Z consumers in Indonesia is crucial. In addition to crafting social media marketing strategies, this research will also focus on the role of product innovation. Product innovation is a crucial factor in influencing consumer purchasing decisions, especially in the fashion industry (Taufiq et al., 2023). Thus, this study will meticulously examine the impact of product innovation on the purchasing decisions of Generation Z consumers regarding fashion products.

This research draws upon a study conducted Dewa and Safitri in 2021 titled "Utilization of TikTok Social Media as a Promotion Medium for the Culinary Industry in Yogyakarta during the Covid-19 Pandemic (Case Study: Javafoodie TikTok Account)." The focus of this research is to comprehend the factors that make TikTok an effective promotional tool during the Covid-19 pandemic. Findings from the study indicate that TikTok is effective as a promotional medium (Dewa & Safitri, 2021). Social media marketing involves direct or indirect marketing through social platforms to enhance awareness and actions towards a brand, business, individual, or group, utilizing tools like blogging, microblogging, social networking, social bookmarking, and content creation on platforms such as TikTok or Instagram (Arifin, 2019). In the marketing mix process, businesses typically employ social media platforms like Instagram, TikTok, YouTube, Twitter, and Facebook to promote their goods or services, facilitating connections with producers, consumers, or potential customers (Dewa & Safitri, 2021). Marketing plays a crucial role in influencing purchasing decisions, providing information about products to consumers and enhancing their understanding of the offerings (Ernawati, 2019).

As defined by Kotler and Keller (2007), product innovation is a combination of interrelated and mutually influential cycles. Hence, innovation involves not only revolutionary ideas, new creations, or market improvements but encompasses a comprehensive overview of every process involved (Maryana & Permatasari, 2021). Product innovation is an effort to find solutions to emerging problems, particularly in the business context where the dilemma often arises between having high-quality products at a high price or affordable products with lower quality (Nizam et al., 2020).

The process of purchasing decisions involves an integration process to assess several alternative behaviors and select one that combines attitudes and knowledge (Maryana & Permatasari, 2021). It refers to the act of choosing one option from two or more. Essentially, an individual facing a decision must be capable of choosing one option from various alternatives. A person is in a position to make a purchasing decision when faced with two options: to buy or not to buy, and then deciding to make the purchase. The initial step in a series of processes leading to a purchasing decision involves understanding a problem, seeking further information about a specific product or brand, and evaluating how well each alternative can solve the problem at hand (Nurfauzi et al., 2023).

According to a study by Alfiah et al. (2023), the existence of a product is considered a pillar and added value for manufacturers, and thus, a brand image can attract consumer interest in using the products offered by manufacturers. Brand image, as per Kotler and Keller (2009), comprises perceptions and beliefs held by consumers, reflected in associations embedded in the consumer's memory, always recalled when hearing a slogan, and ingrained in the consumer's mind (Sutra, 2021). It can contribute to creating a positive brand image for the product. Similarly, the brand image formed by brand ambassadors is expected to influence consumers to purchase the products they endorse (Herawati & Putra, 2023). Whether positive or negative, the product's brand image becomes a consideration for consumers when making a purchase decision.

Beyond these aspects, this research will explore whether brand image can act as a mediator between TikTok social media marketing strategies, product innovation, and the purchasing decisions of fashion products (Juniana, 2023). According to Budiarti et al. (2022), TikTok presents unique and appealing features highly favored by Generation Z, successfully capturing users' attention with a combination of short videos and well-presented music on the platform. With various features allowing content creators and advertisers to create and share engaging and creative content, TikTok has become an effective medium for building and enhancing brand image, as well as influencing consumer purchasing decisions (Li et al., 2020).

According to Nangtjik et al. (2023), TikTok is the space for Generation Z to showcase their personal style, express themselves through extraordinary movements, and draw inspiration from the latest fashion content. Indeed, many famous fashion influencers have emerged on TikTok, creating trends and recommending fashion products to their followers (Pangalila & Aprilianty, 2022). Brand image significantly shapes consumer perceptions and trust in a product (Saputra & Padmantyo, 2023). Therefore, it is essential to examine whether brand image can act as a link between TikTok social media marketing strategies, product innovation, and the purchasing decisions of Generation Z consumers in Indonesia. The goal of this research is to provide deeper insights and understanding of the impact of TikTok social media marketing strategies and product innovation on fashion product purchasing decisions, with brand image as a mediator, among Generation Z consumers in Indonesia (Pangalila & Aprilianty, 2022).

However, the success of marketing and product innovation in the fashion sector greatly depends on the continuous advancement of technology. It is crucial to understand how TikTok marketing strategies and product innovation can influence the purchasing decisions of Generation Z in Indonesia. Through in-depth research, we can gauge the extent of TikTok content's influence on sales and consumer preferences. By leveraging the potential of TikTok social media and innovative technology, fashion companies have significant opportunities to effectively reach and influence Generation Z consumers. Rapid changes make adapting to digital trends and enhancing the consumer experience crucial.

Therefore, stakeholders in the fashion industry need to innovate and adapt to ongoing changes to maximize

their potential and maintain competitiveness in an increasingly competitive market. This research aims to comprehensively investigate and analyze the impact of marketing strategies on the TikTok social media platform and product innovation on fashion product purchasing decisions among Generation Z consumers in Indonesia, as presented by Emi J (2023). Hopefully, the results of this research can provide valuable recommendations for fashion companies to develop effective and innovative marketing strategies and enhance their brand image among Generation Z consumers.

RESEARCH METHOD
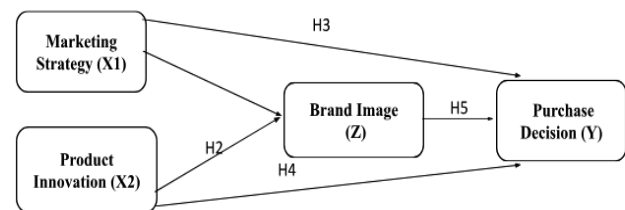
Conceptual Framework and Research Hypotheses

Figure 1 Conceptual Framework

Research Hypotheses:

H1: TikTok Social Media Marketing Strategies significantly influence Brand Image.

Assuming that TikTok social media marketing strategies have a positive impact on brand image formation

H2: Product Innovation significantly influences Brand Image.

Assuming that product innovation positively affects consumer perceptions of brand image.

H3: TikTok Social Media Marketing Strategies significantly influence Fashion Product Purchasing Decisions in Generation Z.

Assuming that the strategies employed on TikTok have a significant impact on the purchasing decisions of Generation Z consumers.

H4: Product Innovation significantly influences Fashion Product Purchasing Decisions in Generation Z.

Assuming that product innovation significantly impacts the purchasing decisions of Generation Z consumers.

H5: Brand Image Significantly Influences Fashion Product Purchasing Decisions in Generation Z.

Assuming that the perceived brand image significantly affects the purchasing decisions of Generation Z consumers.

To test these hypotheses, the study will utilize path analysis techniques with the assistance of SEM Amos. Through this approach, the research aims to provide empirical and scientific evidence regarding the influence of TikTok social media marketing strategies, brand image, and purchasing decisions among Generation Z consumers in Indonesia.
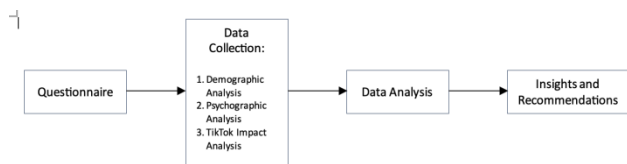

Figure 2 Research Method

This research employs a quantitative method for data collection and analysis, utilizing a survey method. The study is conducted in Indonesia, with respondents sampled from various regions nationwide. Given the widespread and uniform usage of TikTok across different geographical locations, the study does not restrict respondents based on geographic location. The research is conducted online, and the planned duration is three months, encompassing the questionnaire distribution, data analysis, and interpretation phases. The compilation of the research report is also included within this timeframe. The data collection method employed is the questionnaire method, comprising questions designed to measure the variables in the study.

Data will be processed using SEM Amos. The population of this research consists of Generation Z consumers in Indonesia who actively use TikTok and are interested in fashion products. The research sample will be selected through purposive sampling, which involves selecting samples based on specific criteria. The expected number of respondents is around 150.

RESULTS AND DISCUSSION

The research findings will be discussed in the context of existing theories and previous research. The practical implications of the research findings will also be explored. Furthermore, the study will be concluded by summarizing the key findings and providing recommendations for future research. The research methodology aims to offer a deeper understanding of the influence of TikTok social media marketing strategies on brand image and fashion product

purchasing decisions among Generation Z consumers in Indonesia.

Tabel 1 Generation Z Consumers

Gender	M	41 %
	F	59 %
Age	19 - 25	45 %
	26 - 32	25 %
	32 - 38	10 %
	Above 39	20 %
Island	Sumatera	23 %
	Java	47 %
	Kalimantan	13 %
	Sulawesi	7 %
	Bali - Nusa Tenggara	4 %
	Others	6 %

The discussion will be guided by the research hypotheses, examining the relationships between TikTok marketing strategies, product innovation, brand image, and purchasing decisions. The implications of the findings for marketers, businesses, and researchers will be highlighted, and recommendations for future studies in this area will be provided. The goal is to contribute valuable insights to both academic knowledge and practical strategies for marketing in the digital age.

Table 1 Normality Test

Variable	Min	Max	Skewness	C.R. (Skewness)	Kurtosis	C.R. (Kurtosis)
KP.1	1.000	5.000	-0.121	-1.116	0.464	2.139
KP.2	1.000	5.000	-0.647	-5.965	0.836	3.855
KP.3	1.000	5.000	-0.160	-1.474	-0.491	-2.266
CM.1	1.000	5.000	-0.477	-4.395	0.197	0.906
CM.2	1.000	5.000	-0.550	-5.069	0.275	1.267
CM.3	1.000	5.000	-0.260	-2.398	-0.224	-1.032
CM.4	1.000	5.000	-0.420	-3.868	-0.032	-0.146
IP.1	1.000	5.000	0.765	7.057	-0.651	-3.001
IP.2	2.000	5.000	-1.136	-10.473	0.357	1.646
IP.3	1.000	5.000	-0.469	-4.323	0.724	3.336
IP.4	2.000	5.000	-0.104	-0.958	-0.937	-4.317
SP.1	1.000	5.000	-0.977	-9.005	0.546	2.517
SP.2	1.000	5.000	-0.510	-4.704	0.276	1.270
SP.3	1.000	5.000	-0.389	-3.584	0.307	1.417
SP.4	1.000	5.000	-0.056	-0.514	0.072	0.331
SP.5	1.000	5.000	-0.202	-1.867	-0.838	-3.863
Multivariate					41.359	19.459

Analysis of Normality Test Results

The presented table provides a comprehensive view of the normality test results for various variables in the

study. Normality tests are crucial in assessing whether the data distribution of each variable follows a normal or Gaussian distribution. The skewness and kurtosis values, along with their corresponding critical ratios (C.R.), offer insights into the shape and tails of the distributions.

For variables related to Key Performance (KP), such as KP.1, KP.2, and KP.3, the skewness values are generally close to zero, indicating a relatively symmetrical distribution. However, the negative kurtosis values and their significant critical ratios suggest that these distributions may have lighter tails than a normal distribution.

In the case of Brand Image (CM) variables (CM.1 to CM.4), the skewness values exhibit a slight negative skew, indicating a distribution with a longer left tail. Though close to zero, the kurtosis values and critical ratios suggest a moderate departure from a perfectly normal distribution.

Variables related to Product Innovation (IP), including IP.1, IP.2, IP.3, and IP.4, show diverse skewness and kurtosis patterns. Notably, IP.2 has a significantly negative skewness and kurtosis, implying a potential departure from normality, as indicated by the substantial critical ratios.

For Social Media Promotion (SP) variables (SP.1 to SP.5), skewness values generally hover around zero, suggesting symmetric distributions. However, the negative kurtosis values and their critical ratios indicate tails that are lighter than the normal distribution, especially noticeable in SP.2, SP.3, SP.4, and SP.5.

The multivariate results provide an overall assessment, indicating that the combined distribution of all variables may deviate from normality, as suggested by the critical ratio of 41.359. This underscores the importance of considering the distributional characteristics when applying statistical analyses to ensure the robustness of research findings.

Tabel 2 Goodness of Fit Model

Goodness of Fit Index	Cut-off Value	Result	Model Evaluation
Chi-Square Probability	Expected to be small	561.378	-
Level (P)	≤ 0.05	0.000	Good Fit
CMIN/DF	≤ 2.0	5.728	Marginal Fit
RMSEA	≤ 0.05	0.096	Marginal Fit
TLI	≥ 0.90	0.822	Marginal Fit
AGFI	≥ 0.90	0.873	Marginal Fit
GFI	≥ 0.90	0.896	Marginal Fit

Goodness of Fit Index	Cut-off Value	Result	Model Evaluation
NFI	≥ 0.90	0.861	Marginal Fit
PNFI	≥ 0.60	0.678	Good Fit

Based on the table, it can be observed that the data is appropriate as it meets the normality assumption. Hypothesis testing was conducted by examining the significance of estimates, critical ratios, and probabilities based on the Amos 26 results seen in the structural equation modeling (SEM) regression weight table below.

Tabel 3 Regression Weight Structural Equation Modeling (SEM)

	Estimate	S.E.	C.R.	P	Label
CM <--- SP	-0.096	0.035	-2.695	0.007	
CM <--- IP	1.169	0.117	9.983	0.000	***
KP <--- CM	0.455	0.081	5.604	0.000	***
KP <--- SP	0.011	0.038	0.294	0.769	
KP <--- IP	1.152	0.151	7.604	0.000	***

Hypothesis Testing Results:

Hypothesis 1:

The results of hypothesis testing, based on the regression weight table, indicate that the parameter estimate is -0.096, with an estimation error of 0.035 and a critical ratio of -2.695, yielding a probability of 0.007. This probability is greater than the significance level (α) of 0.05. Therefore, it can be concluded that hypothesis 1 is accepted, signifying that the marketing strategy significantly influences brand image.

Hypothesis 2:

The testing of hypothesis 2 reveals a parameter estimate of 1.169, an estimation error of 0.117, and a critical ratio of 9.983, resulting in a probability of 0.000, which is less than the significance level (α) of 0.05. Consequently, hypothesis 2 is accepted, demonstrating a significant impact of product innovation on brand image.

Hypothesis 3:

The analysis for Hypothesis 3 shows a parameter estimate of 0.011, an estimation error of 0.038, and a critical ratio of 0.294, leading to a probability of 0.769. As this probability is higher than the significance level (α) of 0.05, hypothesis 3 is rejected. This suggests that the marketing strategy does not significantly influence purchase decisions.

Hypothesis 4:

The results of hypothesis 4 testing indicate a parameter estimate of 1.152, an estimation error of

0.151, and a critical ratio of 7.604, resulting in a probability of 0.000, which is less than the significance level (α) of 0.05. Consequently, hypothesis 4 is accepted, indicating a significant impact of product innovation on purchase decisions among Generation Z. Hypothesis 5:

The analysis of hypothesis 5 reveals a parameter estimate of 0.455, an estimation error of 0.081, and a critical ratio of 5.604, yielding a probability of 0.000, less than the significance level (α) of 0.05. Therefore, hypothesis 5 is accepted, suggesting a significant influence of brand image on purchase decisions among Generation Z.

DISCUSSION

The critical feature of TikTok that seems to have a profound impact on brand image is the platform's short-form video format. TikTok videos' brief, snackable nature allows brands to capture user attention and deliver impactful, memorable content quickly. This format encourages creativity and authenticity, as brands must communicate their message concisely and engage users in an authentic, relatable way. The ephemeral nature of TikTok content also creates a sense of urgency and excitement, driving users to consume brand content before it disappears.

Additionally, the hashtag functionality on TikTok appears to be a critical driver of brand image. Effective use of relevant, trending hashtags allows brands to insert themselves into cultural conversations, making their content more discoverable and increasing its potential to go viral. Hashtags also enable brands to tap into specific communities and niches, fostering a stronger connection and affinity between the brand and its target audience. How a brand leverages hashtags can significantly shape perceptions around its personality, values, and relevance, ultimately shaping its overall brand image on the platform.

Limitation of The Study

One fundamental limitation of this study is the confined scope of the analysis. While the research provides valuable insights into the impact of TikTok on Gen Z fashion purchasing behavior, it focuses primarily on a single social media platform. Future studies should consider examining the role of other prominent social media channels, such as Instagram, YouTube, and emerging platforms, to gain a more

holistic understanding of Gen Z's shopping preferences.

Additionally, the analysis could be expanded to explore how Gen Z consumers engage with and are influenced by various types of fashion-related content across different social media formats, from short-form videos to influencer endorsements and user-generated content. Broadening the research lens in this way would yield a more comprehensive picture of the complex interplay between social media, product innovation, and the evolving purchasing patterns of the Gen Z demographic.

Future Study

Future research in this domain could explore several promising avenues. One valuable direction would be to investigate how the influence of TikTok on Gen Z fashion purchasing evolves. As the platform continues to grow and social media habits shift, longitudinal studies tracking changes in content consumption, engagement patterns, and purchasing behavior would offer crucial insights. Additionally, cross-cultural comparisons of TikTok's impact on Gen Z fashion choices across different regional and demographic contexts would provide a more nuanced understanding of how cultural factors shape these dynamics. Researchers could also delve deeper into the interplay between TikTok content, influencer marketing, and product innovation, examining how brands can strategically leverage these elements to drive stronger brand affinity and purchasing intent among the Gen Z cohort. Ultimately, a multifaceted approach exploring the complex, evolving relationship between social media, product development, and the shopping preferences of younger generations would yield valuable theoretical and practical implications for both academics and industry practitioners.

CONCLUSION

Based on the findings of this research, it can be concluded that TikTok marketing strategies have a significant positive impact on brand image and product innovation, which also exerts a strong positive influence on brand image. These findings illustrate that Generation Z consumers in Indonesia tend to accept and pay attention to fashion products promoted through

the TikTok platform, particularly when packaged with attractive innovations. However, the results indicate that TikTok marketing strategies do not have a significant influence on purchasing decisions, while product innovation strongly influences the purchasing decisions of Generation Z consumers.

In this context, it is crucial for players in the fashion industry targeting Generation Z consumers to understand that purchasing decisions are not solely influenced by TikTok marketing strategies but also by product innovation. Therefore, an integrated marketing strategy with appealing product innovations is needed, along with maintaining and enhancing a positive brand image through TikTok social media.

Recommendations for further research involve a deeper exploration, considering other factors that may moderate or mediate the relationships between TikTok marketing strategies, product innovation, brand image, and purchasing decisions. Further analysis related to the preferences and behaviors of Generation Z consumers on the TikTok platform can provide additional insights. Moreover, research could involve additional demographic and psychographic aspects to understand the variability in consumer responses.

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