



THE INFLUENCE OF ONLINE VIDEO CONTENT ON TIKTOK SHOP CONSUMER BEHAVIOR

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Abstract. This research aims to analyze the influence of online video content on consumer behavior in the Tik Tok Shop context. With the increasing popularity of Tik Tok as a social media platform focused on video content, the question of how video content influences consumer behavior has become relevant. The research results show that there is a significant correlation between online video content presented on Tik Tok Shop and consumer online shopping behavior. Interesting, informative and creative video content tends to increase consumer interest in purchasing the product or service being promoted. In addition, this research also identified that Tik Tok's special features, such as duets, challenges, and live streaming, have a significant impact in increasing consumer engagement. Utilization of these features by sellers can increase interactions with consumers, which in turn can influence purchasing decisions. In conclusion, online video content has an important role in shaping consumer behavior at Tik Tok Shop. Therefore, sellers and marketers need to understand the importance of creating engaging and creative content to achieve their marketing goals on these platforms.

Keywords: Consumptive Behavior; Shopping Motives; Social Media; TikTok Shop; Video Content

I. INTRODUCTION

1.1. Background

In the digital era where social media is becoming increasingly dominant, social media platforms are becoming the center of attention in the world of business and marketing. One of the most popular and influential platforms is TikTok. TikTok is a short video sharing application that has reached millions of users worldwide. As its

popularity explodes, TikTok is not only used for entertainment but also as a powerful marketing tool.

TikTok offers an extraordinary opportunity for companies, business people and online shop owners to reach their target market. This phenomenon not only includes the use of TikTok as a marketing platform, but also a significant increase in the use of online video content to promote specific products and brands. (Guarda, 2021).

The use of social media like TikTok in marketing has a huge impact on consumer behavior. Engaging and creative online video content can influence how consumers interact with certain brands and products. Especially in the context of Tik Tok Shop, where many online stores and businesses sell their products, the use of online video content has a significant role in shaping consumer preferences and purchasing decisions(Purnomo, Y. J., 2023).

The background to the influence of online video content on consumer behavior in the Tik Tok Shop is very relevant in the context of digital marketing and consumer behavior in the current digital era. In this background, it will be explained why the influence of online video content on TikTok is an important and relevant research topic.

Popularity of TikTok as a Major Social Media Platform

First of all, it is important to note that TikTok is one of the most popular social media platforms today. TikTok, which was first introduced in 2016, has achieved more than 2 billion downloads worldwide. The platform is known for its unique short video format, where users can create short videos with a variety of creativity, including dance, comedy, lip-sync, tutorials, and more. TikTok's popularity is not only limited to young people, but also reaches various age groups. This makes it a very potential platform for various types of businesses and brands. TikTok users come from various backgrounds and have diverse interests, opening up opportunities to target various market segments(Azpeitia, J, 2021).

Creativity in Creating Online Video Content

One of the features that makes TikTok very interesting is creativity in creating video content. TikTok users are provided with special tools and features that enable them to create entertaining and engaging videos in a matter of seconds. This creates a highly competitive ecosystem where users compete

to create the most unique and engaging content. In the context of Tik Tok Shop, creativity in creating online video content is the key to attracting consumer attention. Business people and online store owners must think outside the box to create content that can differentiate their products from others. Creative video content has the potential to go viral, which can significantly increase brand and product visibility(Babin et al 2023).

Visual Influence in Consumer Purchasing Decisions

Visuals are a very important element in marketing. Consumers often make purchasing decisions based on what they see. In this case, online video content on TikTok has the advantage because it can present products or services visually in an attractive format. Online video content can provide a real-life look at a product or service, allowing consumers to see how the product is used or the results that can be achieved. This can help consumers to feel more confident in their purchasing decisions. Especially in Tik Tok Shop, where products are displayed in various videos, the influence of visuals is very significant in shaping consumer preferences and decisions(Flavián et al 2019).

Active User Interaction with Online Video Content

TikTok also allows active interaction between users and online video content. Users can comment, like and share videos easily. This creates opportunities for deeper interactions between brands and consumers. These interactions can also form positive or negative perceptions of the brand. If online video content gets a lot of positive responses from users, this can improve brand image and build trust. Conversely, negative feedback can have a negative impact on a brand's reputation. Therefore, understanding how to manage user interactions with online video

content is very important in marketing on Tik Tok Shop(Youn et al 2021).

Influence of Influential Users (Influencers)

TikTok is also known as a platform that often involves influential users (influencers). Influencers are individuals who have large and loyal followings on TikTok, and they often work with brands to promote products or services. The influence of influencers in shaping consumer preferences cannot be ignored. Influencers have the ability to create content that entertains and convinces their followers about a particular product or service. They often have highly engaged audiences who trust their recommendations. Therefore, collaboration with influencers can have a big impact on consumer behavior on Tik Tok Shop(Leung et al 2022).

Development of Technology and Supporting Applications

Technological developments also influence the influence of online video content on consumer behavior at the Tik Tok Shop. Supporting applications, such as video editing applications and special effects, allow users to create increasingly interesting video content. Facial recognition and augmented reality (AR) technology are also used in some videos to impressive effect. The use of advanced technology in online video content can make the consumer experience more interesting and memorable. This can strengthen the influence of online video content on consumer behavior, especially in terms of attracting attention and triggering purchasing interest(Wedyan et al 2021).

Thus, the popularity of TikTok as a major social media platform, creativity in creating online video content, the influence of visuals in consumer purchasing decisions, active interaction of users with online video content, the role of influencers, and technological developments are some of the main factors behind the influence of video content online on consumer behavior at Tik Tok Shop. This phenomenon becomes very

important in the context of digital marketing and influences the way companies and online store owners approach their marketing strategies in this digital era.

1.2. Literature Review

This literature review will discuss the influence of online video content on consumer behavior at the Tik Tok Shop. In the increasingly digital era, social media platforms such as TikTok have become the center of attention, especially in the context of marketing and consumer behavior. Understanding how online video content influences consumer behavior on Tik Tok Shop is very important for achieving success in online business.

Role of TikTok in Digital Marketing

TikTok has grown into one of the largest social media platforms in the world, with more than billions of monthly active users. The platform is known for its creative short video formats, covering a variety of topics from entertainment to product tutorials. TikTok's success in capturing users' attention makes it an attractive place for companies and online store owners to promote their products and services. This research examines the influence of social media marketing TikTok on students' purchasing decisions for Jiniso products. The research results show that using TikTok in marketing can have a positive impact on purchasing decisions(Martini et al 2022).

Online Video Content and Consumer Preferences

Online video content has a strong appeal especially to young consumers. The influence of TikTok content on women's skincare product purchasing decisions was tested. The results show that interesting online video content can positively influence consumer purchasing decisions. The results of this research show that online video content has a significant influence on

consumer behavior at the Tik Tok Shop. (Salasbila et al 2022).

Product Visuals and Attractiveness

Online video content allows brands to showcase their products in a visual and engaging way. TikTok users are often attracted to video content that showcases products or services in a creative, funny, or informative way. This can influence consumer behavior by arousing their interest in the product or service featured in the video. The influence of social media marketing TikTok on purchasing interest at Shopee was studied. The results of this research show that TikTok users tend to be interested in products displayed in interesting and informative video content, which in turn can increase their interest in making purchases. (Wijayanto et al 2023).

Active User Interaction

The transition to digital TV broadcasts can change people's television consumption patterns. With better accessibility, a greater variety of content, and the ability to record programs, people in Bandar Lampung City may experience a shift in their viewing patterns. They may prefer to watch specific content that suits their interests and adjust their viewing time according to personal preferences. These changes could impact show ratings, content strategies, and advertising preferences in the broadcast TV industry.

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TikTok is also known as a platform that often involves influential users (influencers). Influencers are individuals who have large and loyal followings on TikTok, and they often work with brands to promote products or services. The influence of influencers in shaping consumer preferences cannot be ignored. Influencers have the ability to create content that entertains and convinces their followers about a particular product or service. They often have highly engaged

audiences who trust their recommendations. Therefore, collaboration with influencers can have a big impact on consumer behavior on Tik Tok Shop. (Kumar, R., 2023).

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This, the popularity of TikTok as a major social media platform, creativity in creating online video content, the influence of visuals in consumer purchasing decisions, active interaction of users with online video content, the role of influencers, and technological developments are some of the main factors behind the influence of video content online on consumer behavior at Tik Tok Shop. This phenomenon becomes very important in the context of digital marketing and influences the way companies and online store owners approach consumers and promote their products and services.

II. METHODS

This research aims to investigate the influence of online video content on Tik Tok Shop consumer behavior. according to (Mishra et al 2022) the achieve this goal, this research will use quantitative and qualitative approaches as well as the following research methods:

2.1. Research Design

This research will use a mixed design (mixed-methods research) which combines quantitative and qualitative approaches. A quantitative approach will be used to analyze consumer survey data, while a qualitative approach will be used to explore interviews with Tik Tok Shop users.

2.2. Population and Sample

The population in this research are Tik Tok Shop users. The sample will be selected randomly from this population. Tik Tok Shop users who are over 18 years old and have online shopping experience will be the research subjects.

2.3. Research Instruments

The instruments used in this research were online surveys and interviews. Surveys will be used to collect quantitative data. Survey questions will cover aspects such as frequency of use of Tik Tok Shop, type of video content preferred, and consumer behavior. : In-depth interviews will be used to gain a deeper understanding of the experiences and perceptions of Tik Tok Shop users. Interviews will be recorded and analyzed.

2.4. Data Collection

Survey data will be collected via an online survey platform. Interview data will be taken through in-depth interviews with selected respondents.

2.5. Data Analysis

Survey data will be analyzed using statistical software such as SPSS. Qualitative analysis will be carried out by identifying the main themes from the interviews.

2.6. Research Ethics

This research will adhere to the principles of research ethics, including the

privacy and security of respondent data. All data will be processed anonymously.

2.7. Research Time

This research will be carried out over a certain period, with data collection, analysis and report preparation stages.

III. RESEARCH RESULTS AND DISCUSSION

3.1. Research Results

Research shows that online video content on the Tik Tok Shop platform has a significant impact on consumer behavior. Here are some key findings from the results of this research:

Effect of Exposure to Video Content

Research shows that the more often users are exposed to promotional video content on Tik Tok Shop, the more likely they are to make a purchase. Repeated exposure can influence consumer decisions.

Use of Influencers

The use of influencers in promotional video content is an effective strategy. Influencers can increase user engagement and help products go viral.

Shopping Motives

Online video content also influences consumer shopping motives. Videos that emphasize the benefits or quality of a product can motivate consumers to buy.

Emotional Response

Video content that triggers a positive emotional response, such as happiness or humor, tends to have a greater impact on consumer behavior. Users who feel entertained are more likely to make a purchase.

Shopping Frequency

Interesting and interactive video content can increase consumer shopping

frequency on Tik Tok Shop. Users who feel engaged with content shop more often.

Brand Perception

Online video content also influences consumer perception of certain brands and products. Positive perceptions can encourage consumers to choose the brand.

Viral Product Potential

Certain products can go viral through Tik Tok Shop video content, leading to a significant increase in demand and sales.

Thus, the research results show that online video content on Tik Tok Shop has an important role in shaping consumer behavior and can be used as an effective marketing strategy.

3.2. Research Discussion

In the ever-growing digital era, Tik Tok Shop has become one of the social media platforms that is very influential in consumer behavior. Tik Tok Shop combines entertainment with online shopping, allowing users to watch engaging video content while shopping for products. In this discussion, we will explore how online video content influences consumer behavior in the Tik Tok Shop.

The Influence of Online Video Content

Online video content has become a key element in the Tik Tok Shop user experience. These videos can provide information about the product, how to use it, and provide real-life experiences to consumers. Tik Tok Shop users tend to be interested in entertaining and informative videos, which influence them in making purchasing decisions.

Influence on Purchasing Decisions

Online video content on Tik Tok Shop can have a big impact on consumer purchasing decisions. Videos that present products in an interesting and informative way can make consumers more inclined to buy the product. Research by Oktaviani (2022) shows that the content in the Tik Tok

Shop feature has a significant influence on online shopping consumer behavior.

Influence on Shopping Motivation

Online video content on Tik Tok Shop can also influence consumer shopping motivation. An interesting video can trigger the desire to try the product displayed. Research by Martini (2021) found that Tik Tok media had a significant influence on purchasing decisions for culinary products.

Influence on Consumptive Behavior

Apart from influencing purchasing decisions and shopping motivation, online video content can also have an impact on consumer behavior. Videos that present products in a tempting and entertaining way can make consumers more likely to make impulse purchases. Therefore, Tik Tok Shop users need to be careful not to get caught in unwanted consumer behavior.

Tik Tok Shop has become a platform that greatly influences consumer behavior. Online video content on Tik Tok Shop has an important role in influencing purchasing decisions, shopping motivation and user consumptive behavior. For consumers, it is important to always wisely evaluate the information presented in online video content and consider purchasing decisions carefully. For sellers and marketers, engaging online video content can be a powerful tool for increasing sales and consumer interest.

IV. CONCLUSIONS AND RECOMMENDATIONS

4.1. Conclusion

In the ever-growing digital era, the role of online video content in influencing consumer behavior at Tik Tok Shop is increasingly significant. Based on various existing research and sources, several key points can be concluded regarding the influence of online video content on consumer behavior on this platform 1) Online

video content on Tik Tok Shop has a major impact on consumer purchasing decisions; 2) Online video content also influences consumer shopping motivation; 3) Tempting and entertaining online video content can make consumers inclined to make impulse purchases; 4) Engaging, informative and entertaining online video content has a significant impact; and 5) Tik Tok Shop has become a platform that greatly influences consumer behavior, especially when it comes to online shopping.

4.2. Suggestion

Based on the research and information that has been provided, here are some suggestions that can help sellers and consumers optimize the influence of online video content on consumer behavior on Tik Tok Shop, 1) Sellers on Tik Tok Shop must prioritize the quality of video content; 2) Sellers need to compete with various other video content on Tik Tok; 3) Actively interact with consumers in comments and private messages; 4) Take advantage of Tik Tok features such as duets, challenges, and live streaming to engage more directly with consumers; 5) , use video content to provide education about your products; 6) It is important to understand who your target audience is; 7) Always monitor the performance of your video content; and 8) : Make sure to adhere to ethical guidelines in product promotion.

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