

Digital marketing analysis on the consumer decision-making process of millennials and Gen Z generation groups on the TikTok application

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Abstract

This study investigates the impact of digital marketing on consumer behaviour in purchase decision-making among Millennials and Gen Z generations. The study employs convenience sampling with twenty respondents through a qualitative and exploratory research method. The research examines consumer behaviour based on their purchasing experiences. Findings reveal that digital marketing changes how consumers recognize problems, search for information, and evaluate products. User-generated content, such as reviews and recommendations, significantly influences consumers' information search process. Additionally, consumers tend to utilize comparative methods when evaluating products. The study provides valuable insights for marketing practitioners in designing effective strategies to influence consumer behaviour in the digital era. A deep understanding of the role of digital marketing is crucial in achieving successful marketing goals in an increasingly connected digital landscape.

Keywords: Digital Marketing; Consumer Decision Making Process; Consumer Behavior

INTRODUCTION

Digital marketing is a new method recognized as quite powerful in business marketing. The emergence of many online buying and selling platforms has become a trend in tremendous consumer demand. It's inseparable from the expansion of the internet network, which is relatively rapid to facilitate the development of buying and selling business *online*. NielsenIQ noted that Indonesian consumers using *online buying and selling* via *e-commerce* reached 32 million in 2021, an increase of 88% from 2020 (CNN Indonesia) accessed on 18 Mei 2023. On the other hand, the publication of *E-Commerce 2022 statistics* states that many *E-Commerce* businesses use text messages and social media as sales media, with the most preferred payment method being cash *on delivery* (COD) (Badan Pusat Statistik, 2022). This phenomenon proves that digital marketing is a medium with exciting prospects. Thus, digital marketing is essential for a business's survival.

TikTok is a digital marketing platform that gives users and creators access to promote and sell products through Tik Tok. The survey was conducted on December 16-19, 2022, with 400 respondents through the audience profiler feature from the survey.id The results show that consumers like TikTok Shop because prices are cheaper than other *e-commerce* platforms, there are attractive promos and vouchers, easy-to-use features, attractive hosts, product advertisements continue to appear, and there are influencer hosts. The results of the Adweek-Morning Consult survey summarized by Deseret News, 49% of users will buy a product or service after seeing an advertisement, promotion, or review on TikTok (glints.com) accessed on 18 Mei 2023. The Tik tok shop feature makes it easy for buyers to shop via social media without switching to another application. Besides that, Tik Tok Shop has a fairly large market share. Daily.id stated that the TikTok application has active users of approximately 800 million people, and on average, they open the TikTok application eight times daily. The latest data released by ByteDance mentions the rapid growth of the TikTok Shop in Southeast Asia, including Indonesia, with the value of *e-commerce transactions* on TikTok skyrocketing during 2022. At the same time, CNBC

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CNBC reported that the value of shopping through TikTok has increased 4-fold in 2022. Southeast Asia's gross merchandise value, or GMV, exceeded US\$4.4 billion or IDR 68 trillion. A previous Populix survey stated that the Tiktok Shop had been used by 45% of people in Indonesia who have shopped online using social media, higher than platforms owned by the big Meta family, namely WhatsApp (21%), Facebook Shop (10%) and Instagram Shop (10%).

TikTok shop users in Indonesia come from various backgrounds. One of them is the millennials and Gen Z generation. Turner (2015) illustrates that Gen Z tends to be interested in practical things and depends on technology. While the characteristics of Gen Z are that they often carry out social activities through cyberspace, so they quickly search for and find information (Noordiono, 2016). Millennials and Gen Z likely use the TikTok application. It is what makes researchers interested in studying the use of TikTok shops by Millennials and Gen Z generations.

Researchers, including Ai Nur Sa'adah (2002), have conducted several studies on digital marketing, who studied Generation Z's perceptions of the TikTok Shop feature on the TikTok Application. This study examines how Gen Z perceives Tik Tok shops, and whether they provide many conveniences or disadvantages. Meanwhile, Iston Dwi Jaya (2019) conducted research to look at the marketing strategies carried out by MSMEs in facing competition in the digital era. M.D Triyanti (2022) researched to determine the influence of TikTok and its relation to wasteful behaviour in the millennial generation. Desaira Alfi Noor Aviva (2020) melakukan penelitian untuk melihat pengambilan keputusan oleh pengguna E-Commerce Shopee. Zakiya Umami (2021) Zakiya's research aims to find new strategies for product marketing following digital marketing developments. Some existing research related to digital marketing has yet to show studies that are the same as the topic that researchers are doing. This research emphasizes the use of the TikTok shop by the Millennials and Gen Z generations. This research brings novelty to existing research. Namely, a study focuses on customer decision-making, especially the Millennials and Gen Z generations at the Tiktok shop.

METHOD

This study uses an exploratory qualitative approach as a research method. In the process, primary data was collected through academic references and interviews with Millennials and Gen Z users of *the e-commerce tick tok shop*. Referring to the generational theory by Graeme Codrington and Sue Grant Marshall, Millennials were born from 1981 to 1996, while Gen Z started from 1997 to 2012 (pewresearch.org). The research variables used in this study are digital marketing as the independent variable and consumer behaviour as the dependent variable. Researchers use a purposive sampling technique to get subjects with characteristics per the research objectives to be carried out. Before the interviews were conducted, the researchers recruited and selected research participants according to predetermined criteria. The qualifications specified include a) Knowledge: basic understanding of the internet and marketing, b) Experience: using the TikTok shop *e-commerce platform*. Twenty participants were interviewed in this study, ten from the Millennial Generation and ten from Gen Z. These participants represented the characteristics needed.

RESULT & DISCUSSION

The results and discussion of this study consist of understanding digital marketing, the buying decision-making process, the influence of *digital marketing* on purchasing decisions, and TikTok as a digital marketing medium and *e-commerce*.

Perceiving Digital Marketing

The results of interviews conducted with related respondents, digital marketing, in the respondents' understanding, leads to advertising, social media, e-commerce, and ease of access.

“Menurut saya digital marketing adalah sebuah pemasaran menggunakan digital. Jadi kayak informasi produk gitu di share secara digital” (In my opinion, digital marketing is marketing using digital. It's like product information is shared digitally). **(R1, 28)**

Other respondents also agreed that digital marketing is a way to promote a brand digitally. Here's the statement,

“Digital marketing adalah hal-hal yang dilakukan suatu brand untuk menarik perhatian pembeli tapi melalui media digital” (Digital marketing is the things that a brand does to attract the attention of buyers through digital media). **(R14, 22)**

“Pemasaran secara digital biasanya udah masuk di marketing 4.0, jadi promosi sebuah merek atau produk menggunakan media digital” (Digital marketing is usually included in marketing 4.0; promoting a brand or product using digital media). **(R11, 21)**

Although the selected respondents tend to understand the nature of digital marketing, this understanding is spread unevenly across generations. There are different findings from Millennials generation respondents. Some respondents indicated that they did not fully understand digital marketing and thought that the scope of digital marketing was limited to *online shops*.

“Digital marketing itu ya online shop seperti shopee, tokopedia, tiktok shop, lazada, dll. Jadi belanja secara online/digital”. (Digital marketing is an online shop like Shopee, Tokopedia, Tiktok shop, Lazada, etc. Shop online/digitally). **(R2, 27)**

“Digital marketing merupakan bisnis online, belanja online, dan online shop” (Digital marketing is an online business, online shopping, and online shop). **(R5, 32)**

“Tiktok, shopee, lazada” **(R4, 28)**

Meanwhile, younger people interpret digital marketing as synonymous with social media.

“Digital marketing adalah pemasaran menggunakan media sosial seperti tiktok” (Digital marketing is marketing using social media such as TikTok). **(R12, 18)**

“Digital marketing adalah pemasaran secara online melalui media sosial instagram, tiktok” (Digital marketing is online marketing through social media Instagram, TikTok). **(R17, 20)**

The respondents were not entirely wrong, but it can be concluded that the understanding of digital marketing has not been evenly distributed among the public. Even so, all respondents agreed that digital marketing is helpful and easy to access daily. According to respondents, searching for product-related information has become more accessible by using the internet.

“Karena sekarang udah digital, dan ada gadget di dekat kita selalu. Jadi ya lebih mudah diakses. apalagi aku anaknya homebody, jadi dapet atau cari informasi ya dari rumah, dari internet bukan dari jalanan gitu” (Because now it's digital, and there are gadgets near us all the time. It's easier to access. Moreover, I'm a homebody, so I can get or find information from home, from the internet, not from the streets). **(R22, 22)**

“Digital marketing lebih mudah terakses dibanding iklan tradisional, dari buka ig aja, lihatin instastory temen, bisa muncul iklan brand tertentu” (Digital marketing is easier to access

than traditional advertising, just open ig, look at friends' stories, and advertisements for certain brands can appear). **(R15, 20)**

The respondents' understanding above aligns with the notion of digital marketing by Chaffey & Chadwick (2016) by applying the internet and digital technology together with traditional communication to achieve marketing goals. In its application, digital marketing uses the internet and other digital media as tools to support modern marketing. A brand uses digital media as a communication tool through interactive content and services from various digital technology platforms, including the internet, web, mobile phones, TV, social media, etc. Based on the interviews, the authors found that respondents understood that using digital advertising is a way for a brand to communicate and market its products to attract audience interest and know the various digital media used to express this marketing.

Decision-Making Process

Purchasing decisions do not happen automatically; consumers go through a thought process before making decisions. Based on the interview results, the initial stage in the respondent's decision-making process is problem recognition. Respondents first reviewed and separated their needs and desires; respondents also said they often wanted to buy goods because of conversations with friends or relatives.

“Biasanya kalau kumpul sama temen-temen gitu bahas ABCD terus dari kumpul itu saling sharing produk skincare gitu, menurut temen bagus jadi pengen beli” (Usually when I go out with friends, they discuss ABCD, and share skincare recommendation, since they said it's good, I want to buy it). **(R1, 28)**

“Kadang dari sosmed orang bahas suatu barang, terus aku mikir kegunaannya, sebenarnya aku butuh atau enggak sih untuk beli produk ini?” (Sometimes from social media, people discuss an item, then I think about its use, do I need it or not to buy this product?) **(R11, 21)**

“Yang paling penting aku harus benar-bener misahin dulu kebutuhan sama keinginan ku terus di rank sebutuh apa aku sama barangnya. Biar gak nyesel beli” (The most important thing is that I have to really separate my needs and wants, then rank the products I need by the urgency. So, I don't regret buying). **(R14, 22)**

The results of the interviews show that the two generations take problem analysis and continue by-product informational research. Product information is essential for respondents to consider before purchasing and plays a role in forming new perceptions or updating old perceptions of a product.

“Biasanya cari info dulu produk yang sesuai, di cek juga produknya fungsinya sesuai gak sama yang kita cari, terus lihat review juga” (I Usually look for information about the product first, check the function, then look at the reviews too). **(R16, 22)**

“Biasanya kalau mau beli produk misalnya skincare, harus tau khasiatnya apa, lihat review dan search di google, ngebandingin brand A, B dan harga juga” (If I want to buy a product, for example, skincare. I have to know its benefits, look at reviews and search on Google, compare brands A, B and the price too). **(R11, 21)**

“Melihat review orang lain dan mencari informasi yg detail” (Seeing other people's reviews and looking for detailed information). **(R9, 28)**

“Cari tau keunggulan dan kelemahannya” (Find out the strengths and weaknesses). **(R4, 28)**

“Saya mencari info review dari konsumen lain agar merasa lebih yakin untuk membeli” (I'm looking for review from other consumers to feel more confident about buying). **(R5, 32)**

The author asked whether the availability of information from one party was sufficient for the needs of the respondents; the respondents stated that they felt the need to obtain more information regarding the product. According to respondents, more than the information obtained is often needed to consider purchasing decisions.

“Perlu sih soalnya kadang info yang saya punya gak cukup untuk bikin keputusan beli produk” (It's necessary because sometimes the information I have isn't enough to decide to buy a product). **(R17, 20)**

“Perlu (informasi lanjutan) biar tau kelebihan dan kekurangan biar bisa jadi pertimbangan dalam pembelian” (Need advanced information so that I know the advantages and disadvantages that can be considered in the purchase). **(R14, 22)**

“Perlu menurutku mencari tahu lebih detail apalagi kalau itu produknya produk penting/produk kebutuhan pokok.” (I think it's necessary to find out more in detail, especially if the product is an important product/product of basic needs). **(R18, 22)**

“Biasanya cari info lanjutan tentang deskripsi barang, gambar/video real barang nya gitu, dan spesifik barangnya itu kayak apa” (Usually looking for further information about the description of the goods, pictures/videos of the actual goods, and what the specifics of the goods are like). **(R19, 21)**

“Saya rasa perlu untuk mencari tahu lebih jauh, terutama untuk skincare. Untuk mengetahui fungsi dan kandungan serta mencari tahu apakah toko tersebut menjual barang ori.” (It's necessary to find out more, especially skincare; the functions and ingredients and if the store sells original goods). **(R6, 29)**

Furthermore, the author asked whether the additional information obtained influenced the previous product selection; most respondents admitted that this had influenced even in some cases, respondents changed their product choices based on this additional information, especially after comparing product brands and prices to e-commerce.

“Pernah mengganti barang, kayak contoh tu udah tertarik ya gegara ada satu barang skincare yang banyak direkomin sama orang-orang bla bla bla, ternyata pas kucari tahu itu ternyata ada bahan-bahan yang gak cocok sama kulitku, jadinya gak jadi” (I've changed items. For example, I interested on skincare item that was recommended by many people. But then I found out that there were ingredients that didn't suit my skin, so it didn't work). **(R18, 22)**

“Saya pernah mengganti pilihan produk karena harga produk tersebut lebih murah namun memiliki kualitas yg sama dg produk sebelumnya yg saya pilih” (I've changed product choices because the price of these products is lower but has the same quality as the previous product I chose). **(R5, 32)**

“Sering banget ganti pilihan setelah membandingkan berbagai hal. Awal itu membandingkan marketplace nya dari Tokoped, shopee, tiktok shop siapa yang kasih harga lebih murah. Setelah itu bandingin harga produknya di seller A, B, C tapi tetep mempertimbangkan keaslian produknya” (I often change my choice after comparing various things. At first, I compared the marketplaces; Tokopedia, Shopee, and Tiktok shop, which one gave a lower price. After that, I compare the product prices at seller A, B, C but still consider the product's authenticity). **(R3, 28)**

Information search by respondents is done through various channels. Based on the interview results, the three media most often used by respondents as information search tools are TikTok, Instagram, and Youtube. Respondents felt that searching for information became more efficient by using the application. The content and information spread in the application are easily accessible and complete, including photos, videos, and product reviews.

“Tiktok, Instagram, Youtube itu menampilkan informasi secara video sehingga jelas” (Tiktok, Instagram, Youtube display information in the video so it's clear). **(R3, 28)**

“Karena channel tersebut dapat memperlihatkan gambaran produk tersebut saat kita terima, sekaligus kita mendapat info dari yg disampaikan di video tersebut” (Because the channel can show an overview of the product when we receive it, at the same time, we get information from what is conveyed in the video). **(R5, 32)**

“Karena channel tersebut menampilkan informasi yang lengkap dan dapat dipercaya” (Because the channel displays complete & reliable information). **(R6, 29)**

“Tiktok gampang banget digunain. Segala jenis konten juga ada mulai dari rincian produk, review, sampai keranjang kuningnya langsung disediakan jadi sangat mudah diakses” (TikTok is very easy to use. There's all kinds of content, starting from product details, reviews, to the yellow basket, which is immediately available, so it is very easy to access). **(R19, 21)**

After making a purchase, the authors found that the respondents involved in this study evaluated the products they bought, and the respondents compared the information they found with the products they got. In addition, respondents in this study actively participate in post-purchase activities, such as providing feedback to sellers through *e-commerce review features* and sharing the results of their purchases with friends or relatives. The author also found that Millennials share their investment results face-to-face or via private *chat*. In contrast, Gen Z often shares their experiences via social media with Instagram stories.

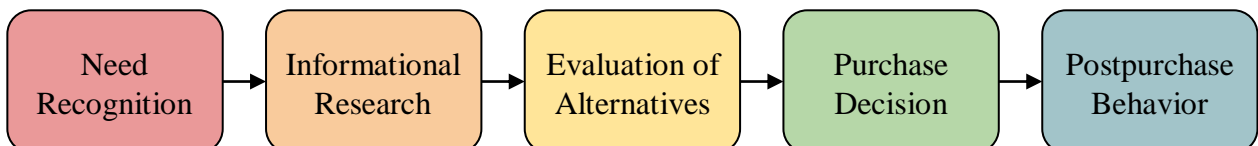
“Kasih ulasan di e-commerce lumayan sering ya. Kalau ke temen, kalau menurut saya produk tersebut sangat worth it untuk dibeli dan orang lain harus tau info tersebut” (I give reviews on e-commerce quite often. When it comes to friends, I tell them if the product is really worth it to buy, and other people should know this information). **(R5, 28)**

“Saya berfikir jika saya mendapatkan barang yang baik dengan kualitas yang sepadan maka saya akan memberitahu langsung teman saya atau lewat WA” (I think if I get good goods with commensurate quality, then I will tell my friends directly or by WhatsApp). **(R8, 30)**

“Kalau kasih review di e-commerce nya gitu hampir selalu sih karena kan saya biasanya juga nyari ulasan dari yang udah pernah beli produk, jadi saya lakukan hal yang sama biar saling ngebantu gitu. Kadang juga saya ngebagi pengalaman ke temen, tapi kalau dibuat konten yang niat gitu enggak, cuma difoto terus diberi tulisan-tulisan ulasan singkat atau review dari produk yang saya beli di Instastory” (I almost always give a review in e-commerce, because I usually also look for reviews from those who have bought products before, I do the same thing so I can help each other out. Sometimes I also share my experiences with friends, but I don't make content with intention, I just take a photo, and then I give short reviews of the products I bought on Instastory). **(R15, 20)**

“Kalau produk itu bener-bener memuaskan aku share di Instastory, atau share video unboxingnya dan kasih tau ke temen-temen kalau barangnya bagus” (If the product satisfies me, I will share it on Instastory or share the unboxing video and tell my friends that the product is good). **(R18, 22)**

Based on the interview results, the respondent's decision-making process aligns with the decision-making process theory. Kotler dan Amstrong (2018) suggest the process of consumer buying decisions through 5 stages: problem recognition, information search, evaluation & alternatives, purchase decisions, and behaviour after purchase.



At the problem recognition stage, it can be triggered by internal factors such as an individual's needs that require an individual to make a purchase and external factors such as advertising and the influence of other individuals, groups, or well-known figures. Respondents entered this stage by sorting out their needs and desires or because of information from outside, such as friends and social media. Then proceed to the step of informational research. At this stage, consumers who desire to buy an item but are still in doubt will move to find information related to the item. Respondents did the same by seeking information on product strengths and weaknesses, prices, and reviews of the desired product via the internet, social media, and e-commerce. The stage is followed by evaluating alternatives, namely how consumers process information to choose between alternative brands. In this stage, respondents tend to compare products to products with the same function and efficacy in terms of price at several sellers on various e-commerce. The results of this evaluation form a purchase decision: the consumer chooses which product to buy and where to buy the product. After purchasing (post-purchase behaviour), the next thing that comes up is consumer satisfaction. If the product does not meet expectations, the consumer will be disappointed; if the product meets expectations, consumers will be satisfied; if the product exceeds expectations, consumers will be happy. In the interview results, respondents who were pleased with the purchased product increasingly shared their buying experience through reviews on e-commerce, sharing directly with friends and via social media, and even uploading unboxing videos accompanied by consumer reviews.

The Influence of Digital Marketing on Purchasing Decisions

The findings above show that respondents are generally exposed to digital marketing content through social media. Social media has a vital role in facilitating interactions between brands and consumers. Through social media, consumers can communicate directly with brands, provide feedback, exchange experiences, and share opinions with other consumers, thereby expanding the reach of word-of-mouth influences that can influence consumer purchasing decisions. The results of interviews with respondents show that positive content, negative content, and trust in the seller are essential factors in determining the respondent's buying decision.

Positive content plays a significant role in information seeking by respondents. Educational, inspirational content, engaging with the audience, and displaying product visuals are essential starting points in building relationships between audiences and brands. In addition, review comments, product ratings, and video reviews also impact respondents' considerations in purchasing decisions.

“Kadang dengan review orang lain baik atau buruknya produk dapat membuat saya berpikir 2x untuk beli produk tersebut” (Sometimes the good or bad reviews of other people on a product can make me think twice about buying the product). **(R20, 22)**

“Konten-konten di tiktok biasanya yang dari seller aslinya kan banyak ngejelasin produk, terus dari review jujur influencer itu lumayan jadi menginspirasi buat beli juga, biasanya brand gitu juga banyak yang bikin giveaway atau diskon dari live gitu kan jadi makin bikin tertarik buat beli juga” (The content on TikTok usually comes from the official seller that explains a lot about the product, then from honest reviews of the influencer is quite inspiring to buy too; usually many brands also make giveaways or discounts from (TikTok) live, so that makes it even more interesting to buy). **(R18, 22)**

“Sangat mempengaruhi karena harus tau pandangan orang lain ke produk itu seperti apa, harus tau dan lihat dulu foto atau video asli dari pengguna lain produk itu” (It's very influential

because you have to know what other people's views of the product are like; you have to know and see original photos or videos of the product from other users). **(R4, 28)**

“Ya, karena menurut saya review berupa foto, video, atau informasi sangat penting untuk dijadikan pertimbangan.” (Yes, because in my opinion, a review in the form of a photo, video or information is very important to be taken into consideration). **(R6, 29)**

“Pengaruh terkuat sih dari komentar ulasan di e-commerce karena kalau beli produk di penjual official biasanya kan lebih mahal, nah biasa jadinya beli di penjual yang gak official terus lihat komentarnya gitu apakah barangnya benar-benar sesuai apa tidak, ratingnya produk dan sellernya gimana, disitu kan biasanya juga orang-orang nge post foto atau video barangnya.” (The strongest effect is from reviews on e-commerce because if you buy a product at an official seller, it's usually more expensive. So, I usually buy from a seller who isn't official and then look at the comments whether the item is really appropriate or not, what's the rating of the product and the seller. eople usually post photos or videos of their goods in the review section). **(R9, 28)**

The author also asked what if a product doesn't have many reviews on social media or e-commerce; according to some respondents, this has an impact on respondents' doubts about the product, but some others admit that it doesn't matter as long as respondents have positive beliefs about the product. Or the product is urgently needed.

“Kalau gak banyak yang reviu, Selama yakin barang itu bagus dan diperlukan saya akan tetap membeli.” (If there aren't many reviews, as long as I'm sure the item is good and needed, I'll still buy it). **(R13, 17)**

“Kalau tidak banyak reviu tapi dari penjualan meyakinkan, mungkin tetep aku beli” (If there aren't many reviews, but the sales are convincing, I might still buy it). **(R19, 21)**

“Saya akan membelinya karena saya sendiri yang akan mereview nya” (I will buy it because I will review it myself). **(R7, 30)**

“Ragu sih kalau belum banyak yang coba atau review. Mungkin tidak beli, karena review orang lain sangat penting bagi saya.” (I doubt it, if not many have tried or reviewed. Maybe not buy, because other people's reviews are very important to me). **(R6, 29)**

“Agak gak meyakinkan kalau belum banyak review. Tidak akan beli, karena kita hanya melihat produk tersebut dalam bentuk gambar. oleh karena itu saya butuh review dari orang untuk menerima gambaran saat produk tersebut saya terima dan gunakan.” (It's a bit unconvincing if there haven't been many reviews. I won't buy it because I only see the product in pictures. Therefore, I need reviews from people to get an idea when I receive and use the product). **(R5, 32)**

Apart from searching for information, respondents stated that friends' positive review posts on social media were also a determinant of respondents' purchasing decisions. The friend's post inspired the respondent to learn more about and purchase the product.

“Iya karena itu review jujur” (Yes, because it's honest). **(R10, 27)**

“Terkadang memberikan rasa ingin membelinya juga” (Sometimes it makes me want to buy it too). **(R8, 30)**

“Berpengaruh karena influencer terdekat yang bisa ditanya-tanya lebih lanjut adalah teman sendiri” (It's influential because the closest influencers who can be asked further are my own friends). **(R14, 22)**

Contrary to positive content, which is used as a candidate for product choice, negative content influences purchasing decisions as a tool to eliminate choices. Respondents immediately change their choices if they find negative content related to the product.

“Sering banget ngeganti produk karena biasanya riset dulu. Khususnya skincare karena biasanya kalau beli online skincare. Kalau reviewnya jelek gitu aku bisa switch, ganti ke produk lain” (I often change the products because I usually do research first. Especially skincare,

because usually I buy skincare online. If the review is bad, I can switch, change to another product). **(R11, 21)**

"Kalau ada konten review produk dan negatif, gak akan beli" (If there is product review content and it's negative, I won't buy it). **(R13, 17)**

"Kalau review negatif lebih besar dibanding positif tidak dibeli" (If the negative reviews outweigh the positives, don't buy it). **(R14, 22)**

"Tidak akan beli, karena kualitas produk tersebut membuat saya ragu untuk membeli" (I won't buy, because the quality of the product makes me hesitate to buy). **(R5, 32)**

"Tidak, karena dengan begitu kita berkemungkinan untuk membeli barang dengan kualitas rendah" (No, because then we are likely to buy low-quality goods). **(R8, 30)**

In the worst case, respondents revealed that they had cancelled their orders due to losing trust in the seller and the products after receiving negative reviews from previous consumers.

"Saya pernah membatalkan orderan saya karena tidak yakin dengan penjual" (I once canceled my order because I wasn't sure about the seller). **(R3, 28)**

"Pernah sekali aku batalin pesenanku karena ngeliat produknya kan lebih murah dibanding yang lain, jadi co (check out) tapi pas chat-an sama penjualnya tanggepannya kok jelek, jadi kubatalin aja" (I once canceled my order because I saw that the product was cheaper than others, so I checked out, then when I chatted with the seller, the response was really bad, so I just canceled my order). **(R14, 22)**

"Saya pernah membatalkan pesanan karena lihat reviewnya baru setelah pesanan dibuat ternyata banyak yang komplek di komentar tentang sellernya jadi saya langsung batalin aja daripada kenapa-napa nantinya." (I've canceled an order because I saw the review just after the order was made, it turned out that there were a lot of complaints about the seller's comments about the seller, so I just canceled it right away instead of doing nothing later). **(R10, 27)**

"Pernah, karena penjual tidak ramah" (I've ever, because the seller was not friendly). **(R12, 18)**

"Ada pernah batalin pesanan apalagi kalau misal pesenannya itu gak trusted ya, yaudah terus aku batalin" (I've ever canceled an order, especially if the order is not trusted, then I cancel it). **(R11, 22)**

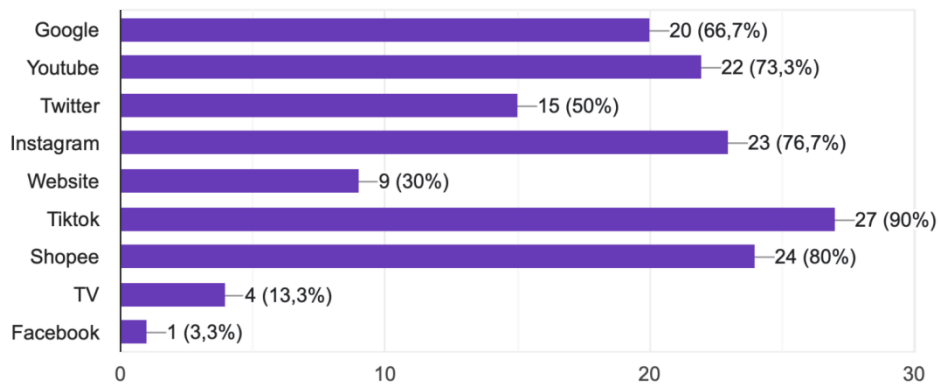
"Pernah beli album, tapi kok lama banget gak dikirim-kirim, akhirnya chat ke penjualnya tapi dijawabnya cuma sekedarnya kayak sabar kak, silahkan ditunggu ya kak. Sampai berhari-hari berikutnya juga gak dikirim-kirim, yaudah cancel aja." (I once bought an album. But, It take so long for seller to send it. Then, I chatted the seller, the answer was just as 'please be patient, sis or please wait, sis.' Until the following days, they weren't sent. So, I cancel it). **(R19, 22)**

Overall, digital marketing significantly contributes to consumer purchasing decisions by providing better information access, interaction, and experience, which allows consumers to make more informed decisions and provides opportunities for brands to influence and win respondents' trust. Digital marketing gives consumers easy access to information about products or services that respondents are interested in. Respondents can view product descriptions, user reviews, price comparisons, and other information. Digital marketing also allows respondents to view product recommendations and user reviews online. In addition, respondents can interact directly with brands via social media by asking questions, providing feedback, and sharing their experiences. This interaction helps build a relationship between brands and consumers, thus helping respondents make judgments that can influence their perceptions and assist in decision-making. As stated by Chaffney dan Chadwick (2016), *Digital marketing* provides benefits in supporting marketing by utilizing the internet to identify, anticipate and satisfy customer needs.

Includes marketing research, providing access to information and purchasing for customers, and achieving customer satisfaction through electronic channels.

TikTok is a Digital Marketing Media and e-Commerce.

According to respondents, Tiktok is the most frequently used *digital marketing channel to search for information on a product*. Respondents said that TikTok is an efficient platform as an information search tool.



Digital marketing channels used by respondents.

“Karena di TikTok Informasi mengenai produk yang sedang trend banyak sekali” (Because on TikTok there is a lot of information about trending products). **(R20, 22)**

“Karena di tiktok lengkap mulai dari spek, bahan, foto, video, dan harga” (Because on TikTok, it's complete starting from specs, ingredients, photos, videos, and prices). **(R12, 18)**

“Karena saya merasa jika channel itu yang paling real kalau kasih review” (Because I feel that the channel (tiktok) is the most real when it comes to giving reviews). **(R17, 20)**

“Karena media tersebut dapat memperlihatkan gambaran produk tersebut saat kita terima, sekaligus kita mendapat info dari yg disampaikan di video tersebut” (Because the media can show an overview of the product when we receive it, at the same time, we get information from what is conveyed in the video). **(R5, 32)**

“Tiktok itu mudah, nyaman, dan efisien digunakan. Segala informasi bisa didapatin dengan mudah lewat tiktok. Dari satu video aja bisa merangkum semua info penting suatu produk, apalagi biasanya video yang dibuat menarik gitu, jadi makin enjoy pakai nya” (TikTok is easy, convenient, and efficient to use. All information can be obtained easily via TikTok. Just one video can summarize all the important information about a product, especially since videos are usually made interesting, so I enjoy using it even more). **(R11, 21)**

“Tiktok kan formatnya video pendek ya, daripada baca panjang-panjang gitu di berita lebih enak Tiktok karena videonya menarik, infonya juga dapet. Gak membosankan” (Tiktok's format is short videos, right? Instead of reading at length like in the news, it's better use TikTok because the videos are interesting, you can also get the info, not boring). **(R10, 27)**

“Karena banyak reviewer juga di tiktok, jadi cari info lebih gampang” (Because many reviewers are on TikTok, it's easier to find information). **(R14, 21)**

The author then asks about the frequency of marketing content obtained by respondents. Based on the interview results, respondents were almost always exposed to brand marketing content whenever they opened the TikTok application. Several respondents also said that the marketing content circulating on TikTok was the source of their desire to purchase.

“Iya. Sepertinya sistem bisa melihat apa yang sebenarnya kucari. Jadi konten yang muncul memang yang kucari.” (Yes. It seemed the system could see what I was looking for. So, the content that came out was exactly like what I was looking for). **(R11, 21)**

“Di tiktok, setiap buka tiktok selalu dapet konten pemasaran brand sih. Paling sering Skintific, Scarlett gitu. Saya jadi pengguna Scarlett juga karena lihat Scarlett rame banget di Tiktok.” (On TikTok, every time I open Tiktok, I always get brand marketing content. Most often Skintific and Scarlett. I also became a Scarlett user because I saw that Scarlett was a famous product on Tiktok). **(R17, 20)**

“Di fyp Tiktok itu sangat sering muncul video promosi-promosi, itu juga yang suka bikin ngeracun jadi beli a, b, c yang sebelumnya tidak terpikirkan mau dibeli” (On fyp Tiktok, promotional videos appear very often. Those videos become a poison to buy a, b, c which you didn't think about buying before). **(R12, 18)**

“Di Tiktok gitu kadang-kadang lewat di fyp, brand kecantikan, gadget, semua ada sih di tiktok sampai ada sebutannya kan racun tiktok, atau dari review-review gitu juga jadi racun banget.” (On TikTok, sometimes they pass by on fyp, beauty brands, gadgets, and everything is on Tiktok to the point where it's called 'Tiktok Poison.' From the reviews also becomes a buying poison for me). **(R20, 22)**

“Di fyp cukup sering, biasanya juga banyak live dan ngasih promo-promo tertentu gitu, beberapa beli juga lewat live karena lebih murah” (On fyp quite often, usually there are also lots of Livestream and give certain promos, I also buy some product via (Tiktok) live because it's cheaper). **(R18, 22)**

Not only through promotional videos from brands or live TikTok; respondents also agreed that user-generated content (UGC) and influencer-generated content (ICL) affected respondents' purchasing decisions.

“User yang membahas tentang kosmetik, sering mempengaruhi saya” (Users who talk about cosmetics, they often influence me). **(R9, 28)**

“Ya memengaruhi, kadang user content dapat memasarkan suatu produk dengan baik.” (Yes, it influences, sometimes user content can market a product well). **(R8, 30)**

“Mempengaruhi karena penjelasan mereka mengenai barang yang akan saya beli” (Influenced me because they explained the goods I will buy). **(R5, 32)**

“Ya, karena dapat menambah kepercayaan saya pada kualitas produk tersebut dengan adanya honest review dari user generated content” (Yes, because it can increase my trust about the quality of the product with an honest review of user-generated content). **(R15,20)**

“Influencer tergantung orangnya sih, kalau kayak Tasya Farasya gitu aku percaya dan pasti mempengaruhi pertimbanganku buat beli makeup” (For influencers depend on the person. If it's like Tasya Farasya, I believe in her, and it influences my decision to buy makeup). **(R11, 21)**

“Berpengaruh sih kalau buat aku, kadang bahkan video yang cuma bilang barang ini bagus gitu aja bisa bikin aku keracun sama barang itu, apalagi kalau influencer yang bilang.” (It affects me. Sometimes even a video that just says this item is good can make me buy that item, especially when an influencer says it). **(R18, 22)**

“Influencer generated content sih saya sangat percaya ya. Terutama kalau si influencer ini emang ahli di bidangnya. Contoh David Gadgetin itu saya percaya.” (I really believe in influencer-generated content. Especially if the influencer is an expert in his field. I believe in David Gadgetin's, for example). **(R10, 27)**

Besides being a social media, TikTok has evolved into an e-commerce platform by presenting the TikTok Shop feature. Since its launch, TikTok Shop has become the e-commerce of choice for the community. Reporting from CNBC Indonesia, survey results from Cube Asia noted that TikTok Shop users tend to reduce public spending on the Shopee and Lazada platforms. The author then asks about the respondents' experiences

using the TikTok Shop. All respondents have confirmed their involvement in using the TikTok Shop as an e-commerce platform and explained its advantages.

“Lebih banyak menyimpan uang karena banyak diskon” (Save more money because there are lots of discounts). **(R16, 22)**

“Bisa liat real produk di live dan gratis ongkir” (You can see real products on live and free shipping). **(R17, 20)**

“Transaksi yang cepat, mudah dan dapat memberikan gratis ongkir.” (Fast, easy transactions and can provide free shipping). **(R8, 30)**

“Banyak review di tiktok, bisa join live seller juga, sering ada potongan harga juga. Bisa dibbilang semua ada di satu aplikasi dari info sampai pembeliannya” (Lots of reviews on TikTok, you can join live sellers too, there are often discounted prices too. You could say everything is in one application, from information to purchases). **(R2, 27)**

“Pernah, harga lebih murah dibanding e-commerce lain dengan kualitas yang sama” (I've ever, the price is lower than other e-commerce with the same quality). **(R13, 17)**

“Pernah, karena barang yang dijual beragam dan produk bisa dibuktikan kualitasnya melalui video” (I've ever, because the goods sold are varied and the quality of the products can be proven through video). **(R14, 22)**

“Pernah, karena di tiktok biasanya sudah terdapat konten video mengenai produk tersebut yg dapat kita tonton agar semakin yakin membeli, dan ada keranjang kuning juga tinggal di klik buat tau barangnya. Terkadang juga tiktok shop kita mendapat harga lebih murah drpd e-commerce lain.” (I've ever, because on TikTok, there is usually video content about the product that we can watch to be more sure about buying, and there is a yellow basket that you just have to click on to find out the item. Sometimes our tiktok shop also gets lower prices than other e-commerce). **(R5, 32)**

“Lebih praktis dan gratis ongkir. Kalau di tiktok itu misal ada video produk di fyp kan di video itu sudah langsung ada keranjang kuning tempat pembelian produk, jadi praktis banget tidak perlu cari-cari lagi bisa langsung di checkout” (More practical and free shipping. On Tiktok, for example, there is a product video on FYP; the video already has a yellow basket where you can buy the product, so it's very practical; you don't need to look around anymore; you can check it out directly) **(R9, 28)**

“Sering banget pakai tiktok shop karena banyak gratis ongkir dan diskon produk. Banyak juga review yang muncul ketika live, jadi semakin meyakinkan” (I often use the Tiktok shop because there are lots of free shipping and product discounts. There are also many reviews that appear on live, so it's even more convincing) **(R11, 21)**

“Di TikTok itu banyak diskon barang potongan harganya besar pernah sampai 50%, gratis ongkir 100%, terus bisa tanya2 langsung di live nya dan udah disediakan etalase keranjang nya ketika live. Jadi gampang banget udah kayak beli secara langsung di pasar padahal online” (On TikTok, there are lots of discounted items with high prices, up to 50%, and 100% free shipping. Then you can ask questions directly on the live stream and the basket cart provided too on the live stream. So, it's really easy, it's like buying directly at the market even though it's online). **(R14, 22)**

“Di Tiktok shop itu kalau dibandingin sama e-commerce lain itu promonya lebih banyak entah gratis ongkir atau dari tokonya, informasi yang didapat aku ngerasa lebih detail terus kalau misal mau beli barang kayak baju atau kacamata gitu biasanya setiap toko ada livenya dan bisa nunjukin detail nya kalau kita mau tau detailnya. Jadi lebih gak takut kalau barangnya pas sampai sini itu jelek karena kita udah tau detailnya dari live tiktok.” (In the TikTok shop, when compared to other e-commerce, there are more promos, free shipping, besides the information I get is more detailed. For example, I want to buy something like clothes or glasses. Usually, every shop has a live stream and can show the details if we want to know

them. So, I'm not afraid that It will turn out bad when the item arrives because we already know the details from live TikTok). (R18, 22)

The author then asked the respondents' level of satisfaction with the TikTok application and the TikTok Shop e-commerce feature, all respondents felt satisfied with using TikTok as a digital marketing medium and TikTok Shop as e-commerce considering that all information needs up to product purchases can be accessed in one application.

"Bisa dibilang sangat puas, saya cukup membuka satu aplikasi, semua kebutuhan terpenuhi." (You could say I'm very satisfied. I just need to open one application, and all needs are met) (R17, 20)

"Puas banget sih kalau tiktok. Dulu kita perlu buka banyak banget website buat cari tahu tentang produk, sekarang tinggal search di TikTok langsung keluar semua video informatif dari yang dirilis sama brandnya sendiri, review influencer, review jujur pengguna, langsung ada fitur keranjang kuningnya juga dan bisa langsung di checkout, pembayarannya juga banyak, belum lagi potongan sama gratis ongkirnya, TikTok lengkap sih kalau menurutku." (I'm delighted with TikTok. In the past, we needed to open lots of websites to find out about products, now all we had to do was search on TikTok; all informative videos come out from those released by the product's brand, influencer reviews, and honest user reviews, there's a yellow basket feature right away, and you can check it out right away, with a lot of payment method we can choose, not to mention the discount and free shipping, TikTok is complete in my opinion). (R11, 21)

"Sejauh ini menurut ku yang paling lengkap fiturnya dan mudah digunakan ya Tiktok. Puas sih." (So far, in my opinion, Tiktok is the most complete and easy to use. I'm satisfied.) (R14, 22)

"Puas sih. Karena lengkap juga isinya." (I'm satisfied. Because it's complete too) (R20, 22)

"Puas kalau tiktok. Saya sendiri udah switch ke Tiktok sampai jarang buka aplikasi belanja lain." (Satisfied with TikTok. I have switched to TikTok so I rarely open other shopping apps) (R6, 29)

"Puas sih. Mudah, murah, lengkap." (I'm satisfied. Easy, cheap, complete). (R10, 27)

"Sangat puas sih menggunakan TikTok sejauh ini." (Very satisfied using TikTok so far) (R2, 27)

"Puas dan menyenangkan pakai TikTok" (Satisfied and fun using TikTok) (R7, 30)

Digital marketing through the TikTok platform has become very influential for a brand to reach a wider audience. Through leveraging TikTok's intelligent algorithms, brands also have the potential to achieve extraordinary levels of exposure through organically spreading viral content. Moreover, Meltwater chose TikTok for business as the Top 2023 Marketing Trend.

CONCLUSION

This research found that digital marketing significantly impacts consumer behaviour in the buying stage. Respondents in this study consistently stated that digital marketing strategies strongly influence the process of information search and product evaluation. In addition, the findings also show that content generated by brands and users in product explanations, reviews, and recommendations has a vital role in influencing how consumers identify problems and make purchasing decisions. In the context of social media, this research highlights TikTok as the main channel consumers use to seek information. This study found that TikTok is the main source of respondents in seeking information, evaluating, and purchasing products. Respondents consider the presence of user-generated content,

influencer-generated content, and the TikTok live feature as the main elements that make them like this application. Respondents consider TikTok very efficient because it provides convenience and speed in buying. These findings provide marketers with valuable insights to understand the important role of TikTok in influencing consumer behaviour and use it effectively in marketing strategies.

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