

## The influence of social media usage and electronic word-of-mouth (eWOM) on purchase intention for local fashion products on Tiktok social media

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### ARTICLE INFO

#### Article history :

Received July, 23<sup>th</sup> 2024

Revised August, 7<sup>th</sup> 2024

Accepted October, 25<sup>th</sup> 2024

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### ABSTRACT

This study investigates the influence of social media usage and electronic word-of-mouth (eWOM) on consumer purchase intentions for local fashion products on TikTok. Conducted among 385 TikTok users familiar with Indonesian fashion brands, the research employs Structural Equation Modeling (SEM) to analyze data. The results reveal significant positive relationships between social media engagement, eWOM, information quality, usefulness, information adoption, and purchase intention. Findings highlight the pivotal role of TikTok in enhancing brand equity through interactive content and direct consumer interaction. The study contributes insights into consumer behavior in the digital age, offering practical implications for businesses aiming to optimize marketing strategies on social media platforms.

Keywords : Social Media Usage; Electronic Word-of-Mouth (eWOM); TikTok; Purchase Intention

## 1. INTRODUCTION

Technological advancements have transformed various aspects of life, including the economic sector. Many businesses use online media for transactions, creating an interactive online business environment (Suki, 2013). Social media has become an effective tool for product marketing and communication between companies and consumers, as evidenced by the growing number of social media users in Indonesia (Good Stats, 2023). By 2023, there will be 167 million active social media users in Indonesia, making up 60.4% of the total population. Social media has changed the way audiences interact, increased purchase intentions, and achieved marketing goals (Pricopoaia & Susanu, 2021).

Online shopping trends in Indonesia have seen significant growth in recent years, with many consumers turning to digital shopping for convenience and efficiency (Andini, 2023). TikTok, one of the most popular social media platforms in Indonesia, has become a relevant platform for online businesses, with 67.4 million downloads in 2023 (Good Stats, 2023). TikTok offers features that allow businesses to create engaging content, interact directly with consumers, and facilitate purchases through TikTok Shop (Andon & Annuar, 2023). A survey by Telkomsel showed that consumers buy products on TikTok due to low prices, many promotions, and interesting host explanations, with fashion products being the most popular category (Databoks, 2023).

The rising popularity of local products among Indonesian consumers has driven the rapid growth of the local fashion industry. This trend is fueled by a growing appreciation for local values, affordable prices, and high quality. Support for local industries is increasing, driving innovation in fashion and creating job opportunities within the country. Local fashion trends reflect a sense of love and pride in domestic products, with a tendency to introduce and appreciate these products to others (Pradana & Wijaya, 2023).

Social media and eWOM (Electronic Word of Mouth) play a crucial role in shaping consumer perceptions and influencing purchasing decisions (Handjaja et al., 2023). eWOM is a form of marketing communication that includes positive or negative statements by consumers about products, brands, or companies available on the internet (Cheung & Lee, 2012). Marketing strategies through eWOM can increase purchase intentions, with consumers often using reviews and recommendations from other users as a source of information (Sangwan et al., 2022). Interactions on social media enrich consumer knowledge and influence attitudes and purchasing decisions (Hu & Zhu, 2022).

Social media platforms provide a rich source of user-generated content that reflects individuals' thoughts, feelings, and behaviors in a natural setting. (Alamsyah, et al., 2019). The use of social media and eWOM increases trust and credibility through positive reviews and shared experiences, creating engagement and connection with brands (Khan et al., 2024). The high number of followers on TikTok indicates success in attracting audience attention through effective marketing strategies. However, the difficulty in understanding a product's competitive advantage due to similar marketing communication strategies indicates the need for more effective communication strategies, such as eWOM, to achieve marketing success and build strong relationships with consumers (Kumar & Gera, 2023). Marketing activities through social media can shape a positive brand image. With good interaction and engaging content, consumers can build a better perception of the brand (Prasetio, 2022).

Social media and electronic word-of-mouth (eWOM) play a crucial role in shaping consumer perceptions and purchasing decisions (Cheung & Lee, 2012; Handjaja et al., 2023). Positive reviews and recommendations can enhance purchase intentions and establish trust (Hu & Zhu, 2022; Khan et al., 2024; Sangwan et al., 2022). Although social media extensive following demonstrates successful audience engagement, distinguishing products among similar marketing strategies remains a challenge (Kumar & Gera, 2023).

Utilizing social media allows consumers to find information about products and services through various platforms like forums, blogs, and social networks (Sangwan et al., 2022). Engagement on

social media impacts not only social interactions but also individual purchasing decisions. Strategic communication via social media can strengthen the relationship between brands and consumers, enhancing brand equity (Rapp et al., 2013). Higher engagement with a brand on social media correlates with increased purchase intentions (Khan et al., 2024). Direct interactions with brands through social media shape consumers' brand perceptions (Kumar & Gera, 2023). Activities on social media, such as recommendations and reviews, can affect how consumers view a brand (Khan et al., 2024).

Electronic Word of Mouth (eWOM) is a form of word-of-mouth communication that occurs online, involving various online platforms such as websites, advertisements, mobile apps, online videos, blogs, social media, and event marketing (Kotler et al., 2019). eWOM allows consumers to share information about the products or services they have consumed with others they do not know directly (Yang et al., 2018). The Information Adoption Model (IAM) emphasizes the importance of information quality, credibility, and usefulness in eWOM (Sussman & Siegal, 2003). Information Quality refers to the usefulness, accuracy, relevance, and completeness of information that influences consumer purchasing behavior (Cheung et al., 2008). Information Quantity refers to the volume of information available and its impact on consumer decisions (López & Sicilia, 2014). Information Credibility relates to the reliability and perceived trust in the information shared (Erkan & Evans, 2016). Information Usefulness assesses the extent to which information is considered valuable and helpful in decision making (Hussain et al., 2020).

Information quality consisting of completeness, timeliness, relevance, and clarity can help consumers evaluate brands or products in more depth (Indrawati et al., 2023). Trust in the source of information increases its usefulness (Cheung et al., 2008). Good information quality affects consumers' perceptions of the value of that information (Park, 2020). In eWOM, credible and accurate information is essential for decision making (Sussman & Siegal, 2003). High-quality information is considered more useful by consumers (Hussain et al., 2020). Therefore, quality information will have a positive impact on its usefulness in the decision-making process.

A high quantity of information provides greater benefits to consumers because it provides more data to process (Lopez & Sicilia, 2014). A lot of information helps maintain product consistency and reputation (Indrawati et al., 2023). A sufficient amount of information makes it easier for consumers to make decisions (Park, 2020). Information overload can be confusing, but in general, more information tends to be more useful (López & Sicilia, 2014). Consumers need sufficient information to reduce uncertainty in decision making.

Information that is seen as credible is more easily accepted by consumers (Filiari, 2015). Trust in information increases its perceived usefulness (Park, 2020). Sources of information that are considered reliable influence consumer decisions (Erkan & Evans, 2016). Credible information tends to provide great added value to consumers (Indrawati et al., 2023). Consumer trust in information is very important in eWOM. Credible information helps in shaping consumer attitudes and behavior (Sussman & Siegal, 2003). Information that is considered useful tends to be used more in decision making (Indrawati et al., 2023). Information usefulness affects how consumers adopt information in online communities (Hussain et al., 2020). Consumers tend to use information that they find helpful and relevant. Perceived usefulness of information plays an important role in information adoption (Sussman & Siegal, 2003). Useful information increases consumer knowledge about products (Park, 2020). Useful information facilitates purchasing decisions.

Purchase intention is the behavior of a consumer who expresses a desire to choose or buy a product based on their experience, use, and desire to satisfy needs and desires (Hurriyati, 2015). According to Shen et al. (2013) purchase intention formed by the adoption of information through 2 aspects, namely useful information and the influence of herd behavior. Useful information allows consumers to get relevant and useful information. When consumers adopt online reviews with good credibility, it will be able to influence their purchase intention.

This study aims to investigate how eWOM on TikTok influences consumer purchase intentions for local fashion products. By focusing on the specific impact of eWOM within the TikTok context, this

research provides a fresh perspective and contributes to understanding the role of social media in shaping consumer behavior for local fashion products. Therefore, this study will explore the influence of eWOM on TikTok social media on consumer purchase intention for local fashion products.

## 2. METHOD

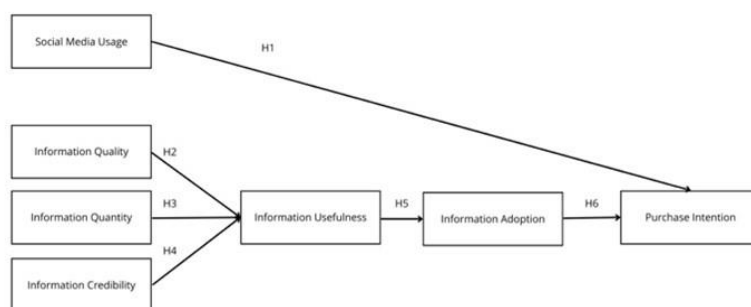
This research uses a quantitative approach to describe the current state and reveal the causal relationship between variables (Sahir, 2021). Adopting the philosophy of positivism, this research emphasizes objective and measurable data collection. The survey method was chosen to explore the correlation between variables without manipulation. The research target is TikTok users in Indonesia who recognize local fashion brands. Data collection was conducted cross-sectionally at one point in time. A probability sampling technique with proportional stratification was used to ensure a representative sample.

### Data collection and analysis technique

The research population is TikTok users in Indonesia who know or have seen content from local fashion brands Jiniso.id, Erigo, Aerostreet, Roughneck 1991, and Eiger. The research sample was determined using the Cochran formula with 385 respondents. The sampling process used a proportionate stratified sampling technique based on the number of followers on TikTok of each brand (Abdullah et al., 2022). Data was collected through a survey using a Google Form questionnaire distributed via social media. The measurement scale used is a Likert scale (1 for strongly disagree to 5 for strongly agree) (Ghozali, 2018). scale used is a Likert scale (1 for strongly disagree to 5 for strongly agree) (Ghozali, 2018).

Thus, data analysis was performed using the Structural Equation Modeling (SEM) method with SmartPLS 4.0 software. SEM was selected for its capability to develop theory, predict constructs, and analyze influences (Indrawati, 2015). The evaluation of the measurement model included validity testing, and hypothesis testing was conducted using a one-tailed test with a 5% significance level and a 95% confidence level (Hair Jr et al., 2021).

Research by Indrawati et al. (2023) indicates that eWOM quality on social media influences the usefulness and trustworthiness of information, impacting consumer purchase intentions. The study modifies the Information Adoption Model (IAM) by adding variables like information quality, quantity, credibility, and purchase intention. Khan et al. (2024) further found that eWOM and social media use affect purchase intentions through brand equity mediation, highlighting the importance of brand value and quality. This study will combine variables from both models, adding social media usage and brand equity from Khan et al. (2024), to understand eWOM's impact on purchase intentions.



**Figure 1. Research Framework**

### Hypotesis

H1: Social media usage has a positive and significant effect on brand equity.

H2: Information Quality has a positive and significant effect on Information Usefulness.

H3: Information Quantity has a positive and significant effect on Information Usefulness

H4: Information Credibility has a positive effect on Information Usefulness

H5: Information Usefulness has a positive and significant effect on Information Adoption.

H6: Information Adoption has a positive and significant effect on Purchase Intention.

**3. RESULTS AND DISCUSSION**

**3.1 RESULT**

The sample consisted of 385 respondents and it can be shown in Tabel 1 that the sample population primarily comprises young females aged 17-30, with students being the most represented occupational group. The sample exhibits a diverse income range, with a significant portion earning between 2,000,000 and 7,000,000 Rupiah monthly. By understanding the characteristics, interests, and behaviors of different demographic groups, businesses can effectively engage with their target consumers and achieve their marketing goals.

**A. Measurment Model Evaluation**

**Table 1. Respondent Demographics**

	Unit	%
<b>Gender</b>		
Male	142	36%
Female	243	64%
<b>Age</b>		
17-30	299	78%
31-40	70	18%
40-50	16	4%
<b>Occupation</b>		
Student	179	47%
Office Worker	90	23%
Civil Servant	36	9%
Entrepreneur	48	13%
Business Person	21	5%
Others	11	3%
<b>Income Per Month (in Rupiah)</b>		
< 2.000.000	135	35%
2.000.000 – 4.000.000	98	25%
5.000.000 – 7.000.000	96	25%
8.000.000 – 10.000.000	33	9%
>10.000.000	23	6%
<b>Brand Names</b>		
Jiniso	124	28%
Erigo	117	26%
Aerostreet	115	25%
Eiger	48	11%
Roughneck	38	9%

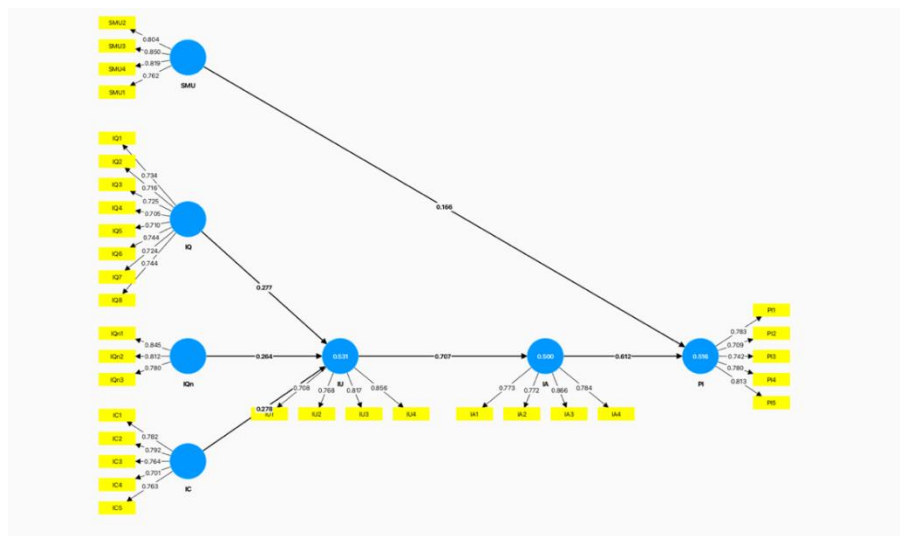
**Table 2. FL, VIF, CA, CR, AVE**

Construct	Item Code	FL	VIF	CA	CR	AVE
Social Media Usage	SMU1	0.804	1.711	0.825	0.836	0.640
	SMU2	0.850	1.958			
	SMU3	0.819	1.701			
	SMU4	0.762	1.654			
Information Quality	IQ1	0.734	1.729	0.871	0.873	0.526
	IQ2	0.716	1.693			
	IQ3	0.725	1.711			
	IQ4	0.705	1.667			
	IQ5	0.710	1.688			

Construct	Item Code	FL	VIF	CA	CR	AVE
Information Quantity	IQ6	0.744	1.856			
	IQ7	0.724	1.722			
	IQ8	0.744	1.722			
	IQn1	0.845	1.631	0.743	0.744	0.661
	IQn2	0.812	1.499			
	IQn3	0.780	1.388			
Information Credibility	IC1	0.782	1.689	0.818	0.822	0.579
	IC2	0.792	1.717			
	IC3	0.764	1.553			
	IC4	0.701	1.459			
	IC5	0.763	1.663			
Information Usefulness	IU1	0.708	1.361	0.796	0.803	0.623
	IU2	0.768	1.516			
	IU3	0.817	1.924			
	IU4	0.856	2.114			
Information Adoption	IA1	0.773	1.585	0.811	0.815	0.640
	IA2	0.772	1.637			
	IA3	0.866	2.146			
	IA4	0.784	1.598			
	IA5	0.784	1.598			
Purchase Intention	PI1	0.783	1.727	0.824	0.828	0.587
	PI2	0.709	1.476			
	PI3	0.742	1.496			
	PI4	0.780	1.714			
	PI5	0.813	1.827			

**Table 1. HTMT (Heterotrait-monotrait-ratio)**

	IA	IC	IQ	IQn	IU	PI	SMU
IA							
IC	0,799						
IQ	0,806	0,773					
IQn	0,787	0,749	0,856				
IU	0,878	0,798	0,811	0,804			
PI	0,858	0,722	0,724	0,788	0,817		
SMU	0,687	0,831	0,850	0,641	0,623	0,611	



**Figure 2. Structural Model**



**Table 2. Table Results of hypotheses constructs**

Effect	Hypotesis	Relationship	Mean	t-values	p-values	Decision
Direct Effect	H1	SMU → PI	0.167	2.898	0.004	Supported
	H2	IQ → IU	0.280	3.996	0.000	Supported
	H3	IQn → IU	0.262	4.161	0.000	Supported
	H4	IC → IU	0.280	3.996	0.000	Supported
	H5	IU → IA	0.708	16.297	0.000	Supported
	H6	IA → PI	0.612	10.466	0.000	Supported

**Table 3. R-Square**

	R-square	R-square adjusted
IA	0,500	0,498
IU	0,531	0,527
PI	0,516	0,514

In table 2, a high Average Variance Extracted (AVE) indicates that a construct can account for the majority of variance in its indicators. Discriminant validity is also supported by low Variance Inflation Factor (VIF) values, indicating no multicollinearity among indicators, thus ensuring each indicator uniquely contributes to different constructs. Reliability tests using Cronbach's Alpha (CA) and composite reliability (CR) showed values above 0.70, demonstrating that the measurement instruments are consistent and accurate. High CA and CR values indicate the instruments can reliably measure the constructs. However, according to the data in Table 3, the Heterotrait-Monotrait (HTMT) ratio shows that most HTMT values are above 0.7, suggesting potential issues in discriminant validity between constructs, indicating they may not be distinctly separable in the analytical model.

Despite this, the measurement model is characterized by high validity and reliability, ensuring that the Structural Equation Modeling (SEM) analysis can yield accurate and reliable results. Consequently, the measurement model used in this study is valid and reliable for further SEM analysis, providing a solid foundation for interpreting research results. Good validity and reliability also ensure the conclusions drawn from the model are trustworthy and precise.

## B. Structural Model Evaluation

Following Ghozali (2018), several methods were used to assess the relationships between latent constructs in our structural model. R-square values indicate how well the model explains the variance of each construct. In this study, the model demonstrates good explanatory power with R-square values of 0.500 for IA, 0.531 for IU, and 0.516 for PI.

Path coefficient tests were conducted to determine the significance of the relationships between variables. As suggested by Ghozali (2018), a t-statistic greater than 1.96 (for two-tailed hypotheses) indicates a significant relationship. All hypothesized relationships (H1 to H6) were supported by the data, with t-values ranging from 2.898 to 16.297 (all exceeding 1.96) and significant p-values (all below 0.05). These results provide strong evidence for the validity of the proposed structural model.

Table 4 summarizes the hypothesis testing results. All direct effects (H1 to H6) were statistically significant, confirming the predicted relationships between the variables. For instance, a positive and statistically significant relationship was found between IQ and IU (H2, t-value = 3.996, p-value = 0.000), indicating that higher levels of perceived intelligence (IQ) are associated with increased intention to use (IU). Similar significant positive relationships were observed for the other hypotheses.

### 3.2 DISCUSSION

The study found a positive and significant relationship between social media usage and purchase intention, supporting Hypothesis 1. This finding aligns with previous research that underscores the power of social media in brand communication, relationship building, and ultimately driving purchase decisions (Khan et al., 2024; Smith & Gallicano, 2015). Additionally, the quality, quantity, credibility, and overall electronic word-of-mouth (eWOM) on TikTok positively influence information usefulness, supporting Hypotheses 2, 3, and 4. This result echoes existing research on the Information Adoption Model (IAM), which suggests that the perceived quality and trustworthiness of online information shape consumer decisions (Indrawati et al., 2023). Furthermore, the study confirms a positive and significant effect of information usefulness on information adoption, supporting Hypothesis 5. This finding aligns with the notion that consumers are more likely to adopt information they find helpful and relevant when making purchasing decisions (Hussain et al., 2020). Finally, the research demonstrates a strong positive relationship between information adoption and purchase intention, supporting Hypothesis 6. This supports the idea that consumers who actively seek and adopt information online are more likely to be receptive to purchase messages (Shen et al., 2013).

The analysis of the relationships between variables in the model strongly supports all proposed hypotheses. The data demonstrates statistically significant positive relationships between the studied variables, as shown in Table 4. Furthermore, the R-square values in Table 5 indicate that the model has good explanatory power for the variances in the latent constructs. These findings provide evidence for the structural validity of the analysis and support the overall validity of the proposed model.

This study highlights crucial implications for businesses looking to optimize their TikTok and social media marketing strategies. Understanding the positive impact of social media usage and eWOM on consumer perceptions and purchase intentions allows businesses to focus on creating engaging content and fostering direct interactions. This approach not only enhances brand image but also builds consumer trust, essential for driving higher purchase intentions for local fashion products. Adapting marketing efforts to digital platforms aligns with evolving consumer behaviors shaped by technological advancements, positioning businesses competitively in the digital landscape.

This study focuses on a specific demographic and market context, potentially limiting generalizability. Future research could broaden the scope by conducting comparative studies across diverse demographics and regions. Additionally, relying on self-reported data introduces response biases and may restrict understanding of actual consumer behavior. Future studies could employ qualitative approaches or longitudinal designs to explore the long-term effects of social media engagement. Exploring emerging trends in social media technologies could further enhance understanding and guide more adaptive marketing strategies in the digital marketplace.

### 4. CONCLUSION

The study explores how social media usage and electronic word-of-mouth (eWOM) influence consumer purchase intention for local fashion products on TikTok. Engagement on social media platforms like TikTok positively impacts consumer perceptions and purchase decisions, providing valuable insights for businesses using TikTok for marketing strategies.

With 167 million active users in Indonesia, social media significantly shapes consumer behavior. The study highlights strong correlations between social media usage, eWOM, and purchase intention, emphasizing the growing importance of eWOM in modern marketing strategies. These findings help businesses develop effective marketing approaches to boost purchase intentions.

Moreover, the study shows that the effect of eWOM on purchase intention is mediated by perceived usefulness and decision-making processes. Businesses can leverage TikTok to enhance consumer engagement and create a customer-centric environment that drives purchase intention and market success.



In conclusion, the research highlights how businesses can use TikTok's features to tailor marketing efforts that resonate with consumer preferences. By integrating social media usage and eWOM considerations, businesses can position themselves competitively and build lasting consumer connections, fostering sustainable market growth and enhancing competitiveness.

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