



# The Effectiveness of TikTok on Consumer Behavior in Online Fashion Purchase Decisions among Gen Z (Case Study: Students of STIE AMKOP Makassar)

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<b>Abstract</b>	
<p><b>Keywords:</b> TikTok; consumer behavior; Gen Z; online fashion; purchase decisions; social media marketing; influencer marketing.</p> <p><b>Conflict of Interest Statement:</b> The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.</p> <p>Copyright © 2023 POVREMA. All rights reserved.</p>	<p><b>Purpose:</b> this study aims to examine the effectiveness of TikTok in influencing consumer behavior related to online fashion product purchase decisions among Generation Z, specifically students enrolled in the Entrepreneurship Study Program at STIE AMKOP Makassar.</p> <p><b>Research Design and Methodology:</b> a quantitative approach with a descriptive-verification design was employed. Data were collected through questionnaires distributed to 194 purposively selected respondents. Analytical techniques included validity and reliability testing, simple linear regression, correlation analysis, and coefficient of determination, all processed using SPSS.</p> <p><b>Findings and Discussion:</b> the results indicate that TikTok's effectiveness, measured through creative content, user interaction, and influencer influence, has a positive and significant impact on purchasing decisions, although the strength of correlation remains relatively low.</p> <p><b>Implications:</b> These findings highlight TikTok's role as a persuasive digital marketing platform for fashion products among Gen Z consumers. For practitioners, the study suggests that optimizing creative content and influencer collaboration can enhance purchase decisions. For academia, the results provide empirical evidence of social media's influence on consumer behavior, while future research may explore comparative studies across different platforms or broader demographic groups to deepen understanding of digital marketing effectiveness.</p>

## Introduction

The rapid advancement of digital technology has profoundly transformed patterns of consumption and social attitudes, particularly among younger generations. Social media has evolved from a platform for communication and entertainment into a strategic marketing tool that significantly influences consumer behavior. One of the fastest-growing social media platforms in recent years is TikTok, a short-video application that has gained massive popularity worldwide, including in Indonesia. According to DataReportal (2024), TikTok recorded approximately 126.8 million active users aged 18 years and above

in Indonesia, positioning it as one of the most influential digital platforms in the country and highlighting its substantial potential for marketing activities.

This phenomenon presents significant opportunities for businesses, especially in the online fashion sector, to utilize TikTok as an effective promotional channel. TikTok enables firms to deliver creative, interactive, and visually engaging content that can attract consumer attention and shape brand perceptions. Previous studies indicate that social media marketing activities on TikTok—such as content creativity, influencer endorsement, and user engagement—have a positive and significant influence on consumer purchase intentions, particularly among Generation Z (Hodijah et al., 2025; Rahayu & Vidyarini, 2025). The presence of influencers further strengthens persuasive communication, as influencers are often perceived as credible and relatable sources of information by young consumers.

Generation Z, who grew up in the digital era, represents the primary target market in this context. For this generation, TikTok is not merely a source of entertainment but also a reference for lifestyle trends, fashion preferences, and consumption patterns. This reflects a broader shift in consumer behavior, where purchasing decisions are increasingly driven by lifestyle aspirations, social influence, and trend adoption rather than purely functional considerations. Empirical evidence shows that TikTok content exposure and engagement significantly affect Generation Z's attitudes and behavioral intentions toward online purchases (Rahayu & Vidyarini, 2025).

Simultaneously, the rapid growth of the local fashion industry intensifies competition in the digital marketplace, compelling businesses to continuously innovate their marketing strategies. The emergence of TikTok Shop illustrates this transformation by integrating promotional content with direct purchasing features, allowing consumers to complete transactions without leaving the application. Research has demonstrated that TikTok Shop's interactive features—such as live streaming, product reviews, and seamless transaction processes—significantly influence consumer purchase decisions and strengthen buying intentions (Hodijah et al., 2025; Ronaldo, 2025). As a result, TikTok functions not only as a promotional medium but also as an interactive transaction platform.

Previous studies consistently confirm that social media usage positively influences purchasing behavior, although the magnitude of its impact varies depending on content type, user engagement, and platform characteristics (Hodijah et al., 2025). Within this framework, examining the effectiveness of TikTok in shaping online fashion purchase decisions among Generation Z becomes highly relevant. This study contributes to the digital marketing literature by providing empirical evidence on how TikTok influences consumer behavior in the context of online fashion consumption.

Accordingly, this research holds both academic and practical significance. Academically, it extends the understanding of social media effectiveness in digital marketing, particularly in emerging platforms such as TikTok. Practically, it offers insights for entrepreneurs and marketers in designing adaptive and efficient promotional strategies. Therefore, this study aims to analyze the influence of TikTok's effectiveness on online fashion purchasing decisions among Generation Z students, with a specific focus on the context of STIE AMKOP Makassar.

## **Literature Review**

### ***Consumer Behavior Theory***

Consumer behavior examines how individuals and groups select, purchase, use, and evaluate products or services to satisfy their needs and desires (Kotler & Keller, 2016). This process includes need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase evaluation. Consumer behavior is shaped by internal factors such as motivation, perception, learning, and attitudes, as well as external influences including culture, social environment, and situational conditions (Schiffman et al., 2019).

In the digital era, consumer behavior has evolved significantly due to the expansion of digital platforms and social media. Consumers are no longer passive recipients of marketing communications but actively engage with digital content and influence others' purchasing decisions through online interactions (Stephen, 2016). For Generation Z, social media serves as a primary source of information,

inspiration, and social validation, particularly in lifestyle and fashion-related consumption (Djafarova & Bowes, 2021).

### *Purchase Decision Theory*

The purchase decision represents the stage where consumers select a product or service that best fulfills their needs. This decision results from a sequence of stages involving problem recognition, information search, evaluation of alternatives, and final choice (Kotler & Keller, 2016). The degree of consumer involvement in this process varies depending on perceived risk, product importance, and expected satisfaction (Solomon, 2020).

In digital marketplaces, purchase decisions are increasingly influenced by social media content, influencer recommendations, and peer opinions. Research indicates that fashion purchase intentions are strongly affected by influencer credibility and the emotional appeal of online content (Chetioui et al., 2020). Additionally, Generation Z consumers are prone to impulse buying behaviors driven by visually attractive content and social influence encountered on social media platforms (Djafarova & Bowes, 2021).

### *Effectiveness of TikTok in Marketing*

TikTok has rapidly developed into a dominant social media platform characterized by short-form, visually engaging video content. Its effectiveness as a marketing medium is closely linked to its ability to combine entertainment with promotional messages, creating emotionally engaging experiences for users. TikTok encourages active participation through watching, sharing, and content creation, which strengthens audience engagement and message dissemination (Omar & Dequan, 2020).

In the fashion industry, TikTok content plays a significant role in shaping consumer perceptions and purchase intentions, particularly among Generation Z. Influencer-driven fashion content has been shown to increase trust, enhance brand appeal, and positively influence purchase decisions (Chetioui et al., 2020). Moreover, exposure to fashion-related social media content often stimulates impulse purchases, as consumers are influenced by trends, peer behavior, and lifestyle representation rather than purely functional considerations (Djafarova & Bowes, 2021). Thus, TikTok functions not only as a promotional channel but also as a powerful driver of online fashion purchasing behavior, reinforcing the importance of social media effectiveness in contemporary digital marketing strategies (Stephen, 2016).

## **Research Design and Methodology**

### *Research design*

This study employed a quantitative research approach grounded in the positivist philosophy. Quantitative methods are designed to identify specific populations or samples, collect data using research instruments, and analyze findings through statistical techniques to test predetermined hypotheses. In this study, data were translated into numerical values to facilitate statistical analysis. Quantitative research may take descriptive, correlational, or associative forms depending on the relationship between variables. Descriptive research measures the level of a variable within a population or sample, while correlational research identifies relationships between two or more variables. Associative research goes further by examining causal relationships. In this case, the study adopted a descriptive-verification design to measure and test the influence of TikTok's effectiveness on consumer behavior in online fashion purchase decisions among Generation Z students.

The research was conducted at STIE AMKOP Makassar, located in Makassar, South Sulawesi, during June–July 2025. The population consisted of 370 morning-class students from the 2021 cohort. Using Slovin's formula with a 5% margin of error, the sample size was determined to be 194 respondents. Purposive sampling was applied to ensure that participants met specific criteria: (1) students from the 2021 morning class cohort, (2) active TikTok users, and (3) individuals who had purchased fashion products online via TikTok. This sampling method was appropriate because it targeted respondents most relevant to the research objectives

### *Research Methodology*

Data collection relied on primary data obtained directly from respondents through questionnaires. The instrument was designed to measure two main variables: TikTok's effectiveness (independent variable) and consumer behavior in purchase decisions (dependent variable). TikTok's effectiveness was assessed through indicators of creative content, user interaction, and influencer impact, while consumer behavior was measured through purchase frequency, purchase value, and product type. Responses were recorded using a five-point Likert scale ranging from "strongly disagree" to "strongly agree." The instrument was tested for validity and reliability to ensure accuracy and consistency. The research procedure involved distributing questionnaires to the selected respondents, recording responses, and preparing the data for analysis.

Data analysis was conducted using SPSS software. Statistical techniques included validity and reliability testing, simple linear regression to examine the effect of TikTok's effectiveness on purchase decisions, correlation analysis to measure the strength of relationships, and coefficient of determination to assess the proportion of variance explained by the independent variable. These methods were applied systematically to provide clear, replicable, and precise results.

Operational definitions were established to clarify variable measurement. TikTok's effectiveness was defined as the extent to which users interact with fashion-related promotional content on the platform, measured through creative content, user interaction, and influencer impact. Consumer purchase behavior was defined as the steps taken by buyers during the purchasing process, including information search, evaluation, and final decision, measured through purchase frequency, value, and product type

## **Findings and Discussion**

### *Findings*

This study examined the effect of TikTok effectiveness on consumer behavior in online fashion purchasing among Generation Z students at STIE AMKOP Makassar. The effectiveness of TikTok was measured through indicators of creative content, user interaction, and influencer impact, while consumer behavior was assessed through response, interest, and purchasing tendency indicators.

The descriptive analysis shows that the majority of respondents have a positive perception of TikTok effectiveness. Most students agreed or strongly agreed that TikTok provides creative, attractive, and engaging promotional content. User interaction features, such as likes, comments, and content sharing, were also perceived positively, although a small number of respondents expressed neutral or negative responses. The influencer indicator received strong agreement, indicating that influencers play an important role in shaping students' perceptions of fashion products promoted on TikTok.

Descriptive results for consumer behavior indicate that most respondents demonstrate positive purchasing behavior toward online fashion products. The majority of students agreed that TikTok content influences their interest and purchasing tendencies. However, a notable proportion of respondents selected neutral responses for certain indicators, suggesting that not all purchasing decisions are directly driven by TikTok exposure.

The validity test results indicate that all questionnaire items have *r*-calculated values greater than the *r*-table value, confirming that all instruments are valid. Reliability testing using Cronbach's Alpha shows values of 0.710 for TikTok effectiveness and 0.706 for consumer behavior, indicating that both variables are reliable.

Simple linear regression analysis produced the equation  $Y = 10.211 + 0.155X + e$ , showing that TikTok effectiveness has a positive effect on consumer behavior. Correlation analysis revealed a Pearson correlation coefficient of **-0.263** with a significance value of **0.000**, indicating a statistically significant but weak relationship. The coefficient of determination ( $R^2$ ) of **0.452** indicates that TikTok effectiveness explains 45.2% of the variation in consumer behavior, while the remaining 54.8% is influenced by other factors. The normality test using the Kolmogorov-Smirnov method shows a significance value of **0.195**, indicating that the data are normally distributed and suitable for further analysis.

## **Discussion**

The present study demonstrates that TikTok effectiveness plays a significant role in shaping consumer behavior in online fashion purchases among Generation Z students. This finding aligns with prior research highlighting that TikTok serves as an effective digital marketing tool for younger audiences due to its visually engaging, easily consumable, and interactive content. For example, Mahmud et al. (2025) reported that TikTok marketing effectiveness significantly influences fashion product purchase intentions through content quality and user engagement.

Descriptive analysis revealed that respondents generally perceived TikTok positively, particularly regarding creative content, user interaction, and influencer presence. These results corroborate previous findings indicating that viral content and influencers are critical in shaping consumer behavior on social media platforms. Gen Z consumers are especially responsive to emotionally engaging and interactive content, which can stimulate interest and enhance purchase intention. Lesmana (2025) similarly found that the virality of TikTok content significantly affects Gen Z purchase intentions by promoting engagement and emotional response.

Linear regression analysis further indicated a positive relationship between TikTok effectiveness and consumer behavior, suggesting that increases in TikTok effectiveness are associated with increased online fashion purchasing activity. This outcome supports the study hypothesis and is consistent with consumer behavior theory, which posits that external stimuli, such as digital marketing content, can influence consumers' interest formation and purchasing decisions. Prior research also emphasizes that influencer-driven content on TikTok attracts attention, builds preference, and promotes purchase-related behavior among young consumers (Hamfara, 2025).

Interestingly, correlation analysis revealed a weak negative relationship between TikTok effectiveness and consumer behavior, although the association was statistically significant. This discrepancy indicates that while TikTok exerts an influence, it does not act as the sole determinant of consumer behavior. Other factors, including brand image, product quality, and Fear of Missing Out (FoMO), also contribute to purchase decisions, highlighting the multidimensional nature of consumer behavior (Putra, Lukiyana, & Sukartono, 2025).

The coefficient of determination showed that TikTok effectiveness accounts for 45.2% of the variance in consumer behavior. This moderate explanatory power suggests that while nearly half of consumer behavior can be attributed to TikTok effectiveness, additional factors account for the remaining variation. These findings align with research showing that e-WOM and brand image significantly affect Gen Z's purchase intentions on TikTok Shop, reinforcing the notion that media exposure interacts with social, psychological, and situational factors in driving consumer behavior (Saputra et al. 2025).

Finally, normality testing confirmed that the data distribution meets statistical assumptions, strengthening the reliability and validity of the results. Overall, the findings support the hypothesis that TikTok effectiveness influences consumer behavior while underscoring the complex, multidimensional nature of online purchase decisions. TikTok functions as an influential digital stimulus that enhances exposure, interest, and engagement, yet it does not solely dictate purchasing outcomes

## **Conclusion**

This study found that TikTok effectiveness influences consumer behavior in online fashion purchases among Generation Z students. Key factors such as creative content, user interaction, and influencer presence significantly enhance engagement, while regression analysis shows that TikTok effectiveness explains a meaningful portion of the variance in purchasing behavior. The findings clarify how social media stimuli relate to consumer decision-making.

The study contributes both scientifically and practically. It expands knowledge of digital marketing's impact on Gen Z consumer behavior and offers actionable insights for marketers and brands to design engaging, influencer-driven content that effectively captures attention and interest in online fashion markets.

However, the research has limitations. It focuses only on Generation Z students at STIE AMKOP Makassar and examines TikTok effectiveness as a single factor, limiting generalizability. Future studies could include broader populations, additional social media platforms, and other marketing variables to better understand online fashion consumption behavior.

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