

The Effect of Influencer Marketing, Live Streaming, Brand Awareness and Price on Purchasing Decisions for TikTok Users

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Abstract

This study aims to explore the role of influencer marketing and live streaming on the TikTok platform in promoting products and their relationship to consumer brand awareness, pricing, and purchasing decisions. Conducted using a quantitative approach in the province of Bali, the target population included all consumers aged 17-50 who use the TikTok app. Through sampling methods, 204 TikTok users in Bali participated in the study. Empirical data was collected via online questionnaires using a 10-point Likert scale and analyzed using SEM-PLS approach. The study findings identify that influencer marketing and live streaming significantly influence purchasing decisions, both directly and through Brand Awareness and Price as strong intervening constructs. The results underscore the importance of influencer capabilities and the quality of live streaming content in enhancing brand awareness, pricing perceptions, and increasing consumer desire to purchase products. This research provides both theoretical and practical contributions for developing digital marketing strategies, particularly in effectively leveraging TikTok as a social media platform to enhance consumer purchasing decisions.

Keywords: brand awareness; influencer marketing; livestreaming; price; purchase decision; TikTok

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1. Introduction

Technology has become one of the aspects experiencing significant growth in today's digital era. The presence of technology is crucial for society, especially in providing easy access to information. The increase in the number of internet users has ultimately led to the emergence of numerous social media platforms, which are now used as online sales platforms and offer various business opportunities. Moreover, the rapid growth of the internet has driven consumers to switch to faster and more practical online shopping (Hasan & Sohail, 2020). Jacobson et al. (2020) argue that communication devices, including the internet, smartphones, and social media, have transformed how businesses interact with consumers. Therefore, efficient marketing strategies are crucial for maintaining business existence. Most companies use social media to interact, communicate, and collaborate efficiently with their customers (Grover et al., 2019).

TikTok, a rapidly growing social media platform post-pandemic, has gained significant popularity in Indonesia, especially in 2024, with 127 million users (Blog.Slice.id, 2024). TikTok is highly favored among teenagers, with the majority of users around 20 years old, and 40% of them aged between 10-19 years (Haenlein et al., 2020). This age difference has important implications because younger generations tend to have different media consumption patterns and are more resistant to conventional advertisements on traditional media, which are generally no longer effective for this audience (Xu et al., 2021). TikTok's success is undoubtedly due to its ability to adapt content with sophisticated algorithms, presenting videos according to user preferences based on interactions such as likes, shares, or comments (Fadhilah & Saputra, 2021). Consequently, TikTok is trusted as an effective platform for marketing products, particularly in reaching young audiences in a unique and engaging manner (Balkhi, 2019).

Digital marketing is a vital strategy that can be implemented to effectively promote products or services in the digital era, aiming to attract consumers' attention to the offered products (Kusnanto et al., 2020). Interactions on digital

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platforms, such as through online reviews, have been used by consumers to influence their purchasing decisions (Thomas et al., 2019). Purchasing decisions essentially refer to a series of processes consumers undergo to fulfill their wants and needs (Apriliani & Ekowati, 2023; Yohanes, 2021). Consumers' purchasing decisions for a product involve a careful evaluation process of product attributes, brand preferences, and price considerations, all of which form a rational decision reflected in the purchasing action.

Effective marketing strategies can be implemented by utilizing various features available on social media platforms. On the TikTok app, the live streaming feature is highly favored by consumers, especially the younger generation, as it allows them to interact directly and in real-time with sellers (Hoang & Dang, 2021). Live streaming plays a crucial role in strengthening consumer trust by providing direct information about products and offering a more immersive and authentic online shopping experience (Saputra & Fadhilah, 2022). Features available during live streaming, such as the comment section, can be used to engage viewers and maintain their interest in the streaming session, leading to purchasing decisions and building consumer loyalty to the brand (Risnawari & Chamidah, 2022; Yuyuan et al., 2023). Additionally, the ability of the broadcaster to interact with consumers is also believed to influence consumers' perceptions and attitudes towards the offered products (Lu & Chen, 2021; Hou et al., 2020).

Another factor underlying the success of marketing through social media is the utilization of digital influencers with strong capabilities and high popularity (Evans et al., 2017; Ferina et al., 2021). Digital influencers are considered an effective marketing approach that can connect brands with potential customers on social media and have a significant influence in attracting customers to make purchases (Childers et al., 2019; Lengkawati & Saputra, 2021; Ki & Kim, 2019). Most industries have reaped positive benefits from their investments in digital influencers, particularly in increasing purchase intent, product recommendations, brand interaction, and brand awareness (Elsbury, 2019; Lou & Yuan, 2019; Vancottem, 2021).

Brand awareness can be described as an individual's ability to recognize and recall a brand within a specific product category, which is a crucial element of brand equity (Brestilliani & Suhermin, 2020; Juliana & Sihombing, 2019). Building brand awareness can be achieved through intensive interactions between the brand and its customers (Suryani et al., 2020). Understanding a brand significantly influences consumers' preferences and desires when shopping, as well as how important they perceive the brand when they are aware of its existence (Hadi et al., 2020). Brands that successfully dominate consumers' minds are more likely to be chosen from the various available options, highlighting the importance of brand awareness strategies in influencing consumer purchasing behavior (Curina et al., 2020).

Price is one of the factors that influence consumers' purchasing decisions, providing added value that encourages them to continue choosing the offered products or services (Clarissa & Bernarto, 2022; Prihatini & Gumilang, 2021). As times have evolved, consumers evaluate price through the value or benefits they receive (Darmawan & Grenier, 2021). Amid the increasingly competitive market, companies employ various pricing strategies and often offer attractive deals such as discounts or vouchers to entice consumers. In other words, competitive pricing strategies and effective promotions through social media are key to winning consumers' hearts and influencing their purchasing decisions.

This study aims to explore the development of digital marketing strategies, specifically on the social media platform TikTok. The research focuses on the use of digital influencers, live streaming, brand awareness, and pricing in influencing consumers' purchasing decisions. This study is expected to make a positive contribution to marketing literature and provide practical implications for company management in utilizing TikTok to market their products or services.

2. Literature Review

2.1. Influencer Marketing

Influencer marketing is the practice where brands collaborate with online influencers to promote their products or services. Some forms of collaboration in influencer marketing are simpler, where brands only work with influencers to increase brand awareness (Vancottem, 2021). The use of influencers can also be considered a profitable investment for brands as it allows them to reach potential customers more effectively and achieve better returns on their advertising investments. All figures should be numbered with Arabic numerals (1, 2, ..., *n*). All photographs, schemes, graphs and diagrams are to be referred to as figures. Line drawings should be good quality scans or true electronic output. Low-quality scans are not acceptable. Figures must be embedded into the text and not supplied separately.

2.2. *Livestreaming*

Live video streaming is the real-time dissemination of video content over the internet, allowing viewers to watch and interact with the streamer instantly. Unlike conventional business models, live streaming offers more affordable and efficient alternative options for businesses and consumers. It also provides a convenient and easily accessible way for consumers to shop from their own homes (Yuyuan et al., 2023). The interaction between sellers and buyers can happen simultaneously, where sellers showcase and introduce their products while consumers can interact with other consumers to get the necessary information about the type or quality of the products. From this, it can be concluded that live streaming is a promotional medium that provides information, influences, or entices consumers to use, purchase, and remain loyal to the product (Risnawati & Chamidah, 2022).

2.3. *Brand Awareness*

In the research by Octaviani W. N. & Sumitro (2020), it is stated that brand awareness is an intangible asset that includes brand identity, perceived quality, name or reputation, symbol, and slogan, which are key factors in creating a competitive advantage in the future. Brand awareness is built with the goal of optimizing marketing strategies to influence consumer purchasing behavior. Building brand recall in consumers' minds is more challenging than introducing a new product; therefore, companies need to consistently promote the brand to enhance consumers' memory of it (Brestilliani Lelly & Suhermin, 2020)

2.4. *Price*

According to Kotler and Armstrong (Mega Puspita & Budiarmo, 2020), price is the amount of money that must be paid to acquire a particular product or service, or the value exchanged by the consumer in return for the benefits of owning or using the product or service. Price is an effective strategy for companies to attract consumers' attention and increase sales. Additionally, price is a crucial factor in market competition and can influence consumer purchasing decisions. Setting the right price requires a good understanding of the target market the company aims to reach. Research by Febriani R. & Khairusy A. M. (2020) states that price is a crucial factor in determining a company's success because it affects the profits gained from the sale of products, whether goods or services.

2.5. *Purchase Decision*

A purchasing decision is one of the main components of consumer behavior. Consumer purchasing decisions involve a step-by-step process used by consumers when buying goods and services (Nasution Efendy Asrizal et al., 2019). These decisions result from the influence of internal and external factors on consumers, shaping their attitudes to process information and decide which products to buy. It is the action consumers take in using or consuming products, where they undergo an analytical process reflecting how they evaluate information before making a purchase decision.

3. **Research Method and Materials**

This study aims to investigate the role of influencer marketing and live streaming implemented on the TikTok platform in promoting products and their impact on brand awareness, pricing, and consumer purchasing decisions. The research adopts a quantitative approach and is conducted in the Province of Bali. The target population includes all consumers residing in Bali who have used the TikTok application and are aged between 17 and 50 years. Based on sample determination using purposive sampling and sample size calculation according to Raco's formula (Raco, 2010), a minimum of 200 TikTok users in the Province of Bali were selected. Empirical data were collected through the distribution of an online questionnaire using a 10-point Likert scale.

4. **Results and Discussion**

4.1. *Results of Descriptive Statistical Analysis*

A questionnaire was used as the data collection method to determine the relationship between influencer marketing and live streaming on brand awareness, price, and purchasing decisions. In this study, a total of 204 respondents were gathered, all of whom are TikTok users aged 17-50 years and reside in the Province of Bali. Referring to Table 1, it is known that the majority of respondents are female TikTok users (58.8%), aged 18-30 years (85.7%), employed in the private sector (40.7%), and residing in Badung Regency (20.6%).

Table 1. Demographic Respondent

No	Variabel	Responden	Frequency (F)	%
1	Genders	Female	120	58.8
		Male	84	41.2
2	Age	18 - 30 Years Old	175	85.7
		31 - 40 Years Old	27	13.3
		41 - 50 Years Old	2	0.9
3	Profession	Doctor	33	16.2
		Private Employees	87	40.7
		Students	7	3.4
		Government Employees	21	10.3
		Entrepreneur	60	29.4
4	Residence	Badung	42	20.6
		Bangli	19	9.3
		Buleleng	29	14.2
		Denpasar	31	15.2
		Gianyar	27	13.2
		Jembrana	14	6.9
		Karangasem	17	8.3
		Klungkung	11	5.4
		Tabanan	14	6.9
		Total		204

4.2. Evaluation of Measurement Models (Outer Model)

The data testing conducted in this study encompasses two stages, with the first being the outer model analysis. Referring to the results of the validity and reliability tests presented in Table 2, it can be confirmed that all constructs achieved loading values exceeding 0.70 with AVE above 0.50, indicating that the data used is valid and accurate. Furthermore, Cronbach's alpha and composite reliability values exceeding 0.70 confirm that the data has a high level of consistency and reliability. The results of the discriminant validity test using the Fornell-Larcker Criterion approach in Table 3 also confirm that there are no high correlations among the research constructs.

Table 2. the results of the validity and reliability tests

Variable	Indicator	Loadings	α	CR	AVE
Influencer Marketing	IM1	0,805	0.839	0.892	0.675
	IM2	0,768			
	IM3	0,850			
	IM4	0,860			
Livestreaming	LS1	0,929	0.937	0.955	0.842
	LS2	0,920			
	LS3	0,884			
	LS4	0,939			
Brand Awareness	BA1	0,808	0.854	0.901	0.605
	BA2	0,871			
	BA3	0,833			
	BA4	0,823			
Price	P1	0,810	0.842	0.894	0.680
	P2	0,821			
	P3	0,886			
	P4	0,777			
Purchase Decision	PD1	0,809	0.870	0.911	0.720
	PD2	0,838			
	PD3	0,841			
	PD4	0,903			

Table 2. Discriminant Validity Fornell-Larcker Criterion

	BA	IM	LS	P	PD
BA	0.834				
IM	0.641	0.821			
LS	0.689	0.762	0.918		
P	0.711	0.555	0.593	0.825	
PD	0.649	0.502	0.425	0.812	0.848

IM: Influencer Marketing; LS: Livestreaming; BA: Brand Awareness; P: Price; PD: Purchase Decision
 Source: Processed Data (2024)

4.3. *Structural Model Evaluation (Inner Model)*

4.3.1 *Coefficient of Determination (R-Square)*

The second stage of testing involves inner model analysis, including R², Q², GoF, and hypothesis testing. Referring to the summary of tests presented in Table 3, it can be explained that an R² score of 0.506 for the brand awareness construct indicates that 50.6% can be predicted by the influencer marketing and live streaming constructs. Additionally, an R² of 0.377 for the price construct indicates that 37.7% can be predicted by the influencer marketing and live streaming constructs. For the purchase decision construct, it is noted that all four constructs together predict 70.2% of purchase decisions. The Q² test results confirm that 90.8% of the variation in purchase decisions can be influenced by the constructs of influencer marketing, live streaming, brand awareness, and price. Furthermore, the model fit test results affirm that the research model can be categorized as very good, given that the GoF value obtained is 0.617, which is close to 1.

Table 3. Coefficient of Determination (R-Square)

	R-square	R-square adjusted	Q2	GoF
Brand Awareness	0.506	0.501		
Price	0.377	0.371	0.908	0.617
Purchase Decision	0.702	0.696		

The results of the hypothesis testing based on Table 4 indicate that all proposed hypotheses are accepted. This can be confirmed by the t-statistics values exceeding 1.96 with p-values less than 0.05 for each relationship between constructs. An interesting finding in this study highlights that price and brand awareness effectively serve as mediating constructs in the relationship between influencer marketing and live streaming and purchase decisions.

Table 4. Path Coefficient (β) Result

Hypothesis	T statistics	P values
Brand Awareness -> Purchase Decision	2.945	0.003
Influencer Marketing -> Brand Awareness	3.443	0.001
Influencer Marketing -> Price	2.728	0.007
Influencer Marketing -> Purchase Decision	2.539	0.011
Live Streaming -> Brand Awareness	6.109	0.000
Live Streaming -> Price	4.094	0.000
Live Streaming -> Purchase Decision	3.266	0.001
Price -> Purchase Decision	11.105	0.000
Influencer Marketing -> Price -> Purchase Decision	2.628	0.009
Live Streaming -> Price -> Purchase Decision	3.532	0.000
Influencer Marketing -> Brand Awareness -> Purchase Decision	2.627	0.009
Live Streaming -> Brand Awareness -> Purchase Decision	2.415	0.016

4.4. *Discussion*

The first hypothesis successfully demonstrates that influencer marketing, when executed effectively, can enhance consumer purchasing decisions (t-statistics 2.539 > 1.96; p-values 0.011 < 0.05). On the TikTok platform, an influencer must possess strong communication skills and effective product marketing abilities to boost consumers' willingness to make purchases. Furthermore, it was found that implementing live streaming to interact with

consumers in real-time fosters a strong desire in consumers to buy the products offered on TikTok (t-statistics $3.266 > 1.96$; p-values $0.001 < 0.05$). Marketing strategies using live streaming on TikTok are highly effective, as the current digital era makes it easier for products to reach a wider audience through TikTok's platform.

This study successfully confirms that influencer marketing can enhance consumer brand awareness, particularly when an influencer effectively attracts consumers and has a strong connection to the offered products (t-statistics $3.443 > 1.96$; p-values $0.001 < 0.05$). This finding is supported by Lydda et al. (2023), which states that influencer marketing aims to help customers recognize and recall products in the future. The study also demonstrates that well-executed live streaming can significantly boost consumer brand awareness (t-statistics $6.109 > 1.96$; p-values $0.000 < 0.05$). When implementing this strategy, it is crucial to maintain a good reputation to enhance consumer trust and strengthen brand awareness.

The research findings demonstrate that an influencer who effectively markets a brand with good, engaging, and clear methods, and whose brand is perceived positively, can show that the product offers good price-value alignment (t-statistics $2.728 > 1.96$; p-values $0.007 < 0.05$). On the other hand, it was also found that well-executed live streaming, such as clearly marketing a product and showcasing its quality, can enhance price-value alignment (t-statistics $4.094 > 1.96$; p-values $0.001 < 0.05$). Prihatini & Gumilang (2021) and Khare et al. (2019) share a similar view that price is a marketing strategy element aimed at adding value for consumers, with the expectation that they will continue to consume the offered products or services.

An intriguing finding in this study indicates that consumers with high brand awareness can enhance their purchasing decisions (t-statistics $2.945 > 1.96$; p-values $0.003 < 0.05$). Additionally, the alignment of price with the perceived quality or benefits of the product plays a crucial role in their purchasing decisions (t-statistics $11.105 > 1.96$; p-values $0.000 < 0.05$). These results are supported by the study of Anggraeni & Soliha (2020). Furthermore, it was found that brand awareness and price serve as intervening constructs. It can be confirmed that brand awareness significantly mediates the relationship between influencer marketing and purchase decisions (t-statistics $2.627 > 1.96$; p-values $0.009 < 0.05$) and between live streaming and purchase decisions (t-statistics $2.415 > 1.96$; p-values $0.001 < 0.05$). Moreover, price is found to significantly mediate the relationship between influencer marketing and purchase decisions (t-statistics $2.628 > 1.96$; p-values $0.009 < 0.05$) as well as between live streaming and purchase decisions (t-statistics $3.532 > 1.96$; p-values $0.000 < 0.05$). Perceptions of price, risk, and quality are crucial determinants affecting purchase intention, shaped by consumer attitudes and brand image.

5. Conclusion

This study aims to investigate influencer marketing and live streaming strategies on the TikTok platform and their relationships with brand awareness, price, and purchase decisions. The findings identify that influencer marketing on TikTok is a crucial aspect that companies, whether small or large, must implement. The influencer's ability to communicate and engage with consumers effectively enhances consumers' willingness to make purchases. Additionally, live streaming has proven to be another effective strategy that can stimulate consumers' desire to buy products in real-time. Well-executed live streaming is believed to foster brand awareness and improve price alignment, ultimately leading to purchases. Other interesting findings indicate that brand awareness and consumer perceptions of price significantly influence purchase decisions, especially when influencer marketing and live streaming strategies are effectively applied.

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