

The Influence of TikTok Content on Purchasing Decisions and Consumption Behavior of High School Students

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Abstract

The research was conducted to investigate the impact of short video content on TikTok on the purchasing decisions of 15-19-year-old high school students and their experiences in online shopping after watching the videos. The subjects of this research come from high school students located in the Cilincing area. TikTok has interactive short videos and attractive visuals that influence them in building an interest in buying a product. The honest reviews among the influencers and content creators have helped students to be more confident and interested in making a purchase. Second, other factors also include discounts and special offers. Many times, the purchasing decision gets triggered by it, though the product had not been planned to be bought previously. Such a strong influence of the influencers is also clear on TikTok, as many students will argue to be influenced to buy such products promoted by the influencers they follow. However, the findings of this study also expose that consumer expectation does not always match with reality concerning the products received. Some students feel that the product they purchase is in line with advertisements, but several answered that they were disappointed because of the difference between reality and expectation. Similarly, trust in product reviews on TikTok is different; some respondents realized that there are reviews that exist only for promotions. The research method used in this study is content analysis wherein data collection is conducted by online survey.

Keywords: TikTok; short videos; purchasing decisions; influencers; consumption behavior; high school students.

1. Introduction

1.1. Background

TikTok short video marketing is based on the highly effective engagement of consumers and further sales of products via the excellent features of the platform, which include intelligent algorithms, interactive content, and e-commerce strategies. As the article presents (Peng et al., 2023), state that TikTok offers high brand communication value through short videos based on user preference and enhances the relevance of brands and increases brand awareness. According to (Jennings, 2022), the idea applies in the same way for small businesses, wherein high-engagement, low-cost short-form videos enable the message to spread more without depending on a very huge group of followers. Therefore, small businesses are able to use leading trends and personal engagement to further grow their businesses in sales and engagement. Moreover, (Cheng et al., 2022) add that TikTok enables e-commerce through live streaming and direct links to online stores in order to merge entertainment with creative promotions and attract young audiences. (Moch Anton Maulana & Novi Sri Sandyawati, 2023) also illustrate that the interactivity of dialogue between brands and consumers, through user-generated content, is perceived as more authentic and trustworthy. It is backed up by (Mega Utami et al., 2022) who established that short video marketing on TikTok-finite, clear, and interesting-might have a considerable effect on consumer purchasing interest and positive brand perceptions. In general, short video marketing on TikTok presents a very good opportunity for large and small brands to raise awareness, strengthen consumer loyalty, and ensure lofty sales with creative and personalized content strategies.

1.2. Previous Research

Research on short video content in TikTok proves that this platform is really influential in affecting purchasing decisions, especially through various creative and interactive ways of implementing marketing strategies. Based on the article (Moch Anton Maulana & Novi Sri Sandyawati, 2023), TikTok takes advantage of creative content like video challenges, music, and lip-sync with short-time attraction toward audience attention, while the algorithm of TikTok helps increase the exposure of products to more viewers. This is supported by (Mega Utami et al., 2022) that the use of short videos as marketing strategies increases positive brand perceptions and drives consumer purchasing intention, due to the fact that clear and comprehensible messages are induced. Yuan et al. (2022) gave further additions, saying that both in-feed advertising and KOL endorsement were good strategies on TikTok, but in-feed advertising is more suitable for low-priced goods because this strategy tends to drive traffic to the product. Moreover, Chen et al. (2024) have indicated that TikTok is a social network that can be used to support small businesses in using more spontaneous and authentic content for better customer engagement and an emotional bond with customers. These factors include engaging content, perceived usefulness, scenario-based experiences, and celebrity involvement. This was shown in a study by; the studies showed that all these factors had an effect on purchase intentions among the Generation Z group of consumers (Ngo et al., 2023). Generally, whether intended to boost consumer engagement, purchasing intention, or brand loyalty, the content of short-form TikTok videos will have it all accomplished.

1.3. Research Objectives

The study is dedicated to finding how TikTok affects high school students in making purchase decisions and experiences after buying some products online, which they have been

influenced to do by short videos on the platform. This study, therefore, has concentrated attention on describing to what extent TikTok's short videos determine the students' choices, considering that it gains enrollments in the Cilincing area from the same category of students. It can be obtained from the results that TikTok is very effective in building interest and trust in the products through reviews by influencers, special promotions such as discounts. Besides, the decision to purchase the product was also influenced by the quality of the advertised product, even though expectations differ from reality in some cases. TikTok has become an important platform in the consumption behavior of high school students due to the plenty of eye-catching content, a way of directly interacting with content creators, and reviews considered honest by them.

1.4. Similar Research in Indonesia

Research on the influence of TikTok short video content on purchasing decisions and consumption behavior in Indonesia demonstrates the fact that TikTok has become a very effective platform in attracting the attention of young consumers through creative and informative visual content-based marketing strategies. Content marketing, e-WOM, and price perception are some major variables that have a great influence on producing purchasing decisions among buyers, as obtained by Nur Azizah et al. (2024). Videos displaying the products in an attractive way and positive reviews from other users build trust and strengthen consumer purchase intentions. Fashion haul content, accordingly, Pangalila and Aprilianty (2022) mentioned influencer credibility factors, argument quality, and attractiveness of video presenters raise user trust levels if videos attain high levels of likes and comments that involve several users. Meanwhile, Simorangkir and Hikmah (2024) cited that the existence of promotional features such as discounts, and COD on TikTok Shop gives another moment of shopping, which makes young Indonesian consumers easier to spend money directly through this platform. Furthermore, Maulida et al. (2022) identified hedonic motivation and the price value given by TikTok Shop as the most influential factors in driving customers to make purchases. TikTok accommodates e-WOM through reviews and comments of the users because this would provide credibility to the product and drive purchasing decisions. TikTok is also a source of entertainment, but it creates an atmosphere with engaging content wherein consumers can amuse themselves and be encouraged to buy products due to their competitive prices. Akbari et al. (2022) continued that direct interaction on the part of marketers and customers through interactive features in TikTok improves user engagement and users' confidence in the promoted products, hence their great effect on purchasing behavior. These findings show how TikTok, in the Indonesian context, managed to mix entertainment with marketing, turning the platform into an effective tool to drive consumption decisions—especially among young consumers.

2. Literature Review

2.1. Influence of TikTok Short Video Content on Purchase Decisions

The Influence of TikTok Short Video Content on Purchase Decisions has been affecting consumer purchasing decisions significantly through short video content, especially among Gen Z, with dimensions such as eWOM, source credibility, the level of exposure of engagement, and styles of presentation. Based on the results obtained by Pangalila and Aprilianty (2022), the eWOM of credible influencers for highly engaging videos would substantially affect the trust of Gen Z in performing purchase intention supported by attractive

visual styles and demonstrations of products with subtitled explanations. This is also in line with the findings of Hoi and Yin (2023), who stated that it is the quality of the video, the credibility of the information, competitive prices of products, and high interactivity that will encourage consumers to buy. Meanwhile, the entertainment side and participation of influencers are also important as mentioned by Xiao et al. (2019) since an entertaining and informative video is more effective in bringing up the intention of buying consumers. Song (2022) further mentioned personalization in content according to the preference of users and high interactivity strengthens the purchase intention because algorithms recommend the products according to the interest of consumers. Niu and Zhang (2022) have also included that entertainment elements and current trends also bear importance because through trend topical relevance, the product appeal can be raised to strengthen trust by means of user reviews. Lastly, Zhao and Wagner (2023) highlights the implications of an easily accessible platform where interaction between the content creators and consumers is granted and professionalism is put forward from the content creators increase trust and reduce the psychological distance from consumers to products, thus promoting the act of purchasing a product. Merging these factors, this is clear proof that TikTok is not just an entertainment platform but also a very influential marketing tool to affect the behaviors and purchasing decisions of its consumers.

2.2. The Power of Influencers in Product Promotion on TikTok

Influencer influences on product promotion in TikTok significantly affect consumer behavior in terms of credibility building, increased engagement, and strong emotional appeal. In this respect, it was pointed out by Dendi et al. (2023) that the credibility of influencers strengthens consumers' trust, while active interaction either in the form of comments or live streaming builds emotional engagement to further encourage consumers to have more confidence in the promoted product. This was also deduced from the work of Xiao et al. (2019), who pointed out that emotional relationships between endorsers and followers are also great word-of-mouth marketing. Adding the touch of professionalism to the engagement created by the influencer makes the intention of consumers much stronger to purchase recommended products. Moreover, Jr Etrata et al. (2022) showed that emotional, entertaining, and informative content by influencers may create strong bonds with audiences; thus, the emotional aspect has been proved to be most effective in purchase intentions. Hoi and Yin (2023) pointed out the influence of attractiveness and credibility among the so-called good reputation of influencers in influencing the decision to buy a certain product. On the other hand, Li (2023) explained that the influence of influencers might also create psychological reactance among customers when the endorsements became overly personal or intense, because too much interference with freedom of choice on the consumers' part might be influenced. Overall, the role of TikTok influencers is highly strategic in digital marketing; they can build trust, enhance interaction, and package information in an attractive style that can greatly improve consumer purchase intentions.

2.3. Online Shopping Decisions via TikTok

These various factors that contribute to driving consumers to make purchases on TikTok support the importance of emotional, social, ease of access, and trust in the platform for purchasing and its content. According to Wang and Oh (2023), hedonistic, social, utilitarian gratification, and satisfaction derived from the video content presented motivates users on TikTok to continuously buy. This is also in agreement with the article by Darmatama and

Erdiansyah (2021), who established that influencers drive purchases through creative advertisements, attractive promotions, and high-quality product images. On the other hand, Li (2023) suggested that psychological resistance, including pressure or manipulative perceptions from algorithms, would inhibit purchasing decisions in live streaming. Other aspects, such as consumer trusting sellers and brand image, have also been very significant in driving purchasing decisions, especially through the interactive feature-live streaming-suggested by Wijaya (2023). For example, a purchase decision on skincare products is influenced by how one trusts influencers and can easily interact with the informative content as suggested by Witono and Aprilianty (2024). Y. Zhao (2023) also argues that the availability of platform features and a short psychological distance between consumers and products are important in creating purchasing decisions on TikTok. In addition, Shi et al. (2023) found emotional and professional needs, especially those related to knowledge products, developing based on content quality, the influence of Key Opinion Leaders, and trust in platform management. Overall, emotional influences, access, social interaction, and the trust that these consumers have in the TikTok platform and content are immense influencers in consumer purchasing decisions on this platform.

2.4. Expectations versus Reality about the Products Purchased

The expectation versus reality of products bought through TikTok Shop plays a crucial role in buying decisions and in determining consumer satisfaction with their experience. As stated in the article “The Influence of Brand Image and Trust on Purchase Decisions in TikTok Shop” (Wijaya, 2023), consumer expectations are usually built through brand image and trust displayed by the seller through professional and captivating video content. On the other hand, when expectations set are not met with the product received, this leads to dissatisfaction and a dent in trust by consumers in either the platform or the seller. Furthermore, Wang and Oh (2023) showed that appealing TikTok video content may heighten expectations of product quality, but discrepancies from reality will lower consumer trust in the benefits of the products offered. This is also supported by Maulida et al. (2022), whose research indicates that positive reviews or e-WOM from other users create high expectations; when the product does not meet these expectations, disappointment detracts from the seller's image. The study by H. Zhao and Wagner (2023) also established that user commitment to influencers forms strong product expectations, as parasocial relationships with influencers lead consumers to raise their expectations of product quality. This expectation is further strengthened by TikTok Shop's perceived fun and usefulness. According to Dapubeang et al., (2024), the playfulness and perceived usefulness aspects drive user intention on TikTok Shop. However, if reality does not match up to these expectations, disappointment may lead to reduced user loyalty to the platform. For this reason, promotions should develop expectations that are consistent with the actual product, ensuring consumer trust and satisfaction on TikTok Shop. When these expectations are met or even exceeded, users will show more loyalty to the platform in future purchases.

2.5. Trust in TikTok Product Reviews

Some factors affecting the consumer's trust in the reviews on TikTok are the credibility of reviewers, authenticity of content, information quality, and number of reviews. As it would be reasoned by Athaya and Wandebori (2024), in the article “Analyzing Factors That Affect Purchasing Decisions For Beauty Products Through TikTok Review Videos”, consumers are

going to have a tendency to give more trust to reviews coming from highly credible or expert reviewers. It also establishes a higher level of trust if this review is considered honest and natural, providing more objective information about the product in detail. This is also emphasized by Halim and Candraningrum (2021) in the article “The Influence of User-Generated Content Towards Somethinc Skincare Purchase Intention” where they explain that UGC means something far more trustworthy for consumers than company content because it is way more relevant and describes real experiences. More significantly, the quality of the presentation, such as the quality of the video and appropriate length, also helps increase purchase intention.

Salsabila and Ramadhan (2022) highlighted emphasis on security and trust issues, such as the accentuation of BPOM certification and the awareness of halal products in building the trust of Muslim consumers on TikTok. Official certification gives the guarantee that products consumed are already tested and safe for consumption; this awareness of what is considered halal lends confidence in the consumer that indeed the promoted product is reliable. From the perspective of impulsive behavior, Febriandika et al. (2023), in their article “Online Impulse Buying on TikTok Platform: Evidence from Indonesia”, provide evidence that positive e-WOM is able to stimulate impulsive shopping behavior when the display of reviews is fanciful and feeds into an emotional atmosphere that enhances consumer expectations about the product. Simorangkir and Hikmah (2024) also emphasize, in “The Influence of Content Marketing, Online Customer Reviews, and Cash on Delivery on Consumer Purchasing Decisions at TikTok Shop in Batam City”, that volume-high reviews with good relevance will enhance consumers' confidence to transact on TikTok Shop. In all, this boils down to the boilerplates of reviewer credibility, content authenticity, official certification, and support by UGC in consumer purchase decisions on TikTok.

3. Research Methods

3.1. Resource Person

This study involved 189 participants who were high school students in the Cilincing area, student participants from Jakarta Public High School 73 and Jakarta Public High School 114. Participants' age ranged from 15 to 19 years. Participants were selected using purposive sampling with the aim of obtaining data representing matching participant characteristics with the research topic, which was those having the TikTok application and having shopped at TikTok Shop.

3.2. Data Collection Method

The data were gathered by using a web questionnaire survey. Measurement of content gratification, utilitarian gratification, social gratification, and hedonic gratification was used for how video content on TikTok can satisfy the emotional and informational needs of users (Wang & Oh, 2023). While Jr Etrata et al. (2022) used the measurement of the content dimension of emotional, entertainment, and informative to assess the impact in Students' buying Behaviour.

3.3. Research Method

Content analysis is a method of research that allows for the systemic proceeding with data represented by communication or content, such as text, images, videos, and any other forms of media. It is generally used to spot patterns, themes, and hidden meanings within content and the impact of the latter on the audience. Qualitative content analysis refers to an in-depth

interpretation of content to understand the meaning behind the message or social phenomenon being studied.

First is the specification of the main elements of the content in the qualitative content analysis stage. Here, relevant content aspects such as content gratification, utilitarian gratification, social gratification, hedonic gratification are identified with respect to how TikTok video content provides an impact on students' consumption behavior (Wang & Oh, 2023). After the identification of these elements, qualitative data collection is done through interviews or open-ended surveys with participants. Other TikTok consumers contribute by sharing their views on how the consumption they make affects their buying behavior. Such qualitative information is then grouped into emerging them data, such as trust in reviews of products or appealing entertainment in the content, as Wu et al. (2022).

The second phase is the content coding phase, where each identified theme from interview or survey results is further analyzed. For example, positive reviews by influencers or attractive imagery may have a strong impact on students' buying behavior (Jr Etrata et al., 2022). This is followed by an interpretative analysis of findings, where researchers attempt to make meaning of the data. This includes comprehension of how social interactions and emotional aspects of the video content influence consumption behavior (Akbari et al., 2022). Finally, evaluation and conclusions are made. The researchers, therefore, gauge the effects of the identified elements on consumption behavior among students and wider determine how demographic variables such as age and social background influence purchase. These results can, thus, provide meaningful insights into how video content marketing strategies would be more effective in shaping consumer behavior on TikTok. During this stage, the research will be able to provide an all-rounded understanding of the contents in the short videos on TikTok through content analysis, as well as the consumption behavior of users among students.

4. Result and Discussion

4.1. Influence of TikTok Short Video Content on Purchase Decisions

Engaging in product interest and trust makes TikTok short video content have a very significant influence on purchasing decisions among high school students. The short videos posted on the platform usually have a very attractive and detailed presentation style so as to help affect consumer behavior. When an influencer or content creator acts as a product booster, respondents said they feel interest and confidence in purchasing the product — especially when this sort of review appears authentic and relatable. Discounts & special offers that come as a part of promotions are another essential reason why consumers show inclination towards purchasing items which they never intended to buy earlier. For this reason, one of the best alternatives in terms of influencing consumption behavior is TikTok, due to its visual and humanized way of conveying information about products.

- Nabila Syaiba Agustin: “Very influential, I can see a TikTok video about how to use a product along with an explanation of the product then I end up being interested in buying it.”
- Syafiyah Safitri Nur: “Short videos on TikTok are really a driving force when I do shopping, especially for influencers who make honest promotions.”
- Apni Bintang Amanda: “TikTok video reviews always makes me purchase something I never intend to buy.”

- Muhammad Hafidz Pratama: “TikTok influencers review products honestly, which helps me a lot in deciding to buy the reviewed product”
- Muhammad Khalil Gibran Rachman: “TikTok actually affects my purchasing decision for skincare products due to the good reviews.”
- Febriyani Veronika: “TikTok usually showcases the product with a more complete explanation that makes me confident to purchase a product.”
- Shayla Ayu Pramesti: “I’ll be really confident to buy skincare products as recommended by others on video reviews TikTok crank out.”
- Nanda Fitri Yani: “Products displayed on TikTok are more often appealing, especially with the discount available.”

In TikTok, the short video content here has a big effect on how purchasing decisions are made by high school students given that catchy pictures and face-to-face communication with influencers or content makers take place. TikTok video review with an original and realistic impression can interest consumers to see the product more (Pangalila & Aprianty, 2022). This is supported by Hoi and Yin (2023), where attractive visual elements and offers like discounts can entice consumers to purchase products, including impulse buys. Meanwhile, Xiao et al. (2019) found that content rich in density is more appealing to students, especially when endorsed by influencers deemed honest. Song (2022) stated that as TikTok is a platform built upon short videos, the immediacy of product information delivery makes it highly personalized, leading to both consumer trust and purchase intention. Likewise, Niu and Zhang (2022) noted that e-WOM elements of entertainment and engagement increase student trust in products. Moreover, Wang and Oh (2023) emphasized that interactive visual content generates emotional appeal, making students willing to buy products. The platform has blended aesthetic elements with product education through entertainment and honest reviews to create a substantial impact on high school student purchasing decisions, employing a diverse range of media styles.

4.2. The Power of Influencers in Product Promotion on TikTok

The role of influencers in product promotion through TikTok has turned out to be very influential in influencing the purchasing decisions of high school students. Influencers not only showcase products in an alluring way but also give very detailed and convincing reviews; thus, building confidence among the audience. Many of them reported that they would be more willing to buy a product being promoted by an influencer, particularly if they already knew the influencer or followed them on a regular basis. As indicated, because an influencer can package promotions in a personal and somewhat relatable manner, it instills a sense of confidence in the quality of the products offered to the consumer. It is usually a decisive factor that the reviews of these influencers, which seem honest and realistic, make consumers want to try a product they never wanted to buy. Therefore, the presence of influencers is one of the important components of marketing strategies in the TikTok platform.

- Adelia Stevannie Jasmine: “The videos of influencers have a great impact; they promote products in a very appealing and approachable manner.”
- Raihan Al-dzikri Dipayana: “Well, the confidence to buy a product comes out when I see the influencers promote the products in more detail.”
- Mutiara Ramadhani: “Reviews from my favorite influencers make me interested in trying the product.”

- Ratu Ayla Syifa Khamila: “Sometimes, I’m really convinced to buy a product by promotional videos of influencers.”
- Muhammad Dzaky Raihan Pratama: “TikTok makes me interested in products recommended by an influencer, especially those I already trust.”
- Rania Renata Adlyputri: “Influencers are reviewing the products well, so that makes me more confident to buy the product.”
- Carisa: “The promotion done by the influencers very often draws my attention toward buying that particular product.”
- Syafiyah Safitri Nur: “I am interested in buying a product after seeing influencers show the results of using the product.”

Influencers on TikTok are becoming increasingly crucial in product promotion strategies that offer reviews seemingly candid and realistic to a large extent, affecting the decision to buy among high school students. Indeed, based on the findings Hoi and Yin (2023), it has been observed that not only do influencers introduce products in eye-catching visual displays, but also credible and relatable reviews are capable of facilitating the process of developing trust and interest in the product. Extensive and transparent video communications by influencers whom the audience already knows or regularly follows have tended to increase purchase intention, even encouraging consumers to try the product when there was an initial lack of intention to buy. In this respect, (Dendi et al., 2023) have asserted that product visualizations which are attractive and in a personal and relatable way through influencers can further increase interest in consumer purchases and build up better trust in the products shown. Primarily, it is driven by the credibility and reputation of the influencer; the audience consequently feels better regarding the quality of the product (Xiao et al., 2019). According to Jr Etrata et al. (2022), emotional binding through the content of in-depth valid reviews makes an influencer a very influential factor in driving purchase; evidence is that the emotional aspect of advertising is stronger in driving purchase intention than the entertainment aspects. However, all this influence can also be weakened in the case of excessive encouragement or manipulative intentions found in the recommendations, as (Li, 2023) explains: the trust in the influencers “decreases when reviews sound too pushy and manipulative”. The TikTok influencers are thus in a position where they can establish very close trust with an authentic and personal approach but at the same time need to be careful to avoid psychological resistance that may influence consumers' perception and decisions.

4.3. Online Shopping Decisions via TikTok

It is more popular for high school students to shop online via TikTok because it offers attractive offers, such as discounts and free shipping, which are often not found on other platforms. A good number of them said they became more interested in shopping on TikTok due to different kinds of promotions, cuts in prices, and positive reviews which helped to make up their minds about purchases. Those huge discounts lured them into making their purchases, even without the feeling of a pressing need. With the presence of promo features that tempt people easily, TikTok has managed to succeed in becoming one of the platforms that attracts consumers to shop online, taking advantage of exclusive offers that cannot be found elsewhere.

- Alexsa Riatulhuda: “Sometimes, shopping through TikTok offers discounts or free carriage service, which encourages me to buy.”
- Kirana Mecca Nugroho: “I bought one after I saw quite a lot of good reviews on TikTok.”

- Bagus Rediato: “I often buy on TikTok because of the many attractive promo and discounts there.”
- Shaskia Juliyana Putri: “Discounts on TikTok tempt me to buy certain products.”
- Kaila Anugerah: “TikTok price promotions interest me in buying a product more than anywhere else.”
- Mohamad Fakhriy: “I like to shop on TikTok. Sometimes there are attractive discounts.”
- Nanda Fitri Yani : “The online shopping via TikTok is interesting because it often has promotions that are not available on other platforms.”
- Salsabilah: “I am rather interested in shopping on TikTok, because sometimes there will be big discounts.”

The online shopping feature through TikTok is very popular among high school students due to the charm of exclusive promotions, such as big discounts and free shipping that may not be shown on other platforms. According to research by Wijaya (2023), consumer trust over TikTok is catalyzed by a strong brand image and direct interaction through reviews and live, bolstering perceptions by the consumer of exclusive offers. It follows that large discounts and positive reviews occur as necessary attention drivers that can raise purchasing interest, independently of urgently felt needs. Wang and Oh (2023) also identified that promotional offers on TikTok attract one-time shopping interest, even increasing continuous purchase intention, therefore generating significant utilitarian value for users. As Y. Zhao (2023) mentioned, TikTok uses the method of interaction, satisfying people's desires with personalized, relevant short video content regarding the selection of goods. In addition, features like discount and good reviews create a carefree impulse buying atmosphere to solidify TikTok's place as the go-to source for students toward online shopping and price hunting (Li, 2023; Shi et al., 2023). With heavy promotional activities and eye-catching displays, TikTok has eventually tempted the young consumer to shop more frequently and impulsively than any other e-commerce; hence, TikTok is one of the recently popular online shopping platforms among high school students.

4.4. Expectations versus Reality about the Products Purchased

The e-commerce experience through TikTok often creates expectations versus the reality of the products received by the consumers. While many of the respondents felt that the products they bought were in agreement with what was being advertised through TikTok videos, some did declare further that some of the products do not meet their expectations. Often, the reactivity of the product depends on the store or how the product is promoted by the content creator. While some users were satisfied with the result they received, others experienced a deviation in what they viewed in the video against what they had finally received. This would reveal that, even as TikTok is an efficient site in influencing shopping decisions, consumer expectations are not necessarily aligned with the reality of the products received.

- Nur Hasanah: "The products I buy on TikTok are in accordance with advertisements, but sometimes they do not meet expectations."
- Anasya Firlyana Putri: "Sometimes, products arrive as expected by us. Sometimes, it is not."
- Siti Habibah: "Sometimes it is, but sometimes it is not, when I purchase the products from TikTok, as what is being shown on the video."

- Raden Gadis Titian Mulyana: "TikTok's shopping experience is quite satisfying, though there are several times when the products are not as expected."
- Aulia Putri Yusuf: "The products I bought are in accordance with what was promised in the video, but there is also which one doesn't."
- Dea Ajeng Arifatun: It is sometimes according to expectations, and other times not, depending on the store and the product I promote.
- Siti Suryani: "Many products are in accordance with what is advertised, but seldom, which are not."
- Aisah: "Things I purchase are often in line with what is being advertised in the TikTok videos."

Normally, the impression created through the TikTok online shopping experience is an expectation mismatch versus the realities of the products received by the consumers. Whereas many students are satisfied with the products they buy after going through interesting reviews and advertisements on TikTok, several of the respondents admit, there is normally an expectation mismatch with the actual product received. As (Wijaya, 2023) research has proven, consumer trust increases in association with brand image and social interactions, for instance, direct reviews by means of live streaming. However, though such reviews raise highly expected anticipations, real shopping on TikTok does not always happen as predicted because sometimes the quality of a product is not as good as its promotional display. Wang and Oh (2023) highlighted how large discounts and promotion features boost shopping interest; yet these large expectations result in dissatisfaction if the product fails to exactly fit what was illustrated in the ad. In the case of TikTok, H. Zhao and Wagner (2023) stated that the primary appeal comes from direct interactions or recommendations using algorithms. It may also be the cause of high expectation and hence reduces satisfaction if it has not been met. Nur Azizah et al. (2024) indicate that in visual and interactive promotions, products appear to students as attractive, though the gap between the product obtained may be a challenge the platform could not actually meet. While TikTok is effective in drawing interest in purchases through attractive promotions and visual reviews, the gap in expectations versus the reality of the product reduces consumer trust and subtracts from their overall experience (Li, 2023; Shi et al., 2023).

4.5. Trust in TikTok Product Reviews

Some of the students are influenced by the product review on TikTok, especially from the influencers they have followed. On the other hand, a few of the respondents know that not all reviews can be trusted. They tend to believe in the reviews that they will categorize as honest and objective, not fully because there are also reviews meant for promotion purposes only. Some of the respondents also refer to other sources of information about the quality of the product before deciding to buy. This shows that although TikTok reviews have great influence, further research is still carried out by many students in order to minimize disappointment with regard to the products they buy.

- Syantika Aliya Wijayanti: "I'm interested in a product most of the time it is reviewed on TikTok, especially when there are honest reviews. But there are also people who tend to advertise for the sake of money without honesty, so you have to be cautious."
- Raden Gadis Titian Mulyana: "The promotional videos on TikTok are interesting and make me want to buy, but sometimes the reviews do not fit the reality after buying the product."

- Alexsa Riatulhuda: “After viewing reviews from Tiktok, I always cross-check reviews on the online store to make sure whether it is as promised.”
- Mutiara Ramadhani: “I buy products because my favorite influencers recommend them. Sometimes, they meet my expectations, but there are also products which get overendorsed and inevitably become a disappointment.”
- Kirana Mecca Nugroho: “When seeking to buy products, such as sunscreen, I will never fully depend on reviews through TikTok. I would look into other platforms to make sure the product is really good.”
- Aura Hadi Pranita: “I have a lot of expectations toward a product because of the review that I consider good, mentioned on TikTok. Sometimes the reviews are too exaggerated, and whatever products I buy never live up to expectation.”
- Raihan Al-dzikri Dipayana: “I usually get interested to buy items after seeing influencers on TikTok who explain the product advantages and disadvantages in detail, so that I can know the quality of the product more clearly.”
- Nabila Syaiba Agustin: “TikTok is very influential in my decision to buy a product because of the explanation of the ingredients, price, and positive reviews. So far, I always look at people's reviews before buying.”

Shopping through TikTok is very different from the expectation created on the site through reviews and the actual product consumed by the clients. Many students could be interested in a particular product after going through an interesting review, which seems to be honest from an influencer or even other users, but they end up getting disappointed because what gets delivered does not turn out the way it had been advertised. In building consumer trust, credibility and quality are matters that are taken very seriously in reviews. However, as Athaya and Wandebori (2024) says, excessive exaggeration in the review tends to lower consumer trust in products on TikTok. This suggests that according to Halim and Candraningrum (2021), user-generated content is more trustworthy because it gives a higher impression of authenticity than conventional advertising. However, consumers still remain cautious and conduct some verification with the view of not getting reviews that are just promotional in nature (Salsabila and Ramadhan, 2022). Along the same line, Febriandika et al. (2023) explain that positive TikTok reviews tend to drive high expectations that foster impulsive purchases, though often the product gotten may not be what was expected, and this triggers dissatisfaction. Simorangkir and Hikmah (2024) stated that reviews from other users that seem honest and objective have a great impact on consumer trust. However, consumers still need extra information to be more assured about the quality of a product. On the whole, findings would indicate that while reviews on TikTok exert the greatest influence, the young consumer is increasingly critical in assessing information emanating from this platform, tempering enthusiasm with research in order to minimize disappointment.

5. Conclusion

The research also dwells on the effect that TikTok short videos have on the consumption behavior of high school students aged between 15 and 19 years. Results from the interview and survey also showed how short videos on TikTok influence the buying decisions of students, particularly in making interesting content and through reviews that have been regarded as honest by influencers or content creators. The discounts and exclusive offers bartered in the videos also heighten consumer desire to purchase a product, even those not in

their initial list. Besides, influencers drive aspects of students' trusting a product enough to make them purchase it more frequently from personalities they trust. TikTok has now evolved into an avenue for online shopping whose promotions and discounts overwhelm the attention of students.

While some of the students were happy with the products purchased, others had to experience a mismatch in expectations and real products received, meaning that while TikTok is effective for purchase influence, which consumer experiences are not always matching with the promotions that come across. Furthermore, product reviews over TikTok have great influences on purchasing decisions among students, especially those considered honest and objective, though some would do extra research concerning the quality of a product to ensure that it really deserved to be purchased. Overall, short videos on TikTok-especially with influencers involved in them-have become one of the most effective tools that shape students' consumption behaviors since the platform allows them to promote their products in an interactive, incentive-filled environment.

The current study makes several key theoretical contributions: it empowers the role of eWOM in digital marketing through short videos and shows that the credibility of the influencer plays a very important role in the purchasing decisions of customers. Furthermore, this study enhances the conceptual framework of trust formation through social interaction on digital media by making interactions more personal between consumers and influencers. This also reiterates the role of product visualization in influencing purchasing decisions and the great function played by discounts and promotions in encouraging consumptive behavior. However, this study has also identified a gap between expectations created from video content and actual product reality for consumers, where the consumer expectancy theory is applied.

Managerially, firms should be encouraged to develop entertaining video content in collaboration with credible influencers and offering special promotions on TikTok. This would help increase the chances for improved consumer engagement and purchase. Besides, consistency between promotion and product reality, trust developed through authentic product reviews by consumers are some of the other suggestions that companies need to implement. For instance, TikTok has to integrate more e-commerce functions, especially by using TikTok Shop feature through its livestream for richer online shopping experiences. However, the limitation of this study is that it only included a sample of the students in high school and may be generalized to other age groups. It also hinges upon the subjectivity of the respondents and other unmeasured external influences, such as other social media platforms.

These follow future research over a broader age group by using a longitudinal research design that would enable them to trace how changes in consumption behaviour take place, said that the effects of TikTok could be unpacked in comparison to other platforms like Instagram or YouTube. Full papers could also be done in the future on the impact brought about by different types of products, factors that influence consumer trust in the influence wielded by a specific influencer, and the effects of TikTok content in the long term on brand loyalty and repeat purchases. correspondingly, it is expected that more comprehensive and relevant insights will arise in the influence of TikTok short videos on consumption behavior in following studies.

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