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Article Review

## Factors Determining Consumer Purchase Intention on TikTok Shop: A Literature Review

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### ABSTRACT

The trend of commerce through mobile apps has encouraged many social commerce companies to capitalize on this lucrative market opportunity. As a social commerce platform, TikTok Shop has a significant impact on consumer behavior, particularly in terms of purchase intentions. Purchase intention has been a topic of interest in marketing and consumer behavior for many years. However, most previous studies employed more quantitative approaches. This research aims to fill the existing gap in the literature by examining the factors that influence consumer purchase intentions in TikTok Shop, a social commerce platform. The method used is a literature study, which summarizes findings from 36 relevant articles. The results show that twenty factors influence consumer purchase intention. These factors include various aspects, ranging from trust to technical features of the TikTok Shop platform. As such, this research makes a significant contribution to understanding the dynamics of consumer purchase intentions in the era of growing digital commerce.

## 1. INTRODUCTION

Social media is increasingly dominating and becoming the primary focus of business and marketing in today's digital era. Social e-commerce is now a trend that facilitates purchasing decisions for every customer. Social commerce is a subset of e-commerce that integrates commercial activities with social elements, fostering social interaction and user-generated content contributions. [1]. TikTok is among the most popular social media platforms for millennials and the Gen Z generation. Since its launch in 2016, TikTok has reached more than 2 billion downloads worldwide [2]. TikTok is ranked fourth, with an average monthly usage time of 13.8 hours per user. This rapid growth demonstrates the platform's appeal and its ability to attract users through innovative and entertaining short videos. [3]. TikTok users come from various backgrounds with diverse interests, creating opportunities to target different market segments. [2]. As TikTok's user base and influence grew, the

platform launched TikTok Shop in April 2021, marking a significant evolution. [4]. TikTok has a significant influence on consumer behavior, especially in terms of purchase intention [5]. Research on purchase intent has been a topic of interest in marketing and consumer behavior for many years. Consumer behavior is defined as the specific actions that individuals take when deciding to purchase, use, or remove a product or service [6].

Buying intentions refer to consumer actions where they intend to choose, use, or own a product offered [4]. Purchase intentions impact a company's success in achieving its goals and meeting consumer needs [3]. Previous research has primarily focused on quantitative approaches to examine the factors influencing purchase intention on TikTok Shop. Some studies show consumer trust significantly influences purchase intention [7], [8]. Additionally, another study found that purchasing behavior on TikTok Shop is influenced by factors such as cognitive and emotional trust, as well as safety [9]. Purchase intention also

depends on recommendations and brand value spread by consumers through social media platforms, while product quality and online customer reviews also influence purchase decisions [10], [11], [12]. On the other hand, some studies show that factors such as effort expectation, social influence, price value, and brand awareness do not significantly influence purchase intention [13], [14]. Thus, it is necessary to identify the factors that spur consumer interest in shopping deeply. This study aims to fill the gap in the literature by investigating the factors that influence consumers' purchase intentions in social commerce on TikTok Shop. Therefore, this research uses the literature review method to find and analyze factors influencing consumer interest in shopping at TikTok Shop. To achieve this goal, the research will answer the question, "What factors influence consumers' desire to shop at TikTok Shop?"

Buying intentions are consumer actions where they want to choose, use, or own a product offered [4]. Purchase intentions impact a company's success in achieving its goals and meeting consumer needs [3]. Previous research has primarily focused on quantitative approaches to examine the factors influencing purchase intention on TikTok Shop. Some studies show consumer trust significantly influences purchase intention [7], [8]. In addition, another study found that purchasing behavior at TikTok Shop is influenced by factors such as cognitive and emotional trust and safety [9]. Purchase intention also depends on recommendations and brand value spread by consumers through social media platforms, while product quality and online customer reviews also influence purchase decisions [10], [11], [12]. On the other hand, some studies show that factors such as effort expectation, social influence, price value, and brand awareness do not significantly influence purchase intention [13], [14]. Thus, it is necessary to identify the factors that spur

consumer interest in shopping deeply. This study aims to fill the gap in the literature by investigating the factors that influence consumers' purchase intentions in social commerce on TikTok Shop. Therefore, this research uses the literature review method to find and analyze factors influencing consumer interest in shopping at TikTok Shop. To achieve this goal, the research will answer the question, "What factors influence consumers' desire to shop at TikTok Shop?"

## 2. METHODS

To answer the research questions, the authors conducted a thorough and detailed review of previous studies, adhering to the PRISMA guidelines for reporting systematic reviews and meta-analyses. The first step was to identify articles using the 'publish or perish' approach, obtaining 200 articles from Google Scholar and 60 from Scopus. The authors used various combinations of search terms, such as "consumer behavior," "purchase intention," "social commerce," AND "TikTok Shop." After removing duplicates and articles in English, 178 articles were obtained for consideration. Next, a screening process was conducted, and further research was undertaken based on the suitability of the topic, resulting in the selection of 98 relevant articles. Then, the selection was based on the title and abstract, which resulted in 60 articles. Articles that passed the title and abstract selection were then further evaluated through content analysis. This analysis process involved a careful examination of the complete research results. Finally, 36 articles met the set criteria. Figure 1 illustrates the article selection process, as outlined in the PRISMA guidelines.

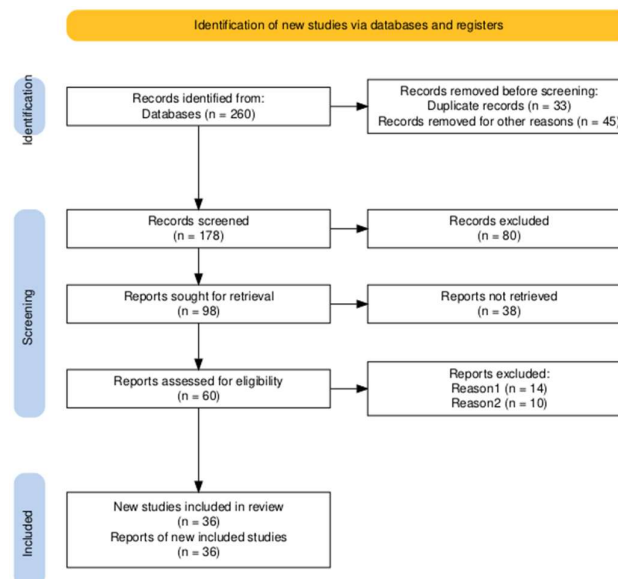


Figure 1. Stage of the PRISMA distribution of relevant articles from 2021 to 2024, showing an increasing trend of research interest in this area.

The development of the article over time, along with relevant articles, indicates that in 2023, most research on customer purchase intentions at TikTok Shop reached its peak. These articles underline that the topic of purchase intention in TikTok Shop is an exciting area for research. Figure 2 presents the <https://doi.org/10.25077/TEKNOSI.v11i3.2025.294-301>

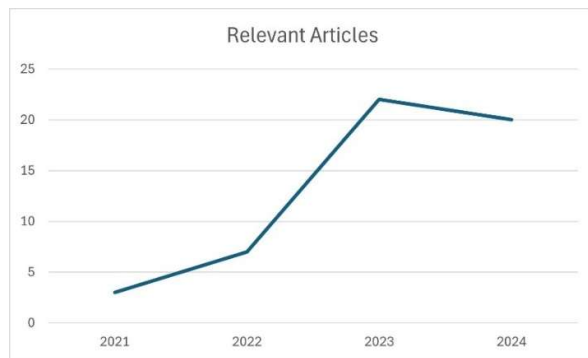


Figure 2. Articles in Years

### 3. RESULTS

This literature review summary includes 36 articles used to identify and evaluate the factors influencing customers' purchase intentions at TikTok Shop. From this review, 67 factors were identified as being related to consumer purchase intent. However, these factors require further evaluation to eliminate duplication. Table 1 presents a comprehensive summary of all the factors influencing purchase intention identified in the previous literature review.

Table 1. Summary of The Literature Review

Factors	Description	Id Study
Cognitive Trust in Seller	Cognitive trust is formed from consumers' perceptions or attention to the seller's performance, which they observe during interactions with the seller.	A15
Emotional Trust in Seller	The level of emotional trust is strongly influenced by the communication between sellers and consumers, as well as the attention given.	
Perceived Trust	Perceived trust is defined as a person's willingness to engage in activities with others who have earned their trust and confidence.	A13
Price Value	Pricing has a significant impact on consumer purchase intentions for a product.	
Video Advertising	Ads that utilize modern illustrations, shapes, colors, and layouts that are not monotonous will positively impact consumer buying interest.	A4
Discount	Discounts can attract consumers to buy the items they want.	
Free Shipping	Free shipping attracts buyers because they don't have to consider shipping costs.	
Video Content	Engaging, informative, and entertaining videos have a significant impact on consumer purchasing decisions.	A2
Live Streaming	The live-streamer's professionalism and level of interactivity in providing price discount offers can influence consumers' intention to purchase Something products.	A7
Customer Trust	When consumers feel a sense of trust, their interest in buying the product also increases.	
Online Customer Review	Online customer reviews offer potential buyers additional information.	A16
Perceived Value	Perceived value refers to the value that consumers attribute to a product. Additionally, perceived value is also closely related to product quality and consumer satisfaction.	
Brand Image	Brand image is crucial in shaping customer trust and helping them determine whether a product is attractive, valuable, and worth purchasing.	A8
Customer Trust	The higher the customer's trust, the stronger their intention to buy the goods or services.	
Sales Promotion	A sales promotion encourages customers to make faster or more excellent purchases of a particular product or service.	A17
Brand Trust	Customer beliefs and expectations of the characteristics of a brand being sold.	A14
Perceived Economic Benefit	Perceived benefit is the degree to which a person is confident that using a particular thing will provide benefits or positive value for its users.	
Viral Marketing	Viral marketing is an innovative marketing strategy that utilizes social media to achieve a company's desired marketing goals.	A10
Perceived Advertising Value	Cognitive judgments of how well an ad meets consumers' needs and wants are based on subjective evaluations of the ad's effectiveness.	
Social Media Marketing	Social media marketing is a series of activities in which companies create, communicate, and deliver marketing offers online through social media to attract customer attention.	A11
Product Quality	Product quality refers to how well the product meets consumer needs, as perceived through aspects such as packaging, visible quality, and prominent design.	

Factors	Description	Id Study
Price Promotion	A price promotion is a temporary price adjustment given by the seller.	A18
Consumer Streamer Interaction	Engagement with streamers can enhance consumers' understanding and knowledge of product benefits, including detailed product reviews and practical usage insights.	
Celebrity Endorsement	Celebrity endorsement is a marketing strategy that involves paying a well-known figure in society, such as a celebrity, to promote a particular product or service.	
Influencer Marketing	Influencer marketing is a strategy in which products or services are promoted and sold by people who can influence a brand's image.	A3
Electronic Word of Mouth	Electronic word of mouth is a communication platform where consumers who have never met and are not familiar with each other can share ideas, opinions, or reviews about a product or service online.	
Brand Image	Brand image is customers' first impression of a brand's attributes, benefits, beliefs, and experiences.	
Information Quality	Information quality is crucial for effective communication between online buyers and sellers, and it is essential for building trust.	A1
Influencer	Influencers create and share content related to their interests or expertise on social media platforms.	
Hedonic Motivation	Hedonic motivation refers to the sensation and pleasure consumers experience when shopping.	
Information Experience	Information experience refers to the value community members perceive during interactions with information that is considered valid.	A19
Entertainment Experience	Entertainment experiences are the abstract rewards sought in online communities, and they largely influence user behavior and positive attitudes toward the platform.	
Live Streaming Shopping	Live streaming enables video interactions that capture the attention of a broader audience and drive product sales.	A20
Low Price Appeal	Setting attractive prices is essential, so the prices offered in live streaming sessions on TikTok are significantly more affordable.	

Factors	Description	Id Study
Product Quality	Product quality refers to the product's ability, durability, reliability, and accuracy.	A21
Online Customer Review	Online customer reviews are consumer evaluations of a product, including information about the assessment or evaluation of various aspects of the product.	
Customer Rating	Customer rating is a customer's opinion or judgment on a specific scale. The more stars given, the higher the seller's rating.	
Promotion	Effective sales promotions can significantly influence purchasing decisions among various consumer groups.	A22
Influencer	Influencers can highlight a product's positive aspects to the audience, thereby increasing its sales.	
Quality of Service	Service quality refers to the expected standard of excellence, and efforts are made to maintain and control the level of excellence to meet consumer expectations.	
Price	The suitability of price and quality is provided to consumers.	A23
Trust	The greater the user's trust, the greater the likelihood of making online transactions through social commerce.	
Price	Price is the first concern of consumers when they want to own a good or service.	
Promotion	Promotion is a critical activity that introduces, provides information, and reminds consumers of a product's benefits, encouraging them to purchase the promoted product.	A24
Enjoyment	Enjoyment refers to the emotional excitement one feels when consuming or using a product or service.	
Service Quality	Service quality impacts customer intention behavior, such as the desire to make repeat purchases, provide recommendations to others, and interact further with the platform.	A25
Information Usefulness	The information presented on TikTok has a significant impact on consumers' purchasing decisions for products.	
Immersive Experience	Immersion can inspire consumers to watch the live stream more, thereby increasing their desire to purchase the product.	A26
		A27
		A28

Factors	Description	Id Study
Consumer Trust	Trust increases purchase intent as live streamers often incorporate entertainment elements in their live broadcasts.	
Perceived Value	When consumers watch live streaming, it satisfies their practical needs and fosters emotional connections between streamers and viewers through various entertainment activities and positive interactions.	
Live Streaming Quality	A live streamer's professional skills impact consumers' desire to follow the streamer's advice and provide recommendations.	
Live Streaming Shopping	Livestreaming enables video interactions that reach a larger audience.	A5
Low Price Appeal	Setting attractive prices is essential, so the prices in a live-streaming session on TikTok are significantly more affordable than those in conventional stores.	A29
Utilitarian Value	Utilitarian value can influence a consumer's purchasing desire for a product or service in various ways due to its effectiveness.	
Trust in Product	Trust in the product can strengthen customers' confidence, thus significantly impacting their purchase intention.	A30
Brand Image	Brand image is a picture formed in the customer's mind about the attributes, benefits, beliefs, and experiences associated with a brand.	A31
Trust	Trust is crucial in online buying and selling transactions because consumers cannot physically see or touch the product.	
Information	Information conveys relevant and practical details about marketed products to consumers.	A32
Trust	Trust refers to the level of confidence users have in the ads on TikTok.	
Entertainment	Entertainment refers to the emotional response generated in users when viewing an ad.	
Emotional Dimension	Positive emotions can increase response to advertising, improve brand image, and drive purchase intent.	A33
Perceived Host Interaction	Host interaction refers to the dynamic relationship between TikTok hosts and their online subscribers.	A34

Factors	Description	Id Study
Viral Marketing	Viral marketing triggers consumers' desire to share information through social media interactions.	
Content Marketing	Content marketing involves creating and disseminating engaging content to foster customer loyalty and brand affinity.	A35
Online Customer Review	TikTok Shop reviews offer potential buyers genuine insight and information.	
Celebrity Endorser	Celebrity endorsers are effective in attracting new customers for goods or services.	
Flash Sales	Flash sales are a marketing strategy in which products or services are sold at a discounted price for a limited period, creating an urgent sense of need and encouraging customers to make a purchase immediately.	
Word of Mouth	Word-of-mouth communication, which involves the sharing of individual or group opinions and ratings of a product, is used to exchange personal information.	

#### 4. DISCUSSION

Based on the results of the literature analysis, which summarized previous factors, we identified 20 factors influencing customer purchase intention at TikTok Shop, most of which were highlighted in the previously reviewed literature. Trust is crucial in driving consumer purchase intentions because trust is formed from their perception or attention to the seller's communication about the product being offered [15], [16], [17]. Information quality is essential for consumers to determine the details of the products they wish to purchase and use [1], [18]. Price value is a top priority for consumers when purchasing a product or service [19], [20], [21]. Live streaming influences consumer purchase intentions because the professionalism and interactivity of live streamers in offering price discounts can influence consumers' decisions to buy products [7], [19], [15], [22]. Influencers showcase the excellent aspects of a particular product, and consumers are more likely to be influenced by influencers who share their interests [1], [3], [20]. Online customer reviews enable other consumers to identify high-quality products based on the experiences and ratings of previous buyers, which can influence their purchasing intentions [12], [19], [23], [22]. Enjoyment refers to the emotional joy consumers feel when using a product. This excitement can affect consumers' purchase intention [24], [25]. Brand image influences customer trust, enabling them to assess whether the product is attractive and valuable, making it worth purchasing [8], [3], [17]. Promotion plays a crucial role in introducing and providing information, making consumers aware of the benefits of a product, and encouraging faster purchase intentions related to the promoted product [26], [20], [21]. Electronic word of mouth is a

<https://doi.org/10.25077/TEKNOSI.v11i3.2025.294-301>

communication channel where consumers who are not acquainted with each other can exchange ideas about a product or service online [3], [27]. Video content with creative advertising has a high appeal, thus directly increasing purchase interest and building customer engagement and loyalty to the brand [2], [27]. Price promotions can captivate consumers' attention, encouraging them to purchase the goods they want. These price offers can include discounts, flash sales, and free shipping [4], [28].

Service quality is how well the service meets the desired standard of excellence to meet consumer needs, to influence purchasing behavior [20], [29]. Perceived value describes the extent to which consumers consider a product valuable, related to product quality and satisfaction [12], [15]. Celebrity endorsement is beneficial in marketing because it helps attract new customers and draw their attention to goods or services [3], [27]. Viral marketing is a strategy that encourages consumers to share engaging information. It is a marketing tool or phenomenon influencing consumer buying interest [10], [27]. Product quality refers to the product performance consumers desire to influence purchase interest [11], [23]. Hedonic motivation focuses on the emotional and pleasure side of shopping, which can influence purchase intention because consumers are generally attracted to emotionally satisfying experiences [1]. Utilitarian value is related to how consumers perceive the effectiveness and efficiency of shopping to increase consumer buying interest in the efficiency of various products or services [30]. Finally, immersive experience increases purchase intention because consumers feel more involved and connected to the products and community at TikTok Shop, creating a more enjoyable and satisfying shopping experience [15]. Table 2 presents factors influencing consumer purchase intentions at TikTok Shop; thus, this research question can be answered.

Table 2. Consumer Purchase Intention Factors

Factors	Id Study
Trust	A7;A8;A13;A15;A23;A28;A30;A31;A32
Information Quality	A1;A19;A27;A32;A36
Price Value	A13;A20;A22;A24;A34
Live Streaming	A7;A20;A28;A34
Influencer	A1;A3;A19;A22
Online Customer Review	A12;A20;A21;A34
Enjoyment	A19;A25;A32;A36
Brand Image	A3;A8;A31
Promotion	A17;A22;A24
Electronic Word of Mouth	A3;A5;A35
Video Content	A2;A4;A35
Price Promotion	A4;A18;A35
Service Quality	A22;A26
Perceived Value	A12;A28
Celebrity Endorsement	A3;A35
Viral Marketing	A10;A35
Product Quality	A11;A21
Hedonic Motivation	A1
Utilitarian Value	A29
Immersive Experience	A28

## 5. CONCLUSIONS

Based on the results of this literature study, this research identifies several factors that can influence consumer purchase intentions at TikTok Shop. This research identified 20 purchase intention factors that play a crucial role in consumer purchase intention, including trust, live streaming, information quality, price value, influencers, online customer reviews, brand image, promotion, enjoyment, electronic word of mouth, video content, price promotion, service quality, perceived value, celebrity endorsement, viral marketing, product quality, hedonic motivation, practical value, and immersive experience. By understanding these factors, businesses can develop more effective marketing strategies to increase consumer purchase intention, such as optimizing video content, strengthening relationships with influencers, and improving service quality. Future research can consider product-specific factors influencing purchase intention to better understand the dynamics of purchase intention across various product categories on TikTok Shop.

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