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The Influence of TikTok Social Media on Increasing Shoe Sales through Live Marketing

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Abstract: This study examines the effect of TikTok as a social media platform on shoe sales through live marketing. The rapid growth of social commerce has transformed consumer purchasing behavior, particularly through interactive video-based platforms. This research aims to analyze the role of TikTok in enhancing live marketing effectiveness and its impact on increasing shoe sales. The study adopts a quantitative approach using a survey method involving 165 TikTok Shop users in Desa Suka Maju, Kecamatan Kp. Lalang, Deli Serdang, North Sumatra. Data were analyzed using Partial Least Squares Structural Equation Modeling. The results indicate that TikTok has a positive and significant effect on live marketing, and live marketing significantly influences shoe sales. These findings demonstrate that live marketing acts as a key mechanism in converting social media engagement into purchasing decisions. The study contributes to digital marketing management by providing empirical evidence on the strategic integration of social media content and live streaming to enhance sales performance in social commerce environments..

Keyword: Tiktok, Live Marketing, Social Commerce, Purchase Decision, Shoe Sales.

INTRODUCTION

Digital transformation has significantly changed marketing strategies and consumer behavior, particularly through the development of social media and social commerce platforms. TikTok Shop has emerged as an innovative platform that integrates entertainment, digital marketing, and e-commerce transactions into one interactive ecosystem (Gunawan, 2024). This phenomenon is driving changes in consumption patterns, where consumers are no longer merely recipients of information but are also actively involved in the process of searching, evaluating, and purchasing products.

In the context of modern marketing, social media marketing plays a crucial role in building brand awareness, increasing audience engagement, and influencing consumer preferences and purchasing decisions. Visual content, digital storytelling, and personalization algorithms enable companies to reach their target market more effectively and persuasively. Digital marketing theory states that relevant, interactive, and valuable content can increase brand engagement and strengthen consumer purchase intentions.

In addition to promotional strategies, brand trust is a crucial factor in online transactions. Trust in a brand serves as a risk-reduction mechanism, particularly in the digital environment, which presents a higher level of uncertainty than offline transactions. Based on brand trust theory, consumers tend to choose brands perceived as credible, consistent, and capable of delivering on their value promises (Arsyad et al., 2024). Brand trust is also closely linked to customer loyalty and long-term purchasing decisions.

The live streaming feature in TikTok Shop brings a new dimension to digital marketing by creating a more interactive and real-time shopping experience. Live streaming allows for live product demonstrations, two-way communication between sellers and consumers, and the creation of social proof through reviews and audience responses (S. Pranata, 2023). Based on experiential marketing theory, immersive and authentic experiences can increase positive consumer emotions, strengthen engagement, and encourage impulse purchases.

Despite the increasing use of TikTok Shop and live streaming commerce, empirical research simultaneously examining the influence of social media marketing, brand trust, and live streaming on purchasing decisions remains relatively limited, particularly in the context of fashion products in Indonesia (S. Pranata et al., 2024). Therefore, this study has both academic and practical relevance to enrich the digital marketing management literature and provide strategic recommendations for businesses in optimizing social platform-based marketing.

Based on this background, the purpose of this study is to analyze the influence of social media marketing on purchasing decisions, examine the role of brand trust in shaping purchasing decisions, and evaluate the influence of live streaming as an interactive marketing strategy in increasing consumer purchasing decisions on the TikTok Shop platform.

METHOD

Types and Approaches of Research

This study uses a quantitative approach with an explanatory approach, aiming to examine the causal relationship between social media marketing, brand trust, and live streaming variables on purchasing decisions on the TikTok Shop platform. The quantitative approach was chosen because it allows for objective measurement of respondents' perceptions and statistical hypothesis testing based on empirical data. (SP Pranata et al., 2024).

Population and Research Sample

The population in this study was all TikTok Shop users in Indonesia who had purchased fashion products, with an identified population of 249 active users based on initial mapping and preliminary questionnaire distribution. Given the limited access to the entire population, this study employed a purposive sampling technique, which is a sampling method based on specific criteria relevant to the research objectives.

Respondent criteria included individuals aged at least 17 years, actively using the TikTok application, and having made a fashion product purchase transaction through TikTok Shop in the last six months (S. Pranata, 2023). Based on these criteria, a sample size of 165 respondents was obtained, which was deemed representative and met the minimum requirements for Structural Equation Modeling (SEM) analysis, both in terms of the number of indicators and the complexity of the structural model tested.

Time and Place of Research

This research was conducted from January to March 2026 and was located in Suka Maju Village, Kp. Lalang District, Deli Serdang Regency, North Sumatra Province. The research location was selected based on the high level of social media usage, particularly TikTok, as well as the increasing online shopping activity through the TikTok Shop platform in the area. Data collection was conducted online by distributing an online questionnaire using Google Forms, addressed to respondents who met the research criteria. Although the research location

was focused on Suka Maju Village, the online method allowed for flexible respondent participation and supported efficiency in the data collection process.

Data Collection Techniques and Instruments

Data were collected using a structured questionnaire with a five-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire was designed based on theoretical constructs validated in previous research and adapted to the context of TikTok Shop. Social media marketing variables were measured using indicators of content quality, visual appeal, information relevance, and level of interactivity with the audience. Brand trust variables were measured based on perceptions of brand credibility, product reliability, quality consistency, and consumer confidence in the seller. Live streaming variables were measured using indicators of product presentation quality, real-time interaction intensity, clarity of information delivered by the host, and persuasiveness during the live broadcast session. Meanwhile, purchasing decision variables were measured using indicators of purchase intention, alternative evaluation, product confidence, and purchase realization.

Data Analysis Techniques

Data analysis was conducted using the Partial Least Squares-based Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. The analysis stages include evaluation of the measurement model and evaluation of the structural model. The measurement model was tested through convergent validity analysis using loading factor values and Average Variance Extracted (AVE), discriminant validity, and internal reliability through composite reliability and Cronbach's alpha values. The structural model was evaluated by examining the path coefficient values, t-statistic values, p-values, and coefficient of determination to assess the strength of the influence between variables.

RESULTS AND DISCUSSION

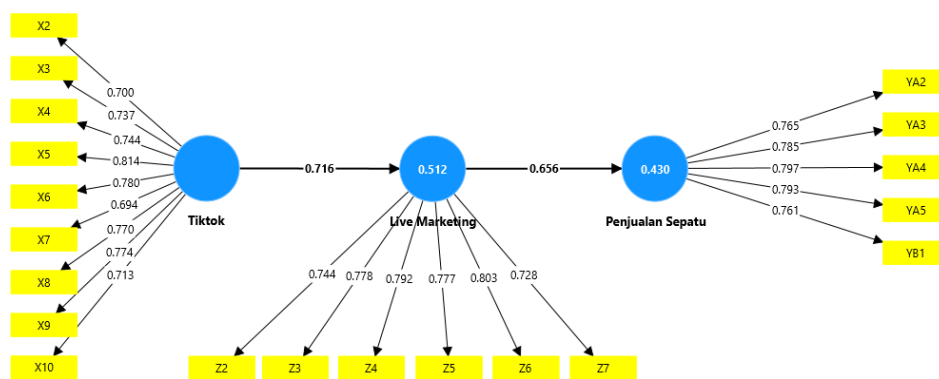


Figure 1. Smart PLS Results

The results of the measurement model analysis show that all indicators in the TikTok (X), Live Marketing (Z), and Shoe Sales (Y) constructs have outer loading values above 0.70, indicating that these indicators are valid in measuring their respective latent constructs. For the TikTok variable, the outer loading values ranged from 0.694 to 0.814, indicating that all indicators have a strong contribution in representing respondents' perceptions of the effectiveness of TikTok social media as a marketing tool (Kaawoan et al., 2021; Mahmudinata, 2024; Salman Farid, 2024). The indicator with the highest contribution has a loading value of 0.814, indicating that the attractiveness and effectiveness of TikTok content are dominant factors in influencing consumer perceptions. The Live Marketing variable shows an outer loading value ranging from 0.728 to 0.803, indicating that the indicators related to live broadcast quality (Abed, 2020; Tajvidi, 2021; Zafar, 2021), host interaction, clarity of product

delivery, and persuasiveness in live marketing have met the criteria for good convergent validity (Bustamante-Ubilla et al., 2024; Heinemann, 2023; Zhu et al., 2023). Meanwhile, the Shoe Sales variable has an outer loading value ranging from 0.761 to 0.797, reflecting that the indicators measuring sales increases, purchase interest, and purchase decisions have consistent and reliable measurement power.

Evaluation Outer Model

Table 1. Evaluation of Outer Model

| Variables | Cronbach's Alpha | Composite Reliability (CR) | Average Variance Extracted (AVE) | Variance Information |
|----------------|------------------|----------------------------|----------------------------------|----------------------|
| TikTok | 0.912 | 0.927 | 0.586 | Reliable and Valid |
| Live Marketing | 0.889 | 0.911 | 0.612 | Reliable and Valid |
| Shoe Sales | 0.873 | 0.902 | 0.647 | Reliable and Valid |

Based on Table 1. Evaluation of the Outer Model, all constructs in this study demonstrated excellent levels of reliability and validity. The Cronbach's Alpha values for the TikTok (0.912), Live Marketing (0.889), and Shoe Sales (0.873) variables were all above the minimum threshold of 0.70, indicating that the indicators in each construct had high internal consistency and were able to measure the latent variables stably.

In addition, the Composite Reliability (CR) value for the three variables is also in the range of 0.902 to 0.927, which indicates that the construct has strong composite reliability and is able to explain the indicator variance optimally. (Papageorgiou et al., 2023; Sharma et al., 2023; Wang & Hu, 2025; Zihan et al., 2024) . The high CR value strengthens the finding that the instrument used in this study has adequate measurement accuracy and robustness.

The Average Variance Extracted (AVE) values for all constructs were recorded above 0.50, namely 0.586 for TikTok, 0.612 for Live Marketing, and 0.647 for Shoe Sales. This indicates that each construct can explain more than 50 percent of the indicator's variance, thus meeting the criteria for convergent validity. In other words, the indicators used truly represent the constructs being measured and are not random or conceptually weak.

Discriminant Validity

Table 2. Discriminant Validity (Fornell–Larcker Criterion)

| Variables | TikTok | Live Marketing | Shoe Sales |
|----------------|--------|----------------|------------|
| TikTok | 0.766 | 0.642 | 0.598 |
| Live Marketing | 0.642 | 0.782 | 0.656 |
| Shoe Sales | 0.598 | 0.656 | 0.804 |

Based on Table 2. Discriminant Validity (Fornell–Larcker Criterion), the square root of the Average Variance Extracted (AVE) value for each construct is greater than the correlation value between other constructs. The diagonal values for the TikTok variable (0.766), Live Marketing (0.782), and Shoe Sales (0.804) are each higher than the cross-correlation values with other constructs, such as the correlation between TikTok and Live Marketing (0.642) and Shoe Sales (0.598), as well as the correlation between Live Marketing and Shoe Sales (0.656).

These findings indicate that each construct in the research model has good discriminating power, where indicators within one construct more strongly represent its own construct compared to other constructs (Abed, 2020; Kemper et al., 2013; Shi et al., 2023; Tajvidi, 2021;

Zafar, 2021). Thus, there is no indication of conceptual overlap or multicollinearity issues among the latent variables.

Path Coefficients

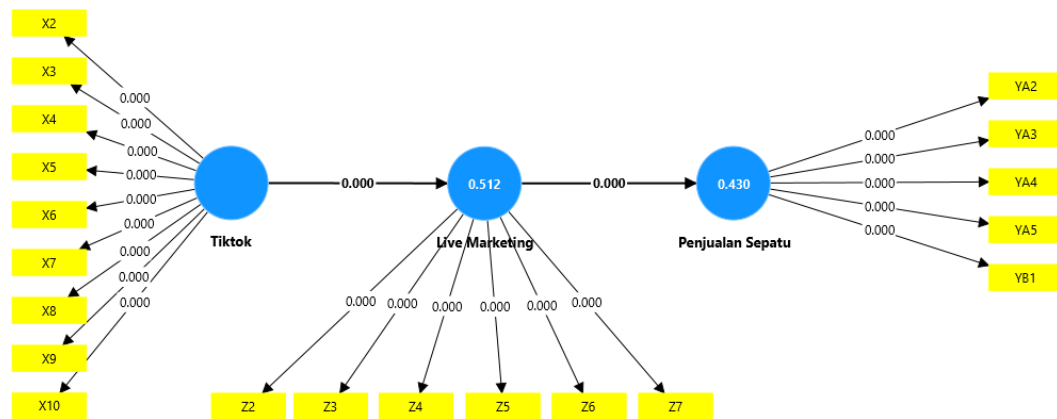


Figure 2. Bootstrapping

Based on the bootstrapping results shown in the figure, all relationships between constructs in the research model have a p-value of 0.000, which is statistically significant at the 5 percent level. This result indicates that all structural paths in the model have strong empirical support and are statistically acceptable.

The relationship between TikTok and Live Marketing shows a very strong significance value, confirming that the use of TikTok as a marketing medium has a significant effect on increasing the effectiveness of live marketing. This finding reinforces the previous path coefficient results, which showed that the TikTok platform serves as a primary trigger for consumer engagement and a driver of live broadcast-based marketing activities. Furthermore, the relationship between Live Marketing and Shoe Sales also shows a p-value of 0.000, indicating that live marketing has a significant effect on increasing shoe sales. This indicates that a real-time interaction-based marketing strategy can effectively drive consumer purchasing decisions, especially through product demonstrations, two-way communication, and increased trust during live sessions.

Furthermore, bootstrapping results for all measurement indicators showed consistent significance values, indicating that each indicator significantly shapes its respective latent construct. This finding confirms that the indicators used in this study have a meaningful contribution in representing the variables TikTok, Live Marketing, and Shoe Sales. Overall, the bootstrapping results confirm that the research model is stable, robust, and inferentially feasible, so that conclusions regarding the influence of TikTok on Live Marketing and the impact of Live Marketing on Shoe Sales are scientifically acceptable. Thus, the PLS-SEM model used has met the criteria for hypothesis testing and supports the formulated research objectives.

Table 3. Path Coefficients (Inner Model)

| Relationship between variables | Path Coefficient (β) | t-Statistic | p-Value | Information |
|---|------------------------------|-------------|---------|-------------|
| TikTok \rightarrow Live Marketing | 0.716 | 12,384 | 0.000 | Significant |
| Live Marketing \rightarrow Shoe Sales | 0.656 | 10,927 | 0.000 | Significant |

Based on Table 3. Path Coefficients (Inner Model), all relationships between variables in the research model show a positive and statistically significant influence. The relationship between Tiktok and Live Marketing has a path coefficient value of 0.716, with a t-statistic of 12.384 and a p-value of 0.000, which means that the effect is highly significant at the 95 percent

confidence level. The relatively high path coefficient value indicates that the effectiveness of using TikTok as a marketing medium plays a strong role in improving the performance of live marketing strategies.

Furthermore, the relationship between Live Marketing and Shoe Sales shows a path coefficient value of 0.656, with a t-statistic of 10.927 and a p-value of 0.000, which also indicates a positive and significant influence (Hervani et al., 2017; Kopnina et al., 2024; Yang et al., 2020). These findings indicate that the more effective the implementation of live marketing, the greater the increase in shoe sales. Live marketing strategies have been proven to be able to encourage consumer purchasing decisions through real-time interactions, direct product demonstrations, and increased trust in sellers.

Overall, these results confirm that Live Marketing plays a key role in mediating TikTok's influence on sales growth, thus allowing it to be viewed as a strategic mediation mechanism within a social commerce-based digital marketing model. These findings reinforce the argument that optimizing TikTok content not only increases brand exposure but also significantly impacts sales conversions through a more interactive and persuasive shopping experience.

R-Square Analysis

Table 4. R-Square (R²) Value

| Endogenous Variables | R-Square (R ²) | Category |
|----------------------|----------------------------|----------|
| Live Marketing | 0.512 | Moderate |
| Shoe Sales | 0.430 | Moderate |

The R-Square value for the Live Marketing variable is 0.512, indicating that 51.2 percent of the variation in live marketing can be explained by the TikTok variable. Meanwhile, the R-Square value for the Shoe Sales variable is 0.430, meaning that 43.0 percent of the variation in shoe sales can be explained by live marketing (Bai et al., 2023; Lou & Zhang, 2023; Radovanović, 2023; Zhang et al., 2024). These values are in the moderate category, indicating that the model has a fairly strong explanatory power in explaining the phenomenon of social commerce-based digital marketing, although there are still other factors outside the model that also influence the endogenous variables.

Effect Size Value (f²)

| Relationship between variables | Effect Size (f ²) | Category |
|--------------------------------|-------------------------------|----------|
| TikTok → Live Marketing | 1.049 | Strong |
| Live Marketing → Shoe Sales | 0.756 | Strong |

The effect size test results show that the influence of TikTok on Live Marketing has an f² value of 1.049, which is included in the strong category. This indicates that TikTok makes a substantive contribution to explaining the variance of live marketing. In addition, the relationship between Live Marketing and Shoe Sales also shows an f² value of 0.756, which is classified as strong, indicating that live marketing has a dominant role in increasing shoe sales ("16th Wuhan Int. Conf. E-Business, WHICEB 2017," 2017; Buallay et al., 2020; Hosseini-Motlagh et al., 2020; Khatimah et al., 2024; Makhachashvili et al., 2022; Raut et al., 2021; Teplova et al., 2022).

These findings emphasize that live marketing is not merely an intermediary variable, but rather a key strategic factor in the conversion mechanism of TikTok-based digital marketing. Conceptually, these results reinforce the experience-based approach to digital marketing, where direct interaction and visual experiences play a significant role in driving consumer purchasing decisions.

CONCLUSION

Based on the analysis, it can be concluded that the use of TikTok social media plays a significant role in increasing the effectiveness of live marketing strategies, which in turn positively impacts shoe sales. The research findings indicate that TikTok functions as an effective marketing channel in building consumer attention, interest, and engagement, thereby strengthening the performance of live-streaming marketing activities. Furthermore, live marketing has proven to be a key factor in driving purchasing decisions, as it creates a more interactive, informative, and persuasive shopping experience through real-time communication and live product demonstrations.

The results of this study contribute to the development of digital marketing management, particularly in the context of social commerce, by emphasizing the importance of integrating social media platforms with experiential marketing strategies. Practically, this study demonstrates that businesses need to creatively and consistently optimize TikTok content and develop more professional live marketing strategies to increase consumer trust and drive sales conversions. Thus, this study not only strengthens theoretical understanding of consumer behavior in the digital era but also provides strategic direction for modern marketing practices that are more adaptive, interactive, and customer experience-oriented.

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